

**CHAPTER – 5**

**ANALYSIS  
AND INTERPRETATION OF DATA**

| Table : 1 Percentage Frequency Distribution of Background Characteristics of responses given for the comparison of selected Non-durable & Durable Consumer Products |                            |                      |            |                  |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------|------------|------------------|------------|
| Sr. No.                                                                                                                                                             | Background Characteristics | Non-durable Products |            | Durable Products |            |
|                                                                                                                                                                     |                            | No.                  | Percentage | No.              | Percentage |
| 1                                                                                                                                                                   | Age                        |                      |            |                  |            |
|                                                                                                                                                                     | <31                        | 135                  | 54.0       | 63               | 25.2       |
|                                                                                                                                                                     | 31 – 50                    | 98                   | 39.2       | 165              | 66.0       |
|                                                                                                                                                                     | 50 +                       | 17                   | 6.8        | 22               | 8.8        |
| 2                                                                                                                                                                   | Sex                        |                      |            |                  |            |
|                                                                                                                                                                     | Male                       | 63                   | 25.2       | 205              | 82.0       |
|                                                                                                                                                                     | Female                     | 187                  | 74.8       | 45               | 18.0       |
| 3                                                                                                                                                                   | Education                  |                      |            |                  |            |
|                                                                                                                                                                     | Below Graduation           | 49                   | 19.6       | 20               | 8.0        |
|                                                                                                                                                                     | Graduation                 | 123                  | 49.2       | 113              | 45.2       |
|                                                                                                                                                                     | Above Graduation           | 78                   | 31.2       | 117              | 46.8       |
| 4                                                                                                                                                                   | Occupation                 |                      |            |                  |            |
|                                                                                                                                                                     | Business                   | 9                    | 3.6        | 82               | 32.8       |
|                                                                                                                                                                     | Service                    | 119                  | 47.2       | 76               | 30.4       |
|                                                                                                                                                                     | Housewife                  | 53                   | 21.2       | 10               | 4.0        |
|                                                                                                                                                                     | Profession                 | 16                   | 6.4        | 64               | 25.6       |
|                                                                                                                                                                     | Student                    | 51                   | 20.4       | 10               | 4.0        |
|                                                                                                                                                                     | Other                      | 2                    | 0.8        | 8                | 3.2        |
| 5                                                                                                                                                                   | Education Category         |                      |            |                  |            |
|                                                                                                                                                                     | General                    | 196                  | 78.4       | 146              | 58.4       |
|                                                                                                                                                                     | Technical                  | 36                   | 14.4       | 49               | 19.6       |
|                                                                                                                                                                     | Professional               | 18                   | 7.2        | 55               | 22.0       |
| 6                                                                                                                                                                   | Family Size                |                      |            |                  |            |
|                                                                                                                                                                     | 1 – 4 Members              | 130                  | 52.0       | 100              | 40.0       |
|                                                                                                                                                                     | 5 or more                  | 120                  | 48.0       | 150              | 60.0       |
| 7                                                                                                                                                                   | Marital Status             |                      |            |                  |            |
|                                                                                                                                                                     | Married                    | 159                  | 63.6       | 214              | 85.6       |
|                                                                                                                                                                     | Unmarried                  | 91                   | 39.4       | 36               | 14.4       |
| 8                                                                                                                                                                   | Monthly Family Income      |                      |            |                  |            |
|                                                                                                                                                                     | < = 25000                  | 150                  | 60.0       | 32               | 12.8       |
|                                                                                                                                                                     | 25001 – 50000              | 99                   | 39.6       | 202              | 80.8       |
|                                                                                                                                                                     | 50000 +                    | 1                    | 0.4        | 16               | 6.4        |
| Total. ...                                                                                                                                                          |                            | 250                  | 100        | 250              | 100        |

The above table is a classification of selected Non-Durables and Durables with respect to the Background Characteristics

- 1) It is inferred that 54% of respondents were of the Age group of <31 for Non-durables and in case of Durables 66% of the respondents were of the Age group 31-50
- 2) For Non-durables 74.8% were females and for Durables 82% respondents were males
- 3) In case of Non-durables maximum respondents i.e. 49.2% had education up to graduation and in case of Durables 46.8% had above graduation education
- 4) For Non-durables highest number of respondents i.e. 47.2% belonged to the services class whereas for Durables most of the respondents were spread along business, service and professional class aggregating to 88.8%
- 5) IN Non-durables and Durables most respondents had general or non-technical & non-professional education, although in case of Durables respondents with professional education were substantially high as compared to Non-durables in the same category
- 6) Most respondents i.e. 52% for Non-durables had a family size of 1 to 4 members and for durables 60% had a family size of more than 5 members
- 7) For non-durables and durables maximum number of respondents i.e. 63.6% & 85.6% respectively were married
- 8) In case of non-durables 60% respondents had a monthly family income below or equal to Rs 25000/- and in case of durables 80.8% had Monthly family income between Rs 25001-50000

| TABLE : 2A (Q/A ABC) Percentage Frequency Distribution of Frequency Purchase of Selected Non-durable with respect to the Background Characteristics |                 |                       |      |    |             |    |      |         |   |   |            |    |      |        |      |   |             |    |      |           |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------|------|----|-------------|----|------|---------|---|---|------------|----|------|--------|------|---|-------------|----|------|-----------|------|----|--------|----|------|--------|------|----|-------------|---|------|---------|------|---|--------|---|--|
| Sr No                                                                                                                                               | Background Chrs | Frequency of Purchase |      |    |             |    |      |         |   |   |            |    |      |        |      |   |             |    |      |           |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |
|                                                                                                                                                     |                 | Soap                  |      |    |             |    |      |         |   |   | Toothpaste |    |      |        |      |   |             |    |      | Chocolate |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |
|                                                                                                                                                     |                 | Weekly                |      |    | Fortnightly |    |      | Monthly |   |   | Rarely     |    |      | Weekly |      |   | Fortnightly |    |      | Monthly   |      |    | Rarely |    |      | Weekly |      |    | Fortnightly |   |      | Monthly |      |   | Rarely |   |  |
|                                                                                                                                                     |                 | No                    | %    |    | No          | %  |      | No      | % |   | No         | %  |      | No     | %    |   | No          | %  |      | No        | %    |    | No     | %  |      | No     | %    |    | No          | % |      | No      | %    |   | No     | % |  |
| 1                                                                                                                                                   | Age             | 29                    | 24.4 | 34 | 28.6        | 55 | 46.2 | -       | - | 1 | 1.0        | 13 | 13.1 | 85     | 85.9 | - | -           | 41 | 34.2 | 25        | 20.8 | 7  | 5.8    | 47 | 39.2 | 27     | 36.0 | 14 | 18.7        | 6 | 8.0  | 28      | 37.3 |   |        |   |  |
|                                                                                                                                                     | < 31            | 5                     | 7.7  | 28 | 43.1        | 32 | 49.2 | -       | - | - | -          | 5  | 9.1  | 50     | 90.9 | - | -           | 3  | 20.0 | -         | -    | 2  | 13.3   | 10 | 66.7 | -      | -    | -  | -           | - | -    | -       | -    | - | -      |   |  |
|                                                                                                                                                     | 31 - 50         | 1                     | 5.9  | 7  | 41.2        | 9  | 52.9 | -       | - | - | -          | 3  | 21.4 | 11     | 78.6 | - | -           | -  | -    | -         | -    | -  | -      | -  | -    | -      | -    | -  | -           | - | -    | -       | -    | - | -      |   |  |
|                                                                                                                                                     | 50 +            |                       |      |    |             |    |      |         |   |   |            |    |      |        |      |   |             |    |      |           |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |
| 2                                                                                                                                                   | Sex             | 12                    | 21.8 | 25 | 45.5        | 18 | 32.7 | -       | - | 1 | 2.3        | 6  | 15.6 | 37     | 84.1 | - | -           | 14 | 26.9 | 9         | 17.3 | 6  | 11.5   | 23 | 44.2 | 57     | 36.1 | 30 | 19.0        | 9 | 5.7  | 62      | 39.2 |   |        |   |  |
|                                                                                                                                                     | Male            | 23                    | 15.8 | 44 | 30.1        | 78 | 53.4 | -       | - | - | -          | 15 | 12.1 | 109    | 87.9 | - | -           | -  | -    | -         | -    | -  | -      | -  | -    | -      | -    | -  | -           | - | -    | -       | -    | - | -      |   |  |
|                                                                                                                                                     | Female          |                       |      |    |             |    |      |         |   |   |            |    |      |        |      |   |             |    |      |           |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |
| 3                                                                                                                                                   | Edu. Cat.       | 21                    | 12.9 | 56 | 34.4        | 86 | 52.8 | -       | - | - | -          | 18 | 12.4 | 127    | 87.6 | - | -           | 56 | 33.1 | 26        | 15.4 | 11 | 6.5    | 76 | 45.0 | 10     | 37.0 | 12 | 44.4        | 1 | 3.7  | 4       | 14.8 |   |        |   |  |
|                                                                                                                                                     | General         | 9                     | 39.1 | 8  | 34.8        | 5  | 21.7 | -       | - | - | -          | -  | -    | 12     | 100  | - | -           | 5  | 35.7 | 1         | 7.1  | 3  | 21.4   | 5  | 35.7 | 5      | 35.7 | 1  | 7.1         | 3 | 21.4 | 5       | 35.7 |   |        |   |  |
|                                                                                                                                                     | Technical       | 5                     | 33.3 | 5  | 33.3        | 5  | 33.3 | -       | - | 1 | 9.1        | 3  | 27.3 | 7      | 63.6 | - | -           | -  | -    | -         | -    | -  | -      | -  | -    | -      | -    | -  | -           | - | -    | -       | -    | - |        |   |  |
|                                                                                                                                                     | Professional    |                       |      |    |             |    |      |         |   |   |            |    |      |        |      |   |             |    |      |           |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |
| 4                                                                                                                                                   | Occupation      | -                     | -    | 5  | 71.4        | 2  | 28.6 | -       | - | - | -          | -  | -    | 6      | 100  | - | -           | 3  | 33.3 | 1         | 11.1 | -  | -      | 5  | 55.6 | 36     | 37.1 | 18 | 18.6        | 5 | 5.2  | 38      | 39.2 |   |        |   |  |
|                                                                                                                                                     | Business        | 11                    | 11.8 | 33 | 35.5        | 49 | 52.7 | -       | - | - | -          | 10 | 13.5 | 64     | 86.5 | - | -           | 3  | 33.3 | 1         | 11.1 | -  | -      | 5  | 55.6 | 36     | 37.1 | 18 | 18.6        | 5 | 5.2  | 38      | 39.2 |   |        |   |  |
|                                                                                                                                                     | Service         | 7                     | 18.4 | 14 | 36.8        | 17 | 44.7 | -       | - | - | -          | 4  | 12.9 | 27     | 87.1 | - | -           | 17 | 40.5 | 9         | 21.4 | 3  | 7.1    | 13 | 31.0 | 3      | 7.1  | 13 | 31.0        | 3 | 7.1  | 13      | 31.0 |   |        |   |  |
|                                                                                                                                                     | Housewife       | 4                     | 28.6 | 4  | 28.6        | 6  | 42.9 | -       | - | 1 | 9.1        | 2  | 18.2 | 8      | 72.7 | - | -           | 3  | 23.1 | 2         | 15.4 | 4  | 30.8   | 4  | 30.8 | 3      | 23.1 | 2  | 15.4        | 4 | 30.8 | 4       | 30.8 |   |        |   |  |
|                                                                                                                                                     | Profession      | 13                    | 27.7 | 12 | 25.5        | 21 | 44.7 | -       | - | - | -          | 5  | 11.4 | 39     | 88.6 | - | -           | 12 | 25.5 | 8         | 17.0 | 2  | 4.3    | 25 | 53.2 | 12     | 25.5 | 8  | 17.0        | 2 | 4.3  | 25      | 53.2 |   |        |   |  |
|                                                                                                                                                     | Student         |                       |      |    |             |    |      |         |   |   |            |    |      |        |      |   |             |    |      |           |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |
|                                                                                                                                                     | Other           | -                     | -    | 1  | 50.0        | 1  | 50.0 | -       | - | - | -          | -  | -    | 2      | 100  | - | -           | -  | -    | 1         | 50.0 | 1  | 50.0   | -  | -    | -      | -    | -  | -           | - | -    | -       | -    | - |        |   |  |
| 5                                                                                                                                                   | Family Size     | 25                    | 22.5 | 29 | 26.1        | 56 | 50.5 | -       | - | - | -          | 10 | 10.4 | 86     | 89.6 | - | -           | 38 | 31.9 | 19        | 16.0 | 9  | 7.6    | 53 | 44.5 | 38     | 31.9 | 19 | 16.0        | 9 | 7.6  | 53      | 44.5 |   |        |   |  |
|                                                                                                                                                     | 1 - 4 Mem       | 10                    | 11.1 | 40 | 44.4        | 40 | 44.4 | -       | - | 1 | 1.4        | 11 | 15.3 | 60     | 83.3 | - | -           | 33 | 36.3 | 20        | 22.0 | 6  | 6.6    | 32 | 35.2 | 33     | 36.3 | 20 | 22.0        | 6 | 6.6  | 32      | 35.2 |   |        |   |  |
|                                                                                                                                                     | 5 or more       |                       |      |    |             |    |      |         |   |   |            |    |      |        |      |   |             |    |      |           |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |
| 6                                                                                                                                                   | M F Income      | 21                    | 16.9 | 38 | 30.6        | 65 | 52.4 | -       | - | - | -          | 11 | 10.1 | 98     | 89.9 | - | -           | 44 | 35.5 | 20        | 16.1 | 8  | 6.5    | 52 | 41.9 | 44     | 35.5 | 20 | 16.1        | 8 | 6.5  | 52      | 41.9 |   |        |   |  |
|                                                                                                                                                     | < = 25000       | 13                    | 17.1 | 31 | 40.8        | 31 | 40.8 | -       | - | 1 | 1.7        | 9  | 15.5 | 48     | 82.8 | - | -           | 27 | 31.8 | 19        | 22.4 | 7  | 8.2    | 32 | 37.6 | 27     | 31.8 | 19 | 22.4        | 7 | 8.2  | 32      | 37.6 |   |        |   |  |
|                                                                                                                                                     | 25001-50000     |                       |      |    |             |    |      |         |   |   |            |    |      |        |      |   |             |    |      |           |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |
|                                                                                                                                                     | 50001 +         | 1                     | 100  | -  | -           | -  | -    | -       | - | - | -          | 1  | 100  | -      | -    | - | -           | -  | -    | -         | -    | -  | -      | -  | -    | -      | -    | -  | -           | - | -    | -       | -    | - |        |   |  |
|                                                                                                                                                     | 50001 +         |                       |      |    |             |    |      |         |   |   |            |    |      |        |      |   |             |    |      |           |      |    |        |    |      |        |      |    |             |   |      |         |      |   |        |   |  |

Out of Total 250 Respondents 200 respondents have responded for frequency of purchase in case of Soap, 168 have responded in case of Toothpaste, and 210 have responded for Chocolate

The above is related to the responses given regarding the Frequency of purchase of selected Non-durable and Durable products with respect to the Background characteristics

- 1) In <31 age group, 55% respondents buy Soap and 85% respondents buy Toothpaste monthly and 39 2% respondents buy Chocolates rarely In 31-50 and 50+ age groups the buying frequency is the same as <31 age group
- 2) Most male respondents i.e 45 5% prefer to buy Soap on fortnightly basis, whereas most female respondents i.e 53 4% prefer to buy on monthly basis Most male respondents i.e 84 1% for Toothpaste & 44 2% for Chocolates prefer to buy them rarely Whereas most female respondents i.e 87 9% for Toothpaste & 39 2% for Chocolates prefer to buy them rarely as well
- 3) Majority of the respondents belonging to general education category i.e 52 8% for Soap & 87 6% for Toothpaste prefer to buy them monthly, but 45% would buy Chocolates rarely Within respondents having technical education, 39% prefer Soaps weekly, 100% prefer Toothpaste monthly and 44 4% prefer Chocolates fortnightly Those professionally educated showed no difference in frequency category of Soap, but would rather prefer Toothpaste monthly and Chocolates weekly or rarely.
- 4) In service class 52 7% respondents for Soap and 86 5% respondents for Toothpaste respectively from prefer to buy them monthly and 39 2% would buy Chocolates rarely Most housewives i.e 44 7% for Soap & 87% for Toothpaste buy them monthly and 40 5% would buy Chocolates weekly Most students i.e 44 7% for Soaps and 88 6% for Toothpaste would buy them monthly and 53 2% would buy Chocolates rarely
- 5) Families with 1 to 4 members indicate that 50 5% for Soap and 80 6% for Toothpaste prefer to buy them monthly and 44 5% would buy Chocolates rarely Families with 5 or more members indicate that 44 4% would either prefer to buy Soap fortnightly or monthly 83 3% would buy Toothpaste monthly and 36 3% would buy Chocolates weekly
- 6) Families with monthly income equal to or less than Rs 25000/- indicate that 52 4% respondents would buy Soap and 89 9% would buy Toothpaste monthly and 41 9% would buy Chocolates rarely Families with monthly income between Rs 25001/- to 50000 indicate that 44 8% respondents would buy Soaps either fortnightly or monthly, 82 8% would buy Toothpaste monthly and 37 6% would buy Chocolates rarely

| TABLE : 2B (Q/A ABC) Percentage Frequency Distribution of Age of Selected Durable Products with respect to the Background Characteristics |                 |                 |      |     |      |           |      |              |    |      |    |           |    |       |     |     |      |           |      |       |      |     |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|------|-----|------|-----------|------|--------------|----|------|----|-----------|----|-------|-----|-----|------|-----------|------|-------|------|-----|
| Sr No                                                                                                                                     | Background Chrs | Age of Durables |      |     |      |           |      |              |    |      |    |           |    |       |     |     |      |           |      |       |      |     |
|                                                                                                                                           |                 | Television      |      |     |      |           |      | Refrigerator |    |      |    |           |    | Car   |     |     |      |           |      |       |      |     |
|                                                                                                                                           |                 | < = 3           |      | 4 5 |      | 5 or more |      | < = 3        |    | 4 5  |    | 5 or more |    | < = 3 |     | 4 5 |      | 5 or more |      | Total |      |     |
|                                                                                                                                           |                 | No              | %    | No  | %    | No        | %    | No           | %  | No   | %  | No        | %  | No    | %   | No  | %    | No        | %    | No    | %    |     |
| 1                                                                                                                                         | Age             | 19              | 30.2 | 25  | 39.7 | 19        | 39.7 | 63           | 12 | 19.0 | 17 | 27.0      | 34 | 54.0  | 63  | 43  | 68.3 | 17        | 27.0 | 3     | 4.8  | 63  |
|                                                                                                                                           | 31 – 50         | 52              | 31.5 | 85  | 51.5 | 28        | 51.5 | 165          | 48 | 29.1 | 49 | 29.7      | 68 | 41.2  | 165 | 136 | 82.4 | 26        | 15.8 | 3     | 1.8  | 165 |
|                                                                                                                                           | 50 +            | 1               | 4.5  | 8   | 36.4 | 13        | 36.4 | 22           | 4  | 18.2 | 4  | 18.2      | 14 | 63.6  | 22  | 16  | 72.7 | 6         | 27.3 | -     | -    | 22  |
|                                                                                                                                           | Sex             |                 |      |     |      |           |      |              |    |      |    |           |    |       |     |     |      |           |      |       |      |     |
| 2                                                                                                                                         | Male            | 58              | 28.3 | 100 | 48.8 | 47        | 48.8 | 205          | 54 | 26.3 | 58 | 28.3      | 93 | 45.4  | 205 | 170 | 82.9 | 33        | 16.1 | 2     | 1.0  | 205 |
|                                                                                                                                           | Female          | 14              | 31.1 | 18  | 40.0 | 13        | 40.0 | 45           | 10 | 22.2 | 12 | 26.7      | 23 | 51.1  | 45  | 25  | 55.6 | 16        | 35.6 | 4     | 8.9  | 45  |
|                                                                                                                                           | Edu. Cat        |                 |      |     |      |           |      |              |    |      |    |           |    |       |     |     |      |           |      |       |      |     |
|                                                                                                                                           | General         | 41              | 28.1 | 73  | 50.0 | 32        | 50.0 | 146          | 36 | 24.7 | 37 | 25.3      | 73 | 50.0  | 146 | 110 | 75.3 | 30        | 20.5 | 6     | 4.1  | 146 |
|                                                                                                                                           | Technical       | 18              | 36.7 | 19  | 38.8 | 12        | 38.8 | 49           | 14 | 28.6 | 16 | 32.7      | 19 | 38.8  | 49  | 44  | 89.8 | 5         | 10.2 | -     | -    | 49  |
|                                                                                                                                           | Professional    | 13              | 23.6 | 26  | 47.3 | 16        | 47.3 | 55           | 14 | 25.5 | 17 | 30.9      | 24 | 43.6  | 55  | 41  | 74.5 | 14        | 25.5 | -     | -    | 55  |
|                                                                                                                                           | Occupation      |                 |      |     |      |           |      |              |    |      |    |           |    |       |     |     |      |           |      |       |      |     |
| 4                                                                                                                                         | Business        | 28              | 34.1 | 47  | 57.3 | 7         | 57.3 | 82           | 27 | 32.9 | 25 | 30.5      | 30 | 36.6  | 82  | 72  | 87.8 | 9         | 11.0 | 1     | 1.2  | 82  |
|                                                                                                                                           | Service         | 20              | 26.3 | 29  | 38.2 | 27        | 38.2 | 76           | 18 | 23.7 | 22 | 28.9      | 36 | 47.4  | 76  | 58  | 76.3 | 16        | 21.1 | 2     | 2.6  | 76  |
|                                                                                                                                           | Housewife       | 2               | 20.0 | 6   | 60.0 | 2         | 60.0 | 10           | 2  | 20.0 | 4  | 40.0      | 4  | 40.0  | 10  | 6   | 60.0 | 3         | 30.0 | 1     | 10.0 | 10  |
|                                                                                                                                           | Profession      | 15              | 23.4 | 29  | 45.3 | 20        | 45.3 | 64           | 16 | 25.0 | 14 | 21.9      | 34 | 53.1  | 64  | 47  | 73.4 | 16        | 25.0 | 1     | 1.6  | 64  |
|                                                                                                                                           | Student         | 5               | 50.0 | 2   | 20.0 | 3         | 20.0 | 10           | -  | -    | 1  | 10.0      | 9  | 90.0  | 10  | 5   | 50.0 | 4         | 40.0 | 1     | 10.0 | 10  |
|                                                                                                                                           | Other           | 2               | 25.0 | 5   | 62.5 | 1         | 62.5 | 8            | 1  | 12.5 | 4  | 50.0      | 3  | 37.5  | 8   | 7   | 87.5 | 1         | 12.5 | -     | -    | 8   |
|                                                                                                                                           | Family Size     |                 |      |     |      |           |      |              |    |      |    |           |    |       |     |     |      |           |      |       |      |     |
| 5                                                                                                                                         | 1 – 4 Mem       | 29              | 29.0 | 37  | 37.0 | 34        | 37.0 | 100          | 21 | 21.0 | 24 | 24.0      | 55 | 55.0  | 100 | 77  | 77.0 | 17        | 17.0 | 6     | 6.0  | 100 |
|                                                                                                                                           | 5 or more       | 43              | 28.7 | 81  | 54.0 | 26        | 54.0 | 150          | 43 | 28.7 | 46 | 30.7      | 61 | 40.7  | 150 | 118 | 78.7 | 32        | 21.3 | -     | -    | 150 |
|                                                                                                                                           | M F Income      |                 |      |     |      |           |      |              |    |      |    |           |    |       |     |     |      |           |      |       |      |     |
|                                                                                                                                           | < = 25000       | 10              | 31.3 | 8   | 25.0 | 14        | 25.0 | 32           | 6  | 18.8 | 3  | 9.4       | 23 | 71.9  | 32  | 21  | 65.6 | 8         | 25.0 | 3     | 9.4  | 32  |
| 6                                                                                                                                         | 25001-50000     | 58              | 28.7 | 100 | 49.5 | 44        | 49.5 | 202          | 54 | 26.7 | 59 | 29.2      | 89 | 44.1  | 202 | 165 | 81.7 | 34        | 16.8 | 3     | 1.5  | 202 |
|                                                                                                                                           | 50001 +         | 4               | 25.0 | 10  | 62.5 | 2         | 62.5 | 16           | 4  | 25.0 | 8  | 50.0      | 4  | 25.0  | 16  | 9   | 56.3 | 7         | 43.8 | -     | -    | 16  |
|                                                                                                                                           |                 |                 |      |     |      |           |      |              |    |      |    |           |    |       |     |     |      |           |      |       |      |     |
|                                                                                                                                           |                 |                 |      |     |      |           |      |              |    |      |    |           |    |       |     |     |      |           |      |       |      |     |

The above table pertains to the responses given regarding the Age of selected Durables with respect to the Background characteristics and indicates for how long the respondents have been using a particular brand of durable

- 1) In the age group <31, 39 7% of respondents possessed Televisions for last 4 to 5 years, 54% possessed Refrigerator for more than 6 years and 68 3% had Car for 3 years or less only In case of age group 31-50, 51 5% of respondents had TVs for last 4-5 years, 41 2% had Refrigerators for more than 6 years and 82 4% had Car for 3 years or less only In the age group 50+, 59 1% and 63 6% of respondents for TV and Refrigerator respectively, had possession of 6 years or more, whereas 72 7% of the respondents had Car for 3 years or less only
- 2) 48 8% of male respondents possessed TVs 4-5 years old, 45 4% males possessed Refrigerators 6 or more years older and 82 9% of males possessed Cars old by 3 years or less only 40% of female respondents possessed TVs 4-5 years old, 51% females had Refrigerators for last 6 years or more and 55 6% females had Cars for 3 years or less only
- 3) 50% of respondents in general education category possessed TVs for last 4-5 years and Refrigerators for 6 years or more, 75 3% possessed Cars for 3 years or less only 38 8% respondents in technical education category possessed TVs for last 4-5 years and Refrigerators for 6 years or more and 89 8% had Car for 3 years or less only 47 3% respondents professional education possessed TVs for last 4-5 years, 43 6% had Refrigerators for 6 years or more and 74 5% had Cars for 3 years or less only
- 4) 57 3% of business class respondents had TVs for last 4-5 years, 36 6% had Refrigerators for 6 years or more and 87 8% had Cars for 3 years or less only 38 2 respondents of service class had TVs for last 4-5 years, 47 4% had Refrigerators for 6 years or more and 76 3% had Cars for 3 years or less only 45 3% of professional class respondents possessed TVs for last 4-5 years, 53 1% had refrigerators for 6 years or more and 73 4% had Cars for 3 years or less only
- 5) 54% of respondents with family size of 5 or more members possessed TVs for last 4-5 years, 40 7% had Refrigerators for more than 6 years and 78 7% had Cars for 3 years or less only
- 6) Maximum of the total respondents were with a monthly family income between Rs 25001-50000, out of which 49 5% had TVs for last 4-5 years, 44% had Refrigerators for more than 6 years and 81 7% had Cars for 3 years or less only

| Sr No | Background Chrs | Intention for Replacement |      |              |      |     |      |    |    | CAT – Total |  |
|-------|-----------------|---------------------------|------|--------------|------|-----|------|----|----|-------------|--|
|       |                 | Television                |      | Refrigerator |      | Car |      |    |    |             |  |
|       |                 | No                        | %    | No           | %    | No  | %    | No | No |             |  |
| 1     | Age             |                           |      |              |      |     |      |    |    |             |  |
|       | < 31            | 26                        | 41.3 | 34           | 54.0 | 17  | 27.0 |    |    | 63          |  |
|       | 31 – 50         | 69                        | 41.8 | 76           | 46.1 | 34  | 20.6 |    |    | 165         |  |
| 2     | 50 +            | 8                         | 36.4 | 8            | 36.4 | 3   | 13.6 |    |    | 22          |  |
|       | Sex             |                           |      |              |      |     |      |    |    |             |  |
|       | Male            | 86                        | 42.0 | 101          | 49.3 | 44  | 21.5 |    |    | 205         |  |
| 3     | Female          | 17                        | 37.8 | 17           | 37.8 | 10  | 22.2 |    |    | 45          |  |
|       | Edu. Cat.       |                           |      |              |      |     |      |    |    |             |  |
|       | General         | 52                        | 35.6 | 69           | 47.3 | 34  | 23.3 |    |    | 146         |  |
| 4     | Technical       | 20                        | 40.8 | 20           | 40.8 | 9   | 18.4 |    |    | 49          |  |
|       | Professional    | 31                        | 56.4 | 29           | 52.7 | 11  | 20.0 |    |    | 55          |  |
|       | Occupation      |                           |      |              |      |     |      |    |    |             |  |
| 5     | Business        | 29                        | 35.4 | 41           | 50.0 | 18  | 22.0 |    |    | 82          |  |
|       | Service         | 32                        | 42.1 | 31           | 40.8 | 13  | 17.1 |    |    | 76          |  |
|       | Housewife       | 6                         | 60.0 | 6            | 60.0 | 3   | 30.0 |    |    | 10          |  |
| 6     | Profession      | 31                        | 48.4 | 34           | 53.1 | 15  | 23.4 |    |    | 64          |  |
|       | Student         | 3                         | 30.0 | 3            | 30.0 | 3   | 30.0 |    |    | 10          |  |
|       | Other           | 2                         | 25.0 | 3            | 37.5 | 2   | 25.0 |    |    | 8           |  |
| 5     | Family Size     |                           |      |              |      |     |      |    |    |             |  |
|       | 1 – 4 Mem       | 37                        | 37.0 | 45           | 45.0 | 20  | 20.0 |    |    | 100         |  |
|       | 5 or more       | 66                        | 44.0 | 73           | 48.7 | 34  | 22.7 |    |    | 150         |  |
| 6     | M. F.           |                           |      |              |      |     |      |    |    |             |  |
|       | Income          |                           |      |              |      |     |      |    |    |             |  |
|       | < = 25000       | 9                         | 28.1 | 8            | 25.0 | 5   | 15.6 |    |    | 32          |  |
| 6     | 25001-50000     | 83                        | 41.1 | 98           | 48.5 | 40  | 19.8 |    |    | 202         |  |
|       | 50001 +         | 11                        | 68.8 | 12           | 75.0 | 9   | 56.3 |    |    | 16          |  |

This table deals with the responses given regarding the Intention of respondents concerning replacement of the selected Durables with respect to the Background characteristics

- 1) In the age group <31, 41.3% respondents for Television, 54% for Refrigerator and 27% for Car wanted to replace the same. In the age group 31-50, 41.8% of respondents for Television, 46% for Refrigerator and 20.6% for Car had replacement intentions and in the age group 50 above, 36.4% for Television and Refrigerator and 13.6% for Car had replacement intentions
- 2) Compared to females most male respondents i.e. 42% for TV and 49.3% for Refrigerator showed replacement intentions, although in case of Car more females compared to males i.e. 22.2% showed replacement intentions
- 3) The intention to replace TV was highest among respondents having professional education i.e. 56.4%, followed by 40.8% technically educated respondents. In case of Refrigerator 52.7% professionally educated respondents showed replacement intentions, followed by 47.3% respondents having general education. In case of Car however, 23.3% respondents with general education show replacement intentions, followed by 20% professionally educated
- 4) Although the total number of respondents was less, 60% of housewives show replacement intentions for TVs, followed by 48.4% professionals and 42% service class respondents. The same is the case with Refrigerator wherein again 60% of the housewives show replacement intentions, followed by 53% of professionals and 50% of business class respondents. 30% of housewives and students, followed by 25% of non-specified occupation class respondents and 23.4% of professionals show replacement intentions for Car
- 5) Compared to families with 1 to 4 members, 44%, 48.7% and 22.7% of families with 5 or more members show an overall high intention to replace TVs, Refrigerator and Cars respectively
- 6) In case of families with monthly family income between Rs 25001-50000, 41% for TV, 48.5% for Refrigerator and 19.8% for Car had intention to replace. In case of families with monthly income more than Rs 50000, 68.8% for TV, 75% for Refrigerator and 56.3% for Car had replacement intentions

| TABLE : 3 (Q/2 ABC) Percentage Frequency regarding loyalty to any specific brand in Selected Durable and Non Durable Products with respect to the Background Characteristics |                 |                               |      |  |            |      |  |           |      |  |           |   |  |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------|------|--|------------|------|--|-----------|------|--|-----------|---|--|-----------|
| Sr No                                                                                                                                                                        | Background Chrs | Loyalty to Any Specific Brand |      |  |            |      |  |           |      |  |           |   |  |           |
|                                                                                                                                                                              |                 | Soap                          |      |  | Toothpaste |      |  | Chocolate |      |  | CAT Total |   |  | CAT Total |
|                                                                                                                                                                              |                 | No                            | %    |  | No         | %    |  | No        | %    |  | No        | % |  |           |
| 1                                                                                                                                                                            | Age             |                               |      |  |            |      |  |           |      |  |           |   |  |           |
|                                                                                                                                                                              | < 31            | 64                            | 47.4 |  | 77         | 57.0 |  | 75        | 55.6 |  | 135       |   |  | 63        |
|                                                                                                                                                                              | 31 – 50         | 27                            | 27.6 |  | 53         | 54.1 |  | 62        | 63.3 |  | 98        |   |  | 165       |
|                                                                                                                                                                              | 50 +            | 10                            | 58.8 |  | 12         | 70.6 |  | 7         | 41.2 |  | 17        |   |  | 22        |
| 2                                                                                                                                                                            | Sex             |                               |      |  |            |      |  |           |      |  |           |   |  |           |
|                                                                                                                                                                              | Male            | 33                            | 52.4 |  | 43         | 68.3 |  | 29        | 46.0 |  | 63        |   |  | 205       |
|                                                                                                                                                                              | Female          | 68                            | 36.4 |  | 99         | 52.9 |  | 115       | 61.5 |  | 187       |   |  | 45        |
| 3                                                                                                                                                                            | Edu. Cat.       |                               |      |  |            |      |  |           |      |  |           |   |  |           |
|                                                                                                                                                                              | General         | 78                            | 39.8 |  | 108        | 55.1 |  | 106       | 54.1 |  | 196       |   |  | 146       |
|                                                                                                                                                                              | Technical       | 16                            | 44.4 |  | 26         | 72.2 |  | 27        | 75.0 |  | 36        |   |  | 49        |
|                                                                                                                                                                              | Professional    | 7                             | 38.9 |  | 8          | 44.4 |  | 11        | 61.1 |  | 18        |   |  | 55        |
| 4                                                                                                                                                                            | Occupation      |                               |      |  |            |      |  |           |      |  |           |   |  |           |
|                                                                                                                                                                              | Business        | 2                             | 22.2 |  | 5          | 55.6 |  | 5         | 55.6 |  | 9         |   |  | 82        |
|                                                                                                                                                                              | Service         | 42                            | 35.3 |  | 69         | 58.0 |  | 77        | 64.7 |  | 119       |   |  | 76        |
|                                                                                                                                                                              | Housewife       | 17                            | 32.1 |  | 26         | 49.1 |  | 32        | 60.4 |  | 53        |   |  | 10        |
|                                                                                                                                                                              | Profession      | 8                             | 50.0 |  | 8          | 50.0 |  | 9         | 56.3 |  | 16        |   |  | 64        |
|                                                                                                                                                                              | Student         | 31                            | 60.8 |  | 33         | 64.7 |  | 20        | 39.2 |  | 51        |   |  | 10        |
|                                                                                                                                                                              | Other           | 1                             | 50.0 |  | 1          | 50.0 |  | 1         | 50.2 |  | 2         |   |  | 8         |
| 5                                                                                                                                                                            | Family Size     |                               |      |  |            |      |  |           |      |  |           |   |  |           |
|                                                                                                                                                                              | 1 – 4 Mem       | 58                            | 44.6 |  | 77         | 59.2 |  | 65        | 50.0 |  | 130       |   |  | 100       |
|                                                                                                                                                                              | 5 or more       | 43                            | 35.8 |  | 65         | 54.2 |  | 79        | 65.8 |  | 120       |   |  | 150       |
| 6                                                                                                                                                                            | M. F. Income    |                               |      |  |            |      |  |           |      |  |           |   |  |           |
|                                                                                                                                                                              | < = 25000       | 61                            | 40.7 |  | 90         | 60.0 |  | 90        | 60.0 |  | 150       |   |  | 32        |
|                                                                                                                                                                              | 25001-50000     | 39                            | 39.4 |  | 51         | 51.5 |  | 53        | 53.5 |  | 99        |   |  | 202       |
|                                                                                                                                                                              | 50001 +         | 1                             | 100  |  | 1          | 100  |  | 1         | 100  |  | 1         |   |  | 16        |

This table relates to the responses given regarding the Loyalty of to any specific brand of selected Non-durables and Durables

- 1) The age group of 50 years and above with 58.8% shows the highest loyalty to any specific Soap brand, followed by 47.4% of respondents in <31 age group. A similar trend is found in case of Toothpaste wherein 70.6% of 50+ age group and 57% of <31 age group respondents were loyal to any specific brand. Although in Chocolate, 65.3% of 31-50 and 55.6% of <31 age group respondents were loyal to any specific brand. In case of Durables, 38.1% of <31 followed by 36.34% of 50+ age group respondents were loyal to any specific brand of TV. 59% of 50+ followed 50.3% of 31-50 age group respondents were loyal to any specific brand. In Car, 46% of <31 and 40.9% of 50+ age group respondents were loyal to any specific brand.
- 2) Compared to females, males show more loyalty, which is indicated in 52.4% of males for Soap and 57% for Toothpaste, except Chocolate where 61.5% of females were loyal to any specific brand, which was more than that of males. Female respondents for durables indicate more loyalty than male ones with 37.8% of loyal female respondents for TV and 48.9% for Car except Refrigerator where 53.2% males show loyalty to any specific brand, which is more than that of females.
- 3) Respondents with technical education show more loyalty to any specific brand compared to professionally and technically educated, which is 44.4% in Soap, 72.2% in Toothpaste and 75% in Chocolate. In case of Durables 26% of general and 63.3% and 42.9% of respondents from technical education category for TV, Refrigerator and Car respectively were loyal to any specific brand.
- 4) 60.8% and 64.7% of the students for Soap and Toothpaste respectively, show loyalty to any specific brand and 64.7% of the service class respondents for Chocolates show loyalty to any specific brand, which is more than the other occupations. Whereas 44.7% of service class respondents for TV, 54.9% of business class for Refrigerator and 46.9% of professional for Car show loyalty to any specific brand more than other occupations.
- 5) 44.6% of respondents in Soap and 59.2% in Toothpaste with a family size of 1-4 members and 65.8% of respondents in Chocolate with a family size of 5 or more members show loyalty to any specific brand. Whereas 30% in TV, 54% in Refrigerator and 45% of respondents in Car with a family size of 1-4 members show loyalty to any specific brand.
- 6) 40.7% of respondents in Soap, 60% in Toothpaste and Chocolates both with a monthly family income less than or equal to Rs 25000/- show loyalty to any specific brand and in case of durables also the same income class respondents show more loyalty to any specific brand compared to the other income classes, which is 53% in TV and Refrigerator and 59.4% in Car.

**TABLE : 4 A (Q/3 A) Average opinion of respondents regarding their preference of Soap with respect to the Background Characteristics**

| Sr No | Brands    | Background Characteristics for Soap |    |    |       |    |    |     |    |      |    |                    |    |     |    |      |    |            |    |      |    |     |    |             |    |      |    |     |    |                       |    |     |    |    |    |          |    |               |    |         |    |    |    |   |
|-------|-----------|-------------------------------------|----|----|-------|----|----|-----|----|------|----|--------------------|----|-----|----|------|----|------------|----|------|----|-----|----|-------------|----|------|----|-----|----|-----------------------|----|-----|----|----|----|----------|----|---------------|----|---------|----|----|----|---|
|       |           | Age                                 |    |    |       |    |    | Sex |    |      |    | Education Category |    |     |    |      |    | Occupation |    |      |    |     |    | Family Size |    |      |    |     |    | Monthly Family Income |    |     |    |    |    |          |    |               |    |         |    |    |    |   |
|       |           | <31                                 |    |    | 31-50 |    |    | %   |    | Male |    | Female             |    | Gen |    | Tech |    | Prof       |    | Busi |    | Ser |    | HW          |    | Prof |    | Stu |    | Other                 |    | 1-4 |    | 5+ |    | <= 25000 |    | 25000 - 50000 |    | 50001 + |    |    |    |   |
|       |           | M                                   | SD | M  | SD    | M  | SD | M   | SD | M    | SD | M                  | SD | M   | SD | M    | SD | M          | SD | M    | SD | M   | SD | M           | SD | M    | SD | M   | SD | M                     | SD | M   | SD | M  | SD | M        | SD | M             | SD |         |    |    |    |   |
| 1     | Lux       | 28                                  | 25 | 23 | 19    | 29 | 20 |     | 34 | 28   | 24 | 20                 |    | 28  | 23 | 23   | 21 | 16         | 11 |      | 32 | 14  | 26 | 22          | 25 | 22   | 16 | 10  | 30 | 28                    | 30 | 14  |    | 29 | 25 | 24       | 20 |               | 26 | 22      | 26 | 23 | 10 | - |
| 2     | Pears     | 38                                  | 23 | 35 | 20    | 39 | 25 |     | 38 | 24   | 37 | 21                 |    | 38  | 22 | 34   | 23 | 36         | 20 |      | 56 | 27  | 39 | 20          | 33 | 20   | 38 | 26  | 34 | 24                    | 45 | 49  |    | 38 | 23 | 38       | 21 |               | 37 | 21      | 37 | 23 | 20 | - |
| 3     | Hamam     | 37                                  | 24 | 31 | 20    | 36 | 32 |     | 33 | 25   | 35 | 23                 |    | 35  | 24 | 32   | 17 | 40         | 25 |      | 19 | 08  | 35 | 23          | 35 | 23   | 36 | 24  | 38 | 26                    | 05 | 07  |    | 32 | 24 | 38       | 23 |               | 34 | 23      | 35 | 24 | 30 | - |
| 4     | Medi-Mix  | 42                                  | 26 | 40 | 23    | 44 | 23 |     | 41 | 24   | 41 | 24                 |    | 40  | 25 | 48   | 24 | 38         | 17 |      | 28 | 16  | 40 | 23          | 37 | 24   | 41 | 15  | 51 | 29                    | 25 | 07  |    | 42 | 24 | 41       | 24 |               | 42 | 24      | 39 | 24 | 50 | - |
| 5     | Orinhol   | 50                                  | 24 | 49 | 23    | 45 | 25 |     | 51 | 22   | 48 | 24                 |    | 47  | 24 | 58   | 24 | 51         | 20 |      | 49 | 26  | 47 | 23          | 49 | 23   | 53 | 22  | 54 | 24                    | 45 | 07  |    | 53 | 23 | 45       | 23 |               | 47 | 24      | 52 | 23 | 40 | - |
| 6     | Camay     | 54                                  | 22 | 61 | 24    | 52 | 20 |     | 53 | 19   | 58 | 24                 |    | 57  | 22 | 55   | 26 | 61         | 20 |      | 53 | 21  | 55 | 23          | 66 | 21   | 58 | 23  | 51 | 21                    | 70 | 14  |    | 57 | 22 | 57       | 23 |               | 56 | 23      | 58 | 22 | 60 |   |
| 7     | Fair Glow | 65                                  | 23 | 69 | 19    | 65 | 22 |     | 62 | 25   | 68 | 20                 |    | 66  | 22 | 68   | 21 | 74         | 20 |      | 74 | 19  | 68 | 22          | 67 | 20   | 63 | 20  | 62 | 23                    | 65 | 07  |    | 65 | 22 | 68       | 21 |               | 67 | 21      | 66 | 22 | 90 | - |
| 8     | Life Boy  | 63                                  | 26 | 62 | 24    | 68 | 21 |     | 64 | 23   | 63 | 25                 |    | 64  | 24 | 57   | 26 | 63         | 22 |      | 70 | 15  | 64 | 24          | 64 | 24   | 66 | 21  | 57 | 27                    | 70 | 28  |    | 59 | 26 | 67       | 22 |               | 64 | 24      | 63 | 25 |    |   |
| 9     | Palmolive | 64                                  | 23 | 64 | 22    | 65 | 25 |     | 69 | 23   | 63 | 22                 |    | 64  | 24 | 65   | 19 | 67         | 22 |      | 70 | 17  | 66 | 23          | 62 | 20   | 74 | 20  | 57 | 25                    | 50 | 28  |    | 64 | 24 | 64       | 24 |               | 65 | 22      | 63 | 24 | 80 | - |

This table pertains to the responses given regarding the overall preference of the respondents in case of various Soap brands with respect to the Background characteristics

1) In case of <31 and 31-50 age group respondents, Lux stood out as the highest preferred brand followed by Hamam, whereas Fair Glow happened to be the least preferred one. In case of 50+ age group respondents, although the highest and second highest choice remained the same, the least preferred one was Lifebuoy.

- 2) Amongst the male respondents, Hamam was the first preference, followed by Lux and Palmolive was the least preferred brand. In case of female respondents though the preference was reversed in favour of Lux and Fair Glow was the least preferred one
- 3) Respondents with general, technical and professional education categories mostly preferred Lux and least preferred Fair Glow
- 4) Business class respondents had Hamam as their first choice followed by Medimix and Fair Glow as the last one, whereas service class, housewives, professional and students preferred Lux and least preferred Fair Glow except professional who had Palmolive as their least preferred brand.
- 5) In case of respondents with a family size of 1-4 and 5 or more members, Lux stood out as the highest preferred brand, whereas Fair Glow happened to be the least preferred one
- 6) In case of families with all income group categories, Lux stood out as the highest preferred brand, whereas Fair Glow happened to be the least preferred one

| TABLE – 4 B (Q/3 B) Average opinion of respondents regarding their preference of various brands of Toothpaste with respect to the Background Characteristics |    |         |    |                                           |    |      |    |                    |    |     |    |      |    |      |    |      |    |            |    |    |    |      |    |     |    |       |    |             |    |     |    |          |    |    |               |                       |    |         |    |  |  |  |  |  |  |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------|----|-------------------------------------------|----|------|----|--------------------|----|-----|----|------|----|------|----|------|----|------------|----|----|----|------|----|-----|----|-------|----|-------------|----|-----|----|----------|----|----|---------------|-----------------------|----|---------|----|--|--|--|--|--|--|--|
| Sr No                                                                                                                                                        |    | Brands  |    | Background Characteristics for Toothpaste |    |      |    |                    |    |     |    |      |    |      |    |      |    |            |    |    |    |      |    |     |    |       |    |             |    |     |    |          |    |    |               |                       |    |         |    |  |  |  |  |  |  |  |
| Age                                                                                                                                                          |    |         |    | Sex                                       |    |      |    | Education Category |    |     |    |      |    |      |    |      |    | Occupation |    |    |    |      |    |     |    |       |    | Family Size |    |     |    |          |    |    |               | Monthly Family Income |    |         |    |  |  |  |  |  |  |  |
|                                                                                                                                                              |    |         |    |                                           |    |      |    |                    |    |     |    |      |    |      |    |      |    |            |    |    |    |      |    |     |    |       |    |             |    |     |    |          |    |    |               |                       |    |         |    |  |  |  |  |  |  |  |
| <31                                                                                                                                                          |    | 31 – 50 |    | 50 +                                      |    | Male |    | Female             |    | Gen |    | Tech |    | Prof |    | Busi |    | Ser        |    | HW |    | Prof |    | Siu |    | Other |    | 1 – 4       |    | 5 + |    | <= 25000 |    |    | 25000 – 50000 |                       |    | 50001 + |    |  |  |  |  |  |  |  |
| M                                                                                                                                                            | SD | M       | SD | M                                         | SD | M    | SD | M                  | SD | M   | SD | M    | SD | M    | SD | M    | SD | M          | SD | M  | SD | M    | SD | M   | SD | M     | SD | M           | SD | M   | SD | M        | SD | M  | SD            | M                     | SD | M       | SD |  |  |  |  |  |  |  |
| 1                                                                                                                                                            | 28 | 24      | 31 | 26                                        | 24 | 23   | 28 | 24                 | 29 | 25  | 29 | 25   | 28 | 24   | 29 | 26   | 33 | 28         | 30 | 26 | 26 | 25   | 34 | 26  | 22 | 30    | 14 | 28          | 25 | 30  | 25 | 29       | 25 | 28 | 25            | 70                    | -  |         |    |  |  |  |  |  |  |  |
| 2                                                                                                                                                            | 37 | 24      | 36 | 24                                        | 35 | 23   | 40 | 25                 | 35 | 23  | 38 | 23   | 39 | 25   | 39 | 25   | 41 | 28         | 36 | 22 | 33 | 23   | 43 | 26  | 38 | 26    | 40 | 42          | 38 | 24  | 35 | 23       | 33 | 22 | 41            | 25                    | 20 | -       |    |  |  |  |  |  |  |  |
| 3                                                                                                                                                            | 42 | 26      | 38 | 24                                        | 38 | 24   | 39 | 25                 | 40 | 25  | 40 | 25   | 40 | 25   | 39 | 21   | 41 | 28         | 27 | 18 | 40 | 25   | 42 | 26  | 31 | 24    | 43 | 24          | 45 | 49  | 43 | 25       | 37 | 25 | 41            | 25                    | 38 | 24      | 50 |  |  |  |  |  |  |  |
| 4                                                                                                                                                            | 45 | 24      | 43 | 22                                        | -  | 24   | 45 | 24                 | 44 | 23  | 44 | 23   | 46 | 27   | 46 | 24   | 50 | 28         | 42 | 23 | 46 | 22   | 45 | 24  | 47 | 25    | 30 | 43          | 24 | 45  | 23 | 45       | 23 | 43 | 25            | 80                    | -  |         |    |  |  |  |  |  |  |  |
| 5                                                                                                                                                            | 46 | 23      | 43 | 23                                        | 45 | 22   | 47 | 26                 | 44 | 23  | 46 | 23   | 45 | 24   | 38 | 21   | 39 | 2          | 46 | 23 | 43 | 25   | 39 | 20  | 47 | 23    | 60 | 14          | 44 | 23  | 46 | 24       | 43 | 23 | 47            | 23                    | 80 | -       |    |  |  |  |  |  |  |  |
| 6                                                                                                                                                            | 48 | 19      | 52 | 20                                        | 55 | 18   | 51 | 20                 | 51 | 19  | 50 | 19   | 56 | 22   | 47 | 19   | 61 | 20         | 53 | 20 | 46 | 15   | 48 | 16  | 49 | 22    | 40 | 28          | 47 | 19  | 56 | 20       | 53 | 20 | 48            | 19                    | 90 | -       |    |  |  |  |  |  |  |  |
| 7                                                                                                                                                            | 56 | 20      | 52 | 19                                        | 55 | 18   | 60 | 21                 | 52 | 19  | 54 | 19   | 52 | 21   | 57 | 18   | 68 | 19         | 53 | 18 | 52 | 20   | 50 | 21  | 59 | 20    | 45 | 07          | 58 | 20  | 50 | 18       | 54 | 19 | 54            | 20                    | 80 | -       |    |  |  |  |  |  |  |  |
| 8                                                                                                                                                            | 64 | 24      | 69 | 17                                        | 63 | 21   | 61 | 24                 | 67 | 20  | 66 | 22   | 66 | 17   | 64 | 26   | 64 | 15         | 67 | 20 | 67 | 18   | 74 | 24  | 58 | 27    | 75 | 21          | 85 | 22  | 66 | 21       | 66 | 20 | 68            | 22                    | 10 | -       |    |  |  |  |  |  |  |  |
| 9                                                                                                                                                            | 75 | 22      | 78 | 19                                        | 75 | 29   | 70 | 22                 | 76 | 21  | 76 | 22   | 76 | 18   | 74 | 23   | 67 | 19         | 77 | 20 | 80 | 18   | 79 | 17  | 67 | 28    | 85 | 07          | 73 | 24  | 78 | 18       | 77 | 21 | 76            | 20                    | -  | -       |    |  |  |  |  |  |  |  |

This table pertains to the responses given regarding the overall preference of the respondents in case of various Toothpaste brands with respect to the Background characteristics

- 1) In case of <31, 31-50 and 50+ age group respondents, Pepsodent stood out as the highest preferred brand followed by Colgate, whereas Babool happened to be the least preferred one
- 2) Amongst the male and female respondents, Pepsodent was the first preference, followed by Anchor White and in case of males and Colgate in case of female respondents although the last preference was in favour of Babool for both the categories of respondents
- 3) Respondents with general, technical and professional education categories mostly preferred Pepsodent and least preferred Babool

- 4) Business class and professional class respondents had Anchor White as their first choice followed by Colgate whereas service class, housewives and students preferred Pepsodent followed by Colgate and least preferred Babool except Business class respondents who had Close-up as their least preferred brand.
- 5) In case of respondents with a family size of 1-4 and 5 or more members, Pepsodent stood out as the highest preferred brand followed by Colgate, whereas Babool happened to be the least preferred one
- 6) In case of families with monthly income below Rs 25000 and between Rs 25001 to 50000, Pepsodent was the highest preferred brand, whereas families with monthly income more than Rs 50000 preferred Colgate the most and Babool again happened to be the least preferred brand among all the categories of income group respondents



- 3) Respondents with general, technical and professional education categories mostly preferred Cadbury's Dairy Milk and Five Star and among their least preferred ones were Nestle Classic and Milky Bar
- 4) Business, service, professional class, housewives, students and other class respondents had Cadbury's Dairy Milk as their first choice followed by Five Star and Perk, whereas their least preferred brand were Nestle Classic, Bar-one and Milky Bar
- 5) In case of respondents with a family size of 1-4 and 5 or more members, Cadbury's Dairy Milk stood out as the highest preferred brand followed by Five Star and Perk, whereas Nestle Classic and Milky Bar happened to be the least preferred ones
- 6) In case of families with monthly income below Rs 25000 and between Rs 25001 to 50000, again Cadbury's Dairy Milk was the highest preferred brand followed by Five Star, whereas again Nestle Classic, Bar-one and Milky Bar happened to be the least preferred brands

**TABLE - 4 D (Q/3 A) Average opinion of respondents regarding their preference of various brands of Television with respect to the Background Characteristics**

| Sr No | Brands | Background Characteristics for Television |    |   |       |   |    |      |    |   |      |   |        |     |     |   |      |                    |      |   |      |   |     |   |    |            |      |   |     |   |       |   |     |   |     |   |          |             |    |   |               |   |    |   |         |                       |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |   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  |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   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--|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|
|       |        | Age                                       |    |   |       |   |    |      |    |   |      |   |        | Sex |     |   |      | Education Category |      |   |      |   |     |   |    | Occupation |      |   |     |   |       |   |     |   |     |   |          | Family Size |    |   |               |   |    |   |         | Monthly Family Income |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |   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  |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   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   |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |
|       |        | <31                                       |    |   | 31-50 |   |    | 50 + |    |   | Male |   | Female |     | Gen |   | Tech |                    | Prof |   | Busi |   | Ssr |   | HW |            | Prof |   | Stu |   | Other |   | 1-4 |   | 5 + |   | <= 25000 |             |    |   | 25000 - 50000 |   |    |   | 50001 + |                       |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |   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  |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   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   |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |   |    |
|       |        | M                                         | SD | M | SD    | M | SD | M    | SD | M | SD   | M | SD     | M   | SD  | M | SD   | M                  | SD   | M | SD   | M | SD  | M | SD | M          | SD   | M | SD  | M | SD    | M | SD  | M | SD  | M | SD       | M           | SD | M | SD            | M | SD | M | SD      | M                     | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD | M | SD |

This table pertains to the responses given regarding the overall preference of the respondents in case of various Television brands with respect to the Background characteristics.

- 1) In case of <31, 31-50 and 50+ age group respondents, Sony stood out as the highest preferred brand followed by Onida, whereas Daewoo and Philips happened to be the least preferred ones
- 2) Amongst the male and female respondents, Sony was the first preference, followed by Onida, whereas Daewoo, LG and Philips were again the least preferred ones

- 3) Respondents with general, technical and professional education categories mostly preferred Sony, Ondia and BPL, whereas among the least preferred ones were brands like Daewoo, LG and Philips
- 4) Business, service, professional class, housewives, students and other class respondents had Sony, Ondia and BPL as their choice again, whereas the least preferred brands were Daewoo, LG and Philips and Videocon
- 5) In case of respondents with a family size of 1-4 and 5 or more members, Sony, Ondia and BPL again stood out as the highest preferred brands, whereas Daewoo, LG and Philips happened to be the least preferred ones
- 6) In case of families within the entire monthly income range of Rs 25000 to 50000 and above, again Sony, Ondia and BPL were the highest preferred brands, whereas again Daewoo, LG and Philips and Videocon happened to be the least preferred brands



- 3) Respondents with general, technical and professional education categories mostly preferred Videocon, BPL and Samsung, whereas among the least preferred ones were brands like Daewoo and Kelviantor again
- 4) Business, service, professional class, housewives, students and other class respondents had Videocon, BPL and Samsung as their choices again, whereas the least preferred brands were Daewoo, Kelviantor and Godrej
- 5) In case of respondents with a family size of 1-4 and 5 or more members, Videocon and BPL again stood out as the highest preferred brands, whereas Daewoo and Kelviantor again happened to be the least preferred ones
- 6) In case of families within the entire monthly income range of Rs 25000 to 50000 and above, again Samsung, Videocon, Ondia and BPL were the highest preferred brands, whereas again Daewoo and Kelvinator happened to be the least preferred brands

| Background Characteristics for Car |               |      |    |    |         |    |    |      |    |    |      |    |        |     |     |    |      |                    |      |    |      |    |     |            |    |    |      |    |     |    |       |    |       |    |     |             |                   |    |         |    |    |                       |  |  |  |  |  |
|------------------------------------|---------------|------|----|----|---------|----|----|------|----|----|------|----|--------|-----|-----|----|------|--------------------|------|----|------|----|-----|------------|----|----|------|----|-----|----|-------|----|-------|----|-----|-------------|-------------------|----|---------|----|----|-----------------------|--|--|--|--|--|
| Brands                             |               | Age  |    |    |         |    |    |      |    |    |      |    |        | Sex |     |    |      | Education Category |      |    |      |    |     | Occupation |    |    |      |    |     |    |       |    |       |    |     | Family Size |                   |    |         |    |    | Monthly Family Income |  |  |  |  |  |
| Sr No                              |               | < 31 |    |    | 31 – 50 |    |    | 50 + |    |    | Male |    | Female |     | Gen |    | Tech |                    | Prof |    | Busi |    | Ser |            | HW |    | Prof |    | Stu |    | Other |    | 1 – 4 |    | 5 + |             | < = 25000 – 50000 |    | 50001 + |    |    |                       |  |  |  |  |  |
|                                    |               | M    | SD | M  | SD      | M  | SD | M    | SD | M  | SD   | M  | SD     | M   | SD  | M  | SD   | M                  | SD   | M  | SD   | M  | SD  | M          | SD | M  | SD   | M  | SD  | M  | SD    | M  | SD    | M  | SD  | M           | SD                | M  | SD      |    |    |                       |  |  |  |  |  |
| 1                                  | Maruti Suzuki | 25   | 23 | 18 | 19      | 17 | 15 | 18   | 19 | 22 | 18   | 19 | 16     | 15  | 21  | 21 | 18   | 15                 | 19   | 22 | 37   | 27 | 16  | 22         | 20 | 22 | 19   | 19 | 27  | 25 | 19    | 19 | 17    | 15 | 27  | 25          | 19                | 19 | 17      | 15 |    |                       |  |  |  |  |  |
| 2                                  | Hyundai       | 43   | 24 | 39 | 20      | 40 | 25 | 40   | 21 | 48 | 25   | 33 | 17     | 43  | 19  | 41 | 24   | 40                 | 26   | 34 | 18   | 44 | 34  | 44         | 26 | 42 | 22   | 39 | 21  | 35 | 24    | 41 | 22    | 43 | 17  | 35          | 24                | 41 | 22      | 43 | 17 |                       |  |  |  |  |  |
| 3                                  | Daewoo        | 44   | 23 | 47 | 23      | 49 | 25 | 48   | 23 | 40 | 21   | 45 | 23     | 46  | 22  | 51 | 24   | 45                 | 22   | 43 | 24   | 48 | 23  | 50         | 24 | 42 | 17   | 63 | 20  | 47 | 25    | 46 | 22    | 43 | 22  | 47          | 23                | 46 | 25      |    |    |                       |  |  |  |  |  |
| 4                                  | Honda         | 50   | 27 | 52 | 28      | 52 | 23 | 53   | 27 | 45 | 25   | 54 | 27     | 48  | 27  | 47 | 27   | 54                 | 27   | 49 | 28   | 56 | 30  | 49         | 28 | 48 | 22   | 63 | 23  | 51 | 27    | 52 | 27    | 47 | 25  | 53          | 27                | 39 | 26      |    |    |                       |  |  |  |  |  |
| 5                                  | G M           | 46   | 19 | 47 | 17      | 49 | 17 | 46   | 16 | 50 | 23   | 46 | 18     | 44  | 15  | 50 | 19   | 44                 | 15   | 49 | 19   | 39 | 16  | 50         | 17 | 51 | 28   | 38 | 13  | 48 | 19    | 46 | 17    | 47 | 24  | 47          | 16                | 49 | 21      |    |    |                       |  |  |  |  |  |
| 6                                  | Tata          | 47   | 23 | 49 | 22      | 47 | 20 | 49   | 23 | 48 | 19   | 47 | 23     | 48  | 21  | 55 | 20   | 47                 | 25   | 47 | 20   | 43 | 13  | 53         | 20 | 41 | 30   | 55 | 23  | 48 | 22    | 49 | 22    | 52 | 23  | 48          | 22                | 53 | 25      |    |    |                       |  |  |  |  |  |
| 7                                  | Fiat          | 60   | 28 | 55 | 26      | 61 | 25 | 56   | 28 | 62 | 25   | 57 | 26     | 58  | 28  | 54 | 27   | 56                 | 25   | 63 | 25   | 62 | 31  | 51         | 27 | 54 | 30   | 58 | 32  | 59 | 26    | 58 | 27    | 58 | 26  | 58          | 26                | 64 | 29      |    |    |                       |  |  |  |  |  |
| 8                                  | H M           | 54   | 26 | 61 | 25      | 56 | 27 | 60   | 25 | 56 | 29   | 58 | 25     | 63  | 24  | 55 | 27   | 63                 | 24   | 59 | 26   | 53 | 25  | 58         | 26 | 55 | 30   | 46 | 24  | 58 | 25    | 60 | 26    | 56 | 28  | 60          | 25                | 53 | 28      |    |    |                       |  |  |  |  |  |
| 9                                  | Ford          | 69   | 20 | 73 | 17      | 78 | 14 | 72   | 19 | 76 | 14   | 72 | 18     | 73  | 17  | 71 | 19   | 74                 | 17   | 72 | 18   | 75 | 16  | 72         | 18 | 58 | 27   | 66 | 20  | 74 | 16    | 71 | 19    | 69 | 22  | 73          | 17                | 65 | 23      |    |    |                       |  |  |  |  |  |

This table pertains to the responses given regarding the overall preference of the respondents in case of various Car brands with respect to the Background characteristics

- 1) In case of <31, 31-50 and 50+ age group respondents, Maruti-Suzuki and Hyundai were amongst the highest preferred brands, whereas Ford and Fiat happened to be the least preferred ones
- 2) Amongst the male and female respondents, Maruti-Suzuki, Hyundai and Deawoo were highly preferred brands, whereas Ford, HM and Fiat were the least preferred ones.

- 3) Respondents with general, technical and professional education categories mostly preferred Maruti-Suzuki, Hyundai and GM, whereas Ford, HM and Fiat again were the least preferred ones
- 4) Business, service, professional class, housewives, students and other class respondents had Maruti-Suzuki, Hyundai, GM and TATA as their choices, whereas the least preferred brands were Ford, HM, Fiat and Honda
- 5) In case of respondents with a family size of 1-4 and 5 or more members, Maruti-Suzuki and Hyundai again stood out as the highest preferred brands, whereas Ford, HM and Fiat again happened to be the least preferred ones
- 6) In case of families within the entire monthly income range of Rs 25000 to 50000 and above, Maruti-Suzuki, Hyundai and Honda were the highest preferred brands, whereas again Ford, Fiat and GM happened to be the least preferred brands

| TABLE – 5 A (Q/4 A, B, C)Percentage Frequency Distribution of Reasons for switch over of brand for selected Non-durable consumer products with respect to the Background Characteristics |                         |                         |      |      |      |      |            |      |      |       |     |           |      |      |      |      |       |    |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|------|------|------|------|------------|------|------|-------|-----|-----------|------|------|------|------|-------|----|------|
| Sr. No                                                                                                                                                                                   | Background Chrs         | Reasons for Switch Over |      |      |      |      |            |      |      |       |     |           |      |      |      |      | Total |    |      |
|                                                                                                                                                                                          |                         | Soap                    |      |      |      |      | Toothpaste |      |      |       |     | Chocolate |      |      |      |      |       |    |      |
|                                                                                                                                                                                          |                         | 1                       | 2    | 3    | 4    | 5    | 1          | 2    | 3    | 4     | 5   | 1         | 2    | 3    | 4    | 5    |       |    |      |
|                                                                                                                                                                                          |                         | No                      | %    | No   | %    | No   | %          | No   | %    | No    | %   | No        | %    | No   | %    | No   | %     | No | %    |
| 1                                                                                                                                                                                        | Age                     | 42                      | 31.1 | 28   | 20.7 | 37   | 27.4       | 25   | 18.5 | 3     | 2.2 | 32        | 23.7 | 43   | 31.9 | 20   | 14.8  | 38 | 28.1 |
|                                                                                                                                                                                          | <31                     | 26                      | 26.5 | 20   | 20.4 | 37   | 37.8       | 14   | 14.3 | 1     | 1.0 | 22        | 22.4 | 29   | 29.6 | 29   | 29.6  | 16 | 16.3 |
|                                                                                                                                                                                          | 31 – 50                 | 5                       | 29.4 | 5    | 29.4 | -    | -          | 6    | 5.9  | 1     | 5.9 | 3         | 17.6 | 6    | 35.3 | 1    | 5.9   | 6  | 35.3 |
| 2                                                                                                                                                                                        | Sex                     | 20                      | 31.7 | 14   | 22.2 | 14   | 22.2       | 13   | 3.2  | 2     | 3.2 | 14        | 22.2 | 19   | 30.2 | 11   | 17.5  | 17 | 27   |
|                                                                                                                                                                                          | Male                    | 53                      | 28.3 | 39   | 20.9 | 60   | 32.1       | 32   | 1.6  | 3     | 1.6 | 43        | 23.0 | 59   | 31.6 | 39   | 20.9  | 43 | 23   |
| 3                                                                                                                                                                                        | Edu Cat.                | 57                      | 29.1 | 40   | 20.4 | 57   | 29.1       | 37   | 2.6  | 5     | 2.6 | 44        | 22.4 | 64   | 32.7 | 34   | 17.3  | 49 | 25.2 |
|                                                                                                                                                                                          | General                 | 14                      | 38.9 | 4    | 11.1 | 11   | 30.6       | 7    | -    | -     | -   | 11        | 30.6 | 4    | 11.1 | 13   | 36.1  | 8  | 22.2 |
|                                                                                                                                                                                          | Technical               | 2                       | 11.1 | 9    | 50.0 | 6    | 33.3       | 1    | -    | -     | -   | 2         | 11.1 | 10   | 55.6 | 3    | 16.7  | 3  | 16.7 |
| 4                                                                                                                                                                                        | Professional Occupation | 4                       | 44.4 | 3    | 33.3 | 2    | 22.2       | -    | -    | -     | -   | 3         | 33.3 | 3    | 33.3 | 3    | 33.3  | -  | -    |
|                                                                                                                                                                                          | Business                | 34                      | 28.6 | 22   | 18.5 | 35   | 29.4       | 25   | 21.0 | 3     | 2.5 | 28        | 23.5 | 37   | 31.1 | 24   | 20.2  | 27 | 22.7 |
|                                                                                                                                                                                          | Service                 | 13                      | 24.5 | 12   | 22.6 | 21   | 39.6       | 6    | 11.3 | 1     | 1.9 | 12        | 22.6 | 14   | 26.4 | 17   | 32.1  | 8  | 15.1 |
|                                                                                                                                                                                          | Housewife               | 3                       | 18.8 | 7    | 43.8 | 3    | 18.8       | 3    | 18.8 | -     | -   | 3         | 18.8 | 9    | 56.3 | -    | -     | 4  | 25   |
|                                                                                                                                                                                          | Profession              | 19                      | 37.3 | 8    | 15.7 | 13   | 25.5       | 10   | 19.6 | 1     | 2.0 | 11        | 21.6 | 14   | 27.5 | 6    | 11.8  | 20 | 39.2 |
|                                                                                                                                                                                          | Student                 | -                       | -    | 1    | 50.0 | -    | -          | 1    | 50.0 | -     | -   | -         | -    | 1    | 50   | -    | -     | 1  | 50   |
|                                                                                                                                                                                          | Other                   | -                       | -    | -    | -    | -    | -          | -    | -    | -     | -   | -         | -    | -    | -    | -    | -     | -  | -    |
| 5                                                                                                                                                                                        | Family Size             | 43                      | 33.1 | 27   | 20.8 | 32   | 24.6       | 26   | 20.0 | 2     | 1.5 | 28        | 21.5 | 44   | 33.8 | 20   | 15.4  | 36 | 27.7 |
|                                                                                                                                                                                          | 1 – 4 Mem               | 30                      | 25.0 | 26   | 21.7 | 42   | 35.0       | 19   | 15.8 | 3     | 2.5 | 29        | 24.2 | 34   | 28.3 | 30   | 25.0  | 24 | 20   |
|                                                                                                                                                                                          | 5 or more               | 47                      | 31.3 | 28   | 18.7 | 46   | 30.7       | 27   | 18.0 | 2     | 1.3 | 36        | 24.0 | 45   | 30.0 | 34   | 22.7  | 34 | 22.7 |
| 6                                                                                                                                                                                        | M F Income              | 26                      | 26.3 | 25   | 25.3 | 28   | 28.3       | 17   | 17.2 | 3     | 3.0 | 21        | 21.2 | 33   | 33.3 | 16   | 16.2  | 25 | 25.3 |
|                                                                                                                                                                                          | <= 25000                | -                       | -    | -    | -    | -    | -          | -    | -    | -     | -   | -         | -    | -    | -    | -    | -     | -  | -    |
|                                                                                                                                                                                          | 25001-50000             | -                       | -    | -    | -    | -    | -          | -    | -    | -     | -   | -         | -    | -    | -    | -    | -     | -  | -    |
|                                                                                                                                                                                          | 50001 +                 | -                       | -    | -    | -    | -    | -          | 1    | 100  | -     | -   | -         | -    | -    | -    | -    | -     | 1  | 100  |
|                                                                                                                                                                                          | Total                   | 135                     |      | 98   |      | 17   |            | 63   |      | 187   |     | 196       |      | 36   |      | 18   |       | 73 | 27.2 |
|                                                                                                                                                                                          | %                       | 100                     |      | 72.6 |      | 12.4 |            | 46.7 |      | 138.2 |     | 144.8     |      | 26.5 |      | 13.3 |       | 51 | 37.5 |

This table pertains to the responses concerning the reasons that consumers assign for switch over of the brands of selected Non-durables with respect to the Background characteristics

- 1) In the age group of <31, 31% of respondents for Soap, 31 9% for Toothpaste and 49 6% for Chocolate assign Trial (giving a try once) as their reason for switch over to another brand In the age group of 31-50, 37 8% of respondents assign Extensive promotion of competing brands, 29 6% for Toothpaste assign Dissatisfaction with the present brand & Extensive promotion of competing brand as their for switch over 44 9% of respondents for Chocolate would not like to switch over to any other brand In 50+ age group 35 3% of respondents for Soap & Toothpaste would not switch over although they might switch over because of the dissatisfaction with the current one whereas 41 2% of respondents for Chocolate would either not switch over or switch over for Trial only

- 2) 31 7% of male respondents for Soap and 50 8% for Chocolate would switch over for Trial reason, whereas 30 2% of males would switch over to another brand of Toothpaste because of Dissatisfaction from the current one. On the other hand 32% of female respondents for Soap would switch over because of Extensive promotion of competing brands, 31 6% of females for Toothpaste would switch over if they are Dissatisfied from the current one and 43 9% would switch over to another brand of Chocolate for Trial reason
- 3) 29% of respondents having general i.e. Non-technical, Non-professional education would over to another brand of Soap from the current one either for Trial or Extensive promotion of competing brands. 32 7% of the same category of education would however switch over to another brand of Toothpaste because of the Dissatisfaction from the current one, whereas 45 9% of respondents would prefer to Try another brand of Chocolate from the present one. 38 9% of respondents having Technical education would like to Try out another brands of Soaps from the current one they use, 36% in the same education category would switch over to another brand of Toothpaste for Extensive promotion of competing brands and 50% of this education category would prefer other Chocolates for Trial. 50% of professionally educated respondents for Soap and 55% for Toothpaste assign Dissatisfaction as their reason for switch over. Whereas 33 3% of professionally educated respondents would try out another brand of Chocolates
- 4) 29 4% of service class respondents for Soap would switch over because of the Extensive promotion of competing brands, 31% of this class would switch over to another brand of Toothpaste for Dissatisfaction from the current brand and 46 2% would switch over to Try another Chocolate brand. 39 6% of respondents for Soap & 32% for Toothpaste from housewife category would switch over to another brand because of the Extensive promotion, whereas 47 2% of housewives would not like to switch over in case of Chocolates. 37 3% of students for Soap & 56 9% for Chocolates would switch over to another brand for trial reason, however 39 2% of students are loyal to Toothpaste brand they use
- 5) 33% of respondents with a family size of 1-4 members for Soap & 51 5% for Chocolate would switch over to another brand for Trial reasons, whereas 33 8% of such families would switch over to another brand of Toothpaste if they are Dissatisfied with the present one. 35% of respondents with a family size of 5 or more would change the brand of Soap they use for Extensive promotion of competing brands, 28 3% would change their Toothpaste brand if they are Dissatisfied with the present one and 42 5% of respondents would remain loyal to the Chocolate they consume
- 6) 31 3% of families with a monthly income less than or equal to Rs 25000/- for Soap and 47 3% for Chocolate would switch over for Trial reasons, whereas 30% of such families would change their Toothpaste brand if they are Dissatisfied with the presents one. On the other hand 28 3% of families with monthly income between Rs 25001-50000/- would change their Soap brand because of Extensive promotion of competing brands. 33 3% of such families would change their Toothpaste brand for Dissatisfaction & 43 4% would change to try out new Chocolates



other hand 24.4% of female respondents for TV would switch over because of Extensive promotion of competing brands, or because of the technical improvements, whereas 28.9% of females for Refrigerator and 53.3% for Car would switch over if they are Dissatisfied from the current one

- 3) 28% of respondents having general i.e. Non-technical, Non-professional education would switch over to another brand of TV from the current one for Dissatisfaction from the current one, while 28.6% of technically educated respondents and 38.2% of professionally educated respondents would switch over for Extensive promotion of competing brands. 32.9% respondents with general education, 36.7% with technical education and 36.4% with professional education would however switch over to another brand of Refrigerator because of the Dissatisfaction from the current one, whereas 52.1% of respondents with general education, 42.9% with technical education and 67.3% with professional education would prefer to switch over because of the Dissatisfaction from the current one
- 4) 35.4% of business class respondents for TV would switch over because of the Dissatisfaction from the current one, 23.7% of the service class respondents would either switch over because of the Technical/feature improvements or would not switch over at all, whereas 34.4% of the professional would switch over for Extensive promotion of competing brands. 46.3% of the business class and 35.9% of the professionals would switch over to another brand of Refrigerator for Dissatisfaction from the current brand and 34.2% of service class people would not switch over to another Refrigerator brand. 62.2% of respondents from business class, 40.8% of service class, 80% of housewives and 56.3% of professionals would switch over to another Car brand because the Dissatisfaction from the current brand
- 5) 29% of respondents for TV and 44% for Car with a family size of 1-4 members would switch over to another brand for Dissatisfaction from the current brand, whereas 31% of respondents with the same family size would not switch over. On the other hand 34% of respondents with a family size of 5 or more members would switch over to another TV brand for Extensive promotion of competing brands, whereas 40% such families for Refrigerator and 60% for Car would switch over to another brand if they are Dissatisfied with the present one
- 6) In case of families with a monthly income less than or equal to Rs 25000/-, 37.5% for TV, 43.8% for Refrigerator and 37.5% for Car would not switch over, whereas 28.2% of families with monthly income between Rs 25001-50000, would switch over to TV for Extensive promotion of competing brands and 39% of such families for Refrigerator and 57.9% for Car would switch over because of the Dissatisfaction from the current brand. In case of families with monthly income more than Rs 50001, 37.5% for TV and Refrigerator would switch over for Technical or feature improvements in the new brands, while 62.5% of such family respondents would switch over for Dissatisfaction from the current brand

| TABLE : 6A- A(Q.5a-a Percentage Frequency Distribution of Most Important Product attributes for soap with respect to the Background Characteristics. |                                                              |                                      |      |         |      |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |       |      |              |      |                     |      |  |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|--------------------------------------|------|---------|------|--------|------|-------|------|----------|------|------------|------|-----------|------|------|------|------------------------|------|-------|------|--------------|------|---------------------|------|--|--|
| Sr No                                                                                                                                                | Background Chrs                                              | Most / Somewhat Important Attributes |      |         |      |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |       |      |              |      |                     |      |  |  |
|                                                                                                                                                      |                                                              | Product Variety                      |      | Quality |      | Design |      | Price |      | Features |      | Brand Name |      | Packaging |      | Size |      | Returns (Satisfaction) |      | Color |      | Mfg Prestige |      | Retailer's Prestige |      |  |  |
|                                                                                                                                                      |                                                              | No                                   | %    | No      | %    | No     | %    | No    | %    | No       | %    | No         | %    | No        | %    | No   | %    | No                     | %    | No    | %    | No           | %    | No                  | %    |  |  |
| 1                                                                                                                                                    | Age<br>< 31<br>31 – 50<br>50 +                               | 115                                  | 85.2 | 133     | 98.5 | 63     | 46.7 | 117   | 86.7 | 128      | 94.8 | 119        | 88.1 | 77        | 57.0 | 104  | 77.0 | 130                    | 96.3 | 54    | 40.0 | 117          | 86.7 | 30                  | 22.2 |  |  |
|                                                                                                                                                      |                                                              | 80                                   | 81.6 | 97      | 99.0 | 33     | 33.7 | 90    | 91.8 | 94       | 95.9 | 90         | 91.8 | 49        | 50.0 | 90   | 91.8 | 96                     | 98.0 | 20    | 20.4 | 91           | 92.9 | 16                  | 16.3 |  |  |
|                                                                                                                                                      |                                                              | 10                                   | 58.8 | 16      | 94.1 | 7      | 41.2 | 14    | 82.4 | 14       | 82.4 | 16         | 94.1 | 9         | 52.9 | 14   | 82.4 | 17                     | 100  | 7     | 41.2 | 15           | 88.2 | 1                   | 5.9  |  |  |
| 2                                                                                                                                                    | Sex<br>Male<br>Female                                        | 53                                   | 84.1 | 62      | 98.4 | 27     | 42.9 | 57    | 90.5 | 60       | 95.2 | 55         | 87.3 | 35        | 55.6 | 48   | 76.2 | 61                     | 96.8 | 21    | 33.3 | 56           | 88.9 | 13                  | 20.6 |  |  |
|                                                                                                                                                      |                                                              | 152                                  | 81.3 | 184     | 98.4 | 76     | 40.6 | 164   | 87.7 | 176      | 94.1 | 170        | 90.9 | 100       | 53.5 | 160  | 85.6 | 182                    | 97.3 | 60    | 32.1 | 167          | 89.3 | 34                  | 18.2 |  |  |
| 3                                                                                                                                                    | Edu. Cat.<br>General<br>Technical<br>Professional            | 164                                  | 83.7 | 193     | 98.5 | 87     | 44.4 | 172   | 87.8 | 184      | 93.9 | 174        | 88.8 | 104       | 53.1 | 160  | 81.6 | 190                    | 96.9 | 70    | 35.7 | 173          | 88.3 | 37                  | 18.9 |  |  |
|                                                                                                                                                      |                                                              | 26                                   | 72.2 | 36      | 100  | 9      | 25.0 | 34    | 94.4 | 35       | 97.2 | 34         | 94.4 | 20        | 55.6 | 33   | 91.7 | 35                     | 97.2 | 8     | 22.2 | 34           | 94.4 | 4                   | 11.1 |  |  |
|                                                                                                                                                      |                                                              | 15                                   | 83.3 | 17      | 94.4 | 7      | 38.9 | 15    | 83.3 | 17       | 94.4 | 17         | 94.4 | 11        | 61.1 | 15   | 83.3 | 18                     | 100  | 3     | 16.7 | 16           | 88.9 | 6                   | 33.3 |  |  |
| 4                                                                                                                                                    | Occupation<br>Business<br>Service<br>Housewife<br>Profession | 9                                    | 100  | 9       | 100  | 4      | 44.4 | 9     | 100  | 9        | 100  | 8          | 88.9 | 1         | 11.1 | 9    | 100  | 9                      | 100  |       |      | 8            | 88.9 | 3                   | 33.3 |  |  |
|                                                                                                                                                      |                                                              | 98                                   | 82.4 | 117     | 98.3 | 52     | 43.7 | 107   | 89.9 | 111      | 93.3 | 115        | 96.6 | 66        | 55.5 | 105  | 88.2 | 117                    | 98.3 | 34    | 28.6 | 109          | 91.6 | 22                  | 18.5 |  |  |
|                                                                                                                                                      |                                                              | 40                                   | 75.5 | 53      | 100  | 19     | 35.8 | 47    | 88.7 | 51       | 96.2 | 45         | 84.9 | 26        | 49.1 | 47   | 88.7 | 50                     | 94.3 | 12    | 22.6 | 51           | 96.2 | 6                   | 11.3 |  |  |
| 5                                                                                                                                                    | Family Size<br>1 – 4 Mem<br>5 or more                        | 12                                   | 75.0 | 15      | 93.8 | 4      | 25.0 | 14    | 87.5 | 14       | 87.5 | 15         | 93.8 | 7         | 43.8 | 12   | 75.0 | 16                     | 100  | 5     | 31.3 | 15           | 93.8 | 5                   | 31.3 |  |  |
|                                                                                                                                                      |                                                              | 45                                   | 88.2 | 50      | 98.0 | 23     | 45.1 | 43    | 84.3 | 49       | 96.1 | 40         | 78.4 | 33        | 64.7 | 33   | 64.7 | 49                     | 96.1 | 30    | 58.8 | 39           | 76.5 | 11                  | 21.6 |  |  |
|                                                                                                                                                      |                                                              | 1                                    | 50.0 | 2       | 100  | 1      | 50.0 | 1     | 50.0 | 2        | 100  | 2          | 100  | 2         | 100  | 2    | 100  | 2                      | 100  | 2     | 100  |              |      | 1                   | 50.0 |  |  |
| 6                                                                                                                                                    | M. F. Income<br>< = 25000<br>25001-50000<br>50001 +          | 104                                  | 80.0 | 128     | 98.5 | 54     | 41.5 | 115   | 88.5 | 123      | 94.6 | 113        | 86.9 | 71        | 54.6 | 102  | 78.5 | 126                    | 96.9 | 48    | 36.9 | 112          | 86.2 | 24                  | 18.5 |  |  |
|                                                                                                                                                      |                                                              | 101                                  | 84.2 | 118     | 98.3 | 49     | 40.8 | 106   | 88.3 | 113      | 94.2 | 112        | 93.3 | 64        | 53.3 | 106  | 88.3 | 117                    | 97.5 | 33    | 27.5 | 111          | 92.5 | 23                  | 19.2 |  |  |
|                                                                                                                                                      |                                                              | 123                                  | 82.0 | 149     | 99.3 | 64     | 42.7 | 135   | 90.0 | 145      | 96.7 | 136        | 90.7 | 86        | 57.3 | 128  | 85.3 | 148                    | 98.7 | 61    | 40.7 | 136          | 90.7 | 23                  | 15.3 |  |  |
|                                                                                                                                                      |                                                              | 81                                   | 81.8 | 96      | 97.0 | 38     | 38.4 | 85    | 85.9 | 90       | 90.9 | 89         | 89.9 | 48        | 48.5 | 80   | 80.0 | 94                     | 94.9 | 20    | 20.2 | 86           | 86.9 | 24                  | 24.2 |  |  |
|                                                                                                                                                      |                                                              | 1                                    | 100  | 1       | 100  | 1      | 100  | 1     | 100  | 1        | 100  | 0          | 0    | 1         | 100  | 0    | 0    | 1                      | 100  |       |      | 1            | 100  |                     |      |  |  |

This table is related to the responses given concerning the important product attributes for Soap with respect to the background characteristics

For more percentage of respondents in all the age groups, gender groups, education categories, occupation categories, family size categories and income groups, Quality, Returns, Features, Brand name, Manufacturer's prestige, Price, Product variety and Size were most important and/or somewhat important product attributes compared to Design, Packaging, Colour and Retailer's prestige

| TABLE : 6A- B(Q.5a-b Percentage Frequency Distribution of Most Important Product attributes for Toothpaste with respect to the Background Characteristics. |                 |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------|------|---------|------|--------|------|-------|------|----------|------|------------|------|---------|------|------|------|------------------------|------|-------|------|--------------|------|------------|------|--|
| Sr No                                                                                                                                                      | Background Chrs | Most Important Attributes |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |  |
|                                                                                                                                                            |                 | Product Variety           |      | Quality |      | Design |      | Price |      | Features |      | Brand Name |      | Packing |      | Size |      | Returns (Satisfaction) |      | Color |      | Mfg Prestige |      | Warranties |      |  |
|                                                                                                                                                            |                 | No                        | %    | No      | %    | No     | %    | No    | %    | No       | %    | No         | %    | No      | %    | No   | %    | No                     | %    | No    | %    | No           | %    | No         | %    |  |
| 1                                                                                                                                                          | Age             | 98                        | 72.6 | 132     | 97.8 | 30     | 22.2 | 122   | 90.4 | 125      | 92.6 | 123        | 91.1 | 72      | 53.3 | 111  | 82.2 | 132                    | 97.8 | 57    | 42.2 | 121          | 89.6 | 30         | 22.2 |  |
|                                                                                                                                                            | < 31            | 75                        | 76.5 | 97      | 99.0 | 19     | 19.4 | 90    | 91.8 | 90       | 91.8 | 91         | 92.9 | 39      | 39.8 | 90   | 91.8 | 95                     | 96.9 | 30    | 30.6 | 92           | 93.9 | 16         | 16.3 |  |
|                                                                                                                                                            | 31 – 50         | 9                         | 52.9 | 17      | 100  | 5      | 29.4 | 14    | 82.4 | 14       | 82.4 | 16         | 94.1 | 11      | 64.7 | 14   | 82.4 | 17                     | 100  | 8     | 47.1 | 15           | 88.2 | 1          | 5.9  |  |
|                                                                                                                                                            | 50 +            |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |  |
| 2                                                                                                                                                          | Sex             | 44                        | 69.8 | 61      | 96.8 | 17     | 27.0 | 57    | 90.5 | 57       | 90.5 | 58         | 92.1 | 34      | 54.0 | 50   | 79.4 | 62                     | 98.4 | 24    | 38.1 | 57           | 90.5 | 13         | 20.6 |  |
|                                                                                                                                                            | Male            | 138                       | 73.8 | 185     | 98.9 | 37     | 19.8 | 169   | 90.4 | 172      | 92.0 | 172        | 92.0 | 88      | 47.1 | 165  | 88.2 | 182                    | 97.3 | 71    | 38.0 | 171          | 91.4 | 34         | 18.2 |  |
| 3                                                                                                                                                          | Edu. Cat        | 145                       | 74.0 | 193     | 98.5 | 43     | 21.9 | 176   | 89.8 | 180      | 91.8 | 179        | 91.3 | 94      | 48.0 | 167  | 85.2 | 190                    | 96.9 | 77    | 39.3 | 176          | 89.8 | 37         | 18.9 |  |
|                                                                                                                                                            | General         | 23                        | 63.9 | 36      | 100  | 7      | 19.4 | 34    | 94.4 | 34       | 94.4 | 34         | 94.4 | 17      | 47.2 | 32   | 88.9 | 36                     | 100  | 11    | 30.6 | 35           | 97.2 | 4          | 11.1 |  |
|                                                                                                                                                            | Technical       | 14                        | 77.8 | 17      | 94.4 | 4      | 22.2 | 16    | 88.9 | 15       | 83.3 | 17         | 94.4 | 11      | 61.1 | 16   | 88.9 | 18                     | 100  | 7     | 38.9 | 17           | 94.4 | 6          | 33.3 |  |
|                                                                                                                                                            | Professional    |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |  |
| 4                                                                                                                                                          | Occupation      | 7                         | 77.8 | 9       | 100  | 2      | 22.2 | 9     | 100  | 8        | 88.9 | 9          | 100  | 1       | 11.1 | 8    | 88.9 | 9                      | 100  | 1     | 11.1 | 8            | 88.9 | 3          | 33.3 |  |
|                                                                                                                                                            | Business        | 84                        | 70.6 | 118     | 99.2 | 24     | 20.2 | 108   | 90.8 | 108      | 90.8 | 113        | 95.0 | 60      | 50.4 | 105  | 88.2 | 118                    | 99.2 | 45    | 37.8 | 110          | 92.4 | 22         | 18.5 |  |
|                                                                                                                                                            | Service         | 38                        | 71.7 | 53      | 100  | 9      | 17.0 | 48    | 90.6 | 52       | 98.1 | 48         | 90.6 | 22      | 41.5 | 48   | 90.6 | 49                     | 92.5 | 17    | 32.1 | 52           | 98.1 | 6          | 11.3 |  |
|                                                                                                                                                            | Housewife       | 13                        | 81.3 | 15      | 93.8 | 2      | 12.5 | 15    | 93.8 | 13       | 81.3 | 15         | 93.8 | 7       | 43.5 | 13   | 81.3 | 16                     | 100  | 6     | 37.5 | 15           | 93.8 | 5          | 31.3 |  |
| 5                                                                                                                                                          | Profession      | 39                        | 76.5 | 49      | 96.1 | 17     | 33.3 | 45    | 88.2 | 46       | 90.2 | 43         | 84.3 | 31      | 60.8 | 40   | 78.4 | 50                     | 98.0 | 26    | 51.0 | 42           | 82.4 | 11         | 21.6 |  |
|                                                                                                                                                            | Student         | 1                         | 50.0 | 2       | 100  |        |      | 1     | 50.0 | 2        | 100  | 2          | 100  | 1       | 50.0 | 1    | 50.0 | 2                      | 100  |       | 1    | 50.0         |      |            |      |  |
|                                                                                                                                                            | Other           |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |  |
|                                                                                                                                                            | Family Size     | 98                        | 75.4 | 129     | 99.2 | 32     | 24.6 | 118   | 90.8 | 120      | 92.3 | 119        | 91.5 | 71      | 54.6 | 104  | 80.0 | 128                    | 98.5 | 55    | 42.3 | 115          | 88.5 | 24         | 18.5 |  |
| 6                                                                                                                                                          | 1 – 4 Mem       | 84                        | 70.0 | 117     | 97.5 | 22     | 18.3 | 108   | 90.0 | 109      | 90.8 | 111        | 92.5 | 51      | 42.5 | 111  | 92.5 | 116                    | 96.7 | 40    | 33.3 | 113          | 94.2 | 23         | 19.2 |  |
|                                                                                                                                                            | 5 or more       | 103                       | 68.7 | 148     | 98.7 | 34     | 22.7 | 136   | 90.7 | 141      | 94.0 | 138        | 92.0 | 78      | 52.0 | 131  | 87.3 | 149                    | 99.3 | 67    | 44.7 | 139          | 92.7 | 23         | 15.3 |  |
|                                                                                                                                                            | M. F. Income    | 78                        | 78.8 | 97      | 98.0 | 20     | 20.2 | 89    | 89.9 | 87       | 87.9 | 92         | 92.9 | 43      | 43.4 | 84   | 84.8 | 94                     | 94.9 | 28    | 28.3 | 88           | 88.9 | 24         | 24.2 |  |
|                                                                                                                                                            | < = 25000       | 1                         | 100  | 1       | 100  |        |      | 1     | 100  | 1        | 100  | 1          | 100  | 1       | 100  | 1    | 100  | 1                      | 100  |       | 1    | 100          |      |            |      |  |
|                                                                                                                                                            | 50001- 250000   |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |  |
|                                                                                                                                                            | 50001 +         |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |  |

This table is related to the responses given concerning the important product attributes for Toothpaste with respect to the background characteristics

For more percentage of respondents in all the age groups, gender groups, education categories, occupation categories, family size categories and income groups, Quality, Returns, Features, Brand name, Manufacturer's prestige, Price, Product variety and Size were most important and/or somewhat important product attributes compared to Design, Packaging, Colour and Retailer's prestige

TABLE : 6A- C(Q.5a-c Percentage Frequency Distribution of Most Important Product attributes for Chocolate with respect to the Background Characteristics.

| Sr No | Background Chrs | Most Important Attributes |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |
|-------|-----------------|---------------------------|------|---------|------|--------|------|-------|------|----------|------|------------|------|---------|------|------|------|------------------------|------|-------|------|--------------|------|------------|------|
|       |                 | Product Variety           |      | Quality |      | Design |      | Price |      | Features |      | Brand Name |      | Packing |      | Size |      | Returns (Satisfaction) |      | Color |      | Mfg Prestige |      | Warrenties |      |
|       |                 | No                        | %    | No      | %    | No     | %    | No    | %    | No       | %    | No         | %    | No      | %    | No   | %    | No                     | %    | No    | %    | No           | %    | No         | %    |
|       |                 |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |
| 1     | Age             | 86                        | 63.7 | 129     | 95.6 | 44     | 32.6 | 94    | 69.6 | 120      | 88.9 | 117        | 86.7 | 111     | 82.2 | 105  | 77.8 | 130                    | 96.3 | 43    | 31.9 | 122          | 90.4 | 36         | 26.7 |
|       | < 31            | 60                        | 61.2 | 98      | 100  | 22     | 22.4 | 79    | 80.6 | 91       | 92.9 | 94         | 95.9 | 85      | 86.7 | 84   | 85.7 | 95                     | 96.9 | 19    | 19.4 | 96           | 98.0 | 21         | 21.4 |
|       | 31 - 50         | 13                        | 76.5 | 17      | 100  | 5      | 29.4 | 10    | 58.8 | 13       | 76.5 | 16         | 94.1 | 14      | 82.4 | 16   | 94.1 | 17                     | 100  | 9     | 52.9 | 15           | 88.2 | 1          | 5.9  |
| 2     | Sex             | 43                        | 68.3 | 59      | 93.7 | 16     | 25.4 | 46    | 73.0 | 51       | 81.0 | 52         | 82.5 | 51      | 81.0 | 47   | 74.6 | 59                     | 93.7 | 18    | 28.6 | 56           | 88.9 | 15         | 23.8 |
|       | Male            | 116                       | 62.0 | 185     | 98.9 | 55     | 29.4 | 137   | 73.3 | 173      | 92.5 | 175        | 93.6 | 159     | 85.0 | 158  | 84.5 | 183                    | 97.9 | 53    | 28.3 | 177          | 94.7 | 43         | 23.0 |
| 3     | Edu. Cat.       | 123                       | 62.8 | 190     | 96.9 | 60     | 30.6 | 141   | 71.9 | 177      | 90.3 | 175        | 89.3 | 164     | 83.7 | 163  | 83.2 | 189                    | 96.4 | 58    | 29.6 | 181          | 92.3 | 45         | 23.0 |
|       | General         | 26                        | 72.2 | 36      | 100  | 8      | 22.2 | 28    | 77.8 | 33       | 91.7 | 35         | 97.2 | 32      | 88.9 | 28   | 77.8 | 36                     | 100  | 9     | 25.0 | 35           | 97.2 | 6          | 16.7 |
|       | Technical       | 10                        | 55.6 | 18      | 100  | 3      | 16.7 | 14    | 77.8 | 14       | 77.8 | 17         | 94.4 | 14      | 77.8 | 14   | 77.8 | 17                     | 94.4 | 4     | 22.2 | 17           | 94.4 | 7          | 38.9 |
| 4     | Professional    |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |
|       | Occupation      | 5                         | 55.6 | 8       | 88.9 | 2      | 22.2 | 9     | 100  | 8        | 88.9 | 8          | 88.9 | 8       | 88.9 | 8    | 88.9 | 9                      | 100  |       |      | 8            | 88.9 | 3          | 33.3 |
|       | Business        | 78                        | 65.5 | 118     | 99.2 | 27     | 22.7 | 89    | 74.8 | 106      | 89.1 | 116        | 97.5 | 107     | 89.9 | 102  | 85.7 | 116                    | 97.5 | 34    | 28.6 | 111          | 93.3 | 25         | 21.0 |
|       | Service         | 27                        | 50.9 | 53      | 100  | 13     | 24.5 | 39    | 73.6 | 50       | 94.3 | 48         | 90.6 | 45      | 84.9 | 47   | 88.7 | 51                     | 96.2 | 9     | 17.0 | 52           | 98.1 | 11         | 20.8 |
|       | Housewife       | 10                        | 62.5 | 16      | 100  | 2      | 12.5 | 12    | 75.0 | 13       | 81.3 | 15         | 93.8 | 9       | 56.3 | 12   | 75.0 | 15                     | 93.8 | 4     | 25.0 | 15           | 93.8 | 6          | 37.5 |
|       | Profession      | 39                        | 76.5 | 47      | 92.2 | 27     | 52.9 | 34    | 66.7 | 45       | 88.2 | 38         | 74.5 | 39      | 76.5 | 35   | 68.6 | 49                     | 96.1 | 24    | 47.1 | 45           | 88.2 | 13         | 25.5 |
|       | Student         |                           |      | 2       | 100  |        |      |       |      | 2        | 100  | 2          | 100  | 2       | 100  | 1    | 50.0 | 2                      | 100  |       |      | 2            | 100  |            |      |
| 5     | Other           |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |
|       | Family Size     | 90                        | 69.2 | 126     | 96.9 | 45     | 34.6 | 88    | 67.7 | 114      | 87.7 | 117        | 90.0 | 102     | 78.5 | 103  | 79.2 | 148                    | 98.7 | 47    | 31.3 | 140          | 93.3 | 28         | 18.7 |
|       | 1 - 4 Mem       | 69                        | 57.5 | 118     | 98.3 | 26     | 21.7 | 95    | 79.2 | 110      | 91.7 | 110        | 91.7 | 108     | 90.0 | 102  | 85.0 | 93                     | 93.9 | 24    | 24.2 | 92           | 92.9 | 30         | 30.3 |
| 6     | 5 or more       |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      | 1                      | 100  |       |      | 1            | 100  |            |      |
|       | M F. Income     | 99                        | 66.0 | 146     | 97.3 | 46     | 30.7 | 119   | 79.3 | 139      | 92.7 | 134        | 89.3 | 130     | 86.7 | 130  | 86.7 |                        |      |       |      |              |      |            |      |
|       | < = 25000       | 59                        | 59.6 | 97      | 98.0 | 24     | 24.2 | 63    | 63.6 | 84       | 84.8 | 93         | 93.9 | 80      | 80.8 | 75   | 75.8 |                        |      |       |      |              |      |            |      |
|       | 25001- 50000    |                           |      |         |      |        |      |       |      |          |      |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |
|       | 50001 +         | 1                         | 100  | 1       | 100  | 1      | 100  | 1     | 100  | 1        | 100  |            |      |         |      |      |      |                        |      |       |      |              |      |            |      |

This table is related to the responses given concerning the important product attributes for Chocolate with respect to the background characteristics

For more percentage of respondents in all the age groups, gender groups, education categories, occupation categories, family size categories and income groups, Quality, Returns, Brand name, Manufacturer's prestige, Price, Product variety, Packaging and Size were most important and/or somewhat important product attributes compared to Design, Colour and Retailer's prestige

| TABLE : 6B A (Q.5A A) Percentage Frequency Distribution of most important product attributes for Television with reference to the background characteristics. |                  |                           |      |         |      |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|------|---------|------|--------|------|-------|------|----------|------|------------|------|-----------|------|------|------|------------------------|------|--------|------|--------------------------|------|------------|------|--|
| Sr. No.                                                                                                                                                       | Background Chrs. | Most Important Attributes |      |         |      |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                               |                  | Product Variety           |      | Quality |      | Design |      | Price |      | Features |      | Brand Name |      | Packaging |      | Size |      | Returns (Satisfaction) |      | Colour |      | Manufacture r's Prestige |      | Warranties |      |  |
|                                                                                                                                                               |                  | No.                       | %    | No      | %    | No.    | %    | No    | %    | No.      | %    | No.        | %    | No.       | %    | No.  | %    | No.                    | %    | No.    | %    | No.                      | %    | No.        | %    |  |
| 1                                                                                                                                                             | Age              | 57                        | 90.5 | 61      | 96.8 | 33     | 52.4 | 60    | 95.2 | 63       | 100  | 59         | 93.7 | 60        | 95.2 | 58   | 92.1 | 60                     | 95.2 | 20     | 31.7 | 60                       | 95.2 | 61         | 96.8 |  |
|                                                                                                                                                               | 31 – 50          | 155                       | 93.9 | 165     | 100  | 83     | 50.3 | 160   | 97.0 | 163      | 98.8 | 164        | 99.4 | 164       | 99.4 | 161  | 97.6 | 164                    | 99.4 | 36     | 21.8 | 162                      | 98.2 | 164        | 99.4 |  |
|                                                                                                                                                               | 50 +             | 17                        | 77.3 | 22      | 100  | 8      | 36.4 | 22    | 100  | 22       | 100  | 19         | 86.4 | 22        | 100  | 20   | 90.9 | 22                     | 100  | 12     | 54.5 | 22                       | 100  | 22         | 100  |  |
| 2                                                                                                                                                             | Sex              | 189                       | 92.2 | 203     | 99.0 | 102    | 49.8 | 197   | 96.1 | 203      | 99.0 | 200        | 97.6 | 201       | 98.0 | 196  | 95.6 | 202                    | 98.5 | 50     | 24.4 | 203                      | 99.0 | 203        | 99.0 |  |
|                                                                                                                                                               | Female           | 40                        | 88.9 | 45      | 100  | 22     | 48.9 | 45    | 100  | 45       | 100  | 42         | 93.3 | 45        | 100  | 43   | 95.6 | 44                     | 97.8 | 18     | 40.0 | 41                       | 91.1 | 44         | 97.8 |  |
| 3                                                                                                                                                             | Edu. Cat.        | 133                       | 91.1 | 144     | 98.6 | 80     | 54.8 | 139   | 95.2 | 145      | 99.3 | 139        | 95.2 | 143       | 97.9 | 139  | 95.2 | 142                    | 97.3 | 49     | 33.6 | 142                      | 97.3 | 144        | 98.6 |  |
|                                                                                                                                                               | General          | 44                        | 89.8 | 49      | 100  | 28     | 57.1 | 48    | 98.0 | 49       | 100  | 49         | 100  | 49        | 100  | 46   | 93.9 | 49                     | 100  | 12     | 24.5 | 47                       | 95.9 | 49         | 100  |  |
|                                                                                                                                                               | Technical        | 52                        | 94.5 | 55      | 100  | 16     | 29.1 | 55    | 100  | 54       | 98.2 | 54         | 98.2 | 54        | 98.2 | 54   | 98.2 | 55                     | 100  | 7      | 12.7 | 55                       | 100  | 54         | 98.2 |  |
| 4                                                                                                                                                             | Occupation       | 79                        | 96.3 | 81      | 98.8 | 44     | 53.7 | 76    | 92.7 | 82       | 100  | 81         | 98.8 | 80        | 97.6 | 82   | 100  | 81                     | 98.8 | 18     | 22.0 | 82                       | 100  | 81         | 98.8 |  |
|                                                                                                                                                               | Business         | 66                        | 8638 | 76      | 100  | 44     | 57.9 | 76    | 100  | 75       | 98.7 | 72         | 94.7 | 76        | 100  | 68   | 89.5 | 74                     | 97.4 | 27     | 35.5 | 73                       | 96.1 | 75         | 98.7 |  |
|                                                                                                                                                               | Service          | 9                         | 90.0 | 10      | 100  | 4      | 40.0 | 10    | 100  | 10       | 100  | 10         | 100  | 10        | 100  | 10   | 100  | 10                     | 100  | 4      | 40.0 | 10                       | 100  | 10         | 100  |  |
|                                                                                                                                                               | Housewife        | 59                        | 92.2 | 64      | 100  | 22     | 34.4 | 63    | 98.4 | 63       | 98.4 | 63         | 98.4 | 63        | 98.4 | 63   | 98.4 | 62                     | 96.9 | 9      | 14.1 | 63                       | 98.4 | 63         | 98.4 |  |
|                                                                                                                                                               | Profession       | 9                         | 90.0 | 9       | 90.0 | 7      | 70.0 | 9     | 90.0 | 10       | 100  | 8          | 80.0 | 9         | 90.0 | 9    | 90.0 | 9                      | 90.0 | 6      | 60.0 | 8                        | 80.0 | 10         | 100  |  |
| 5                                                                                                                                                             | Student          | 7                         | 87.5 | 8       | 100  | 3      | 37.5 | 8     | 100  | 8        | 100  | 8          | 100  | 8         | 100  | 8    | 100  | 8                      | 100  | 4      | 50.0 | 8                        | 100  | 8          | 100  |  |
|                                                                                                                                                               | Other            |                           |      |         |      |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                               | Family Size      | 84                        | 84.0 | 99      | 99.0 | 54     | 54.0 | 96    | 96.0 | 99       | 99.0 | 96         | 96.0 | 98        | 98.0 | 92   | 92.0 | 97                     | 97.0 | 31     | 31.0 | 94                       | 94.0 | 98         | 98.0 |  |
| 6                                                                                                                                                             | 1 – 4 Mem        | 145                       | 96.7 | 149     | 99.3 | 70     | 46.7 | 146   | 97.3 | 149      | 99.3 | 146        | 97.3 | 148       | 98.7 | 147  | 98.0 | 149                    | 99.3 | 37     | 24.7 | 150                      | 100  | 149        | 99.3 |  |
|                                                                                                                                                               | 5 or more        |                           |      |         |      |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                               | M. F. Income     | 25                        | 78.1 | 32      | 100  | 21     | 65.6 | 30    | 93.8 | 32       | 100  | 26         | 81.3 | 31        | 96.9 | 25   | 78.1 | 30                     | 93.8 | 15     | 46.9 | 27                       | 84.4 | 30         | 93.8 |  |
|                                                                                                                                                               | < = 25000        | 188                       | 93.1 | 200     | 99.0 | 98     | 48.5 | 198   | 98.0 | 201      | 99.5 | 200        | 99.0 | 199       | 98.5 | 198  | 98.0 | 200                    | 99.0 | 50     | 24.8 | 201                      | 99.5 | 201        | 99.5 |  |
|                                                                                                                                                               | 25001-50000      |                           |      |         |      |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                               | 50001 +          | 16                        | 100  | 16      | 100  | 5      | 31.3 | 14    | 87.5 | 15       | 93.8 | 16         | 100  | 16        | 100  | 16   | 100  | 16                     | 100  | 3      | 18.8 | 16                       | 100  | 16         | 100  |  |

This table is related to the responses given concerning the important product attributes for Television with respect to the background characteristics.

For majority of respondents in various background characteristic categories, more important product attributes involve, Quality, Product variety, Price, Features, Brand name, Service, Size, Returns, Manufacturer's prestige and Warranties, whereas Design and Colour are relatively less important for them as far as Television is concerned

| TABLE : 6B B (Q.5A B) Percentage Frequency Distribution of most important product attributes for Refrigerator with reference to the background characteristics. |                 |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------|------|---------|-----|--------|------|-------|------|----------|------|------------|------|-----------|------|------|------|------------------------|------|--------|------|--------------------------|------|------------|------|--|
| Sr. No.                                                                                                                                                         | Background Chrs | Most Important Attributes |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                                 |                 | Product Variety           |      | Quality |     | Design |      | Price |      | Features |      | Brand Name |      | Packaging |      | Size |      | Returns (Satisfaction) |      | Colour |      | Manufacture r's Prestige |      | Warranties |      |  |
|                                                                                                                                                                 |                 | No.                       | %    | No.     | %   | No.    | %    | No.   | %    | No.      | %    | No.        | %    | No.       | %    | No.  | %    | No.                    | %    | No.    | %    | No.                      | %    | No.        | %    |  |
| 1                                                                                                                                                               | Age             | 57                        | 90.5 | 63      | 100 | 47     | 74.6 | 60    | 95.2 | 62       | 98.4 | 60         | 95.2 | 62        | 98.4 | 58   | 92.1 | 62                     | 98.4 | 47     | 74.6 | 59                       | 93.7 | 59         | 93.7 |  |
|                                                                                                                                                                 |                 | 144                       | 87.3 | 165     | 100 | 125    | 75.8 | 161   | 97.6 | 164      | 99.4 | 164        | 99.4 | 164       | 99.4 | 164  | 99.4 | 164                    | 99.4 | 115    | 69.7 | 162                      | 98.2 | 163        | 98.8 |  |
|                                                                                                                                                                 |                 | 19                        | 86.4 | 22      | 100 | 12     | 54.5 | 22    | 100  | 22       | 100  | 20         | 90.9 | 22        | 100  | 22   | 100  | 20                     | 90.9 | 20     | 90.9 | 22                       | 100  | 22         | 100  |  |
| 2                                                                                                                                                               | Sex             | 178                       | 86.8 | 205     | 100 | 152    | 74.1 | 198   | 96.6 | 204      | 99.5 | 200        | 97.6 | 203       | 99.0 | 200  | 97.6 | 204                    | 99.5 | 143    | 69.8 | 202                      | 98.5 | 200        | 97.6 |  |
|                                                                                                                                                                 |                 | 42                        | 93.3 | 45      | 100 | 32     | 71.1 | 45    | 100  | 44       | 97.8 | 44         | 97.8 | 45        | 100  | 45   | 100  | 42                     | 93.3 | 39     | 86.7 | 41                       | 91.1 | 44         | 97.8 |  |
| 3                                                                                                                                                               | Edu. Cat.       | 122                       | 83.6 | 146     | 100 | 109    | 74.7 | 140   | 95.9 | 145      | 99.3 | 141        | 96.6 | 145       | 99.3 | 140  | 95.9 | 144                    | 98.6 | 106    | 72.6 | 141                      | 96.6 | 142        | 97.3 |  |
|                                                                                                                                                                 |                 | 45                        | 91.8 | 49      | 100 | 36     | 73.5 | 48    | 98.0 | 48       | 98.0 | 49         | 100  | 49        | 100  | 49   | 100  | 48                     | 98.0 | 32     | 65.3 | 47                       | 95.9 | 48         | 98.0 |  |
|                                                                                                                                                                 |                 | 53                        | 96.4 | 55      | 100 | 39     | 70.9 | 55    | 100  | 55       | 100  | 54         | 98.2 | 54        | 98.2 | 54   | 98.2 | 54                     | 98.2 | 44     | 80.0 | 55                       | 100  | 54         | 98.2 |  |
| 4                                                                                                                                                               | Occupation      | 70                        | 85.4 | 82      | 100 | 64     | 78.0 | 77    | 93.9 | 82       | 100  | 80         | 97.6 | 81        | 98.8 | 82   | 100  | 82                     | 100  | 57     | 69.5 | 82                       | 100  | 80         | 97.6 |  |
|                                                                                                                                                                 |                 | 65                        | 85.5 | 76      | 100 | 53     | 69.7 | 76    | 100  | 75       | 98.7 | 74         | 97.4 | 76        | 100  | 76   | 100  | 70                     | 92.1 | 55     | 72.4 | 73                       | 96.1 | 74         | 97.4 |  |
|                                                                                                                                                                 |                 | 9                         | 90.0 | 10      | 100 | 8      | 80.0 | 10    | 100  | 10       | 100  | 10         | 100  | 10        | 100  | 10   | 100  | 10                     | 100  | 9      | 90.0 | 10                       | 100  | 10         | 100  |  |
| 5                                                                                                                                                               | Housewife       | 60                        | 93.8 | 64      | 100 | 44     | 68.8 | 63    | 98.4 | 64       | 100  | 63         | 98.4 | 63        | 98.4 | 63   | 98.4 | 63                     | 98.4 | 45     | 70.3 | 63                       | 98.4 | 63         | 98.4 |  |
|                                                                                                                                                                 |                 | 9                         | 90.0 | 10      | 100 | 10     | 100  | 9     | 90.0 | 9        | 90.0 | 9          | 90.0 | 9         | 90.0 | 10   | 100  | 9                      | 90.0 | 9      | 90.0 | 7                        | 70.0 | 9          | 90.0 |  |
|                                                                                                                                                                 |                 | 7                         | 87.5 | 8       | 100 | 5      | 62.5 | 8     | 100  | 8        | 100  | 8          | 100  | 8         | 100  | 8    | 100  | 8                      | 100  | 7      | 87.5 | 8                        | 100  | 8          | 100  |  |
| 6                                                                                                                                                               | Family Size     | 84                        | 84.0 | 100     | 100 | 66     | 66.0 | 97    | 97.0 | 98       | 98.0 | 96         | 96.0 | 99        | 99.0 | 94   | 94.0 | 98                     | 98.0 | 65     | 65.0 | 94                       | 94.0 | 96         | 96.0 |  |
|                                                                                                                                                                 |                 | 136                       | 90.7 | 150     | 100 | 118    | 78.7 | 146   | 97.3 | 150      | 100  | 148        | 98.7 | 149       | 99.3 | 148  | 98.7 | 148                    | 98.7 | 117    | 78.0 | 149                      | 99.3 | 148        | 98.7 |  |
|                                                                                                                                                                 |                 | 29                        | 90.6 | 32      | 100 | 25     | 78.1 | 30    | 93.8 | 31       | 96.9 | 28         | 87.5 | 31        | 96.9 | 31   | 96.9 | 28                     | 87.5 | 25     | 78.1 | 26                       | 81.3 | 29         | 90.6 |  |
|                                                                                                                                                                 | M F. Income     | 175                       | 86.6 | 202     | 100 | 147    | 72.8 | 198   | 98.0 | 201      | 99.5 | 200        | 99.0 | 201       | 99.5 | 198  | 98.0 | 202                    | 100  | 144    | 71.3 | 201                      | 99.5 | 199        | 98.5 |  |
|                                                                                                                                                                 |                 | 16                        | 100  | 16      | 100 | 12     | 75.0 | 15    | 93.8 | 16       | 100  | 16         | 100  | 16        | 100  | 16   | 100  | 16                     | 100  | 13     | 81.3 | 16                       | 100  | 16         | 100  |  |

This table is related to the responses given concerning the important product attributes for Refrigerator with respect to the background characteristics

For majority of respondents in various background characteristic categories, more important product attributes involve; Quality, Product variety, Price, Features, Brand name, Service, Size, Returns, Manufacturer's prestige and Warranties, whereas Design and Colour are relatively less important for them as far as Refrigerator is concerned. However importantly it should be noticed that the degree of importance given to Design and Colour in this case is significantly higher compared to the same in case of Television and the difference between the more important ones and these two is not much significant.

| TABLE : 6B C (Q.5A C) Percentage Frequency Distribution of most important product attributes for Car with reference to the background characteristics. |                  |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|------|---------|-----|--------|------|-------|------|----------|------|------------|------|-----------|------|------|------|------------------------|------|--------|------|--------------------------|------|------------|------|--|
| Sr. No                                                                                                                                                 | Background Chrs. | Most Important Attributes |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                        |                  | Product Variety           |      | Quality |     | Design |      | Price |      | Features |      | Brand Name |      | Packaging |      | Size |      | Returns (Satisfaction) |      | Colour |      | Manufacture r's Prestige |      | Warranties |      |  |
|                                                                                                                                                        |                  | No                        | %    | No.     | %   | No.    | %    | No.   | %    | No.      | %    | No.        | %    | No.       | %    | No.  | %    | No.                    | %    | No.    | %    | No.                      | %    | No.        | %    |  |
| 1                                                                                                                                                      | Age              | 51                        | 81.0 | 63      | 100 | 50     | 79.4 | 60    | 95.2 | 60       | 95.2 | 60         | 95.2 | 61        | 96.8 | 56   | 88.9 | 62                     | 98.4 | 48     | 76.2 | 62                       | 98.4 | 61         | 96.8 |  |
|                                                                                                                                                        | < 31             | 129                       | 78.2 | 165     | 100 | 127    | 77.0 | 161   | 97.6 | 164      | 99.4 | 165        | 100  | 165       | 100  | 163  | 98.8 | 164                    | 99.4 | 120    | 72.7 | 164                      | 99.4 | 163        | 98.8 |  |
|                                                                                                                                                        | 31 – 50          | 17                        | 77.3 | 22      | 100 | 13     | 59.1 | 21    | 95.5 | 22       | 100  | 20         | 90.9 | 22        | 100  | 20   | 90.9 | 22                     | 100  | 20     | 90.9 | 22                       | 100  | 22         | 100  |  |
|                                                                                                                                                        | 50 +             |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
| 2                                                                                                                                                      | Sex              | 161                       | 78.5 | 205     | 100 | 153    | 74.6 | 198   | 96.6 | 202      | 98.5 | 201        | 203  | 99.0      |      | 195  | 95.1 | 204                    | 99.5 | 148    | 72.2 | 204                      | 99.5 | 202        | 98.5 |  |
|                                                                                                                                                        | Male             | 36                        | 80.0 | 45      | 100 | 37     | 82.2 | 44    | 97.8 | 44       | 97.8 | 44         | 97.8 | 45        | 100  | 44   | 97.8 | 44                     | 97.8 | 40     | 88.9 | 44                       | 97.8 | 44         | 97.8 |  |
|                                                                                                                                                        | Female           |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                        |                  |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
| 3                                                                                                                                                      | Edu. Cat         | 117                       | 80.1 | 146     | 100 | 113    | 77.4 | 139   | 95.2 | 143      | 97.9 | 142        | 97.3 | 144       | 98.6 | 138  | 94.5 | 144                    | 98.6 | 110    | 75.3 | 145                      | 98.6 | 144        | 98.6 |  |
|                                                                                                                                                        | General          | 37                        | 75.5 | 49      | 100 | 36     | 73.5 | 48    | 98.0 | 48       | 98.0 | 49         | 100  | 49        | 100  | 47   | 95.9 | 49                     | 100  | 32     | 65.3 | 48                       | 98.0 | 48         | 98.0 |  |
|                                                                                                                                                        | Technical        | 43                        | 78.2 | 55      | 100 | 41     | 74.5 | 55    | 100  | 55       | 100  | 54         | 98.2 | 55        | 100  | 54   | 98.2 | 55                     | 100  | 46     | 83.6 |                          |      | 54         | 98.2 |  |
|                                                                                                                                                        | Professional     |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
| 4                                                                                                                                                      | Occupation       | 65                        | 79.3 | 82      | 100 | 64     | 78.0 | 77    | 93.9 | 81       | 98.8 | 81         | 98.8 | 81        | 98.8 | 81   | 98.8 | 82                     | 100  | 57     | 69.5 | 82                       | 98.8 | 81         | 98.8 |  |
|                                                                                                                                                        | Business         | 59                        | 77.6 | 76      | 100 | 55     | 72.4 | 75    | 98.7 | 75       | 98.7 | 74         | 97.4 | 76        | 100  | 69   | 90.8 | 74                     | 97.4 | 57     | 75.0 | 75                       | 97.4 | 74         | 97.4 |  |
|                                                                                                                                                        | Service          | 8                         | 80.0 | 10      | 100 | 9      | 90.0 | 10    | 100  | 10       | 100  | 10         | 100  | 10        | 100  | 10   | 100  | 10                     | 100  | 9      | 90.0 | 10                       | 100  | 10         | 100  |  |
|                                                                                                                                                        | Housewife        | 49                        | 76.6 | 64      | 100 | 46     | 71.9 | 63    | 98.4 | 64       | 100  | 63         | 98.4 | 64        | 100  | 63   | 98.4 | 64                     | 100  | 48     | 75.0 | 63                       | 98.4 | 63         | 98.4 |  |
| 5                                                                                                                                                      | Profession       | 9                         | 90.0 | 10      | 100 | 10     | 100  | 9     | 90.0 | 8        | 80.0 | 9          | 90.0 | 9         | 90.0 | 9    | 90.0 | 8                      | 80.0 | 10     | 100  | 10                       | 100  | 10         | 100  |  |
|                                                                                                                                                        | Student          | 7                         | 87.5 | 8       | 100 | 6      | 75.0 | 8     | 100  | 8        | 100  | 8          | 100  | 8         | 100  | 8    | 100  | 8                      | 100  | 7      | 87.5 | 8                        | 100  | 8          | 100  |  |
|                                                                                                                                                        | Other            |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                        | Family Size      | 77                        | 77.0 | 100     | 100 | 69     | 69.0 | 96    | 96.0 | 97       | 97.0 | 97         | 97.0 | 99        | 99.0 | 93   | 93.0 | 98                     | 98.0 | 68     | 68.0 | 98                       | 97.0 | 97         | 97.0 |  |
| 6                                                                                                                                                      | 1 – 4 Mem        | 120                       | 80.0 | 150     | 100 | 121    | 80.7 | 146   | 97.3 | 149      | 99.3 | 148        | 98.7 | 149       | 99.3 | 146  | 97.3 | 150                    | 100  | 120    | 80.0 | 150                      | 99.3 | 149        | 99.3 |  |
|                                                                                                                                                        | 5 or more        |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                        | M. F. Income     | 28                        | 81.3 | 32      | 100 | 30     | 93.8 | 30    | 93.8 | 31       | 96.9 | 29         | 90.6 | 32        | 100  | 28   | 87.5 | 30                     | 93.8 | 27     | 84.4 | 30                       | 90.6 | 29         | 90.6 |  |
|                                                                                                                                                        | < = 25000        | 155                       | 76.7 | 202     | 100 | 147    | 72.8 | 197   | 97.5 | 199      | 98.5 | 200        | 99.0 | 200       | 99.0 | 195  | 96.5 | 202                    | 100  | 147    | 72.8 | 202                      | 99.5 | 201        | 99.5 |  |
|                                                                                                                                                        | 50001-50000      |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |
|                                                                                                                                                        | 50000            | 16                        | 100  | 16      | 100 | 13     | 81.3 | 15    | 93.8 | 16       | 100  | 16         | 100  | 16        | 100  | 16   | 100  | 16                     | 100  | 14     | 87.5 | 16                       | 100  | 16         | 100  |  |
|                                                                                                                                                        | 50001 +          |                           |      |         |     |        |      |       |      |          |      |            |      |           |      |      |      |                        |      |        |      |                          |      |            |      |  |

This table is related to the responses given concerning the important product attributes for Car with respect to the background characteristics

For majority of respondents in various background characteristic categories, more important product attributes involve, Quality, Product variety, Price, Features, Brand name, Service, Size, Returns, Manufacturer's prestige and Warranties, whereas Design and Colour are relatively less important for them as far as Car is concerned. Importantly here also the case of Refrigerator is repeated as far as Design and Colour are concerned.

TABLE : 7-A (A,B,C) (Q.5b – A,B,C) Percentage Distribution of Reasons for Most Important Product Attribute for Selected Non-Durables

| Attributes |                     | Reason for Most Important Attributes |                                 |                             |                            |                            |                               |                                |                               |                              |                              |                    |                               |                                 |                      |                     |                                 |                                 |                              |                          |             |
|------------|---------------------|--------------------------------------|---------------------------------|-----------------------------|----------------------------|----------------------------|-------------------------------|--------------------------------|-------------------------------|------------------------------|------------------------------|--------------------|-------------------------------|---------------------------------|----------------------|---------------------|---------------------------------|---------------------------------|------------------------------|--------------------------|-------------|
|            |                     | Soap                                 |                                 |                             |                            |                            | Toothpaste                    |                                |                               |                              |                              | Chocolate          |                               |                                 |                      |                     |                                 |                                 |                              |                          |             |
| Sr No      |                     | Trial                                | B A                             | -                           | -                          | R T                        | -                             | -                              | B A                           | -                            | -                            | R T                | Trial                         | B A                             | -                    | -                   | R T                             | -                               | -                            | -                        | R T         |
| 1          | Product Variety     | 12<br>100%<br>10.2%                  | -                               | -                           | -                          | 12<br>4.8%                 | 4<br>80%<br>2.6%              | 1<br>20%<br>2.6%               | -                             | -                            | -                            | 5<br>2%            | 2<br>66.7%<br>1.6%            | 1<br>33.3%<br>2%                | -                    | -                   | -                               | -                               | -                            | -                        | 3<br>1.2%   |
| 2          | Quality             | 14<br>18.2%<br>11.9%                 | H R<br>51<br>60.7%              | P R<br>10<br>52.6%          | Exp<br>2<br>16.7%          | 77<br>30.8%                | 59<br>80.8%<br>38.6%          | 2<br>2.7%<br>5.1%              | Ref<br>7<br>29.2%             | Exp<br>5<br>29.4%            | -                            | 73<br>29.2%        | 27<br>44.3%<br>21.4%          | 24<br>39.3%<br>47.1%            | 8<br>13.1%<br>21.1%  | 2<br>3.3%<br>11.1%  | PR<br>2<br>11.1%                | Exp<br>2<br>11.1%               | -                            | -                        | 61<br>24.4% |
| 3          | Design              | E T H<br>11<br>100%<br>9.3%          | -                               | -                           | -                          | -                          | -                             | -                              | -                             | -                            | -                            | -                  | A M<br>100%                   | -                               | -                    | -                   | -                               | -                               | -                            | -                        | 1<br>0.4%   |
| 4          | Price               | Budget<br>4<br>57.1%<br>3.4%         | B F<br>2<br>28.6%<br>2.4%       | Eval<br>1<br>14.3%<br>5.3%  | -                          | R T<br>7<br>2.8%           | Budget<br>4<br>80%<br>2.6%    | Eval<br>1<br>20%<br>2.6%       | -                             | -                            | -                            | 5<br>2%            | 5<br>71.4%<br>4%              | 1<br>14.3%<br>2%                | 1<br>14.3%<br>2.6%   | -                   | Eval<br>1<br>14.3%<br>2.6%      | -                               | -                            | -                        | 7<br>2.8%   |
| 5          | Features            | Fresh<br>28<br>59.6%<br>23.7%        | A M<br>7<br>14.6%<br>8.3%       | G F<br>1<br>2.1%<br>5.3%    | A V<br>7<br>14.9%<br>38.3% | Eval<br>2<br>4.3%<br>14.3% | T & F<br>44<br>71%<br>28.8%   | A M<br>9<br>14.5%<br>23%       | G F<br>1<br>1.6%<br>4.2%      | A V<br>6<br>9.7%<br>35.3%    | A & AV<br>2<br>3.2%<br>14.3% | R T<br>62<br>24.8% | Taste<br>28<br>71.8%<br>22.2% | A M<br>5.1%<br>15.4%<br>16.1%   | 6<br>15.4%<br>16.1%  | 3<br>7.7%<br>16.1%  | GF<br>6<br>15.4%<br>16.1%       | A V<br>3<br>7.7%<br>16.1%       | A & AV<br>-                  | Eval<br>39<br>15.6%      |             |
| 6          | Brand Name          | Trust<br>11<br>78.6%<br>9.3%         | I & L<br>1<br>7.1%<br>1.2%      | H R<br>2<br>14.3%<br>10.5%  | Attract<br>-               | R T<br>14<br>5.6%          | S Q<br>4<br>16.7%<br>2.6%     | Image<br>4<br>10.3%<br>ForDiff | Trust<br>14<br>58.3%<br>58.3% | Loyalty<br>4<br>4.2%<br>5.9% | H R<br>1<br>4.2%<br>7.1%     | R T<br>24<br>9.6%  | Trust<br>12<br>54.5%<br>9.5%  | I & L<br>4<br>18.2%<br>7.9%     | 3<br>13.6%<br>16.7%  | 3<br>13.6%<br>16.7% | HR<br>7<br>10.8%<br>10.5%       | E or Not<br>4<br>16.2%<br>33.3% | A M<br>-                     | -                        | 37<br>14.8% |
| 7          | Packaging           | A M<br>-                             | -                               | -                           | -                          | R T<br>-                   | A M<br>100%<br>2.6%           | ForDiff<br>-                   | -                             | -                            | -                            | R T<br>1<br>0.4%   | C C<br>20<br>54.1%<br>16%     | H R<br>7<br>18.9%<br>13.7%      | 4<br>10.8%<br>10.5%  | 6<br>16.2%<br>33.3% | PS<br>-                         | A M<br>-                        | -                            | -                        | 3<br>1.2%   |
| 8          | Size                | F S<br>7<br>70%<br>5.0%              | V S<br>3<br>30%<br>3.6%         | -                           | -                          | R T<br>10<br>4%            | F S<br>7<br>77.8%<br>4.6%     | V S<br>22.2%<br>5.1%           | -                             | -                            | -                            | 9<br>3.6%          | 1<br>33.3%<br>0.8%            | 2<br>66.7%<br>5.3%              | -                    | -                   | 2<br>66.7%<br>5.3%              | -                               | -                            | -                        | 3<br>1.2%   |
| 9          | Returns             | A U S<br>19<br>34.5%<br>16.1%        | R for M<br>17<br>30.9%<br>20.2% | Fresh<br>3<br>5.5%<br>15.6% | H R<br>3<br>5.5%<br>25%    | Exp<br>1<br>1.8%<br>33.3%  | A U S<br>17<br>32.7%<br>11.1% | R for M<br>16<br>30.8%<br>41%  | Fresh<br>-                    | H R<br>5<br>9.6%<br>29.4%    | Eval<br>11<br>21.2%<br>78.6% | R T<br>32<br>20.8% | Satis<br>15<br>28.3%<br>11.9% | R for M<br>10<br>18.9%<br>19.6% | 11<br>20.8%<br>28.9% | 2<br>3.8%<br>11.1%  | Prof E C<br>2<br>28.8%<br>85.7% | J of S<br>2<br>11.1%            | Eval<br>12<br>28.8%<br>85.7% | Exp<br>3<br>5.7%<br>100% | 53<br>21.2% |
| 10         | Colour              | -                                    | -                               | -                           | -                          | -                          | -                             | -                              | -                             | -                            | -                            | R T<br>2<br>0.8%   | C & T<br>1<br>100%<br>0.6%    | -                               | -                    | -                   | -                               | -                               | -                            | -                        | 1<br>0.4%   |
| 11         | Manu's Prestige     | Trust<br>4<br>100%<br>3.4%           | -                               | -                           | -                          | R T<br>4<br>1.6%           | Trust<br>4<br>100%<br>2.6%    | -                              | -                             | -                            | -                            | 4<br>1.6%          | 9<br>100%<br>7.1%             | -                               | -                    | -                   | -                               | -                               | -                            | -                        | 9<br>3.6%   |
| 12         | Retailer's Prestige | E G Q<br>8<br>61.6%<br>6.8%          | Enj Buy<br>3<br>23.1%<br>3.6%   | G R<br>2<br>15.4%<br>10.5%  | -                          | R T<br>13<br>5.2%          | E G Q<br>8<br>61.5%<br>5.2%   | Enj Buy<br>3<br>23.1%<br>7.7%  | G R<br>2<br>15.4%<br>8.3%     | -                            | -                            | R T<br>13<br>5.2%  | C C<br>5<br>35.7%<br>4%       | For Hyg<br>2<br>14.3%<br>3.9%   | 3<br>21.4%<br>7.9%   | 2<br>14.3%<br>11.1% | E G Q<br>3<br>21.4%<br>7.9%     | Enj Buy<br>2<br>14.3%<br>11.1%  | G R<br>2<br>14.3%<br>11.1%   | -                        | 14<br>5.6%  |
|            | Column Total        | 118<br>47.2%                         | 84<br>33.6%                     | 19<br>7.6%                  | 12<br>4.8%                 | 250<br>100%                | 153<br>61.2%                  | 39<br>15.6%                    | 24<br>9.6%                    | 17<br>6.8%                   | 14<br>5.6%                   | 250<br>100%        | 126<br>50.4%                  | 51<br>20.4%                     | 38<br>15.2%          | 18<br>7.2%          | 250<br>100%                     | 126<br>50.4%                    | 51<br>20.4%                  | 38<br>15.2%              | 14<br>5.6%  |

Refer Appendix No. 3

This table is related to the responses concerning the reasons assigned by the respondents for the most important product attribute according to them with respect to the selected Non-durables

23.7% of the respondents believed that the Features of Soap is the most important attribute for them because they prefer freshness the most in a Soap brand, for 16% of respondents Returns is the most important attribute because they would prefer to have after use satisfaction, whereas 60.7% of respondents had Quality as the most important attribute because of their health consciousness. 38.6% of respondents indicated Quality as the most important attribute in a Toothpaste brand because of their health consciousness, 28.8% of respondents reckoned Features as the most important attribute because they preferred the taste and freshness, whereas for 58.3% respondents Brand name was the most important attribute because of the trust it creates for a consumer as far as a brand goes. 22.2% of respondents assigned taste as the reason for reckoning Features of Chocolate as their most important attribute, 21.4% assigned health reasons for having Quality as the most important attribute of Chocolate, whereas 15.87% of respondents cited Cadbury's incidence of insects found inside packages as their reason for emphasizing on Packaging the most



This table is related to the responses concerning the reasons assigned by the respondents for the most important product attribute according to them with respect to the selected Durables

27% of respondents thought that Retailer's prestige was the most important attribute in order to avoid dealing problems, 24% of respondents thought that Product variety was the most important product attribute because they would prefer to compare various TV brands to make a better decision, whereas 40% of respondents reckoned Features the most important because they attracted them the most and 26.7% had Warranties as the most important attribute because they create trust in the mind of customers that help them in buying decision. 35.5% respondents thought that Retailer's prestige was the most important attribute for Refrigerator to avoid dealing problems, whereas 33.8% had Features as the most important because they attract them the most while deciding to buy and 27% again prefer Warranties because they create trust. 36.3% of respondents reckoned Features most important in Car because they attract them the most, whereas 26.5% had Manufacturer's prestige as the most important attribute for getting the best deal.

| Sr. No | Background Chrs. | Increase in Brand Loyalty |     |            |     |           |     |           |     |            |      |              |      |     |      |           |   |
|--------|------------------|---------------------------|-----|------------|-----|-----------|-----|-----------|-----|------------|------|--------------|------|-----|------|-----------|---|
|        |                  | Soap                      |     | Toothpaste |     | Chocolate |     | CAT Total |     | Television |      | Refrigerator |      | Car |      | CAT Total |   |
|        |                  | No                        | %   | No         | %   | No        | %   | No        | %   | No         | %    | No           | %    | No  | %    | No        | % |
| 1      | Age              | <31                       | 110 | 81.5       | 115 | 85.2      | 111 | 82.2      | 135 | 50         | 79.4 | 49           | 77.8 | 42  | 66.7 | 63        |   |
|        |                  | 31 – 50                   | 74  | 75.5       | 78  | 79.6      | 92  | 93.9      | 98  | 100        | 60.6 | 102          | 61.8 | 106 | 64.2 | 165       |   |
|        |                  | 50 +                      | 16  | 94.1       | 17  | 100       | 16  | 94.1      | 17  | 20         | 90.9 | 20           | 90.9 | 20  | 90.9 | 22        |   |
| 2      | Sex              | Male                      | 57  | 90.5       | 58  | 92.1      | 55  | 87.3      | 63  | 134        | 65.4 | 134          | 65.4 | 130 | 63.4 | 205       |   |
|        |                  | Female                    | 143 | 76.5       | 152 | 81.3      | 164 | 87.7      | 187 | 36         | 80.0 | 37           | 82.2 | 38  | 84.4 | 45        |   |
| 3      | Edu. Cat.        | General                   | 152 | 77.6       | 162 | 82.7      | 166 | 84.7      | 196 | 106        | 72.6 | 107          | 73.3 | 105 | 71.9 | 146       |   |
|        |                  | Technical                 | 32  | 88.9       | 34  | 94.4      | 35  | 97.2      | 36  | 29         | 59.2 | 30           | 61.2 | 29  | 59.2 | 49        |   |
|        |                  | Professional              | 16  | 88.9       | 14  | 77.8      | 18  | 100       | 18  | 35         | 63.6 | 34           | 61.8 | 34  | 61.8 | 55        |   |
| 4      | Occupation       | Business                  | 8   | 88.9       | 8   | 88.9      | 6   | 66.7      | 9   | 51         | 62.2 | 51           | 62.2 | 51  | 62.2 | 82        |   |
|        |                  | Service                   | 95  | 79.8       | 103 | 86.6      | 111 | 93.3      | 119 | 60         | 78.9 | 61           | 80.3 | 61  | 80.3 | 76        |   |
|        |                  | Housewife                 | 38  | 71.7       | 39  | 73.6      | 46  | 86.8      | 53  | 9          | 90.0 | 9            | 90.0 | 10  | 100  | 10        |   |
|        |                  | Profession                | 14  | 87.5       | 13  | 81.3      | 16  | 100       | 16  | 37         | 57.8 | 37           | 57.8 | 38  | 59.4 | 64        |   |
|        |                  | Student                   | 43  | 84.3       | 45  | 88.2      | 38  | 74.5      | 51  | 8          | 80.0 | 8            | 80.0 | 4   | 40.0 | 10        |   |
|        |                  | Other                     | 2   | 100        | 2   | 100       | 2   | 100       | 2   | 5          | 62.5 | 5            | 62.5 | 4   | 50.0 | 8         |   |
| 5      | Family Size      | 1 – 4 Mem                 | 105 | 80.8       | 113 | 86.9      | 113 | 86.9      | 130 | 64         | 64.0 | 64           | 64.0 | 64  | 64.0 | 100       |   |
|        |                  | 5 or more                 | 95  | 79.2       | 97  | 80.8      | 106 | 88.3      | 120 | 106        | 70.7 | 104          | 71.3 | 104 | 69.3 | 150       |   |
| 6      | M. F. Income     | < = 25000                 | 125 | 83.3       | 131 | 87.3      | 132 | 88.0      | 150 | 27         | 84.4 | 25           | 84.4 | 25  | 76.1 | 32        |   |
|        |                  | 25001-50000               | 74  | 74.7       | 78  | 78.8      | 86  | 86.9      | 99  | 128        | 63.4 | 128          | 63.9 | 128 | 63.4 | 202       |   |
|        |                  | 50001 +                   | 1   | 100        | 1   | 100       | 1   | 100       | 1   | 15         | 93.8 | 15           | 93.8 | 15  | 93.8 | 16        |   |

This table is related to the responses given regarding the Belief of customers that brand loyalty increases as a result of presence of product attributes of their choice in a brand of selected Non-durables and Durables with respect to the background characteristics

An overall high amount of consensus prevails among the respondents of all the categories of background characteristics regarding the belief that brand loyalty increases as a result of presence of product attributes of their choice in case of all the selected Non-durables and Durables products, with 94% of respondents in Soap and Chocolate and 100% respondents in Toothpaste in above 50 age group and 90.9% of respondents in again 50+ age group for TV, Refrigerator and Car, being the highest among the age groups carrying the belief. With 90.5% of positive responses in Soap and 92% in Toothpaste, more males carry the belief that brand loyalty increases as a result of presence of product attributes of their choice in a brand except in case of Toothpaste where 87.7% females believe the same thing, which is slightly higher than male respondents. Though females indicate significantly high percentage of the same belief compare to the males in case of selected Durables. Education category wise 88.9% of respondents for Soap in Technical and Professional category, 94.9% for Toothpaste in Technical category and 100% for Chocolate in Professional category and 72.6% for TV, 73.3% for Refrigerator and 71.9% for Car in general education category being the highest among the believers. Occupation wise business class, professionals and students for Soap and Toothpaste and professionals, service class and housewives for Chocolate were among the highest believers for the same belief and housewives and Professionals for TV, housewives, services class and students for Refrigerator and housewives and service class carried the same belief higher than the other classes for Car. In case of family size 80.8% and 86.9% of families with 1-4 members for Soap and Toothpaste respectively and 88.3% of families with 5 or more members for Chocolate carried a higher amount of belief for the same and 70.7%, 71.3% and 69.3% of families with 5 or more members for TV, Refrigerator and Car also carried the same belief highly. Lastly in case of monthly family income, the families with monthly income below or equal to Rs. 25000/- and families with income Rs. 50000/- and more for all selected Non-durables and Durables carried relatively higher belief that brand loyalty increases as a result of presence of product attributes of their choice in a brand.

| TABLE – 8 B (Q 6B – A, B, C) Percentage Frequency regarding the reasons for negative response pertaining to the belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of Selected Durable and Non-Durable Products with respect to the Background Characteristics |                                                                        |      |         |             |         |           |         |            |         |              |         |      |         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------|---------|-------------|---------|-----------|---------|------------|---------|--------------|---------|------|---------|
| Sr No                                                                                                                                                                                                                                                                                                              | Reason                                                                 | Soap |         | Tooth Paste |         | Chocolate |         | Television |         | Refrigerator |         | Car  |         |
|                                                                                                                                                                                                                                                                                                                    |                                                                        | Freq | Valid % | Freq        | Valid % | Freq      | Valid % | Freq       | Valid % | Freq         | Valid % | Freq | Valid % |
| 1                                                                                                                                                                                                                                                                                                                  | Try another brand / New Technology / Better Models                     | 9    | 3.6     | 6           | 2.4     | 10        | 4       | 25         | 10      | 27           | 10.8    | 28   | 11.2    |
| 2                                                                                                                                                                                                                                                                                                                  | You may try other brand offering some benefits                         | 3    | 1.2     | 4           | 1.6     | 4         | 1.6     | 2          | 0.8     | 2            | 0.8     | 3    | 1.2     |
| 3                                                                                                                                                                                                                                                                                                                  | Doctor's Prescription / You may not always get what you want           | 8    | 3.2     | 9           | 3.6     | 5         | 2       | -          | -       | 1            | 0.4     | -    | -       |
| 4                                                                                                                                                                                                                                                                                                                  | If You get better quality at cheaper price                             | 5    | 2       | 3           | 1.2     | -         | -       | 4          | 1.6     | 4            | 1.6     | 4    | 1.6     |
| 5                                                                                                                                                                                                                                                                                                                  | It depends on the season                                               | 2    | 0.8     | -           | -       | -         | -       | 1          | 0.4     | 1            | 0.4     | 1    | 0.4     |
| 6                                                                                                                                                                                                                                                                                                                  | Sometimes only                                                         | 2    | 0.8     | -           | -       | -         | -       | -          | -       | -            | -       | -    | -       |
| 7                                                                                                                                                                                                                                                                                                                  | Depends on whether I am to eat or someone else                         | -    | -       | -           | -       | 2         | 0.8     | -          | -       | -            | -       | -    | -       |
| 8                                                                                                                                                                                                                                                                                                                  | Depends on the size of occasion                                        | 2    | 0.8     | 2           | 0.8     | 4         | 1.6     | -          | -       | -            | -       | -    | -       |
| 9                                                                                                                                                                                                                                                                                                                  | The preference for attributes changes over time / Income               | 17   | 0.8     | 16          | 6.4     | 6         | 2.4     | 28         | 11.2    | 27           | 10.8    | 27   | 10.8    |
| 10                                                                                                                                                                                                                                                                                                                 | Human wants are unlimited & volatile                                   | -    | -       | -           | -       | -         | -       | 1          | 0.4     | 1            | 0.4     | 1    | 0.4     |
| 11                                                                                                                                                                                                                                                                                                                 | If I could afford a luxurious model / As you earn more you expect more | -    | -       | -           | -       | -         | -       | 14         | 5.6     | 14           | 5.6     | 14   | 5.6     |
| 12                                                                                                                                                                                                                                                                                                                 | There are always better low price models                               | -    | -       | -           | -       | -         | -       | 3          | 1.2     | 2            | 0.8     | 2    | 0.8     |
|                                                                                                                                                                                                                                                                                                                    | Total                                                                  | 250  | 100     | 250         | 100     | 250       | 100     | 250        | 100     | 250          | 100     | 250  | 100     |
| Missing Cases                                                                                                                                                                                                                                                                                                      |                                                                        | 202  |         | 210         |         | 219       |         | 172        |         | 171          |         | 170  |         |

This table relates to the responses given regarding the reasons for consumers' belief that brand loyalty does not increase as a result of presence of product attributes of their choice in a brand for selected Non-durables and Durables with respect to the Background characteristics

- 1) Out of the total responses gathered for the same, 35 4% of respondents for Soap and 40% for Toothpaste believed that brand loyalty doesn't increase as a result of presence of product attributes of their choice in a brand because they believed that their preference for attributes in a brand could change over time or as per the changes in their income
- 2) 32 3% of the respondents for Chocolate believed the same because they would prefer to try another brand
- 3) 35 9% of the respondents for TV had the same belief for they believed that their preference for attributes in a brand could change over time or as per the changes in their income, 34 2% believed the same for brand loyalty for Refrigerator because they believed that their preference for attributes in a brand could change over time or as per the changes in their income and they would also prefer to try new technology and new models while 35% of respondents had the same belief for Car because they would also prefer to try new technology and new models

| TABLE 9 (Q 7 ABC) Percentage Frequency regarding compromise with certain attributes if the one most important is found in a brand of Selected Durable and Non Durable Products with respect to the Background Characteristics |                  |                                    |      |            |      |           |      |           |     |            |     |              |     |      |     |           |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------------------|------|------------|------|-----------|------|-----------|-----|------------|-----|--------------|-----|------|-----|-----------|---|
| Sr. No                                                                                                                                                                                                                        | Background Chrs. | Compromise with certain attributes |      |            |      |           |      |           |     |            |     |              |     |      |     |           |   |
|                                                                                                                                                                                                                               |                  | Soap                               |      | Toothpaste |      | Chocolate |      | CAT Total |     | Television |     | Refrigerator |     | Car  |     | CAT Total |   |
|                                                                                                                                                                                                                               |                  | No                                 | %    | No         | %    | No        | %    | No        | %   | No         | %   | No           | %   | No   | %   | No        | % |
| 1                                                                                                                                                                                                                             | Age              | 80                                 | 59.3 | 79         | 58.5 | 74        | 54.8 | 135       | 45  | 71.4       | 40  | 63.5         | 29  | 46.0 | 63  |           |   |
|                                                                                                                                                                                                                               | <31              | 72                                 | 73.5 | 69         | 70.4 | 39        | 39.8 | 98        | 118 | 71.5       | 116 | 70.3         | 107 | 64.8 | 165 |           |   |
|                                                                                                                                                                                                                               | 31 – 50          | 14                                 | 82.4 | 12         | 70.6 | 11        | 64.7 | 17        | 15  | 68.2       | 15  | 68.2         | 16  | 72.7 | 22  |           |   |
| 2                                                                                                                                                                                                                             | 50 +             |                                    |      |            |      |           |      |           |     |            |     |              |     |      |     |           |   |
|                                                                                                                                                                                                                               | Sex              | 39                                 | 61.9 | 38         | 60.3 | 34        | 54.0 | 63        | 144 | 70.2       | 140 | 68.3         | 129 | 62.9 | 205 |           |   |
|                                                                                                                                                                                                                               | Male             | 127                                | 67.9 | 122        | 65.2 | 90        | 48.1 | 187       | 34  | 75.6       | 31  | 68.9         | 23  | 51.1 | 45  |           |   |
| 3                                                                                                                                                                                                                             | Female           |                                    |      |            |      |           |      |           |     |            |     |              |     |      |     |           |   |
|                                                                                                                                                                                                                               | Edu. Cat.        | 134                                | 68.4 | 130        | 66.3 | 101       | 51.5 | 196       | 104 | 71.2       | 103 | 70.5         | 82  | 56.2 | 149 |           |   |
|                                                                                                                                                                                                                               | General          | 19                                 | 52.8 | 19         | 52.8 | 12        | 33.3 | 36        | 36  | 73.5       | 34  | 69.4         | 35  | 71.4 | 49  |           |   |
|                                                                                                                                                                                                                               | Technical        | 13                                 | 72.2 | 11         | 61.1 | 11        | 61.1 | 18        | 38  | 69.1       | 34  | 61.8         | 35  | 63.6 | 55  |           |   |
| 4                                                                                                                                                                                                                             | Professional     |                                    |      |            |      |           |      |           |     |            |     |              |     |      |     |           |   |
|                                                                                                                                                                                                                               | Occupation       | 6                                  | 66.7 | 7          | 77.8 | 3         | 33.3 | 9         | 59  | 72.0       | 59  | 72.0         | 51  | 62.2 | 82  |           |   |
|                                                                                                                                                                                                                               | Business         | 82                                 | 68.9 | 77         | 64.7 | 54        | 45.4 | 119       | 54  | 71.1       | 50  | 65.8         | 45  | 59.2 | 76  |           |   |
|                                                                                                                                                                                                                               | Service          | 37                                 | 69.8 | 35         | 66.0 | 25        | 47.2 | 53        | 10  | 100        | 10  | 100          | 5   | 50.0 | 10  |           |   |
|                                                                                                                                                                                                                               | Housewife        | 10                                 | 62.5 | 12         | 75.0 | 11        | 68.8 | 16        | 43  | 67.2       | 40  | 62.5         | 44  | 68.8 | 64  |           |   |
|                                                                                                                                                                                                                               | Profession       | 29                                 | 56.9 | 27         | 52.9 | 30        | 58.8 | 51        | 7   | 70.0       | 7   | 70.0         | 3   | 30.0 | 10  |           |   |
|                                                                                                                                                                                                                               | Student          | 2                                  | 100  | 2          | 100  | 1         | 50.0 | 2         | 5   | 62.5       | 5   | 62.5         | 4   | 50.0 | 8   |           |   |
| 5                                                                                                                                                                                                                             | Other            |                                    |      |            |      |           |      |           |     |            |     |              |     |      |     |           |   |
|                                                                                                                                                                                                                               | Family Size      | 89                                 | 68.5 | 81         | 62.3 | 69        | 53.1 | 130       | 71  | 71.0       | 66  | 66.0         | 65  | 65.0 | 100 |           |   |
|                                                                                                                                                                                                                               | 1 – 4 Mem        | 77                                 | 64.2 | 79         | 65.8 | 55        | 45.8 | 120       | 107 | 71.3       | 105 | 70.0         | 87  | 58.0 | 150 |           |   |
| 6                                                                                                                                                                                                                             | 5 or more        |                                    |      |            |      |           |      |           |     |            |     |              |     |      |     |           |   |
|                                                                                                                                                                                                                               | M. F. Income     | 98                                 | 65.3 | 95         | 63.3 | 77        | 51.3 | 150       | 20  | 62.5       | 18  | 56.3         | 17  | 53.1 | 32  |           |   |
|                                                                                                                                                                                                                               | < = 25000        | 68                                 | 68.7 | 65         | 65.7 | 47        | 47.5 | 99        | 144 | 71.3       | 139 | 68.8         | 125 | 61.9 | 202 |           |   |
|                                                                                                                                                                                                                               | 25001-50000      | -                                  | -    | -          | -    | -         | -    | 1         | 14  | 87.5       | 14  | 87.5         | 10  | 62.5 | 16  |           |   |
|                                                                                                                                                                                                                               | 50001 +          |                                    |      |            |      |           |      |           |     |            |     |              |     |      |     |           |   |

This table is related to the responses given for the tendency of customers to compromise with certain product attributes if the one most important (except price) is found in a brand of selected Non-durables and Durables with respect to the Background characteristics

- 1) 82.4% of respondents for Soap, 70.6% for Toothpaste and 64.7% for Chocolate in the age group 50+ showed the readiness to compromise with certain product attributes if the one most important (except price) is found in a brand whereas 71.5% of respondents for TV and 70.3% for Refrigerator from the age group 31-50 and 72.7% in the age group 50+ showed the same readiness
- 2) Females showed comparatively more readiness for the same compared to males, which is 67.9% in Soap, and 65.2% in Toothpaste whereas more males i.e. 54% were ready to compromise in case of Chocolate compared to females. The same is the case for Durables where more female respondents i.e. 75.6% for TV and 68.9% for Refrigerator and more male respondents i.e. 62.9% showed the readiness to compromise
- 3) Professionally educated respondents showed more readiness for the same with 72.2% and 61% for Soap and Chocolate respectively while 66.3% of general education respondents showed more readiness for Toothpaste whereas on the other hand 73.5% and 71.4% for TV and Car in technical education category and 70.5% with general education for Refrigerator showed the same readiness
- 4) 69.8% of housewives, 77.8% of the business class and 68.8% of the professionals showed high readiness for the same for selected Non-durables and 72% of business class, 100% of the housewives and 68.8% of the professionals showed the readiness for the same for selected Durables
- 5) 68.5% of families with a family size between 1-4 for Soap and 53% for Chocolate and 65.8% of the families with 5 or more members showed the readiness for the same. 71.3% of families for TV and 70% for Refrigerator with 5 or more members and 65% of the families with 1-4 members showed the readiness for the same
- 6) 68.7% of families with monthly income between Rs. 25001-50000/- for Soap and Toothpaste and 51.3% of families with monthly income below or equal to Rs. 25000/- showed the readiness for the same, while in Durables 71.3% of families for TV, 68.8% for Refrigerator and 61.9% for Car, with monthly income between Rs. 25001-50000/- showed readiness for the same

| Sr. No | Background Chrs. | Attributes Affecting Buying Decisions |      |            |      |           |      |           |   |            |      |              |      |     |      |           |     |  |
|--------|------------------|---------------------------------------|------|------------|------|-----------|------|-----------|---|------------|------|--------------|------|-----|------|-----------|-----|--|
|        |                  | Soap                                  |      | Toothpaste |      | Chocolate |      | CAT Total |   | Television |      | Refrigerator |      | Car |      | CAT Total |     |  |
|        |                  | No                                    | %    | No         | %    | No        | %    | No        | % | No         | %    | No           | %    | No  | %    | No        | %   |  |
| 1      | Age              |                                       |      |            |      |           |      |           |   |            |      |              |      |     |      |           |     |  |
|        | < 31             | 108                                   | 80   | 104        | 77.0 | 86        | 63.7 | 135       |   | 56         | 88.9 | 55           | 87.3 | 53  | 84.1 |           | 63  |  |
|        | 31 – 50          | 88                                    | 89.8 | 87         | 88.8 | 60        | 61.2 | 98        |   | 158        | 95.8 | 158          | 95.8 | 151 | 91.5 |           | 165 |  |
|        | 50 +             | 14                                    | 82.4 | 12         | 70.6 | 11        | 64.7 | 17        |   | 20         | 90.9 | 18           | 81.8 | 20  | 90.9 |           | 22  |  |
| 2      | Sex              |                                       |      |            |      |           |      |           |   |            |      |              |      |     |      |           |     |  |
|        | Male             | 44                                    | 69.8 | 41         | 65.1 | 38        | 60.3 | 63        |   | 196        | 95.6 | 192          | 93.7 | 183 | 89.3 |           | 205 |  |
|        | Female           | 166                                   | 88.8 | 162        | 86.6 | 119       | 63.6 | 187       |   | 38         | 84.4 | 39           | 86.7 | 41  | 91.1 |           | 45  |  |
| 3      | Edu. Cat.        |                                       |      |            |      |           |      |           |   |            |      |              |      |     |      |           |     |  |
|        | General          | 166                                   | 84.7 | 163        | 83.2 | 117       | 59.7 | 196       |   | 135        | 92.5 | 134          | 91.8 | 133 | 91.1 |           | 146 |  |
|        | Technical        | 28                                    | 77.8 | 28         | 77.8 | 27        | 75.0 | 36        |   | 47         | 95.9 | 44           | 89.8 | 43  | 87.8 |           | 49  |  |
|        | Professional     | 16                                    | 88.9 | 12         | 66.7 | 13        | 72.2 | 18        |   | 52         | 94.5 | 53           | 96.4 | 48  | 87.3 |           | 55  |  |
| 4      | Occupation       |                                       |      |            |      |           |      |           |   |            |      |              |      |     |      |           |     |  |
|        | Business         | 6                                     | 66.7 | 7          | 77.8 | 4         | 44.4 | 9         |   | 80         | 97.6 | 79           | 96.3 | 76  | 92.7 |           | 82  |  |
|        | Service          | 102                                   | 85.7 | 98         | 82.4 | 71        | 59.7 | 119       |   | 65         | 85.5 | 65           | 85.5 | 65  | 85.5 |           | 76  |  |
|        | Housewife        | 49                                    | 92.5 | 49         | 92.5 | 36        | 67.9 | 53        |   | 10         | 100  | 10           | 100  | 10  | 100  |           | 10  |  |
|        | Profession       | 15                                    | 93.8 | 13         | 81.3 | 13        | 81.3 | 16        |   | 62         | 96.9 | 61           | 95.3 | 57  | 89.1 |           | 64  |  |
|        | Student          | 37                                    | 72.5 | 35         | 68.6 | 32        | 62.7 | 51        |   | 9          | 90.0 | 8            | 80.0 | 8   | 80.0 |           | 10  |  |
|        | Other            | 1                                     | 50.0 | 1          | 50.0 | 1         | 50.0 | 2         |   | 8          | 100  | 8            | 100  | 8   | 100  |           | 8   |  |
| 5      | Family Size      |                                       |      |            |      |           |      |           |   |            |      |              |      |     |      |           |     |  |
|        | 1 – 4 Mem        | 103                                   | 79.2 | 97         | 74.6 | 87        | 66.9 | 130       |   | 90         | 90.0 | 87           | 87.0 | 88  | 88.0 |           | 100 |  |
|        | 5 or more        | 107                                   | 89.2 | 106        | 88.3 | 70        | 58.3 | 120       |   | 144        | 96.0 | 144          | 96.0 | 136 | 90.7 |           | 150 |  |
| 6      | M. F. Income     |                                       |      |            |      |           |      |           |   |            |      |              |      |     |      |           |     |  |
|        | < = 25000        | 123                                   | 82.0 | 120        | 80.0 | 86        | 57.3 | 150       |   | 27         | 84.4 | 27           | 84.4 | 28  | 87.5 |           | 32  |  |
|        | 25001-50000      | 86                                    | 86.9 | 82         | 82.8 | 70        | 70.7 | 99        |   | 192        | 95.0 | 189          | 93.6 | 182 | 90.1 |           | 202 |  |
|        | 50001 +          | 1                                     | 100  | 1          | 100  | 1         | 100  | 1         |   | 15         | 93.8 | 15           | 93.8 | 14  | 87.5 |           | 16  |  |

This table is related to the responses given for the belief regarding the impact of a change in product attributes on buying decisions for selected Non-durables and Durables with respect to the Background characteristics

The table clearly indicates that an overall high affirmation prevails along all the background characteristic categories regarding the belief concerning the impact of product attributes on the buying decisions of consumers

- 1) 89 8% of respondents for Soap and 88 8% for Toothpaste in the age group <31 and 64 7% for Chocolate in the age group 50+ whereas 95 8% of respondents for TV and Refrigerator from the age group 31-50 and 91 5% in the age group 50+ believed that a change in the product attributes affected their buying decisions
- 2) More female respondents compare to males, i e 88 8% in Soap, and 86 6% in Toothpaste and 63 6% in Chocolate believed the same Whereas except for Car with 91% female respondents with the same belief, male respondents dominated the TV and Refrigerator product categories with respect to the same belief
- 3) 88 9% of Professionally educated for Soap, 83 2% with general education for Toothpaste and 75% of respondents with technical education for Chocolate showed the positive response for the same belief, whereas 95 9% of respondents with technical education for TV, 96 4% with professional education for Refrigerator and 91% of general education category respondents showed the positive response for the same belief
- 4) 93 8% and 81 3% of professionals for Soap and Chocolate respectively and 92 5% of housewives for Toothpaste showed the positive response for the same belief, whereas business class and housewives respondents amongst the others showed the highest positive response for the same belief for the same for selected Durables
- 5) 89 2% of families for Soap and 88 3% of families for Toothpaste with a family size 5 or more and 66 9% of families for Chocolate with 1-4 members showed the positive response for the same belief, whereas in case of Durables, 96% of families for TV and Refrigerator and 90 7 for Car with 5 or more members showed the positive response for the same belief
- 6) 86 9% of families for Soap and 82 8% for Toothpaste with monthly income below or equal to Rs 25000/- and 70 7% of families with monthly income between Rs 25001-50000/- showed the positive response for the same belief, whereas 95% of families for TV and 90% for Car with a monthly income between Rs 25001-50000/- and 93 8% of families with monthly income Rs 50000+ showed the positive response for the same belief



This table is related to the responses given for the extent of the influence of product attributes on buying decisions for selected Non-durables and Durables with respect to the Background characteristics

A bird's eye view of the above table clearly indicates that an overall high positive opinion prevails along all the background characteristic categories regarding the extent of the influence of product attributes on the buying decisions of consumers for selected Non-durables and Durables

- 1) 100% respondents for Soap and Toothpaste and 88.2% for Chocolate in the age group 50+ whereas 99.4% of respondents for TV and Car and 98.2% for Refrigerator from the age group 31-50 believed that a the extent of influence of product attributes in buying decisions was high or medium
- 2) More female respondents compare to males, i.e. 97.9% in Soap, and 94.7% in Toothpaste and 81.8% in Chocolate believed the same Whereas more male respondents compare to females i.e. 99.5% for TV, 98.5% for Refrigerator and 98% for Car, had the same belief
- 3) 100% Professionally educated respondents for Soap and Toothpaste and 86% for Chocolate believed the same and 100% Professionally educated respondents for TV and Refrigerator and 100% of respondents with technical education for Refrigerator had the same belief regarding the product attributes
- 4) Professionals, service and business class respondents carried higher percentage of belief for the same for Soap, Toothpaste and Chocolate and business class and housewives carried higher percentage of belief for the same with respect to the selected Durables
- 5) 97.5% of families for Soap, 95% of families for Toothpaste and 81.7% for Chocolate with a family size 5 or more and 98.7% of families for all selected Durables with 5 or more members showed the higher positive response for the same belief
- 6) 99% of families for Soap with monthly income between Rs. 25001-50000/-, 95.3% for Toothpaste and 82% of families for Chocolate with monthly income below or equal to Rs. 25000/- showed the higher positive response for the same belief, whereas 100% of families for all selected Durables with monthly income Rs. 50000+ showed higher positive response for the same belief

| Sr. No | Background Chrs. | Sources of Awareness |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|--------|------------------|----------------------|------|--------------|------|--------------------|------|----------|------|----------------------|------|-----------------------------|------|-------|------|-----------|-----|
|        |                  | Mass Media           |      | Actual Trial |      | Product Literature |      | Magazine |      | Experience of Others |      | Word of Mouth Communication |      | Other |      | CAT Total |     |
|        |                  | No                   | %    | No           | %    | No                 | %    | No       | %    | No                   | %    | No                          | %    | No    | %    | No        | %   |
| 1      | Age              | 92                   | 68.1 | 108          | 80.0 | 32                 | 23.7 | 49       | 36.3 | 64                   | 47.4 | 63                          | 46.7 | 16    | 11.9 | 135       | 100 |
|        | <31              | 52                   | 53.1 | 91           | 92.9 | 16                 | 16.3 | 23       | 23.5 | 45                   | 45.9 | 61                          | 62.2 | 14    | 14.3 | 98        | 100 |
|        | 31 – 50          | 11                   | 64.7 | 16           | 94.1 | 5                  | 29.4 | 6        | 35.3 | 12                   | 70.6 | 7                           | 41.2 |       |      | 17        | 100 |
| 2      | Sex              |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|        | Male             | 41                   | 65.1 | 50           | 79.4 | 18                 | 28.6 | 23       | 36.5 | 30                   | 47.6 | 28                          | 44.4 | 7     | 11.1 | 63        | 100 |
|        | Female           | 11                   | 61.0 | 165          | 88.2 | 35                 | 18.7 | 355      | 29.4 | 91                   | 48.7 | 103                         | 55.1 | 23    | 12.3 | 187       | 100 |
| 3      | Edu. Cat.        |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|        | General          | 118                  | 60.2 | 169          | 86.2 | 46                 | 23.5 | 64       | 32.7 | 89                   | 45.4 | 103                         | 52.6 | 24    | 12.2 | 196       | 100 |
|        | Technical        | 23                   | 63.9 | 31           | 86.1 | 6                  | 16.7 | 9        | 25.0 | 25                   | 69.4 | 18                          | 50.0 | 3     | 8.3  | 36        | 100 |
|        | Professional     | 14                   | 77.8 | 15           | 83.3 | 1                  | 5.6  | 5        | 27.8 | 7                    | 38.9 | 10                          | 55.6 | 3     | 16.7 | 18        | 100 |
| 4      | Occupation       |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|        | Business         | 2                    | 22.2 | 8            | 88.9 | 2                  | 22.2 |          |      | 2                    | 22.2 | 2                           | 22.2 | 2     | 22.2 | 9         | 100 |
|        | Service          | 71                   | 59.7 | 108          | 90.8 | 24                 | 20.2 | 37       | 31.1 | 60                   | 50.4 | 65                          | 54.6 | 9     | 7.6  | 119       | 100 |
|        | Housewife        | 33                   | 62.3 | 50           | 94.3 | 10                 | 18.9 | 13       | 24.5 | 21                   | 39.6 | 32                          | 60.4 | 8     | 15.1 | 53        | 100 |
|        | Profession       | 9                    | 56.3 | 10           | 62.5 | 1                  | 6.3  | 7        | 43.8 | 7                    | 43.8 | 5                           | 31.3 | 4     | 25.0 | 16        | 100 |
|        | Student          | 39                   | 76.5 | 37           | 72.5 | 16                 | 31.4 | 21       | 41.2 | 29                   | 56.9 | 25                          | 49.0 | 7     | 13.7 | 51        | 100 |
|        | Other            | 1                    | 50.0 | 2            | 100  |                    |      |          |      | 2                    | 100  | 2                           | 100  |       |      | 2         | 100 |
| 5      | Family Size      |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|        | 1 – 4 Mem        | 84                   | 64.6 | 111          | 85.4 | 33                 | 25.4 | 45       | 34.6 | 63                   | 48.5 | 58                          | 44.6 | 14    | 10.8 | 130       | 100 |
|        | 5 or more        | 71                   | 59.2 | 104          | 86.7 | 20                 | 16.7 | 33       | 27.5 | 58                   | 48.3 | 73                          | 60.8 | 16    | 13.3 | 120       | 100 |
| 6      | M. F. Income     |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|        | < = 25000        | 89                   | 59.3 | 131          | 87.3 | 37                 | 24.7 | 47       | 31.3 | 75                   | 50.0 | 77                          | 51.3 | 21    | 14.0 | 150       | 100 |
|        | 25001-50000      | 65                   | 65.7 | 84           | 84.8 | 16                 | 16.2 | 30       | 30.3 | 46                   | 46.5 | 54                          | 54.5 | 9     | 9.1  | 99        | 100 |
|        | 50001 +          | 1                    | 100  |              |      |                    |      | 1        | 100  |                      |      |                             |      |       |      | 1         | 100 |

| TABLE : 12 A – B (Q/10 A - B) Percentage Frequency distribution of sources of awareness about presence of attributes in a toothpaste brand with respect to the Background Characteristics |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------|------|--------------|------|--------------------|------|----------|------|----------------------|------|-----------------------------|------|-------|------|-----------|-----|
| Sr No                                                                                                                                                                                     | Background Chrs | Sources of Awareness |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 | Mass Media           |      | Actual Trial |      | Product Literature |      | Magazine |      | Experience of Others |      | Word of Mouth Communication |      | Other |      | CAT Total |     |
|                                                                                                                                                                                           |                 | No                   | %    | No           | %    | No                 | %    | No       | %    | No                   | %    | No                          | %    | No    | %    | No        | %   |
| 1                                                                                                                                                                                         | Age             | 84                   | 62.7 | 111          | 82.8 | 37                 | 27.6 | 51       | 38.1 | 61                   | 45.5 | 58                          | 43.3 | 14    | 10.4 | 134       | 100 |
|                                                                                                                                                                                           |                 | 50                   | 51.0 | 92           | 93.9 | 13                 | 13.3 | 22       | 22.4 | 45                   | 45.9 | 56                          | 57.1 | 13    | 13.3 | 98        | 100 |
|                                                                                                                                                                                           |                 | 11                   | 64.7 | 16           | 94.1 | 5                  | 29.4 | 5        | 29.4 | 11                   | 64.7 | 5                           | 29.4 |       |      | 17        | 100 |
| 2                                                                                                                                                                                         | Sex             |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           | Male            | 37                   | 59.7 | 51           | 82.3 | 20                 | 32.3 | 26       | 41.9 | 31                   | 50.0 | 28                          | 45.2 | 6     | 9.7  | 62        | 100 |
| 3                                                                                                                                                                                         | Female          | 108                  | 57.8 | 168          | 89.8 | 35                 | 18.7 | 52       | 27.8 | 86                   | 46.0 | 91                          | 48.7 | 21    | 11.2 | 187       | 100 |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
| 4                                                                                                                                                                                         | Edu. Cat.       | 115                  | 59.0 | 172          | 88.2 | 42                 | 21.5 | 62       | 31.8 | 88                   | 45.1 | 91                          | 46.7 | 22    | 11.3 | 195       | 100 |
|                                                                                                                                                                                           |                 | 21                   | 58.3 | 32           | 88.9 | 9                  | 25.0 | 9        | 25.0 | 20                   | 55.6 | 18                          | 50.0 | 3     | 8.3  | 36        | 100 |
|                                                                                                                                                                                           |                 | 9                    | 50.0 | 15           | 83.3 | 4                  | 22.2 | 7        | 38.9 | 9                    | 50.0 | 10                          | 55.6 | 2     | 11.1 | 18        | 100 |
| 5                                                                                                                                                                                         | Occupation      |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 | 3                    | 33.3 | 9            | 100  | 1                  | 11.1 | 1        | 11.1 | 2                    | 22.2 | 2                           | 22.2 | 2     | 22.2 | 9         | 100 |
|                                                                                                                                                                                           |                 | 68                   | 57.1 | 108          | 90.8 | 21                 | 17.6 | 36       | 30.3 | 59                   | 49.6 | 61                          | 51.3 | 8     | 6.7  | 119       | 100 |
| 6                                                                                                                                                                                         | Housewife       | 31                   | 58.5 | 51           | 96.2 | 10                 | 18.9 | 12       | 22.6 | 22                   | 41.5 | 28                          | 52.8 | 8     | 15.1 | 53        | 100 |
|                                                                                                                                                                                           |                 | 6                    | 37.5 | 11           | 68.8 | 3                  | 18.8 | 8        | 50.0 | 8                    | 50.0 | 6                           | 37.5 | 3     | 18.8 | 16        | 100 |
|                                                                                                                                                                                           |                 | 36                   | 72.0 | 38           | 76.0 | 20                 | 40.0 | 21       | 42.0 | 24                   | 48.0 | 20                          | 40.0 | 6     | 12.0 | 50        | 100 |
| 7                                                                                                                                                                                         | Student         | 1                    | 50.0 | 2            | 100  |                    |      |          |      | 2                    | 100  | 2                           | 100  |       |      | 2         | 100 |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
| 8                                                                                                                                                                                         | Family Size     |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 | 81                   | 62.8 | 110          | 85.3 | 33                 | 25.6 | 45       | 34.9 | 63                   | 48.8 | 50                          | 38.8 | 13    | 10.1 | 129       | 100 |
|                                                                                                                                                                                           |                 | 64                   | 53.3 | 109          | 90.8 | 22                 | 18.3 | 33       | 27.5 | 54                   | 45.0 | 69                          | 57.5 | 14    | 11.7 | 120       | 100 |
| 9                                                                                                                                                                                         | 5 or more       |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
| 10                                                                                                                                                                                        | M. F. Income    |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 | 83                   | 55.7 | 132          | 88.6 | 35                 | 23.5 | 46       | 30.9 | 68                   | 45.6 | 72                          | 48.3 | 20    | 13.4 | 149       | 100 |
|                                                                                                                                                                                           |                 | 61                   | 61.6 | 87           | 87.9 | 20                 | 20.2 | 32       | 32.3 | 49                   | 49.5 | 47                          | 47.5 | 7     | 7.1  | 99        | 100 |
| 11                                                                                                                                                                                        | < = 25000       |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
| 12                                                                                                                                                                                        | 25001-50000     |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
| 13                                                                                                                                                                                        | 50001 +         |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                           |                 |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |

| TABLE : 12 A – C (Q/10 A - C) Percentage Frequency distribution of sources of awareness about presence of attributes in a chocolate brand with respect to the Background Characteristics |                  |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|------|--------------|------|--------------------|------|----------|------|----------------------|------|-----------------------------|------|-------|------|-----------|-----|
| Sr. No                                                                                                                                                                                   | Background Chrs. | Sources of Awareness |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                          |                  | Mass Media           |      | Actual Trial |      | Product Literature |      | Magazine |      | Experience of Others |      | Word of Mouth Communication |      | Other |      | CAT Total |     |
|                                                                                                                                                                                          |                  | No                   | %    | No           | %    | No                 | %    | No       | %    | No                   | %    | No                          | %    | No    | %    | No        | %   |
| 1                                                                                                                                                                                        | Age              | 85                   | 63.0 | 116          | 85.9 | 32                 | 23.7 | 37       | 27.4 | 61                   | 45.2 | 49                          | 36.3 | 12    | 8.9  | 135       | 100 |
|                                                                                                                                                                                          |                  | 50                   | 51.0 | 93           | 94.9 | 13                 | 13.3 | 17       | 17.3 | 26                   | 26.5 | 36                          | 36.7 | 9     | 9.2  | 98        | 100 |
|                                                                                                                                                                                          |                  | 11                   | 64.7 | 16           | 94.1 | 5                  | 29.4 | 5        | 29.4 | 10                   | 58.8 | 4                           | 23.5 |       |      | 17        | 100 |
| 2                                                                                                                                                                                        | Sex              |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                          |                  | 41                   | 65.1 | 52           | 82.5 | 19                 | 30.2 | 20       | 31.7 | 32                   | 50.8 | 26                          | 41.3 | 5     | 7.9  | 63        | 100 |
| 3                                                                                                                                                                                        | Edu. Cat.        | 105                  | 56.1 | 173          | 92.5 | 31                 | 16.6 | 39       | 20.9 | 65                   | 34.8 | 63                          | 33.7 | 16    | 8.6  | 187       | 100 |
|                                                                                                                                                                                          |                  |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                          |                  | 115                  | 58.7 | 176          | 89.8 | 44                 | 22.4 | 48       | 24.5 | 78                   | 39.8 | 75                          | 38.3 | 17    | 8.7  | 196       | 100 |
| 4                                                                                                                                                                                        | Occupation       | 19                   | 52.8 | 32           | 88.9 | 3                  | 8.3  | 6        | 16.7 | 11                   | 30.6 | 5                           | 13.9 | 3     | 8.3  | 36        | 100 |
|                                                                                                                                                                                          |                  | 12                   | 66.7 | 17           | 94.4 | 3                  | 16.7 | 5        | 27.8 | 8                    | 44.4 | 9                           | 50.0 | 1     | 5.6  | 18        | 100 |
|                                                                                                                                                                                          |                  |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                          |                  | 3                    | 33.3 | 8            | 88.9 | 1                  | 11.1 |          |      | 2                    | 22.2 | 1                           | 11.1 | 2     | 22.2 | 9         | 100 |
|                                                                                                                                                                                          |                  | 61                   | 51.3 | 109          | 91.6 | 15                 | 12.6 | 21       | 17.6 | 45                   | 37.8 | 40                          | 33.6 | 7     | 5.9  | 119       | 100 |
| 5                                                                                                                                                                                        | Family Size      | 33                   | 62.3 | 52           | 98.1 | 11                 | 20.8 | 10       | 18.9 | 13                   | 24.5 | 18                          | 34.0 | 6     | 11.3 | 53        | 100 |
|                                                                                                                                                                                          |                  | 10                   | 62.5 | 12           | 75.0 | 3                  | 18.8 | 7        | 43.8 | 8                    | 50.0 | 7                           | 43.8 | 1     | 6.3  | 16        | 100 |
|                                                                                                                                                                                          |                  | 38                   | 74.5 | 42           | 82.4 | 20                 | 39.2 | 21       | 41.2 | 28                   | 54.9 | 22                          | 43.1 | 5     | 9.8  | 51        | 100 |
|                                                                                                                                                                                          |                  | 1                    | 50.0 | 2            | 100  |                    |      |          |      | 1                    | 50.0 | 1                           | 50.0 |       |      | 2         | 100 |
|                                                                                                                                                                                          |                  |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
| 6                                                                                                                                                                                        | M. F. Income     | 84                   | 64.6 | 114          | 87.7 | 29                 | 22.3 | 33       | 25.4 | 61                   | 46.9 | 44                          | 33.8 | 8     | 6.2  | 130       | 100 |
|                                                                                                                                                                                          |                  | 62                   | 51.7 | 111          | 92.5 | 21                 | 17.5 | 26       | 21.7 | 36                   | 30.0 | 45                          | 37.5 | 13    | 10.8 | 120       | 100 |
|                                                                                                                                                                                          |                  |                      |      |              |      |                    |      |          |      |                      |      |                             |      |       |      |           |     |
|                                                                                                                                                                                          |                  | 82                   | 54.7 | 132          | 88.0 | 33                 | 22.0 | 32       | 21.3 | 58                   | 38.7 | 54                          | 36.0 | 15    | 10.0 | 150       | 100 |
|                                                                                                                                                                                          |                  | 63                   | 63.6 | 92           | 92.9 | 17                 | 17.2 | 26       | 26.3 | 38                   | 38.4 | 34                          | 34.3 | 6     | 6.1  | 99        | 100 |
|                                                                                                                                                                                          |                  | 1                    | 100  | 1            | 100  |                    |      | 1        | 100  | 1                    | 100  | 1                           | 100  | 1     | 100  | 1         | 100 |

TABLES – 12A-A, B, C

These tables are related to the responses given regarding generating the awareness about the presence of product attributes in a brand of selected Non-durables with respect to the Background characteristics

An overall picture of these three tables reveals that in case of all the selected non-durables Actual trial of the product and Mass media as sources of generating awareness about the presence of product attributes in a brand have more positive responses compared to others across all the background characteristic categories except business class in Occupation category, which gives less positive responses for Mass media in specific. However Word-of-mouth communication and Experience of others as sources for the same are found significantly popular as compare to others

| Sr. No | Background Chrs. | Television |      |         |      |                 |      |            |      |         |      |          |      |       |     |           |     |  |
|--------|------------------|------------|------|---------|------|-----------------|------|------------|------|---------|------|----------|------|-------|-----|-----------|-----|--|
|        |                  | Price      |      | Quality |      | Product Variety |      | Brand Name |      | Packing |      | Features |      | Other |     | CAT Total |     |  |
|        |                  | No         | %    | No      | %    | No              | %    | No         | %    | No      | %    | No       | %    | No    | %   | No        | %   |  |
| 1      | Age              |            |      |         |      |                 |      |            |      |         |      |          |      |       |     |           |     |  |
|        | < 31             | 59         | 93.7 | 15      | 23.8 | 43              | 68.3 | 24         | 38.1 | 36      | 57.1 | 45       | 71.4 | 1     | 1.6 | 63        | 100 |  |
|        | 31 – 50          | 143        | 86.7 | 21      | 12.7 | 111             | 67.3 | 62         | 37.6 | 87      | 52.7 | 137      | 83.0 | 1     | 0.6 | 165       | 100 |  |
|        | 50 +             | 18         | 81.8 | 8       | 36.4 | 16              | 72.7 | 9          | 40.9 | 20      | 90.9 | 12       | 54.5 |       |     | 22        | 100 |  |
| 2      | Sex              |            |      |         |      |                 |      |            |      |         |      |          |      |       |     |           |     |  |
|        | Male             | 179        | 87.3 | 31      | 15.1 | 133             | 64.9 | 72         | 35.1 | 113     | 55.1 | 160      | 78.0 | 2     | 1.0 | 205       | 100 |  |
|        | Female           | 41         | 91.1 | 13      | 28.9 | 37              | 82.2 | 23         | 51.1 | 30      | 66.7 | 34       | 75.6 |       |     | 45        | 100 |  |
| 3      | Edu. Cat.        |            |      |         |      |                 |      |            |      |         |      |          |      |       |     |           |     |  |
|        | General          | 132        | 90.4 | 29      | 19.9 | 101             | 69.2 | 44         | 30.1 | 87      | 59.6 | 106      | 72.6 |       |     | 146       | 100 |  |
|        | Technical        | 41         | 83.7 | 10      | 20.4 | 33              | 67.3 | 13         | 26.5 | 26      | 53.1 | 39       | 79.6 |       |     | 49        | 100 |  |
|        | Professional     | 47         | 85.5 | 5       | 9.1  | 36              | 65.5 | 38         | 69.1 | 30      | 54.5 | 49       | 89.1 | 2     | 3.6 | 55        | 100 |  |
| 4      | Occupation       |            |      |         |      |                 |      |            |      |         |      |          |      |       |     |           |     |  |
|        | Business         | 75         | 91.5 | 4       | 4.9  | 51              | 62.2 | 20         | 24.4 | 37      | 45.1 | 67       | 81.7 |       |     | 82        | 100 |  |
|        | Service          | 65         | 85.2 | 25      | 32.9 | 55              | 72.4 | 29         | 38.2 | 53      | 69.7 | 51       | 67.1 |       |     | 76        | 100 |  |
|        | Housewife        | 10         | 100  | 1       | 10.0 | 9               | 90.0 | 4          | 40.0 | 6       | 60.0 | 10       | 100  |       |     | 10        | 100 |  |
|        | Profession       | 55         | 85.9 | 9       | 14.1 | 42              | 65.6 | 38         | 59.4 | 34      | 53.1 | 55       | 85.9 | 2     | 3.1 | 64        | 100 |  |
|        | Student          | 9          | 90.0 | 4       | 40.0 | 7               | 70.0 | 3          | 30.0 | 8       | 80.0 | 5        | 50.0 |       |     | 10        | 100 |  |
|        | Other            | 6          | 75.0 | 1       | 12.5 | 6               | 75.0 | 1          | 12.5 | 5       | 62.5 | 6        | 75.0 |       |     | 8         | 100 |  |
| 5      | Family Size      |            |      |         |      |                 |      |            |      |         |      |          |      |       |     |           |     |  |
|        | 1 – 4 Mem        | 86         | 86.0 | 28      | 28.0 | 67              | 67.0 | 38         | 38.0 | 66      | 66.0 | 69       | 69.0 | 1     | 1.0 | 100       | 100 |  |
|        | 5 or more        | 134        | 89.3 | 16      | 10.7 | 103             | 68.7 | 57         | 38.0 | 77      | 51.3 | 125      | 83.3 | 1     | 7   | 150       | 100 |  |
| 6      | M. F. Income     |            |      |         |      |                 |      |            |      |         |      |          |      |       |     |           |     |  |
|        | < = 25000        | 28         | 87.5 | 18      | 56.3 | 21              | 65.6 | 14         | 43.8 | 27      | 84.4 | 16       | 50.0 |       |     | 32        | 100 |  |
|        | 25001-50000      | 179        | 88.6 | 25      | 12.4 | 140             | 69.3 | 74         | 36.6 | 108     | 53.5 | 163      | 80.7 | 2     | 1.0 | 202       | 100 |  |
|        | 50001 +          | 13         | 81.3 | 1       | 6.3  | 9               | 56.3 | 7          | 43.8 | 8       | 50.0 | 15       | 93.8 |       |     | 16        | 100 |  |

| TABLE : 12 B – B (Q/10 A - B) Percentage Frequency distribution of sources of awareness about presence of attributes in a Refrigerator brand with respect to the Background Characteristics |                  |              |      |         |      |                 |      |            |      |         |      |          |      |       |     |           |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|------|---------|------|-----------------|------|------------|------|---------|------|----------|------|-------|-----|-----------|-----|
| Sr. No                                                                                                                                                                                      | Background Chrs. | Refrigerator |      |         |      |                 |      |            |      |         |      |          |      |       |     |           |     |
|                                                                                                                                                                                             |                  | Price        |      | Quality |      | Product Variety |      | Brand Name |      | Packing |      | Features |      | Other |     | CAT Total |     |
|                                                                                                                                                                                             |                  | No           | %    | No      | %    | No              | %    | No         | %    | No      | %    | No       | %    | No    | %   | No        | %   |
| 1                                                                                                                                                                                           | Age              | 53           | 84.1 | 14      | 22.2 | 45              | 71.4 | 23         | 36.5 | 36      | 57.1 | 45       | 71.4 | 1     | 1.6 | 63        | 100 |
|                                                                                                                                                                                             |                  | 141          | 85.5 | 18      | 10.9 | 108             | 65.5 | 62         | 37.6 | 84      | 50.9 | 135      | 81.8 | 1     | 0.6 | 165       | 100 |
|                                                                                                                                                                                             |                  | 18           | 81.8 | 7       | 31.8 | 16              | 72.7 | 8          | 36.4 | 20      | 90.9 | 12       | 54.5 |       |     | 22        | 100 |
| 2                                                                                                                                                                                           | Sex              | 172          | 83.9 | 28      | 13.7 | 132             | 64.4 | 70         | 34.1 | 110     | 53.7 | 160      | 78.0 | 2     | 1.0 | 205       | 100 |
|                                                                                                                                                                                             | Female           | 40           | 88.9 | 11      | 24.4 | 37              | 82.2 | 23         | 51.1 | 30      | 66.7 | 32       | 71.1 |       |     | 45        | 100 |
| 3                                                                                                                                                                                           | Edu. Cat.        | 130          | 89.0 | 26      | 17.8 | 101             | 69.2 | 43         | 29.5 | 90      | 61.6 | 106      | 72.6 |       |     | 146       | 100 |
|                                                                                                                                                                                             |                  | 40           | 81.6 | 7       | 14.3 | 33              | 67.3 | 13         | 26.5 | 26      | 53.1 | 38       | 77.6 |       |     | 49        | 100 |
|                                                                                                                                                                                             |                  | 42           | 76.4 | 6       | 10.9 | 35              | 63.6 | 37         | 67.3 | 24      | 43.6 | 48       | 87.3 | 2     | 3.6 | 55        | 100 |
| 4                                                                                                                                                                                           | Occupation       | 74           | 90.2 | 5       | 6.1  | 52              | 63.4 | 20         | 24.4 | 40      | 48.8 | 67       | 81.7 |       |     | 82        | 100 |
|                                                                                                                                                                                             |                  | 63           | 82.9 | 21      | 27.6 | 57              | 75.0 | 28         | 36.8 | 4       | 71.1 | 50       | 65.8 |       |     | 76        | 100 |
|                                                                                                                                                                                             |                  | 10           | 100  | 1       | 10.0 | 8               | 80.0 | 4          | 40.0 | 5       | 50.0 | 9        | 90.0 |       |     | 10        | 100 |
| 5                                                                                                                                                                                           | Family Size      | 51           | 79.7 | 8       | 12.5 | 40              | 62.5 | 37         | 57.8 | 28      | 43.8 | 55       | 85.9 | 2     | 3.1 | 64        | 100 |
|                                                                                                                                                                                             |                  | 8            | 80.0 | 3       | 30.0 | 7               | 70.0 | 3          | 30.0 | 8       | 80.0 | 5        | 50.0 |       |     | 10        | 100 |
|                                                                                                                                                                                             |                  | 6            | 75.0 | 1       | 12.5 | 5               | 62.5 | 1          | 12.5 | 5       | 62.5 | 6        | 75.0 |       |     | 8         | 100 |
| 6                                                                                                                                                                                           | M. F. Income     | 82           | 82.0 | 27      | 27.0 | 65              | 65.0 | 37         | 37.0 | 65      | 65.0 | 69       | 69.0 | 1     | 1.0 | 100       | 100 |
|                                                                                                                                                                                             |                  | 130          | 86.7 | 12      | 8.0  | 104             | 69.3 | 56         | 37.3 | 75      | 50.0 | 123      | 82.0 | 1     | 7   | 150       | 100 |
|                                                                                                                                                                                             |                  | 27           | 84.4 | 15      | 46.9 | 21              | 65.6 | 14         | 43.8 | 28      | 87.5 | 16       | 50.0 |       |     | 32        | 100 |
|                                                                                                                                                                                             |                  | 172          | 85.1 | 23      | 11.4 | 141             | 69.8 | 72         | 35.6 | 103     | 51.0 | 161      | 79.7 | 2     | 1.0 | 202       | 100 |
|                                                                                                                                                                                             |                  | 13           | 81.3 | 1       | 6.3  | 7               | 43.8 | 7          | 43.8 | 9       | 56.3 | 15       | 93.8 |       |     | 16        | 100 |



TABLES – 12B-A, B, C

These tables are related to the responses given regarding generating the awareness about the presence of product attributes in a brand of selected Durables with respect to the Background characteristics

An overall picture of these three tables reveals that in case of all the selected Durables Mass media, Word-of-mouth communication and Product literatures as sources of generating awareness about the presence of product attributes in a brand have more positive responses compared to others across all the background characteristic categories except for Car where additional sources i.e Actual trial and Experiences of others did receive substantial importance

| TABLE 13 (Q 11 A,B) Percentage Frequency distribution for comparison of product attributes of competing brands of selected Non-durables & Durables with respect to the Background Characteristics |                  |                                  |      |            |      |           |      |           |   |            |      |              |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------------|------|------------|------|-----------|------|-----------|---|------------|------|--------------|------|
| Sr. No                                                                                                                                                                                            | Background Chrs. | Comparison of Product Attributes |      |            |      |           |      |           |   |            |      |              |      |
|                                                                                                                                                                                                   |                  | Soap                             |      | Toothpaste |      | Chocolate |      | CAT Total |   | Television |      | Refrigerator |      |
|                                                                                                                                                                                                   |                  | No                               | %    | No         | %    | No        | %    | No        | % | No         | %    | No           | %    |
| 1                                                                                                                                                                                                 | Age              |                                  |      |            |      |           |      |           |   |            |      |              |      |
|                                                                                                                                                                                                   | < 31             | 100                              | 74.1 | 97         | 71.9 | 55        | 40.7 | 135       |   | 61         | 96.8 | 59           | 93.7 |
|                                                                                                                                                                                                   | 31 - 50          | 87                               | 88.8 | 89         | 90.8 | 37        | 37.8 | 98        |   | 161        | 97.6 | 161          | 97.6 |
|                                                                                                                                                                                                   | 50 +             | 14                               | 82.4 | 12         | 70.6 | 12        | 70.6 | 17        |   | 22         | 100  | 20           | 90.9 |
| 2                                                                                                                                                                                                 | Sex              |                                  |      |            |      |           |      |           |   |            |      |              |      |
|                                                                                                                                                                                                   | Male             | 46                               | 73.0 | 43         | 68.3 | 30        | 47.6 | 63        |   | 199        | 97.1 | 196          | 95.6 |
|                                                                                                                                                                                                   | Female           | 155                              | 82.9 | 155        | 82.9 | 74        | 39.6 | 187       |   | 45         | 100  | 44           | 97.8 |
| 3                                                                                                                                                                                                 | Edu. Cat.        |                                  |      |            |      |           |      |           |   |            |      |              |      |
|                                                                                                                                                                                                   | General          | 156                              | 79.6 | 154        | 78.6 | 85        | 43.4 | 196       |   | 142        | 97.3 | 139          | 95.2 |
|                                                                                                                                                                                                   | Technical        | 30                               | 83.3 | 30         | 83.3 | 12        | 33.3 | 36        |   | 48         | 98.0 | 49           | 100  |
|                                                                                                                                                                                                   | Professional     | 15                               | 83.3 | 14         | 77.8 | 7         | 38.9 | 18        |   | 54         | 98.2 | 52           | 94.5 |
| 4                                                                                                                                                                                                 | Occupation       |                                  |      |            |      |           |      |           |   |            |      |              |      |
|                                                                                                                                                                                                   | Business         | 7                                | 77.8 | 7          | 77.8 | 2         | 22.2 | 9         |   | 81         | 98.8 | 81           | 98.8 |
|                                                                                                                                                                                                   | Service          | 103                              | 86.6 | 103        | 86.6 | 52        | 43.7 | 119       |   | 73         | 96.1 | 71           | 93.4 |
|                                                                                                                                                                                                   | Housewife        | 46                               | 86.8 | 46         | 86.8 | 20        | 37.7 | 53        |   | 10         | 100  | 10           | 100  |
|                                                                                                                                                                                                   | Profession       | 13                               | 81.3 | 12         | 75.0 | 10        | 62.5 | 16        |   | 63         | 98.4 | 62           | 96.9 |
|                                                                                                                                                                                                   | Student          | 31                               | 60.8 | 29         | 56.9 | 20        | 39.2 | 51        |   | 10         | 1200 | 10           | 100  |
|                                                                                                                                                                                                   | Other            | 1                                | 50.0 | 1          | 50.0 | -         | -    | 2         |   | 7          | 87.5 | 6            | 75.0 |
| 5                                                                                                                                                                                                 | Family Size      |                                  |      |            |      |           |      |           |   |            |      |              |      |
|                                                                                                                                                                                                   | 1 - 4 Mem        | 98                               | 75.4 | 95         | 73.1 | 58        | 44.6 | 130       |   | 95         | 95.0 | 91           | 91.0 |
|                                                                                                                                                                                                   | 5 or more        | 103                              | 85.8 | 103        | 85.8 | 46        | 38.3 | 120       |   | 149        | 99.3 | 149          | 99.3 |
| 6                                                                                                                                                                                                 | M. F. Income     |                                  |      |            |      |           |      |           |   |            |      |              |      |
|                                                                                                                                                                                                   | < = 25000        | 119                              | 79.3 | 116        | 77.3 | 62        | 41.3 | 150       |   | 31         | 96.9 | 31           | 96.9 |
|                                                                                                                                                                                                   | 25001-50000      | 82                               | 82.8 | 82         | 82.8 | 41        | 41.4 | 99        |   | 98         | 98.0 | 194          | 96.0 |
|                                                                                                                                                                                                   | 50001 +          | -                                | -    | -          | -    | 1         | 100  | 1         |   | 15         | 93.8 | 15           | 93.8 |

This table is related to the responses given regarding the tendency of respondents for comparing product attributes of various brands for buying decisions for selected Non-durables and Durables with respect to the Background characteristics

A quick overview of the above table indicates that compared to Non-durables, the tendency of respondents for comparing product attributes of various brands for buying decisions for selected Durables is higher

- 1) 88 8% of respondents for Soap, 90 8% for Toothpaste in the age group 31-50 and 70 6% for Chocolate in the age group 50+ whereas 100% of respondents for TV in the age group 50+, 97 6% for Refrigerator from the age group 31-50 and 95 2% for Car in the age group <31 and 31-50 showed the tendency of respondents for comparing product attributes of various brands for buying decisions
- 2) More female respondents compare to males, i.e. 82 9% in Soap and Toothpaste whereas more males, compared to females i.e. 47 6% in Chocolate had the same tendency, whereas more female respondents compare to males i.e. 100% for TV, 97 8% for Refrigerator and for Car, had the same tendency
- 3) 83 3% of professionally and technically educated respondents for Soap, 83 3% of technically educated for Toothpaste and 43 4% with general education for Chocolate had the same tendency and on the other hand 98% of technically educated respondents for TV and 100% for Refrigerator and 95 2% with general education for Car had the same tendency
- 4) On one hand professionals for Chocolate and on the other hand service class and housewives for Soap and Toothpaste, while housewives and students for all selected Durables were the respondent categories with the higher tendency for the same
- 5) 85 8% of families for Soap and Toothpaste with a family size of 5 or more and 44 6% for Chocolate with a family size 1-4 had the same tendency, whereas the families with 5 or more members had comparatively higher tendency for all selected Durables with 99 3% of families for TV and Refrigerator and 94 7% for Car
- 6) Compare to families with monthly income below or equal to Rs. 25000/-, the families with monthly income between Rs. 25001-50000/- showed a higher tendency for the same for all selected Non-durables with 82 8% for Soap and Toothpaste and 41 4% for Chocolate, whereas 98% of families with monthly income between Rs. 25001-50000/- for TV and Car and 96 9% of families with monthly income below or equal to Rs. 25000/- showed the same tendency



This table is related to the responses given regarding the tendency of respondents for choosing a cheaper product despite of not getting attributes of their choice in a brand of selected Non-durables and Durables with respect to the Background characteristics

- 1) The age group 31-50 showed more readiness to choose a cheaper product sacrificing the other attributes of their choice in case of all the selected Non-durables with 48% for Soap, 37 8% for Toothpaste and 20 4% for Chocolate, whereas in case of Durables except for Car with 52 7% of positive responses in 31-50 age group, the <31 age group showed more readiness for the same for TV and Refrigerator with 57% for TV and 55 6% for Refrigerator
- 2) More female respondents compare to males, i.e. 44 9% in Soap, 34 8% in Toothpaste and 18 2% in Chocolate had the same readiness, whereas more males, compared to females showed the same readiness in case of Durables with 44 4% in TV, 44 9% in Refrigerator and 49 3% in Car
- 3) 55 6% of respondents for Soap and 22 2% for Toothpaste with professional or technical education and 38 9% of technically educated for Toothpaste showed the readiness for the same, whereas 53% of respondents for TV, 49% for Refrigerator and 46 9% for Car with technical education showed more percentage of readiness compare to others
- 4) In case of Non-durables service class, housewives and students showed more readiness for the same, whereas for Durables business class, housewives and professional showed more readiness for the same
- 5) Families with 5 or more members showed comparatively higher readiness for the same with 45 8% of families for Soap, 38 3% for Toothpaste and 20% for Chocolate in case of Non-durables and the same was the case with even for Durables with variation in the percentage for individual product category only
- 6) Compare to families with monthly income between Rs 25001-50000/-, families with monthly income below or equal to Rs 25000/-, showed a higher readiness for the same for all selected Non-durables with 42% for Soap, 32 7% for Toothpaste and 20% for Chocolate, whereas families with monthly income Rs 50001 and above, showed more readiness for the same for TV and Refrigerator with 50% for both and families with monthly income between Rs 25001-50000/- showed the same tendency more with 48%



This table is related to the responses given regarding the consideration of the health aspect while making buying decisions for selected Non-durables and Durables with respect to the Background characteristics

- 1) The age group 50+ showed more concern about the health aspect for all the selected Non-durables compared to the other age groups with 94% for Soap and Toothpaste and 88 2% for Chocolate, whereas the age group <31 showed more concern for the same compared to others in case of all selected Durables with 50 8% for TV, 47 6% for Refrigerator and 49 2% for Car
- 2) More male respondents compare to females, i.e. 90 5% in Soap, 87 3% in Toothpaste and 68 3% in Chocolate had the consideration for the same, whereas more females, compared to males showed the same consideration in case of Durables with 57 8% in TV and Car and 60% in Refrigerator.
- 3) Respondents with technical education showed more concern for the health aspect in buying decision for all Non-durables with 86% for Soap and Chocolate and 88 9% for Toothpaste, whereas in Durables respondents of general education category had higher concern than others with 43 8% for TV and Car and 47 3% for Refrigerator
- 4) In case of Non-durables students, business class and service class showed more concern for the same, whereas in case of Durables housewives and students showed more readiness for the same compared to the other classes
- 5) Families with 5 or more members showed comparatively higher readiness for the same with 66 9% of families for Chocolate, while in case of Soap with 80% and Toothpaste with 78 5%, the families with 1-4 members showed the same concern more. In durables however, families with 1-4 members showed comparatively higher concern for the same with 41% for TV, 43% for Refrigerator and 42% for Car
- 6) Compare to families with monthly income between Rs. 25001-50000/-, families with monthly income below or equal to Rs. 25000/-, showed a higher readiness for the same for Toothpaste with 76% and Chocolate with 68 7% whereas 73 7% of families with monthly income between Rs. 25001-50000/- showed more concern for the same for Soap. In Durables, families with monthly income below or equal to Rs. 25000, showed more concern for the health aspect than other income classes

| TABLE : 16 A – A (Q/15 A - A) Percentage Frequency distribution helping in brand comprehension of a soap with respect to the Background Characteristics |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|------|---------|------|-----------------|------|------------|------|---------|------|----------|------|-------|------|
| Sr. No                                                                                                                                                  | Background Chrs. | Brand Comprehension |      |         |      |                 |      |            |      |         |      |          |      |       |      |
|                                                                                                                                                         |                  | Price               |      | Quality |      | Product Variety |      | Brand Name |      | Packing |      | Features |      | Other |      |
|                                                                                                                                                         |                  | No                  | %    | No      | %    | No              | %    | No         | %    | No      | %    | No       | %    | No    | %    |
| 1                                                                                                                                                       | Age              | 95                  | 70.4 | 105     | 77.8 | 63              | 46.7 | 95         | 70.4 | 36      | 26.7 | 110      | 81.5 | 35    | 25.9 |
|                                                                                                                                                         |                  | 75                  | 76.5 | 71      | 72.4 | 32              | 32.7 | 67         | 68.4 | 22      | 22.4 | 73       | 74.5 | 27    | 27.6 |
|                                                                                                                                                         |                  | 11                  | 64.7 | 17      | 100  | 5               | 29.4 | 14         | 82.4 | 2       | 11.8 | 12       | 70.6 | 2     | 11.8 |
| 2                                                                                                                                                       | Sex              | 46                  | 73.0 | 48      | 76.2 | 23              | 36.5 | 42         | 66.7 | 11      | 17.5 | 49       | 77.8 | 14    | 22.2 |
|                                                                                                                                                         |                  | 135                 | 72.2 | 145     | 77.5 | 77              | 41.2 | 134        | 71.7 | 49      | 26.2 | 146      | 78.1 | 50    | 26.7 |
| 3                                                                                                                                                       | Edu. Cat.        | 140                 | 71.4 | 148     | 75.5 | 80              | 40.8 | 134        | 68.4 | 50      | 25.5 | 151      | 77.0 | 52    | 26.5 |
|                                                                                                                                                         |                  | 28                  | 77.8 | 34      | 94.4 | 17              | 47.2 | 29         | 80.6 | 8       | 22.2 | 32       | 88.9 | 7     | 19.4 |
|                                                                                                                                                         |                  | 13                  | 72.2 | 11      | 61.1 | 3               | 16.7 | 13         | 72.2 | 2       | 11.1 | 12       | 66.7 | 5     | 27.8 |
| 4                                                                                                                                                       | Occupation       | 8                   | 88.9 | 5       | 55.6 | 3               | 33.3 | 8          | 88.9 | 2       | 22.2 | 8        | 88.9 | 3     | 33.3 |
|                                                                                                                                                         |                  | 90                  | 75.6 | 95      | 79.8 | 52              | 43.7 | 88         | 73.9 | 26      | 21.8 | 93       | 78.2 | 28    | 23.5 |
|                                                                                                                                                         |                  | 38                  | 71.7 | 35      | 66.0 | 14              | 26.4 | 36         | 67.9 | 8       | 15.1 | 38       | 71.7 | 19    | 35.8 |
|                                                                                                                                                         |                  | 12                  | 75.0 | 9       | 56.3 | 4               | 25.0 | 12         | 75.0 | 3       | 18.8 | 7        | 43.8 | 5     | 31.3 |
|                                                                                                                                                         |                  | 31                  | 60.8 | 47      | 92.2 | 27              | 52.9 | 31         | 60.8 | 20      | 39.2 | 47       | 92.2 | 7     | 13.7 |
|                                                                                                                                                         |                  | 2                   | 100  | 2       | 100  | 2               | 52.9 | 1          | 50.0 | 1       | 50.0 | 2        | 100  | 2     | 100  |
| 5                                                                                                                                                       | Family Size      | 90                  | 69.2 | 104     | 80.0 | 56              | 43.1 | 89         | 68.5 | 34      | 26.2 | 96       | 73.8 | 29    | 22.3 |
|                                                                                                                                                         |                  | 91                  | 75.8 | 89      | 74.2 | 44              | 36.7 | 87         | 72.5 | 26      | 21.7 | 99       | 82.5 | 35    | 29.2 |
|                                                                                                                                                         |                  | 108                 | 72.0 | 116     | 77.3 | 66              | 44.0 | 107        | 71.3 | 36      | 24.0 | 124      | 82.7 | 36    | 24.0 |
| 6                                                                                                                                                       | M. F. Income     | 72                  | 72.7 | 76      | 76.8 | 34              | 34.3 | 69         | 69.7 | 23      | 23.2 | 70       | 70.7 | 28    | 28.3 |
|                                                                                                                                                         |                  | 1                   | 100  | 1       | 100  | 1               | 100  | 1          | 100  | 1       | 100  | 1        | 100  | 1     | 100  |
|                                                                                                                                                         |                  | 1                   | 100  | 1       | 100  | 1               | 100  | 1          | 100  | 1       | 100  | 1        | 100  | 1     | 100  |

| TABLE : 16 A – B (Q/15 A - B) Percentage Frequency distribution helping in brand comprehension of a toothpaste with respect to the Background Characteristics |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|------|---------|------|-----------------|------|------------|------|---------|------|----------|------|-------|------|-----------|-----|
| Sr. No.                                                                                                                                                       | Background Chrs. | Brand Comprehension |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                               |                  | Price               |      | Quality |      | Product Variety |      | Brand Name |      | Packing |      | Features |      | Other |      | CAT Total |     |
|                                                                                                                                                               |                  | No                  | %    | No      | %    | No              | %    | No         | %    | No      | %    | No       | %    | No    | %    | No        | %   |
| 1                                                                                                                                                             | Age              |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                               | < 31             | 83                  | 61.5 | 107     | 79.3 | 53              | 39.3 | 101        | 74.8 | 28      | 20.7 | 113      | 83.7 | 33    | 24.4 | 135       | 100 |
|                                                                                                                                                               | 31 – 50          | 72                  | 73.5 | 72      | 73.5 | 27              | 27.6 | 68         | 69.4 | 19      | 19.4 | 76       | 77.6 | 27    | 27.6 | 98        | 100 |
| 2                                                                                                                                                             | 50 +             | 12                  | 70.6 | 17      | 100  | 6               | 35.3 | 14         | 82.4 | 3       | 17.6 | 13       | 76.5 | 2     | 11.8 | 17        | 100 |
|                                                                                                                                                               | Sex              |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                               | Male             | 35                  | 55.6 | 50      | 79.4 | 27              | 42.9 | 47         | 74.6 | 12      | 19.0 | 52       | 82.5 | 13    | 20.6 | 63        | 100 |
| 3                                                                                                                                                             | Female           | 132                 | 70.6 | 146     | 78.1 | 59              | 31.6 | 136        | 72.7 | 38      | 20.3 | 150      | 80.2 | 49    | 26.2 | 187       | 100 |
|                                                                                                                                                               | Edu. Cat.        |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                               | General          | 132                 | 67.3 | 148     | 75.5 | 67              | 34.2 | 142        | 72.4 | 40      | 20.4 | 155      | 79.1 | 51    | 26.0 | 196       | 100 |
| 4                                                                                                                                                             | Technical        | 28                  | 77.8 | 34      | 94.4 | 13              | 36.1 | 28         | 77.8 | 7       | 19.4 | 33       | 91.7 | 7     | 19.4 | 36        | 100 |
|                                                                                                                                                               | Professional     | 7                   | 38.9 | 14      | 77.8 | 6               | 33.3 | 13         | 72.2 | 3       | 16.7 | 14       | 77.8 | 4     | 22.2 | 18        | 100 |
|                                                                                                                                                               | Occupation       |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
| 5                                                                                                                                                             | Business         | 6                   | 66.7 | 5       | 55.6 | 2               | 22.2 | 9          | 100  |         |      | 8        | 88.9 | 3     | 33.3 | 9         | 100 |
|                                                                                                                                                               | Service          | 89                  | 74.8 | 97      | 81.5 | 42              | 35.3 | 88         | 73.9 | 25      | 21.0 | 97       | 81.5 | 28    | 23.5 | 119       | 100 |
|                                                                                                                                                               | Housewife        | 36                  | 67.9 | 36      | 67.9 | 12              | 22.6 | 37         | 69.8 | 5       | 9.4  | 39       | 73.6 | 19    | 35.8 | 53        | 100 |
| 6                                                                                                                                                             | Profession       | 8                   | 50.0 | 11      | 68.8 | 6               | 37.5 | 12         | 75.0 | 3       | 18.8 | 8        | 50.0 | 4     | 25.0 | 16        | 100 |
|                                                                                                                                                               | Student          | 26                  | 51.0 | 45      | 88.2 | 24              | 47.1 | 36         | 70.6 | 16      | 31.4 | 48       | 94.1 | 6     | 11.8 | 51        | 100 |
|                                                                                                                                                               | Other            | 2                   | 100  | 2       | 100  |                 |      | 1          | 50.0 | 1       | 50.0 | 2        | 100  | 2     | 100  | 2         | 100 |
| 5                                                                                                                                                             | Family Size      |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                               | 1 – 4 Mem        | 85                  | 65.4 | 105     | 80.8 | 52              | 40.0 | 93         | 71.5 | 30      | 23.1 | 101      | 77.7 | 29    | 22.3 | 130       | 100 |
|                                                                                                                                                               | 5 or more        | 82                  | 68.3 | 91      | 75.8 | 34              | 28.3 | 90         | 75.0 | 20      | 16.7 | 101      | 84.2 | 33    | 27.5 | 120       | 100 |
| 6                                                                                                                                                             | M. F. Income     |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                               | < = 25000        | 104                 | 69.3 | 118     | 78.7 | 54              | 36.0 | 111        | 74.0 | 30      | 20.0 | 127      | 84.7 | 36    | 24.0 | 150       | 100 |
|                                                                                                                                                               | 25001-50000      | 62                  | 62.6 | 77      | 77.8 | 32              | 32.3 | 72         | 72.7 | 19      | 19.2 | 74       | 74.7 | 26    | 26.3 | 99        | 100 |
| 50001 +                                                                                                                                                       |                  | 1                   | 100  | 1       | 100  |                 |      |            |      | 1       | 100  | 1        | 100  | 1     | 100  | 1         | 100 |
|                                                                                                                                                               |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                               |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |

| TABLE : 16 A – C (Q/15 A - C) Percentage Frequency distribution helping in brand comprehension a chocolate with respect to the Background Characteristics |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|------|---------|------|-----------------|------|------------|------|---------|------|----------|------|-------|------|-----------|-----|--|
| Sr. No.                                                                                                                                                   | Background Chrs. | Brand Comprehension |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|                                                                                                                                                           |                  | Price               |      | Quality |      | Product Variety |      | Brand Name |      | Packing |      | Features |      | Other |      | CAT Total |     |  |
|                                                                                                                                                           |                  | No                  | %    | No      | %    | No              | %    | No         | %    | No      | %    | No       | %    | No    | %    | No        | %   |  |
| 1                                                                                                                                                         | Age              | 90                  | 66.7 | 109     | 80.7 | 53              | 39.3 | 95         | 70.4 | 64      | 47.4 | 106      | 78.5 | 37    | 27.4 | 135       | 100 |  |
|                                                                                                                                                           |                  | 63                  | 64.3 | 73      | 74.5 | 21              | 21.4 | 72         | 73.5 | 58      | 59.2 | 76       | 77.6 | 27    | 27.6 | 98        | 100 |  |
|                                                                                                                                                           |                  | 8                   | 47.1 | 17      | 100  | 7               | 41.2 | 14         | 82.4 | 3       | 17.6 | 13       | 76.5 | 4     | 23.5 | 17        | 100 |  |
| 2                                                                                                                                                         | Sex              |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|                                                                                                                                                           |                  | 41                  | 65.1 | 49      | 77.8 | 27              | 42.9 | 41         | 65.1 | 24      | 38.1 | 48       | 76.2 | 16    | 25.4 | 63        | 100 |  |
| 3                                                                                                                                                         | Female           | 120                 | 64.2 | 150     | 80.2 | 54              | 28.9 | 140        | 74.9 | 101     | 54.0 | 147      | 78.6 | 52    | 27.8 | 187       | 100 |  |
|                                                                                                                                                           |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
| 4                                                                                                                                                         | Edu. Cat.        | 125                 | 63.8 | 152     | 77.6 | 62              | 31.6 | 139        | 70.9 | 95      | 48.5 | 150      | 76.5 | 58    | 29.6 | 196       | 100 |  |
|                                                                                                                                                           |                  | 25                  | 69.4 | 34      | 94.4 | 11              | 30.6 | 30         | 83.3 | 23      | 63.9 | 33       | 91.7 | 7     | 19.4 | 36        | 100 |  |
|                                                                                                                                                           |                  | 11                  | 61.1 | 13      | 72.2 | 8               | 44.4 | 12         | 66.7 | 7       | 38.9 | 12       | 66.7 | 3     | 16.7 | 18        | 100 |  |
|                                                                                                                                                           |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
| 5                                                                                                                                                         | Occupation       | 5                   | 55.6 | 5       | 55.6 | 2               | 22.2 | 7          | 77.8 | 5       | 55.6 | 8        | 88.9 | 4     | 44.4 | 9         | 100 |  |
|                                                                                                                                                           |                  | 85                  | 71.4 | 100     | 84.0 | 36              | 30.3 | 92         | 77.3 | 65      | 54.6 | 95       | 79.8 | 31    | 26.1 | 119       | 100 |  |
|                                                                                                                                                           |                  | 30                  | 56.6 | 37      | 69.8 | 9               | 17.0 | 39         | 73.6 | 23      | 43.4 | 41       | 77.4 | 20    | 37.7 | 53        | 100 |  |
|                                                                                                                                                           |                  | 11                  | 68.8 | 10      | 62.5 | 8               | 50.0 | 10         | 62.5 | 6       | 37.5 | 7        | 43.8 | 3     | 18.8 | 16        | 100 |  |
|                                                                                                                                                           |                  | 29                  | 56.9 | 45      | 88.2 | 26              | 51.0 | 32         | 62.7 | 26      | 51.0 | 42       | 82.4 | 8     | 15.7 | 51        | 100 |  |
| 6                                                                                                                                                         | Other            | 1                   | 50.0 | 2       | 100  |                 |      | 1          | 50.0 |         |      | 2        | 100  | 2     | 100  | 2         | 100 |  |
|                                                                                                                                                           |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|                                                                                                                                                           |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
| 5                                                                                                                                                         | Family Size      |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|                                                                                                                                                           |                  | 85                  | 65.4 | 108     | 83.1 | 47              | 36.2 | 92         | 70.8 | 65      | 50.0 | 98       | 75.4 | 34    | 26.2 | 130       | 100 |  |
|                                                                                                                                                           |                  | 76                  | 63.3 | 91      | 75.8 | 34              | 28.3 | 89         | 74.2 | 60      | 50.0 | 97       | 80.8 | 34    | 28.3 | 120       | 100 |  |
|                                                                                                                                                           |                  |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
| 6                                                                                                                                                         | M. F. Income     |                     |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|                                                                                                                                                           |                  | 101                 | 67.3 | 120     | 80.0 | 51              | 34.0 | 106        | 70.7 | 77      | 51.3 | 124      | 82.7 | 40    | 26.7 | 150       | 100 |  |
|                                                                                                                                                           |                  | 59                  | 59.6 | 78      | 78.8 | 29              | 29.3 | 74         | 74.7 | 47      | 47.5 | 70       | 70.7 | 28    | 28.3 | 99        | 100 |  |
|                                                                                                                                                           |                  | 1                   | 100  | 1       | 100  | 1               | 100  | 1          | 100  | 1       | 100  | 1        | 100  | 1     | 100  | 1         | 100 |  |

TABLES – 16A – A, B, C

These tables relate to the responses given regarding various product attributes helping in brand comprehension of selected Non-durables with respect to the background characteristics

Inferences can easily be drawn from various background characteristic categories from the tables for brand comprehension of all selected Non-durables in favour of the product attributes namely, Quality, Price, Brand name and Features more as compared to the product attributes namely, Product variety, Packaging and Others. In case of Soap however, in occupation category, less number of business class respondents believed that Quality could help in brand comprehension. In case of Toothpaste, similarly comparatively less number of respondents in categories like, male respondents, professionally educated respondents, students and professionally occupied respondents believed the same for Price. In the same way less percentage of professionally occupied respondents believed the same for Features also. In case of Chocolate, less percentage of such a belief for Price prevailed among 50+ age group, business class, housewives and students, for Quality less percentage of business class respondents and Features less percentage of professionally occupied respondents also believed the same.

| TABLE : 16 B – A (Q/15 B - A) Percentage Frequency distribution helping in brand comprehension of a television with respect to the Background Characteristics |                  |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|------|---------|------|----------|------|-----------------|------|------------|------|----------|------|---------|------|
| Sr. No.                                                                                                                                                       | Background Chrs. | Brand Comprehension |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                               |                  | Price               |      | Quality |      | Warranty |      | Product Variety |      | Brand Name |      | Features |      | Service |      |
|                                                                                                                                                               |                  | No                  | %    | No      | %    | No       | %    | No              | %    | No         | %    | No       | %    | No      | %    |
| 1                                                                                                                                                             | Age              | 50                  | 79.4 | 43      | 68.3 | 35       | 55.6 | 26              | 41.3 | 45         | 71.4 | 57       | 90.5 | 23      | 36.5 |
|                                                                                                                                                               | < 31             | 118                 | 71.5 | 121     | 73.3 | 80       | 48.5 | 46              | 27.9 | 119        | 72.1 | 161      | 97.6 | 40      | 24.2 |
|                                                                                                                                                               | 31 – 50          | 13                  | 59.1 | 17      | 77.3 | 17       | 77.3 | 11              | 50.0 | 19         | 86.4 | 19       | 86.4 | 11      | 50.0 |
| 2                                                                                                                                                             | Sex              | 149                 | 72.7 | 137     | 66.8 | 96       | 46.8 | 58              | 28.3 | 145        | 70.7 | 197      | 96.1 | 55      | 26.8 |
|                                                                                                                                                               | Male             | 32                  | 71.1 | 44      | 97.8 | 36       | 80.0 | 25              | 55.6 | 38         | 84.4 | 40       | 88.9 | 45      | 100  |
| 3                                                                                                                                                             | Edu. Cat.        | 106                 | 72.6 | 106     | 72.6 | 83       | 56.8 | 53              | 36.3 | 109        | 74.7 | 139      | 95.2 | 44      | 30.1 |
|                                                                                                                                                               | General          | 36                  | 73.5 | 33      | 67.3 | 22       | 44.9 | 13              | 26.5 | 33         | 67.3 | 46       | 93.9 | 15      | 30.6 |
|                                                                                                                                                               | Technical        | 39                  | 70.9 | 42      | 76.4 | 27       | 49.1 | 17              | 30.9 | 41         | 74.5 | 52       | 94.5 | 15      | 27.3 |
| 4                                                                                                                                                             | Occupation       | 64                  | 78.0 | 48      | 58.5 | 32       | 39.0 | 20              | 24.4 | 55         | 67.1 | 81       | 98.8 | 12      | 14.6 |
|                                                                                                                                                               | Business         | 53                  | 69.7 | 62      | 81.6 | 46       | 60.5 | 30              | 39.5 | 60         | 78.9 | 70       | 92.1 | 33      | 43.4 |
|                                                                                                                                                               | Service          | 8                   | 80.0 | 10      | 100  | 7        | 70.0 | 6               | 60.0 | 9          | 90.0 | 9        | 90.0 | 2       | 20.0 |
|                                                                                                                                                               | Housewife        | 45                  | 70.3 | 47      | 73.4 | 34       | 53.1 | 19              | 29.7 | 44         | 68.8 | 61       | 95.3 | 17      | 26.6 |
|                                                                                                                                                               | Profession       | 6                   | 60.0 | 10      | 100  | 7        | 70.0 | 5               | 50.0 | 8          | 80.0 | 9        | 90.0 | 8       | 80.0 |
|                                                                                                                                                               | Student          | 5                   | 62.5 | 4       | 50.0 | 6        | 75.0 | 3               | 37.5 | 7          | 87.5 | 7        | 87.5 | 2       | 25.0 |
| 5                                                                                                                                                             | Other            | 68                  | 68.0 | 71      | 71.0 | 53       | 53.0 | 35              | 35.0 | 71         | 71.0 | 92       | 92.0 | 39      | 39.0 |
|                                                                                                                                                               | Family Size      | 113                 | 75.3 | 110     | 73.3 | 79       | 52.7 | 48              | 32.0 | 112        | 74.7 | 145      | 96.7 | 35      | 23.3 |
| 6                                                                                                                                                             | 1 – 4 Mem        | 18                  | 56.3 | 30      | 93.8 | 22       | 68.8 | 18              | 56.3 | 26         | 81.3 | 29       | 90.6 | 25      | 78.1 |
|                                                                                                                                                               | 5 or more        | 149                 | 73.8 | 138     | 68.3 | 100      | 49.5 | 57              | 28.2 | 145        | 71.8 | 192      | 95.0 | 45      | 22.3 |
|                                                                                                                                                               | M. F. Income     | 14                  | 87.5 | 13      | 81.3 | 10       | 62.5 | 8               | 50.0 | 12         | 75.0 | 16       | 100  | 4       | 25.0 |
|                                                                                                                                                               | < = 25000        |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                               | 25001-50000      |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                               | 50001 +          |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |

| TABLE : 16 B – B (Q/15 B - B) Percentage Frequency distribution helping in brand comprehension of a refrigerator with respect to the Background Characteristics |                  |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|------|---------|------|----------|------|-----------------|------|------------|------|----------|------|---------|------|
| Sr. No.                                                                                                                                                         | Background Chrs. | Brand Comprehension |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                                 |                  | Price               |      | Quality |      | Warranty |      | Product Variety |      | Brand Name |      | Features |      | Service |      |
|                                                                                                                                                                 |                  | No                  | %    | No      | %    | No       | %    | No              | %    | No         | %    | No       | %    | No      | %    |
| 1                                                                                                                                                               | Age              |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                                 | < 31             | 44                  | 69.8 | 44      | 69.8 | 41       | 65.1 | 25              | 39.7 | 41         | 65.1 | 57       | 90.5 | 29      | 46.0 |
|                                                                                                                                                                 | 31 – 50          | 118                 | 71.5 | 119     | 72.1 | 90       | 54.5 | 40              | 24.2 | 118        | 71.5 | 160      | 97.0 | 59      | 35.8 |
| 2                                                                                                                                                               | Sex              |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                                 | Male             | 13                  | 59.1 | 16      | 72.7 | 17       | 77.3 | 9               | 40.9 | 19         | 86.4 | 19       | 86.4 | 16      | 72.7 |
|                                                                                                                                                                 | Female           | 144                 | 70.2 | 135     | 65.9 | 109      | 53.2 | 48              | 23.4 | 144        | 70.2 | 193      | 94.1 | 81      | 39.5 |
| 3                                                                                                                                                               | Edu. Cat.        |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                                 | General          | 31                  | 68.9 | 44      | 97.8 | 39       | 86.7 | 26              | 57.8 | 34         | 75.6 | 43       | 95.6 | 23      | 51.1 |
|                                                                                                                                                                 | Technical        | 105                 | 71.9 | 103     | 70.5 | 91       | 62.3 | 46              | 31.5 | 107        | 73.3 | 140      | 95.9 | 59      | 40.4 |
| 4                                                                                                                                                               | Occupation       |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                                 | Business         | 35                  | 71.4 | 32      | 65.3 | 26       | 53.1 | 8               | 16.3 | 32         | 65.3 | 44       | 89.8 | 21      | 42.9 |
|                                                                                                                                                                 | Professional     | 35                  | 63.6 | 44      | 80.0 | 31       | 56.4 | 20              | 36.4 | 39         | 70.9 | 52       | 94.5 | 24      | 43.6 |
| 5                                                                                                                                                               | Family Size      |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                                 | 1 – 4 Mem        | 64                  | 78.0 | 47      | 57.3 | 39       | 47.6 | 15              | 18.3 | 55         | 67.1 | 81       | 98.8 | 23      | 28.0 |
|                                                                                                                                                                 | 5 or more        | 51                  | 67.1 | 61      | 80.3 | 53       | 69.7 | 30              | 39.5 | 56         | 73.7 | 71       | 93.4 | 46      | 60.5 |
| 6                                                                                                                                                               | M. F. Income     |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                                 | < = 25000        | 8                   | 80.0 | 10      | 100  | 8        | 80.0 | 6               | 60.0 | 9          | 90.0 | 10       | 100  | 2       | 20.0 |
|                                                                                                                                                                 | 25001-50000      | 42                  | 65.6 | 48      | 75.0 | 34       | 53.1 | 17              | 26.6 | 44         | 68.8 | 60       | 93.8 | 21      | 32.8 |
|                                                                                                                                                                 | 50001 +          | 5                   | 50.0 | 9       | 90.0 | 7        | 70.0 | 4               | 40.0 | 7          | 70.0 | 7        | 70.0 | 8       | 80.0 |
|                                                                                                                                                                 |                  | 5                   | 62.5 | 4       | 50.0 | 7        | 87.5 | 2               | 25.0 | 7          | 87.5 | 7        | 87.5 | 4       | 50.0 |
|                                                                                                                                                                 |                  | 65                  | 65.0 | 70      | 70.0 | 60       | 60.0 | 31              | 31.0 | 69         | 69.0 | 93       | 93.0 | 52      | 52.0 |
|                                                                                                                                                                 |                  | 110                 | 73.3 | 109     | 72.7 | 88       | 58.7 | 43              | 28.7 | 109        | 72.7 | 143      | 95.3 | 52      | 34.7 |
|                                                                                                                                                                 |                  | 18                  | 56.3 | 29      | 90.6 | 25       | 78.1 | 19              | 59.4 | 25         | 78.1 | 28       | 87.5 | 25      | 78.1 |
|                                                                                                                                                                 |                  | 143                 | 70.8 | 137     | 67.8 | 113      | 55.9 | 47              | 23.3 | 141        | 69.8 | 192      | 95.0 | 74      | 36.6 |
|                                                                                                                                                                 |                  | 14                  | 87.5 | 13      | 81.3 | 10       | 62.5 | 8               | 50.0 | 12         | 75.0 | 16       | 100  | 5       | 31.3 |
|                                                                                                                                                                 |                  |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |
|                                                                                                                                                                 |                  |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |

| TABLE : 16 B – C (Q/15 B - C) Percentage Frequency distribution helping in brand comprehension of a car with respect to the Background Characteristics |                  |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|------|---------|------|----------|------|-----------------|------|------------|------|----------|------|---------|------|--------|-----|--|
| Sr. No.                                                                                                                                                | Background Chrs. | Brand Comprehension |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                        |                  | Price               |      | Quality |      | Warranty |      | Product Variety |      | Brand Name |      | Features |      | Service |      | Others |     |  |
|                                                                                                                                                        |                  | No                  | %    | No      | %    | No       | %    | No              | %    | No         | %    | No       | %    | No      | %    | No     | %   |  |
| 1                                                                                                                                                      | Age              |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                        | < 31             | 41                  | 67.2 | 43      | 70.5 | 40       | 65.6 | 14              | 23.0 | 39         | 63.9 | 59       | 96.7 | 44      | 72.1 | 61     | 100 |  |
|                                                                                                                                                        | 31 – 50          | 117                 | 71.3 | 121     | 73.8 | 90       | 54.9 | 18              | 11.0 | 116        | 70.7 | 162      | 98.8 | 113     | 68.9 | 164    | 100 |  |
| 2                                                                                                                                                      | 50 +             | 13                  | 59.1 | 17      | 77.3 | 17       | 77.3 | 8               | 36.4 | 19         | 86.4 | 19       | 86.4 | 19      | 86.4 | 22     | 100 |  |
|                                                                                                                                                        | Sex              |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                        | Male             | 145                 | 71.8 | 137     | 67.8 | 111      | 55.0 | 25              | 12.4 | 140        | 69.3 | 198      | 98.0 | 137     | 67.8 | 202    | 100 |  |
| 3                                                                                                                                                      | Female           | 26                  | 57.8 | 44      | 97.8 | 36       | 80.0 | 15              | 33.3 | 34         | 75.6 | 42       | 93.3 | 39      | 86.7 | 45     | 100 |  |
|                                                                                                                                                        | Edu. Cat.        |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                        | General          | 98                  | 68.1 | 105     | 72.9 | 90       | 62.5 | 27              | 18.8 | 107        | 74.3 | 139      | 96.5 | 105     | 72.9 | 144    | 100 |  |
| 4                                                                                                                                                      | Technical        | 36                  | 73.5 | 32      | 65.3 | 27       | 55.1 | 5               | 10.2 | 31         | 63.3 | 49       | 100  | 32      | 65.3 | 49     | 100 |  |
|                                                                                                                                                        | Professional     | 37                  | 68.5 | 44      | 81.5 | 30       | 55.6 | 8               | 14.8 | 36         | 66.7 | 52       | 96.3 | 39      | 72.2 | 54     | 100 |  |
|                                                                                                                                                        | Occupation       |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
| 5                                                                                                                                                      | Business         | 60                  | 74.1 | 46      | 56.8 | 39       | 48.1 | 3               | 3.7  | 54         | 66.7 | 81       | 100  | 49      | 60.5 | 81     | 100 |  |
|                                                                                                                                                        | Service          | 51                  | 67.1 | 63      | 82.9 | 52       | 68.4 | 20              | 26.3 | 57         | 75.0 | 73       | 96.1 | 62      | 81.6 | 76     | 100 |  |
|                                                                                                                                                        | Housewife        | 5                   | 50.0 | 10      | 100  | 7        | 70.0 | 1               | 10.0 | 9          | 90.0 | 9        | 90.0 | 10      | 100  | 10     | 100 |  |
| 6                                                                                                                                                      | Profession       | 45                  | 71.4 | 48      | 76.2 | 35       | 55.6 | 10              | 15.9 | 40         | 63.5 | 62       | 98.4 | 40      | 63.5 | 63     | 100 |  |
|                                                                                                                                                        | Student          | 6                   | 66.7 | 9       | 100  | 7        | 77.8 | 4               | 44.4 | 7          | 77.8 | 8        | 88.9 | 8       | 88.9 | 9      | 100 |  |
|                                                                                                                                                        | Other            | 4                   | 50.0 | 5       | 62.5 | 7        | 87.5 | 2               | 25.0 | 7          | 87.5 | 7        | 87.5 | 7       | 87.5 | 8      | 100 |  |
| 5                                                                                                                                                      | Family Size      |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                        | 1 – 4 Mem        | 68                  | 68.7 | 73      | 73.7 | 59       | 59.6 | 25              | 25.3 | 68         | 68.7 | 94       | 94.9 | 72      | 72.7 | 99     | 100 |  |
|                                                                                                                                                        | 5 or more        | 103                 | 69.6 | 108     | 73.0 | 88       | 59.5 | 15              | 10.1 | 106        | 71.6 | 146      | 98.6 | 104     | 70.3 | 148    | 100 |  |
| 6                                                                                                                                                      | M. F. Income     |                     |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                        | < = 25000        | 22                  | 68.8 | 30      | 93.8 | 24       | 75.0 | 18              | 56.3 | 26         | 81.3 | 30       | 93.8 | 29      | 90.6 | 32     | 100 |  |
|                                                                                                                                                        | 25001-50000      | 139                 | 69.8 | 138     | 69.3 | 114      | 57.3 | 20              | 10.1 | 136        | 68.3 | 194      | 97.5 | 135     | 67.8 | 199    | 100 |  |
| 6                                                                                                                                                      | 50001 +          | 10                  | 62.5 | 13      | 81.3 | 9        | 56.3 | 2               | 12.5 | 12         | 75.0 | 16       | 100  | 12      | 75.0 | 16     | 100 |  |

TABLES – 16B – A, B, C

These tables relate to the responses given regarding various product attributes helping in brand comprehension of selected Durables with respect to the background characteristics

Inferences can be drawn from various background characteristic categories from the tables for brand comprehension of all selected Durables in favour of the product attributes namely, Features, Quality, Price, and Brand name more as compared to the others. More specifically it is observed that in case of Television, the responses given in favour of the belief about Warranty, as an attribute helping in Brand comprehension is comparatively less than that in case of Refrigerator and Car. The same is the case with Service as an attribute, which receives more positivity for helping in Brand comprehension in case of Car than Television and Refrigerator. Product variety is considered important for the same by a significant percentage of Housewives for Television and Refrigerator, but not for Car.

| Sr. No. | Background Chrs. | Brand Recall |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|---------|------------------|--------------|------|---------|------|-----------------|------|------------|------|---------|------|----------|------|-------|------|-----------|-----|--|
|         |                  | Price        |      | Quality |      | Product Variety |      | Brand Name |      | Packing |      | Features |      | Other |      | CAT Total |     |  |
|         |                  | No           | %    | No      | %    | No              | %    | No         | %    | No      | %    | No       | %    | No    | %    | No        | %   |  |
| 1       | Age              |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|         | < 31             | 115          | 39.6 | 115     | 85.8 | 47              | 35.1 | 82         | 61.2 | 40      | 29.9 | 100      | 74.6 | 35    | 26.1 | 134       | 100 |  |
|         | 31 – 50          | 29           | 29.6 | 74      | 75.5 | 18              | 18.4 | 58         | 59.2 | 19      | 19.4 | 72       | 73.5 | 45    | 45.9 | 98        | 100 |  |
| 2       | Sex              |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|         | 50 +             | 5            | 29.4 | 17      | 100  | 7               | 41.2 | 14         | 82.4 | 4       | 23.5 | 13       | 76.5 | 1     | 5.9  | 17        | 100 |  |
|         | Male             | 28           | 44.4 | 54      | 85.7 | 16              | 25.4 | 37         | 58.7 | 19      | 30.2 | 43       | 68.3 | 15    | 23.8 | 63        | 100 |  |
| 3       | Female           | 59           | 31.7 | 152     | 81.7 | 56              | 30.1 | 117        | 62.9 | 44      | 23.7 | 142      | 76.3 | 66    | 35.5 | 186       | 100 |  |
|         | Edu. Cat.        |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|         | General          | 59           | 30.3 | 159     | 81.5 | 57              | 29.2 | 109        | 55.9 | 50      | 25.6 | 141      | 72.3 | 59    | 30.3 | 195       | 100 |  |
| 4       | Technical        | 17           | 47.2 | 36      | 100  | 10              | 27.8 | 32         | 88.9 | 8       | 22.2 | 35       | 97.2 | 18    | 50.0 | 36        | 100 |  |
|         | Professional     | 11           | 61.1 | 11      | 61.1 | 5               | 27.8 | 13         | 72.2 | 5       | 27.8 | 9        | 50.0 | 4     | 22.2 | 18        | 100 |  |
|         | Occupation       |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
| 5       | Business         | 1            | 11.1 | 6       | 66.7 |                 |      | 5          | 55.6 | 1       | 11.1 | 7        | 77.8 | 3     | 33.3 | 9         | 100 |  |
|         | Service          | 45           | 37.8 | 102     | 85.7 | 31              | 26.1 | 82         | 68.9 | 28      | 23.5 | 91       | 76.5 | 44    | 37.0 | 119       | 100 |  |
|         | Housewife        | 11           | 20.8 | 42      | 79.2 | 9               | 17.0 | 27         | 50.9 | 5       | 9.4  | 39       | 73.6 | 23    | 43.4 | 53        | 100 |  |
| 6       | Profession       | 8            | 50.0 | 8       | 50.0 | 8               | 50.0 | 10         | 62.5 | 8       | 50.0 | 6        | 37.5 | 4     | 25.0 | 16        | 100 |  |
|         | Student          | 22           | 44.0 | 46      | 92.0 | 23              | 46.0 | 29         | 58.0 | 20      | 40.0 | 41       | 82.0 | 6     | 12.0 | 50        | 100 |  |
|         | Other            |              |      | 2       | 100  | 1               | 50.0 | 1          | 50.0 | 1       | 50.0 | 1        | 50.0 | 1     | 50.0 | 2         | 100 |  |
| 5       | Family Size      |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|         | 1 – 4 Mem        | 53           | 40.8 | 113     | 86.9 | 50              | 38.5 | 83         | 63.8 | 38      | 29.2 | 93       | 71.5 | 29    | 22.3 | 130       | 100 |  |
|         | 5 or more        | 34           | 28.6 | 93      | 78.2 | 22              | 18.5 | 71         | 59.7 | 25      | 21.0 | 92       | 77.3 | 52    | 43.7 | 119       | 100 |  |
| 6       | M. F. Income     |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |  |
|         | < = 25000        | 52           | 34.7 | 127     | 84.7 | 49              | 32.7 | 93         | 62.0 | 38      | 25.3 | 120      | 80.0 | 51    | 34.0 | 150       | 100 |  |
|         | 25001-50000      | 35           | 35.7 | 78      | 79.6 | 22              | 22.4 | 61         | 62.2 | 24      | 24.5 | 64       | 65.3 | 30    | 30.6 | 98        | 100 |  |
|         | 50001 +          |              |      | 1       | 100  | 1               | 100  |            |      | 1       | 100  | 1        | 100  |       |      | 1         | 100 |  |

| TABLE : 17 A – B (Q/15 A - B) Percentage Frequency distribution helping in brand recall of a toothpaste with respect to the Background Characteristics |                 |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------|------|---------|------|-----------------|------|------------|------|---------|------|----------|------|-------|------|-----------|-----|
| Sr. No.                                                                                                                                                | Background Chrs | Brand Recall |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                        |                 | Price        |      | Quality |      | Product Variety |      | Brand Name |      | Packing |      | Features |      | Other |      | CAT Total |     |
|                                                                                                                                                        |                 | No           | %    | No      | %    | No              | %    | No         | %    | No      | %    | No       | %    | No    | %    | No        | %   |
| 1                                                                                                                                                      | Age             |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                        | < 31            | 45           | 33.6 | 117     | 87.3 | 45              | 33.6 | 81         | 60.4 | 41      | 30.6 | 103      | 76.9 | 39    | 29.1 | 134       | 100 |
|                                                                                                                                                        | 31 – 50         | 27           | 27.6 | 74      | 75.5 | 15              | 15.3 | 58         | 59.2 | 17      | 17.3 | 70       | 71.4 | 47    | 48.0 | 98        | 100 |
| 2                                                                                                                                                      | 50 +            | 6            | 35.3 | 17      | 100  | 7               | 41.2 | 14         | 82.4 | 5       | 29.4 | 12       | 70.6 | 1     | 5.9  | 17        | 100 |
|                                                                                                                                                        | Sex             |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                        | Male            | 25           | 39.7 | 57      | 90.5 | 15              | 23.8 | 41         | 65.1 | 22      | 34.9 | 46       | 73.0 | 17    | 27.0 | 63        | 100 |
| 3                                                                                                                                                      | Female          | 53           | 28.5 | 151     | 81.2 | 52              | 28.0 | 112        | 60.2 | 41      | 22.0 | 139      | 74.7 | 70    | 37.6 | 186       | 100 |
|                                                                                                                                                        | Edu. Cat        |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                        | General         | 56           | 28.7 | 159     | 81.5 | 53              | 27.2 | 108        | 55.4 | 51      | 26.2 | 139      | 71.3 | 63    | 32.3 | 195       | 100 |
| 4                                                                                                                                                      | Technical       | 16           | 44.4 | 36      | 100  | 10              | 27.8 | 32         | 88.9 | 8       | 22.2 | 35       | 97.2 | 18    | 50.0 | 36        | 100 |
|                                                                                                                                                        | Professional    | 6            | 33.3 | 13      | 72.2 | 4               | 22.2 | 13         | 72.2 | 4       | 22.2 | 11       | 61.1 | 6     | 33.3 | 18        | 100 |
|                                                                                                                                                        | Occupation      |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
| 5                                                                                                                                                      | Business        | 1            | 11.1 | 6       | 66.7 |                 |      | 5          | 55.6 | 1       | 11.1 | 7        | 77.8 | 3     | 33.3 | 9         | 100 |
|                                                                                                                                                        | Service         | 41           | 34.5 | 102     | 85.7 | 31              | 26.1 | 79         | 66.4 | 28      | 23.5 | 87       | 73.1 | 46    | 38.7 | 119       | 100 |
|                                                                                                                                                        | Housewife       | 9            | 17.0 | 42      | 79.2 | 7               | 13.2 | 28         | 52.8 | 5       | 9.4  | 39       | 73.6 | 24    | 45.3 | 53        | 100 |
| 6                                                                                                                                                      | Profession      | 5            | 31.3 | 10      | 62.5 | 7               | 43.8 | 11         | 68.8 | 7       | 43.8 | 9        | 56.3 | 6     | 27.5 | 16        | 100 |
|                                                                                                                                                        | Student         | 22           | 44.0 | 46      | 92.0 | 21              | 42.0 | 29         | 58.0 | 22      | 44.0 | 42       | 84.0 | 7     | 14.0 | 50        | 100 |
|                                                                                                                                                        | Other           |              |      | 2       | 100  | 1               | 50.0 | 1          | 50.0 |         |      | 1        | 50.0 | 1     | 50.0 | 2         | 100 |
| 5                                                                                                                                                      | Family Size     |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                        | 1 – 4 Mem       | 51           | 39.2 | 114     | 87.7 | 46              | 35.4 | 84         | 64.6 | 42      | 32.3 | 93       | 71.5 | 31    | 23.8 | 130       | 100 |
|                                                                                                                                                        | 5 or more       | 27           | 22.7 | 94      | 79.0 | 21              | 17.6 | 69         | 58.0 | 21      | 17.6 | 92       | 77.3 | 56    | 47.1 | 119       | 100 |
| 6                                                                                                                                                      | M. F. Income    |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |     |
|                                                                                                                                                        | < = 25000       | 48           | 32.0 | 128     | 85.3 | 47              | 31.3 | 91         | 60.7 | 38      | 25.3 | 119      | 79.3 | 53    | 35.3 | 150       | 100 |
|                                                                                                                                                        | 25001-50000     | 30           | 30.6 | 79      | 80.6 | 19              | 19.4 | 62         | 63.3 | 24      | 24.5 | 65       | 66.3 | 34    | 34.7 | 98        | 100 |
|                                                                                                                                                        | 50001 +         |              |      | 1       | 100  | 1               | 100  |            |      | 1       | 100  | 1        | 100  |       |      | 1         | 100 |

| TABLE : 17 A – C (Q/15 A - C) Percentage Frequency distribution helping in brand recall of a chocolate with respect to the Background Characteristics |                  |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|------|---------|------|-----------------|------|------------|------|---------|------|----------|------|-------|------|-----------|
| Sr. No.                                                                                                                                               | Background Chrs. | Brand Recall |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |
|                                                                                                                                                       |                  | Price        |      | Quality |      | Product Variety |      | Brand Name |      | Packing |      | Features |      | Other |      | CAT Total |
|                                                                                                                                                       |                  | No           | %    | No      | %    | No              | %    | No         | %    | No      | %    | No       | %    | No    | %    |           |
| 1                                                                                                                                                     | Age              | 50           | 37.6 | 113     | 85.0 | 49              | 36.8 | 78         | 58.6 | 58      | 43.6 | 102      | 76.7 | 37    | 27.8 | 133       |
|                                                                                                                                                       |                  | 23           | 23.5 | 74      | 75.5 | 17              | 17.3 | 61         | 62.2 | 33      | 33.7 | 69       | 70.4 | 46    | 46.9 | 98        |
|                                                                                                                                                       |                  | 6            | 35.3 | 17      | 100  | 8               | 47.1 | 14         | 82.4 | 6       | 35.3 | 13       | 76.5 | 2     | 11.8 | 17        |
| 2                                                                                                                                                     | Sex              |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |
|                                                                                                                                                       |                  | 28           | 45.2 | 55      | 88.7 | 19              | 30.6 | 37         | 59.7 | 25      | 40.3 | 45       | 72.6 | 15    | 24.2 | 62        |
|                                                                                                                                                       |                  | 51           | 27.4 | 149     | 80.1 | 55              | 29.6 | 116        | 62.4 | 72      | 38.7 | 139      | 74.7 | 70    | 37.6 | 186       |
| 3                                                                                                                                                     | Edu. Cat         |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |
|                                                                                                                                                       |                  | 60           | 30.8 | 157     | 80.5 | 60              | 30.8 | 109        | 55.9 | 73      | 37.4 | 139      | 71.3 | 63    | 32.3 | 195       |
|                                                                                                                                                       |                  | 11           | 30.6 | 35      | 97.2 | 9               | 25.0 | 32         | 88.9 | 19      | 52.8 | 35       | 97.2 | 18    | 50.0 | 36        |
| 4                                                                                                                                                     | Occupation       | 8            | 47.1 | 12      | 70.6 | 5               | 29.4 | 12         | 70.6 | 5       | 29.4 | 10       | 58.8 | 4     | 23.5 | 17        |
|                                                                                                                                                       |                  |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |
|                                                                                                                                                       |                  | 1            | 11.1 | 6       | 66.7 |                 |      | 5          | 55.6 | 1       | 11.1 | 8        | 88.9 | 3     | 33.3 | 9         |
| 5                                                                                                                                                     | Family Size      | 37           | 31.1 | 101     | 84.9 | 33              | 27.7 | 83         | 69.7 | 47      | 39.5 | 89       | 74.8 | 46    | 38.7 | 119       |
|                                                                                                                                                       |                  | 8            | 15.1 | 42      | 79.2 | 10              | 18.9 | 27         | 50.9 | 14      | 26.4 | 39       | 73.6 | 25    | 47.2 | 53        |
|                                                                                                                                                       |                  | 7            | 46.7 | 9       | 60.0 | 7               | 46.7 | 10         | 66.7 | 7       | 46.7 | 7        | 46.7 | 4     | 26.7 | 15        |
| 6                                                                                                                                                     | M. F. Income     | 26           | 52.0 | 44      | 88.0 | 24              | 48.0 | 27         | 54.0 | 28      | 56.0 | 40       | 80.0 | 6     | 12.0 | 50        |
|                                                                                                                                                       |                  |              |      |         |      |                 |      | 1          | 50.0 |         |      | 1        | 50.0 | 1     | 50.0 | 2         |
|                                                                                                                                                       |                  |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |
|                                                                                                                                                       | 1 – 4 Mem        | 51           | 39.5 | 111     | 86.0 | 50              | 38.8 | 83         | 64.3 | 55      | 42.6 | 93       | 72.1 | 30    | 23.3 | 129       |
|                                                                                                                                                       |                  | 28           | 23.5 | 93      | 78.2 | 24              | 20.2 | 70         | 58.8 | 42      | 35.3 | 91       | 76.5 | 55    | 46.2 | 119       |
|                                                                                                                                                       |                  |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |
|                                                                                                                                                       | < = 25000        | 46           | 30.9 | 125     | 83.9 | 49              | 32.9 | 88         | 59.1 | 64      | 43.0 | 121      | 81.2 | 52    | 34.9 | 149       |
|                                                                                                                                                       |                  | 32           | 32.7 | 78      | 79.6 | 24              | 24.5 | 64         | 65.3 | 32      | 32.7 | 62       | 63.3 | 33    | 33.7 | 98        |
|                                                                                                                                                       |                  | 1            | 100  | 1       | 100  | 1               | 100  | 1          | 100  | 1       | 100  | 1        | 100  |       |      | 1         |
|                                                                                                                                                       | 50001 +          |              |      |         |      |                 |      |            |      |         |      |          |      |       |      |           |

TABLES – 17A – A, B, C

These tables relate to the responses given regarding various product attributes helping in brand recall of selected Non-durables with respect to the background characteristics

Inferences can easily be drawn from various background characteristic categories from the tables for brand recall of all selected Non-durables in favour of the product attributes namely, Quality, Features and Brand name more as compared to the product attributes namely, Product variety, Price, Packaging and Others. In case of all selected Non-durables however, in occupation category, less percentage of professionally occupied respondents believed that Features could help in brand recall

| TABLE : 17 B – A (Q/15A - A) Percentage Frequency distribution of attributes helping in brand recall of a Television brand with respect to the Background Characteristics |                  |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|------|---------|------|----------|------|-----------------|------|------------|------|----------|------|---------|------|--------|-----|
| Sr. No.                                                                                                                                                                   | Background Chrs. | Brand Recall |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |
|                                                                                                                                                                           |                  | Price        |      | Quality |      | Warranty |      | Product Variety |      | Brand Name |      | Features |      | Service |      | Others |     |
|                                                                                                                                                                           |                  | No           | %    | No      | %    | No       | %    | No              | %    | No         | %    | No       | %    | No      | %    | No     | %   |
| 1                                                                                                                                                                         | Age              | 42           | 67.7 | 51      | 82.3 | 14       | 22.6 | 53              | 85.5 | 44         | 71.0 | 20       | 32.3 | 24      | 38.7 | 62     | 100 |
|                                                                                                                                                                           | < 31             | 51           | 31.7 | 109     | 67.7 | 9        | 5.6  | 148             | 91.9 | 99         | 61.5 | 18       | 11.2 | 35      | 21.7 | 161    | 100 |
|                                                                                                                                                                           | 31 – 50          | 8            | 36.4 | 18      | 81.8 | 7        | 31.8 | 18              | 81.8 | 19         | 86.4 | 8        | 36.4 | 9       | 40.9 | 22     | 100 |
| 2                                                                                                                                                                         | Sex              | 78           | 39.0 | 141     | 70.5 | 17       | 8.5  | 178             | 89.0 | 124        | 62.0 | 30       | 15.0 | 43      | 21.5 | 200    | 100 |
|                                                                                                                                                                           | Male             | 23           | 51.1 | 37      | 82.2 | 13       | 28.9 | 41              | 91.1 | 38         | 84.4 | 16       | 35.6 | 25      | 55.6 | 45     | 100 |
| 3                                                                                                                                                                         | Edu. Cat.        | 64           | 45.1 | 107     | 75.4 | 23       | 16.2 | 129             | 90.8 | 104        | 73.2 | 32       | 22.5 | 46      | 32.4 | 142    | 100 |
|                                                                                                                                                                           | General          | 21           | 42.9 | 35      | 71.4 | 5        | 10.2 | 43              | 87.8 | 22         | 44.9 | 7        | 14.3 | 9       | 18.4 | 49     | 100 |
|                                                                                                                                                                           | Technical        | 16           | 29.6 | 36      | 66.7 | 2        | 3.7  | 47              | 87.0 | 36         | 66.7 | 7        | 13.0 | 13      | 24.1 | 54     | 100 |
| 4                                                                                                                                                                         | Occupation       | 25           | 32.5 | 52      | 67.5 | 2        | 2.6  | 73              | 94.8 | 47         | 61.0 | 4        | 5.2  | 11      | 14.3 | 77     | 100 |
|                                                                                                                                                                           | Business         | 46           | 60.5 | 63      | 82.9 | 19       | 25.0 | 67              | 88.2 | 51         | 67.1 | 27       | 35.5 | 31      | 40.8 | 76     | 100 |
|                                                                                                                                                                           | Service          | 5            | 50.0 | 8       | 80.0 |          |      | 9               | 90.0 | 9          | 90.0 |          |      | 5       | 50.0 | 10     | 100 |
| 5                                                                                                                                                                         | Housewife        | 20           | 31.3 | 42      | 65.6 | 3        | 4.7  | 57              | 89.1 | 40         | 62.5 | 7        | 10.9 | 14      | 21.9 | 64     | 100 |
|                                                                                                                                                                           | Profession       | 4            | 40.0 | 8       | 80.0 | 5        | 50.0 | 6               | 60.0 | 10         | 100  | 7        | 70.0 | 5       | 50.0 | 10     | 100 |
|                                                                                                                                                                           | Student          | 1            | 12.5 | 5       | 62.5 | 1        | 12.5 | 7               | 87.5 | 5          | 62.5 | 1        | 12.5 | 2       | 25.0 | 8      | 100 |
| 6                                                                                                                                                                         | Other            | 43           | 43.0 | 73      | 73.0 | 18       | 18.0 | 84              | 84.0 | 61         | 61.0 | 27       | 27.0 | 31      | 31.0 | 100    | 100 |
|                                                                                                                                                                           | Family Size      | 58           | 40.0 | 105     | 72.4 | 12       | 8.3  | 135             | 93.1 | 101        | 67.7 | 19       | 13.1 | 37      | 25.5 | 145    | 100 |
|                                                                                                                                                                           | 1 – 4 Mem        | 19           | 59.4 | 29      | 90.6 | 12       | 37.5 | 24              | 75.0 | 25         | 78.1 | 17       | 53.1 | 18      | 56.3 | 32     | 100 |
|                                                                                                                                                                           | 5 or more        | 76           | 38.6 | 135     | 68.5 | 18       | 9.1  | 180             | 91.4 | 123        | 62.4 | 28       | 14.2 | 44      | 22.3 | 197    | 100 |
|                                                                                                                                                                           | M. F. Income     | 6            | 37.5 | 14      | 87.5 |          |      | 15              | 93.8 | 14         | 87.5 | 1        | 6.3  | 6       | 37.5 | 16     | 100 |
|                                                                                                                                                                           | < = 25000        |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |
|                                                                                                                                                                           | 25001-50000      |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |
|                                                                                                                                                                           | 50001 +          |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |

| TABLE : 17 B – B (Q/15A - B) Percentage Frequency distribution of attributes helping in brand recall of a Refrigerator brand with respect to the Background Characteristics |                  |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|------|---------|------|----------|------|-----------------|------|------------|------|----------|------|---------|------|--------|-----|--|
| Sr No.                                                                                                                                                                      | Background Chrs. | Brand Recall |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                             |                  | Price        |      | Quality |      | Warranty |      | Product Variety |      | Brand Name |      | Features |      | Service |      | Others |     |  |
|                                                                                                                                                                             |                  | No           | %    | No      | %    | No       | %    | No              | %    | No         | %    | No       | %    | No      | %    | No     | %   |  |
| 1                                                                                                                                                                           | Age              |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                             | < 31             | 35           | 56.5 | 53      | 85.5 | 13       | 21.0 | 50              | 80.6 | 45         | 72.6 | 17       | 27.4 | 30      | 48.4 | 62     | 100 |  |
|                                                                                                                                                                             | 31 – 50          | 50           | 31.1 | 109     | 67.7 | 11       | 6.8  | 146             | 90.7 | 99         | 61.5 | 24       | 14.9 | 39      | 24.2 | 161    | 100 |  |
| 2                                                                                                                                                                           | Sex              |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                             | 50 +             | 6            | 27.3 | 19      | 86.4 | 6        | 27.3 | 18              | 81.8 | 19         | 86.4 | 9        | 40.9 | 10      | 45.5 | 22     | 100 |  |
|                                                                                                                                                                             | Male             | 72           | 36.0 | 143     | 71.5 | 18       | 9.0  | 175             | 87.5 | 125        | 62.5 | 34       | 17.0 | 52      | 26.0 | 200    | 100 |  |
| 3                                                                                                                                                                           | Female           | 19           | 42.2 | 38      | 84.4 | 12       | 26.7 | 39              | 86.7 | 38         | 84.4 | 16       | 35.6 | 27      | 60.0 |        | 100 |  |
|                                                                                                                                                                             | Edu. Cat.        |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                             | General          | 60           | 42.3 | 110     | 77.5 | 21       | 14.8 | 125             | 88.0 | 104        | 73.2 | 33       | 23.2 | 54      | 38.0 | 142    | 100 |  |
| 4                                                                                                                                                                           | Technical        | 20           | 40.8 | 33      | 67.3 | 6        | 12.2 | 43              | 87.8 | 23         | 46.9 | 11       | 22.4 | 10      | 20.4 | 49     | 100 |  |
|                                                                                                                                                                             | Professional     | 11           | 20.4 | 38      | 70.4 | 3        | 5.6  | 46              | 85.2 | 36         | 66.7 | 6        | 11.1 | 15      | 27.8 | 54     | 100 |  |
|                                                                                                                                                                             | Occupation       |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
| 5                                                                                                                                                                           | Business         | 24           | 31.2 | 53      | 68.8 | 1        | 1.3  | 72              | 93.5 | 47         | 61.0 | 6        | 7.8  | 14      | 18.2 | 77     | 100 |  |
|                                                                                                                                                                             | Service          | 40           | 52.6 | 62      | 81.6 | 20       | 26.3 | 67              | 88.2 | 52         | 68.4 | 29       | 38.2 | 34      | 44.7 | 76     | 100 |  |
|                                                                                                                                                                             | Housewife        | 4            | 40.0 | 9       | 90.0 |          |      | 8               | 80.0 | 9          | 90.0 |          |      | 6       | 60.0 | 10     | 100 |  |
| 6                                                                                                                                                                           | Profession       | 17           | 26.6 | 43      | 67.2 | 4        | 6.3  | 55              | 85.9 | 40         | 62.5 | 8        | 12.5 | 16      | 25.0 | 64     | 100 |  |
|                                                                                                                                                                             | Student          | 4            | 40.0 | 9       | 90.0 | 4        | 40.0 | 5               | 50.0 | 10         | 100  | 6        | 60.0 | 7       | 70.0 | 10     | 100 |  |
|                                                                                                                                                                             | Other            | 2            | 25.0 | 5       | 62.5 | 1        | 12.5 | 7               | 87.5 | 5          | 62.5 | 1        | 12.5 | 2       | 25.0 | 8      | 100 |  |
| 5                                                                                                                                                                           | Family Size      |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                             | 1 – 4 Mem        | 38           | 38.0 | 73      | 73.0 | 19       | 19.0 | 85              | 85.0 | 62         | 62.0 | 31       | 31.0 | 33      | 33.0 | 100    | 100 |  |
|                                                                                                                                                                             | 5 or more        | 53           | 36.6 | 108     | 74.5 | 11       | 7.6  | 129             | 89.0 | 101        | 69.7 | 19       | 13.1 | 46      | 31.7 | 145    | 100 |  |
| 6                                                                                                                                                                           | M. F. Income     |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                             | < = 25000        | 18           | 56.3 | 28      | 87.5 | 15       | 46.9 | 24              | 75.0 | 26         | 81.3 | 18       | 56.3 | 19      | 59.4 | 32     | 100 |  |
|                                                                                                                                                                             | 25001-50000      | 67           | 34.0 | 139     | 70.6 | 15       | 7.6  | 175             | 88.8 | 123        | 62.4 | 30       | 15.2 | 54      | 27.4 | 197    | 100 |  |
|                                                                                                                                                                             | 50001 +          | 6            | 37.5 | 14      | 87.5 |          |      | 15              | 93.8 | 14         | 87.5 | 2        | 12.5 | 6       | 37.5 | 16     | 100 |  |

| TABLE : 17 B – C (Q/15A - C) Percentage Frequency distribution of attributes helping in brand recall of a Car brand with respect to the Background Characteristics |                  |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|------|---------|------|----------|------|-----------------|------|------------|------|----------|------|---------|------|--------|-----|--|
| Sr. No.                                                                                                                                                            | Background Chrs. | Brand Recall |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                    |                  | Price        |      | Quality |      | Warranty |      | Product Variety |      | Brand Name |      | Features |      | Service |      | Others |     |  |
|                                                                                                                                                                    |                  | No           | %    | No      | %    | No       | %    | No              | %    | No         | %    | No       | %    | No      | %    | No     | %   |  |
| 1                                                                                                                                                                  | Age              |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                    | < 31             | 33           | 53.2 | 52      | 83.9 | 16       | 25.8 | 53              | 85.5 | 47         | 75.8 | 34       | 54.8 | 28      | 45.2 | 62     | 100 |  |
|                                                                                                                                                                    | 31 – 50          | 48           | 30.2 | 109     | 68.6 | 12       | 7.5  | 147             | 92.5 | 100        | 62.9 | 45       | 28.3 | 38      | 23.9 | 159    | 100 |  |
| 2                                                                                                                                                                  | 50 +             | 7            | 31.8 | 19      | 86.4 | 6        | 27.3 | 19              | 86.4 | 19         | 86.4 | 12       | 54.5 | 10      | 45.5 | 22     | 100 |  |
|                                                                                                                                                                    | Sex              |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                    | Male             | 70           | 35.4 | 141     | 71.2 | 22       | 11.1 | 179             | 90.4 | 127        | 64.1 | 61       | 30.8 | 50      | 25.3 | 198    | 100 |  |
| 3                                                                                                                                                                  | Female           | 18           | 40.0 | 39      | 86.7 | 12       | 26.7 | 40              | 88.9 | 39         | 86.7 | 30       | 66.7 | 26      | 57.8 | 45     | 100 |  |
|                                                                                                                                                                    | Edu. Cat.        |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                    | General          | 53           | 37.9 | 108     | 77.1 | 23       | 16.4 | 128             | 91.4 | 104        | 74.3 | 59       | 42.1 | 54      | 38.6 | 140    | 100 |  |
| 4                                                                                                                                                                  | Technical        | 23           | 46.9 | 34      | 69.4 | 6        | 12.2 | 45              | 91.8 | 24         | 49.0 | 14       | 28.6 | 8       | 16.3 | 49     | 100 |  |
|                                                                                                                                                                    | Professional     | 12           | 22.2 | 38      | 70.4 | 5        | 9.3  | 46              | 85.2 | 38         | 70.4 | 18       | 33.3 | 14      | 25.9 | 54     | 100 |  |
|                                                                                                                                                                    | Occupation       |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
| 5                                                                                                                                                                  | Business         | 19           | 25.0 | 53      | 69.7 | 1        | 1.3  | 72              | 94.7 | 47         | 61.8 | 17       | 22.4 | 14      | 18.4 | 76     | 100 |  |
|                                                                                                                                                                    | Service          | 44           | 58.7 | 61      | 81.3 | 19       | 25.3 | 67              | 89.3 | 53         | 70.7 | 43       | 57.3 | 32      | 42.7 | 75     | 100 |  |
|                                                                                                                                                                    | Housewife        | 1            | 10.0 | 9       | 90.0 |          |      | 9               | 90.0 | 9          | 90.0 | 5        | 50.0 | 5       | 50.0 | 10     | 100 |  |
| 6                                                                                                                                                                  | Profession       | 18           | 28.1 | 44      | 68.8 | 7        | 10.9 | 56              | 87.5 | 42         | 65.6 | 17       | 26.6 | 16      | 25.0 | 64     | 100 |  |
|                                                                                                                                                                    | Student          | 5            | 50.0 | 8       | 80.0 | 6        | 60.0 | 7               | 70.0 | 10         | 100  | 7        | 70.0 | 7       | 70.0 | 10     | 100 |  |
|                                                                                                                                                                    | Other            | 1            | 12.5 | 5       | 62.5 | 1        | 12.5 | 8               | 100  | 5          | 62.5 | 2        | 25.0 | 2       | 25.0 | 8      | 100 |  |
| 5                                                                                                                                                                  | Family Size      |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                    | 1 – 4 Mem        | 44           | 44.9 | 74      | 75.5 | 21       | 21.4 | 84              | 85.7 | 63         | 64.3 | 40       | 40.8 | 32      | 32.7 | 98     | 100 |  |
|                                                                                                                                                                    | 5 or more        | 44           | 30.3 | 106     | 73.1 | 13       | 9.0  | 135             | 93.1 | 103        | 71.0 | 51       | 35.2 | 44      | 30.3 | 145    | 100 |  |
| 6                                                                                                                                                                  | M. F. Income     |              |      |         |      |          |      |                 |      |            |      |          |      |         |      |        |     |  |
|                                                                                                                                                                    | < = 25000        | 22           | 68.8 | 28      | 87.5 | 16       | 50.0 | 27              | 84.4 | 26         | 81.3 | 23       | 71.9 | 18      | 56.3 | 32     | 100 |  |
|                                                                                                                                                                    | 25001-50000      | 64           | 32.8 | 138     | 70.8 | 18       | 9.2  | 177             | 90.8 | 126        | 64.6 | 62       | 31.8 | 52      | 26.7 | 195    | 100 |  |
| 6                                                                                                                                                                  | 50001 +          | 2            | 12.5 | 14      | 87.5 |          |      | 15              | 93.8 | 14         | 87.5 | 6        | 37.5 | 6       | 37.5 | 16     | 100 |  |

**TABLES – 17B – A, B, C**

These tables relate to the responses given regarding various product attributes helping in brand recall of selected Durables with respect to the background characteristics

Inferences can easily be drawn from various background characteristic categories from the tables for brand recall of all selected Durables in favour of the product attributes namely, Quality, Product variety and Brand name more as compared to the product attributes namely, Features, Price, Service and Others. In case of all selected Durables however less percentage of Technically educated respondents believed that Brand name could help in Brand recall

| TABLE : 18 (Q 16 ABC) Percentage Frequency distribution for the extent to which product performance matches the claims made by offers of Selected Non - Durable and Durable Products with respect to the Background Characteristics |                                                                                  |                                                                       |      |            |      |           |      |            |      |              |      |     |      |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|
| Sr. No                                                                                                                                                                                                                              | Background Chrs.                                                                 | Extent to which product performance matches the claims made by offers |      |            |      |           |      |            |      |              |      |     |      |           |
|                                                                                                                                                                                                                                     |                                                                                  | Soap                                                                  |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | CAT Total |
|                                                                                                                                                                                                                                     |                                                                                  | No.                                                                   | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |           |
| 1                                                                                                                                                                                                                                   | Age<br>< 31<br>31 - 50<br>50 +                                                   | 71                                                                    | 52.6 | 80         | 59.3 | 104       | 77.0 | 55         | 87.3 | 52           | 82.5 | 54  | 85.7 | 63        |
|                                                                                                                                                                                                                                     |                                                                                  | 51                                                                    | 52.0 | 61         | 62.2 | 95        | 96.9 | 146        | 88.5 | 144          | 87.3 | 146 | 88.5 | 165       |
|                                                                                                                                                                                                                                     |                                                                                  | 16                                                                    | 94.1 | 15         | 88.2 | 16        | 94.1 | 20         | 90.9 | 18           | 81.8 | 21  | 95.5 | 22        |
| 2                                                                                                                                                                                                                                   | Sex<br>Male<br>Female                                                            | 32                                                                    | 50.8 | 41         | 65.1 | 47        | 74.6 | 179        | 87.3 | 173          | 84.4 | 179 | 87.3 | 205       |
|                                                                                                                                                                                                                                     |                                                                                  | 106                                                                   | 56.7 | 115        | 61.5 | 168       | 89.8 | 42         | 93.3 | 41           | 91.1 | 42  | 93.9 | 45        |
| 3                                                                                                                                                                                                                                   | Edu Cat.<br>General<br>Technical<br>Professional                                 | 114                                                                   | 58.2 | 125        | 63.8 | 170       | 86.7 | 133        | 91.1 | 129          | 88.4 | 133 | 91.1 | 146       |
|                                                                                                                                                                                                                                     |                                                                                  | 18                                                                    | 50.0 | 21         | 58.3 | 30        | 83.3 | 44         | 89.8 | 45           | 91.8 | 46  | 93.9 | 49        |
|                                                                                                                                                                                                                                     |                                                                                  | 6                                                                     | 33.3 | 10         | 55.6 | 15        | 83.3 | 44         | 80.0 | 40           | 72.7 | 42  | 76.4 | 55        |
| 4                                                                                                                                                                                                                                   | Occupation<br>Business<br>Service<br>Housewife<br>Profession<br>Student<br>Other | 4                                                                     | 44.4 | 5          | 55.6 | 7         | 77.8 | 74         | 90.2 | 74           | 90.2 | 74  | 90.2 | 82        |
|                                                                                                                                                                                                                                     |                                                                                  | 71                                                                    | 59.7 | 76         | 63.9 | 113       | 95.0 | 66         | 86.8 | 64           | 84.2 | 67  | 88.2 | 76        |
|                                                                                                                                                                                                                                     |                                                                                  | 28                                                                    | 52.8 | 32         | 60.4 | 50        | 94.3 | 10         | 100  | 10           | 100  | 10  | 100  | 10        |
|                                                                                                                                                                                                                                     |                                                                                  | 8                                                                     | 50.0 | 9          | 56.3 | 13        | 81.3 | 53         | 82.8 | 49           | 76.6 | 53  | 82.8 | 64        |
|                                                                                                                                                                                                                                     |                                                                                  | 25                                                                    | 49.0 | 32         | 62.7 | 30        | 58.8 | 10         | 100  | 10           | 100  | 9   | 90.0 | 10        |
|                                                                                                                                                                                                                                     |                                                                                  | 2                                                                     | 100  | 2          | 100  | 2         | 100  | 8          | 100  | 7            | 87.5 | 8   | 100  | 8         |
|                                                                                                                                                                                                                                     |                                                                                  |                                                                       |      |            |      |           |      |            |      |              |      |     |      |           |
| 5                                                                                                                                                                                                                                   | Family Size<br>1 - 4 Mem<br>5 or more                                            | 68                                                                    | 52.3 | 82         | 63.1 | 107       | 82.3 | 88         | 88.0 | 83           | 83.0 | 90  | 90.0 | 100       |
|                                                                                                                                                                                                                                     |                                                                                  | 70                                                                    | 58.3 | 74         | 61.7 | 108       | 90.0 | 133        | 88.7 | 131          | 87.3 | 131 | 87.3 | 150       |
|                                                                                                                                                                                                                                     |                                                                                  |                                                                       |      |            |      |           |      |            |      |              |      |     |      |           |
| 6                                                                                                                                                                                                                                   | M. F. Income<br>< = 25000<br>25001-50000<br>50001 +                              | 81                                                                    | 54.0 | 92         | 61.3 | 126       | 84.0 | 31         | 96.9 | 29           | 90.6 | 28  | 87.5 | 32        |
|                                                                                                                                                                                                                                     |                                                                                  | 56                                                                    | 56.6 | 63         | 63.6 | 89        | 89.9 | 178        | 88.1 | 173          | 85.6 | 181 | 89.6 | 202       |
|                                                                                                                                                                                                                                     |                                                                                  | 1                                                                     | 100  | 1          | 100  | -         | -    | 12         | 75.0 | 12           | 75.0 | 12  | 75.0 | 16        |

This table is related to the responses given regarding the belief pertaining to the extent to which product performance matches with the claims made by the offers of selected Non-durables and Durables with respect to the Background characteristics

An overview of the table indicate that compare to Non-durables, a relatively higher positive belief prevails for the matching of the product performance with the claims of the offers for Durables and in case of Non-durables specifically the percentage of the positive response is higher for Chocolate compared to Soap and Toothpaste

- 1) The age group 50+ gave higher percentage of positive responses regarding the belief about product performance matching the claims (to a higher and/or medium extent) made in the offers of Soap brands with 94% and Toothpaste brands with 88 2%, however 96 9% of respondents in the age group 31-50 had the same positive believe insofar Chocolate was concerned In case of Durables, the 50+ age group again had a higher positive belief for the same for TV with 90 9% and Car with 95 5%, whereas 87 3% of respondents in the age group 31-50 had the same positive believe insofar Refrigerator was concerned
- 2) The overall response for the same belief in the gender categories reveals that compare to Non-durables, the respondents had higher percentage of positive responses Females carried more of a positive belief for the same in Soap with 56 7% and Chocolate with 89 8% compared to males who carried the same belief higher for Toothpaste and selected Durables more male respondents compare to females, i.e. 93 3% in TV, 91% in Refrigerator and 93 9% in Car had the same belief.
- 3) Respondents with general education had higher positive belief for the same for all Non-durables with 58 2% for Soap, 63 8% for Chocolate and 86 7% or Toothpaste, whereas in Durables a higher positive belief for the same was found among respondents of general education category than others for TV with 91% and respondents with technical education for Refrigerator with 91 8% and Car with 93 9%
- 4) In case of Non-durables service class, housewives for Soap and Chocolate and students for Toothpaste showed more positivity for the same belief, whereas in case of Durables housewives, students and business class showed more positivity for the same compared to the other classes
- 5) Families with 5 or more members showed comparatively higher positivity for the same with 58 3% of families for Soap and 90% of families for Chocolate, whereas for Toothpaste with 78 5%, the families with 1-4 members showed positivity for the same more In durables however, families with 1-4 members showed comparatively higher positivity for the same with 88% for TV, and 90% for Car, whereas 87 3% of the families with 1-4 members showed more positivity for the same more
- 6) Compare to families with monthly income below or equal to Rs 25000/-, the families with monthly income between Rs 25001-50000/- showed a higher positivity for the same for all selected Non-durables with 56 6% for Soap, 63 6% for Toothpaste and 89 9% for Chocolate, whereas 89 6% of families with monthly income between Rs 25001-50000/- showed more positive belief for the same for Car and families with monthly income below or equal to Rs 25000, showed more positivity for the same for TV with 96 9% and Refrigerator with 90 6%



An overview of the table indicate that compare to Non-durables, a relatively higher positive belief prevails for the impact of the belief pertaining to matching of the product performance with the claims of the offers on the next purchase or replacement for Durables

- 1) The age group 50+ gave higher percentage of positive responses regarding the impact of belief about product performance matching the claims (to a higher and/or medium extent) made in the offers of all selected Non-durables on next purchase or replacement of the same, for Soap brands with 76.5%, Toothpaste brands with 88.2%, and Chocolate brands with 76.5%. In case of Durables, the 31-50 age group had a higher positive belief for the same for TV and Refrigerator with 92.7% and for Car with 94.5%
- 2) The overall response for the same belief in the gender categories reveals that compare to males, female respondents had higher percentage of positive responses for the same for Soap with 77.5%, For Toothpaste with 79.7% and Chocolate with 68.4%, whereas in case of selected Durables more female respondents compare to males, i.e. 91% in TV, 93.3% in Refrigerator had the same belief for the impact and 90.2% of males in Car had the same belief more than females
- 3) Respondents with general education had higher positive belief for the same for Soap with 77% and for Toothpaste with 75.5%, while respondents with professional education scored higher for the same in case of Chocolate with 66.7%. On the other hand in Durables a higher positive belief for the same was found among respondents of technical education category than others for all selected Durables with 98%
- 4) In case of Non-durables service class and housewives showed more positivity for the same belief, whereas income of Durables housewives and business class showed more positivity for the same compared to the other classes
- 5) Families with 5 or more members showed comparatively higher positivity for the same impact for all Non-durables with 78.3% of families for Soap and Toothpaste and 66.7% of families for Chocolate, the same is the case for Durables where again families with 5 or more members showed higher positivity for the same with 91.3% for TV, 90% for Refrigerator and 94% for Car
- 6) Families with monthly income below or equal to Rs. 25000/-, show more positive response for the same for Soap with 76%, whereas there is not much to choose from the same income group families and the families with monthly income between Rs. 25001-50000/- for Toothpaste and Chocolate where both showed relatively same higher positivity. In case of Durables families with monthly income between Rs. 25001-50000/- clearly showed more positive belief for the same TV and Refrigerator with 93% and Car with 95%

| Sr No | Reason                                                                                                      | Soap |     | Tooth Paste |         | Chocolate |         |
|-------|-------------------------------------------------------------------------------------------------------------|------|-----|-------------|---------|-----------|---------|
|       |                                                                                                             | Freq | %   | Freq        | Valid % | Freq      | Valid % |
| 1     | Try another brand                                                                                           | 3    | 12  | 2           | 08      | 2         | 08      |
| 2     | Will continue the same by side also try another one                                                         | 1    | 04  | 1           | 04      | 2         | 08      |
| 3     | Bad mouth about the Co / Brand / Dealer Talk negative to others                                             | 18   | 72  | 15          | 60      | 17        | 68      |
| 4     | Decide not to buy that brand again / stop buying it / Never buy again                                       | 33   | 132 | 32          | 128     | 36        | 144     |
| 5     | Would go for another better option / sell it off & go for another one                                       | -    | -   | 2           | 08      | 2         | 08      |
| 6     | Would inform others not to buy it                                                                           | 21   | 84  | 24          | 96      | 22        | 88      |
| 7     | Stop buying myself and restrict others also                                                                 | 4    | 16  | 3           | 12      | 3         | 12      |
| 8     | Switch on to another brand / dealers / Co / Store                                                           | 68   | 272 | 63          | 252     | 51        | 204     |
| 9     | Stop buying it and bad mouth it                                                                             | 1    | 04  | 1           | 04      | 1         | 04      |
| 10    | Complain the dealer or company                                                                              | 17   | 68  | 21          | 84      | 23        | 92      |
| 11    | Switch on to another brand and bad mount the current one                                                    | 2    | 08  | 2           | 08      | 2         | 08      |
| 12    | Stop buying that brand and switch on to another one                                                         | 6    | 24  | 9           | 36      | 5         | 20      |
| 13    | Make sure that next time I buy from a good store                                                            | -    | -   | -           | -       | 1         | 04      |
| 14    | Feel Cheated                                                                                                | 10   | 40  | 8           | 32      | 7         | 28      |
| 15    | Feel unhappy / dissatisfied / frustrated / misguided                                                        | 11   | 44  | 10          | 40      | 10        | 40      |
| 16    | Discuss with family, friends, relatives and others                                                          | -    | -   | 1           | 04      | 1         | 04      |
| 17    | Take a legal action against the company / dealer                                                            | 5    | 20  | 5           | 20      | 10        | 40      |
| 18    | I don't expect much in a soap                                                                               | 2    | 08  | 08          | -       | -         | -       |
| 19    | No reactions / Adjust with or be satisfied / compromise with the present one                                | 1    | 04  | 3           | 12      | 4         | 16      |
| 20    | Return the product and complain / ask for refund / replace it                                               | 16   | 64  | 15          | 60      | 18        | 72      |
| 21    | May become aggressive / shout / quarrel / fight with dealers inform of others                               | 12   | 48  | 12          | 48      | 12        | 48      |
| 22    | Remembers this past experience and consider it next time                                                    | 4    | 16  | 4           | 16      | 4         | 16      |
| 23    | Even stop buying other brands of that company / dealer                                                      | 8    | 32  | 9           | 36      | 10        | 40      |
| 24    | Give my own suggestions to the dealer, so it can reach the company                                          | 1    | 04  | 1           | 04      | 1         | 04      |
| 25    | Think suspiciously / develop negative impression or image for the co / dealer<br>it depends on the retailer | 5    | 20  | 5           | 20      | 5         | 20      |
| 26    |                                                                                                             | -    | -   | 1           | 04      | -         | -       |
| 27    | Take it to the service start on / get it repaired / seek after sales service                                | -    | -   | -           | -       | -         | -       |
| 28    | We will wait for the product that fulfills my expectations                                                  | -    | -   | -           | -       | -         | -       |
| 29    | Take more people's advice the next time                                                                     | -    | -   | -           | -       | -         | -       |
| 30    | Take help of resort on to warranties on products                                                            | -    | -   | -           | -       | -         | -       |
| 31    | Get it repaired or replace it                                                                               | -    | -   | -           | -       | -         | -       |
| 32    | Feel tensed until I get it repaired / replaced                                                              | -    | -   | -           | -       | -         | -       |
|       | Missing                                                                                                     | 1    | 04  | 1           | 04      | 1         | 04      |

This table pertains to the responses given regarding the reactions of the respondents in situations when product attributes of their expectation are not found in a brand of selected Non-durables

Amongst 32 different reactions provided by the respondents in situations when product attributes of their expectation are not found in a brand of selected Non-durables, the most prominent ones were switching over to another brand, retailer, company and/or store and decision of not to buy from the same brand again

| TABLE : 20 B - (Q 18 A,B,C) Percentage Frequency distribution for reaction when attributes of expectations<br>are not found in a brand of selected Durable Products with respect to the Background<br>Characteristics |                                                                               |            |      |              |      |      |      |            |      |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|------------|------|--------------|------|------|------|------------|------|------------|
| Sr<br>No                                                                                                                                                                                                              | Reason                                                                        | Television |      | Refrigerator |      | Car  |      | Valid<br>% | Freq | Valid<br>% |
|                                                                                                                                                                                                                       |                                                                               | Freq       | %    | Freq         | %    | Freq | %    |            |      |            |
| 1                                                                                                                                                                                                                     | Try another brand                                                             | -          | -    | -            | -    | -    | -    | -          | -    | -          |
| 2                                                                                                                                                                                                                     | Will continue the same by side also try another one                           | -          | -    | -            | -    | -    | -    | -          | -    | -          |
| 3                                                                                                                                                                                                                     | Bad mouth about the Co / Brand / Dealer Talk negative to others               | 13         | 5.2  | 13           | 5.2  | 13   | 5.2  | 5.2        | 13   | 5.2        |
| 4                                                                                                                                                                                                                     | Decide not to buy that brand again / stop buying it / Never buy again         | 21         | 8.4  | 20           | 8.0  | 18   | 7.2  | 7.2        | 18   | 7.2        |
| 5                                                                                                                                                                                                                     | Would go for another better option / sell it off & go for another one         | -          | -    | -            | -    | -    | -    | 0.4        | -    | 0.4        |
| 6                                                                                                                                                                                                                     | Would inform others not to buy it                                             | 28         | 11.2 | 29           | 11.6 | 28   | 11.2 | 11.2       | 28   | 11.2       |
| 7                                                                                                                                                                                                                     | Stop buying myself and restrict others also                                   | 1          | 0.4  | 1            | 0.4  | 1    | 0.4  | 0.4        | 1    | 0.4        |
| 8                                                                                                                                                                                                                     | Switch on to another brand / dealers / Co / Store                             | 7          | 2.8  | 6            | 2.4  | 7    | 2.8  | 2.8        | 7    | 2.8        |
| 9                                                                                                                                                                                                                     | Stop buying it and bad mouth it                                               | -          | -    | -            | -    | -    | -    | -          | -    | -          |
| 10                                                                                                                                                                                                                    | Complain the dealer or company                                                | 29         | 11.6 | 28           | 11.2 | 10   | 4.0  | 4.0        | 10   | 4.0        |
| 11                                                                                                                                                                                                                    | Switch on to another brand and bad mouth the current one                      | -          | -    | -            | -    | -    | -    | -          | -    | -          |
| 12                                                                                                                                                                                                                    | Stop buying that brand and switch on to another one                           | -          | -    | -            | -    | -    | -    | -          | -    | -          |
| 13                                                                                                                                                                                                                    | Make sure that next time I buy from a good store                              | 1          | 0.4  | 2            | 0.8  | 1    | 0.4  | 0.4        | 1    | 0.4        |
| 14                                                                                                                                                                                                                    | Feel Cheated                                                                  | 11         | 4.4  | 10           | 4.0  | 10   | 4.0  | 4.0        | 10   | 4.0        |
| 15                                                                                                                                                                                                                    | Feel unhappy / dissatisfied / frustrated / misguided                          | 16         | 6.4  | 16           | 6.4  | 13   | 5.3  | 5.3        | 13   | 5.3        |
| 16                                                                                                                                                                                                                    | Discuss with family, friends, relatives and others                            | -          | -    | -            | -    | -    | -    | -          | -    | -          |
| 17                                                                                                                                                                                                                    | Take a legal action against the company / dealer                              | 34         | 13.6 | 36           | 14.4 | 32   | 12.8 | 12.8       | 32   | 12.8       |
| 18                                                                                                                                                                                                                    | I don't expect much in a soap                                                 | -          | -    | -            | -    | -    | -    | -          | -    | -          |
| 19                                                                                                                                                                                                                    | No reactions / Adjust with or be satisfied / compromise with the present one  | 1          | 0.4  | 2            | 0.8  | -    | -    | -          | -    | -          |
| 20                                                                                                                                                                                                                    | Return the product and complain / ask for refund / replace it                 | 13         | 5.2  | 11           | 4.4  | 10   | 4.0  | 4.0        | 10   | 4.0        |
| 21                                                                                                                                                                                                                    | May become aggressive / shout / quarrel / fight with dealers inform of others | 15         | 6.0  | 15           | 6.0  | 15   | 6.0  | 6.0        | 15   | 6.0        |
| 22                                                                                                                                                                                                                    | Remembers this past experience and consider it next time                      | 20         | 8.0  | 20           | 8.0  | 18   | 7.2  | 7.2        | 18   | 7.2        |
| 23                                                                                                                                                                                                                    | Even stop buying other brands of that company / dealer                        | 12         | 4.8  | 13           | 5.2  | 12   | 4.8  | 4.8        | 12   | 4.8        |
| 24                                                                                                                                                                                                                    | Give my own suggestions to the dealer, so it can reach the company            | -          | -    | -            | -    | 1    | 0.4  | 0.4        | 1    | 0.4        |
| 25                                                                                                                                                                                                                    | Think suspiciously / develop negative impression or image for the co / dealer | 19         | 7.6  | 18           | 7.2  | 19   | 7.6  | 7.6        | 19   | 7.6        |
| 26                                                                                                                                                                                                                    | It depends on the retailer                                                    | -          | -    | -            | -    | -    | -    | -          | -    | -          |
| 27                                                                                                                                                                                                                    | Take it to the service start on / get it repaired / seek after sales service  | -          | -    | 1            | 0.4  | 32   | 12.8 | 12.8       | 32   | 12.8       |
| 28                                                                                                                                                                                                                    | We will wait for the product that fulfills my expectations                    | 1          | 0.4  | 1            | 0.4  | 1    | 0.4  | 0.4        | 1    | 0.4        |
| 29                                                                                                                                                                                                                    | Take more people's advice the next time                                       | 1          | 0.4  | 1            | 0.4  | 2    | 0.8  | 0.8        | 2    | 0.8        |
| 30                                                                                                                                                                                                                    | Take help of resort on to warranties on products                              | 5          | 2.0  | 5            | 2.0  | 5    | 2.0  | 2.0        | 5    | 2.0        |
| 31                                                                                                                                                                                                                    | Get it repaired or replace it                                                 | 1          | 0.4  | 1            | 0.4  | 1    | 0.4  | 0.4        | 1    | 0.4        |
| 32                                                                                                                                                                                                                    | Feel tensed until I get it repaired / replaced                                | 1          | 0.4  | 1            | 0.4  | 1    | 0.4  | 0.4        | 1    | 0.4        |
|                                                                                                                                                                                                                       | Missing                                                                       | -          | -    | -            | -    | -    | -    | -          | -    | -          |

This table pertains to the responses given regarding the reactions of the respondents in situations when product attributes of their expectation are not found in a brand of selected Durables

Amongst 32 different reactions provided by the respondents in situations when product attributes of their expectation are not found in a brand of selected Durables, the more prominent ones were taking a legal action against the dealer and/or company, informing others not to buy the same or form the same place and complaining the dealer and/or company. Moreover in case of Car especially one important reaction was getting it repaired/ taking it to the service station/ seeking the after sales service for the same.

| TABLE : 21 (Q 19 ABC) Percentage Frequency distribution for favourable experience of a product resulting in a repeat purchase for Selected Non - Durable and Durable Products with respect to the Background Characteristics |                  |                                                     |      |            |      |           |      |           |     |            |      |              |      |      |      |           |     |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------------------|------|------------|------|-----------|------|-----------|-----|------------|------|--------------|------|------|------|-----------|-----|--|
| Sr. No.                                                                                                                                                                                                                      | Background Chrs. | Favourable Expensive Resulting in a Repeat Purchase |      |            |      |           |      |           |     |            |      |              |      |      |      |           |     |  |
|                                                                                                                                                                                                                              |                  | Soap                                                |      | Toothpaste |      | Chocolate |      | CAT Total |     | Television |      | Refrigerator |      | Car  |      | CAT Total |     |  |
|                                                                                                                                                                                                                              |                  | No.                                                 | %    | No.        | %    | No.       | %    | No.       | %   | No.        | %    | No.          | %    | No.  | %    | No.       | %   |  |
| 1                                                                                                                                                                                                                            | Age              | 112                                                 | 83.0 | 111        | 82.2 | 117       | 86.7 | 135       |     | 22         | 34.9 | 22           | 34.9 | 26   | 41.3 | 63        |     |  |
|                                                                                                                                                                                                                              |                  | 58                                                  | 59.2 | 77         | 78.6 | 85        | 86.7 | 98        |     | 47         | 28.5 | 66           | 40.0 | 30   | 18.2 | 165       |     |  |
|                                                                                                                                                                                                                              |                  | 15                                                  | 88.2 | 16         | 94.1 | 15        | 88.2 | 17        |     | 13         | 59.1 | 13           | 59.1 | 14   | 63.6 | 22        |     |  |
| 2                                                                                                                                                                                                                            | Sex              |                                                     |      |            |      |           |      |           |     |            |      |              |      |      |      |           |     |  |
|                                                                                                                                                                                                                              | Male             | 53                                                  | 84.1 | 51         | 81.0 | 52        | 82.5 | 63        |     | 61         | 29.8 | 79           | 38.5 | 47   | 22.9 | 205       |     |  |
| 3                                                                                                                                                                                                                            | Female           | 132                                                 | 70.6 | 153        | 81.8 | 165       | 88.2 | 187       |     | 21         | 46.7 | 22           | 48.9 | 23   | 51.1 | 45        |     |  |
|                                                                                                                                                                                                                              |                  | Edu. Cat.                                           |      |            |      |           |      |           |     |            |      |              |      |      |      |           |     |  |
|                                                                                                                                                                                                                              |                  | General                                             | 147  | 75.0       | 157  | 80.1      | 167  | 85.2      | 196 |            | 50   | 34.2         | 61   | 41.8 | 41   | 28.1      | 146 |  |
| 4                                                                                                                                                                                                                            | Technical        | 23                                                  | 63.9 | 33         | 91.7 | 33        | 91.7 | 36        |     | 14         | 28.6 | 21           | 42.9 | 10   | 20.4 | 49        |     |  |
|                                                                                                                                                                                                                              |                  | Professional                                        | 15   | 83.3       | 14   | 77.8      | 17   | 94.4      | 18  |            | 18   | 32.7         | 19   | 34.5 | 19   | 34.5      | 55  |  |
|                                                                                                                                                                                                                              |                  | Occupation                                          |      |            |      |           |      |           |     |            |      |              |      |      |      |           |     |  |
|                                                                                                                                                                                                                              |                  | Business                                            | 7    | 77.8       | 7    | 77.8      | 5    | 55.6      | 9   |            | 19   | 23.2         | 26   | 31.7 | 5    | 6.1       | 82  |  |
|                                                                                                                                                                                                                              |                  | Service                                             | 86   | 72.3       | 98   | 82.4      | 105  | 88.2      | 119 |            | 33   | 43.4         | 34   | 44.7 | 30   | 39.5      | 76  |  |
|                                                                                                                                                                                                                              |                  | Housewife                                           | 30   | 56.6       | 40   | 75.5      | 44   | 83.0      | 53  |            | 1    | 10.0         | 4    | 40.0 | 2    | 20.0      | 10  |  |
| 5                                                                                                                                                                                                                            | Profession       | 15                                                  | 93.8 | 13         | 81.3 | 16        | 100  | 16        |     | 22         | 34.4 | 29           | 45.3 | 22   | 34.4 | 64        |     |  |
|                                                                                                                                                                                                                              |                  | Student                                             | 45   | 88.2       | 44   | 86.3      | 45   | 88.2      | 51  |            | 6    | 60.0         | 6    | 60.0 | 9    | 90.0      | 10  |  |
|                                                                                                                                                                                                                              |                  | Other                                               | 2    | 100        | 2    | 100       | 2    | 100       | 2   |            | 1    | 12.5         | 2    | 25.0 | 2    | 25.0      | 8   |  |
| 6                                                                                                                                                                                                                            | Family Size      | 107                                                 | 82.3 | 110        | 84.6 | 114       | 87.7 | 130       |     | 40         | 40.0 | 49           | 49.0 | 38   | 38.0 | 100       |     |  |
|                                                                                                                                                                                                                              |                  | 1-4 Mem                                             | 78   | 65.0       | 94   | 78.3      | 103  | 85.8      | 120 |            | 42   | 28.0         | 52   | 34.7 | 32   | 21.3      | 150 |  |
| 6                                                                                                                                                                                                                            | 5 or more        |                                                     |      |            |      |           |      |           |     |            |      |              |      |      |      |           |     |  |
|                                                                                                                                                                                                                              |                  | M. F. Income                                        |      |            |      |           |      |           |     |            |      |              |      |      |      |           |     |  |
|                                                                                                                                                                                                                              |                  | < = 25000                                           | 107  | 71.3       | 119  | 79.3      | 127  | 84.7      | 150 |            | 22   | 68.8         | 23   | 71.9 | 22   | 68.8      | 32  |  |
| 6                                                                                                                                                                                                                            | 25001-50000      | 77                                                  | 77.8 | 84         | 84.8 | 89        | 89.9 | 99        |     | 59         | 29.2 | 75           | 37.1 | 47   | 23.3 | 202       |     |  |
|                                                                                                                                                                                                                              |                  | 50001 +                                             | 1    | 100        | 1    | 100       | 1    | 100       | 1   |            | 1    | 6.3          | 3    | 18.8 | 1    | 6.3       | 16  |  |

This table pertains to the responses given for the belief regarding a favourable experience of a product/ brand resulting in a repeat/next purchase of selected Non-durables and Durables with respect to the background characteristics

An overall picture of the table clearly indicate that as compared to Durables, more positive belief regarding a favourable experience of a product/ brand resulting in a repeat/next purchase of the same prevailed in case of selected Non-durables. However substantial positive responses for the same belief were available for all selected Durables from occupation category Student and income category below or equal to Rs 25000/- monthly family income

| TABLE : 22 A – A (Q/20 A – A ) Percentage Frequency Distribution of value added by product attributes in a brand of soap with respect to the Background Characteristics |                  |                                   |      |        |      |           |      |           |      |             |      |            |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------|------|--------|------|-----------|------|-----------|------|-------------|------|------------|-----|
| Sr. No.                                                                                                                                                                 | Background Char. | Value Added by Product Attributes |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                         |                  | Functional                        |      | Social |      | Emotional |      | Epistemic |      | Conditional |      | CAT. Total |     |
|                                                                                                                                                                         |                  | No                                | %    | No     | %    | No        | %    | No        | %    | No          | %    | No         | %   |
| 1                                                                                                                                                                       | Age              |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                         | < 31             | 103                               | 76.9 | 43     | 32.1 | 25        | 18.7 | 89        | 66.4 | 84          | 62.7 | 134        | 100 |
|                                                                                                                                                                         | 31 – 50          | 70                                | 72.9 | 26     | 27.1 | 13        | 13.5 | 69        | 71.9 | 75          | 78.1 | 96         | 100 |
| 2                                                                                                                                                                       | 50 +             | 16                                | 94.1 | 6      | 35.3 | 6         | 35.3 | 9         | 52.9 | 10          | 58.8 | 17         | 100 |
|                                                                                                                                                                         | Sex              |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                         | Male             | 54                                | 85.7 | 12     | 19.0 | 12        | 19.0 | 44        | 69.8 | 39          | 61.9 | 63         | 100 |
| 3                                                                                                                                                                       | Female           | 135                               | 73.4 | 63     | 34.2 | 32        | 17.4 | 123       | 66.8 | 130         | 70.7 | 184        | 100 |
|                                                                                                                                                                         | Edu. Cat.        |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                         | General          | 144                               | 74.6 | 60     | 31.1 | 32        | 16.6 | 124       | 64.2 | 133         | 68.9 | 193        | 100 |
| 4                                                                                                                                                                       | Technical        | 30                                | 83.3 | 10     | 27.8 | 10        | 27.8 | 28        | 77.8 | 26          | 72.2 | 36         | 100 |
|                                                                                                                                                                         | Professional     | 15                                | 83.3 | 5      | 27.8 | 2         | 11.1 | 15        | 83.3 | 10          | 55.6 | 18         | 100 |
|                                                                                                                                                                         | Occupation       |                                   |      |        |      |           |      |           |      |             |      |            |     |
| 5                                                                                                                                                                       | Business         | 5                                 | 55.6 | 3      | 33.3 | 1         | 11.1 | 7         | 77.8 | 7           | 77.8 | 9          | 100 |
|                                                                                                                                                                         | Service          | 88                                | 75.2 | 34     | 29.1 | 20        | 17.1 | 78        | 66.7 | 81          | 69.2 | 117        | 100 |
|                                                                                                                                                                         | Housewife        | 36                                | 69.2 | 14     | 26.9 | 6         | 11.5 | 35        | 67.3 | 36          | 69.2 | 52         | 100 |
| 6                                                                                                                                                                       | Profession       | 13                                | 81.3 | 6      | 37.5 | 5         | 31.3 | 11        | 68.8 | 9           | 56.3 | 16         | 100 |
|                                                                                                                                                                         | Student          | 46                                | 90.2 | 18     | 35.3 | 11        | 21.6 | 34        | 66.7 | 34          | 66.7 | 51         | 100 |
|                                                                                                                                                                         | Other            | 1                                 | 50.0 |        |      | 1         | 50.0 | 2         | 100  | 2           | 100  | 2          | 100 |
| 5                                                                                                                                                                       | Family Size      |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                         | 1 – 4 Mem        | 104                               | 80.6 | 43     | 33.3 | 29        | 22.5 | 78        | 60.5 | 83          | 64.3 | 129        | 100 |
|                                                                                                                                                                         | 5 or more        | 85                                | 72.0 | 32     | 27.1 | 15        | 12.7 | 89        | 75.4 | 86          | 72.9 | 118        | 100 |
| 6                                                                                                                                                                       | M. F.            |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                         | Income           |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                         | < = 25000        | 109                               | 73.2 | 49     | 32.9 | 26        | 17.4 | 102       | 68.5 | 103         | 69.1 | 149        | 100 |
| 5                                                                                                                                                                       | 25001-50000      | 79                                | 81.4 | 25     | 25.8 | 18        | 18.6 | 64        | 66.0 | 66          | 68.0 | 97         | 100 |
|                                                                                                                                                                         | 50001 +          | 1                                 | 100  | 1      | 100  |           |      | 1         | 100  |             |      | 1          | 100 |

| TABLE : 22 A – B (Q/20 A – B ) Percentage Frequency Distribution of value added by product attributes in a brand of toothpaste with respect to the Background Characteristics |                  |                                   |      |        |      |           |      |           |      |             |      |           |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------|------|--------|------|-----------|------|-----------|------|-------------|------|-----------|-----|
| Sr. No.                                                                                                                                                                       | Background Char. | Value Added by Product Attributes |      |        |      |           |      |           |      |             |      |           |     |
|                                                                                                                                                                               |                  | Functional                        |      | Social |      | Emotional |      | Epistemic |      | Conditional |      | CAT Total |     |
|                                                                                                                                                                               |                  | No                                | %    | No     | %    | No        | %    | No        | %    | No          | %    | No        | %   |
| 1                                                                                                                                                                             | Age              | 101                               | 74.8 | 46     | 34.1 | 22        | 16.3 | 76        | 56.3 | 80          | 59.3 | 135       | 100 |
|                                                                                                                                                                               |                  | 79                                | 82.3 | 26     | 27.1 | 13        | 13.5 | 56        | 58.3 | 70          | 72.9 | 96        | 100 |
|                                                                                                                                                                               |                  | 16                                | 94.1 | 6      | 35.3 | 4         | 23.5 | 8         | 47.1 | 9           | 52.9 | 17        | 100 |
| 2                                                                                                                                                                             | Sex              | 49                                | 77.8 | 18     | 28.6 | 11        | 17.5 | 33        | 52.4 | 35          | 55.6 | 63        | 100 |
|                                                                                                                                                                               |                  | 147                               | 79.5 | 60     | 32.4 | 28        | 15.1 | 107       | 57.8 | 124         | 67.0 | 185       | 100 |
|                                                                                                                                                                               |                  |                                   |      |        |      |           |      |           |      |             |      |           |     |
| 3                                                                                                                                                                             | Edu. Cat.        | 150                               | 77.3 | 60     | 30.9 | 27        | 13.9 | 103       | 53.1 | 122         | 62.9 | 194       | 100 |
|                                                                                                                                                                               |                  | 30                                | 83.3 | 9      | 25.0 | 8         | 22.2 | 24        | 66.7 | 25          | 69.4 | 36        | 100 |
|                                                                                                                                                                               |                  | 16                                | 88.9 | 9      | 50.0 | 4         | 22.2 | 13        | 72.2 | 12          | 66.7 | 18        | 100 |
| 4                                                                                                                                                                             | Occupation       | 5                                 | 55.6 | 3      | 33.3 |           |      | 5         | 55.6 | 6           | 66.7 | 9         | 100 |
|                                                                                                                                                                               |                  | 90                                | 76.9 | 36     | 30.8 | 18        | 15.4 | 63        | 53.8 | 77          | 65.8 | 117       | 100 |
|                                                                                                                                                                               |                  | 44                                | 83.0 | 13     | 24.5 | 6         | 11.3 | 30        | 56.6 | 35          | 66.0 | 53        | 100 |
| 5                                                                                                                                                                             | Family Size      | 14                                | 87.5 | 8      | 50.0 | 6         | 37.5 | 8         | 50.0 | 10          | 62.5 | 16        | 100 |
|                                                                                                                                                                               |                  | 42                                | 82.4 | 18     | 35.3 | 9         | 17.6 | 32        | 62.7 | 29          | 56.9 | 51        | 100 |
|                                                                                                                                                                               |                  | 1                                 | 50.0 |        |      |           |      | 2         | 100  | 2           | 100  | 2         | 100 |
| 6                                                                                                                                                                             | M. F.            | 105                               | 80.8 | 44     | 33.8 | 26        | 20.0 | 70        | 53.8 | 73          | 56.2 | 130       | 100 |
|                                                                                                                                                                               |                  | 91                                | 77.1 | 34     | 28.8 | 13        | 11.0 | 70        | 59.3 | 86          | 72.9 | 118       | 100 |
|                                                                                                                                                                               |                  |                                   |      |        |      |           |      |           |      |             |      |           |     |
|                                                                                                                                                                               | Income           | 110                               | 73.8 | 47     | 31.5 | 21        | 14.1 | 85        | 57.0 | 101         | 67.8 | 149       | 100 |
|                                                                                                                                                                               |                  | 85                                | 86.7 | 30     | 30.6 | 18        | 18.4 | 54        | 55.1 | 58          | 59.2 | 98        | 100 |
|                                                                                                                                                                               |                  | 1                                 | 100  | 1      | 100  |           |      | 1         | 100  |             |      | 1         | 100 |

| TABLE : 22 A – C (Q/20 A – C ) Percentage Frequency Distribution of value added by product attributes in a brand of chocolate with respect to the Background Characteristics |                                                                                  |                                   |      |        |      |           |      |           |      |             |      |            |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------|------|--------|------|-----------|------|-----------|------|-------------|------|------------|-----|
| Sr. No.                                                                                                                                                                      | Background Char.                                                                 | Value Added by Product Attributes |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                              |                                                                                  | Functional                        |      | Social |      | Emotional |      | Epistemic |      | Conditional |      | CAT. Total |     |
|                                                                                                                                                                              |                                                                                  | No                                | %    | No.    | %    | No        | %    | No.       | %    | No          | %    | No         | %   |
| 1                                                                                                                                                                            | Age<br>< 31<br>31 – 50<br>50 +                                                   | 82                                | 69.5 | 44     | 37.3 | 79        | 66.9 | 54        | 45.8 | 51          | 43.2 | 118        | 100 |
|                                                                                                                                                                              |                                                                                  | 55                                | 62.5 | 26     | 29.5 | 68        | 77.3 | 19        | 21.6 | 19          | 21.6 | 88         | 100 |
|                                                                                                                                                                              |                                                                                  | 15                                | 88.2 | 8      | 47.1 | 9         | 52.9 | 9         | 52.9 | 8           | 47.1 | 17         | 100 |
| 2                                                                                                                                                                            | Sex<br>Male<br>Female                                                            | 46                                | 79.3 | 20     | 34.5 | 33        | 56.9 | 29        | 50.0 | 19          | 32.8 | 58         | 100 |
|                                                                                                                                                                              |                                                                                  | 106                               | 64.2 | 58     | 35.2 | 123       | 74.5 | 53        | 32.1 | 59          | 35.8 | 165        | 100 |
| 3                                                                                                                                                                            | Edu. Cat.<br>General<br>Technical<br>Professional                                | 111                               | 64.5 | 64     | 37.2 | 120       | 69.8 | 63        | 36.6 | 56          | 32.6 | 172        | 100 |
|                                                                                                                                                                              |                                                                                  | 29                                | 85.3 | 7      | 20.6 | 23        | 67.6 | 13        | 38.2 | 16          | 47.1 | 34         | 100 |
|                                                                                                                                                                              |                                                                                  | 12                                | 70.6 | 7      | 41.2 | 13        | 76.5 | 6         | 35.3 | 6           | 35.3 | 17         | 100 |
| 4                                                                                                                                                                            | Occupation<br>Business<br>Service<br>Housewife<br>Profession<br>Student<br>Other | 4                                 | 50.0 | 1      | 12.5 | 5         | 62.5 | 1         | 12.5 | 1           | 12.5 | 8          | 100 |
|                                                                                                                                                                              |                                                                                  | 72                                | 70.6 | 37     | 36.3 | 74        | 72.5 | 36        | 35.3 | 38          | 37.3 | 102        | 100 |
|                                                                                                                                                                              |                                                                                  | 30                                | 62.5 | 15     | 31.3 | 36        | 75.0 | 7         | 14.6 | 9           | 18.8 | 48         | 100 |
|                                                                                                                                                                              |                                                                                  | 8                                 | 53.3 | 7      | 46.7 | 12        | 80.0 | 6         | 40.0 | 5           | 33.3 | 15         | 100 |
|                                                                                                                                                                              |                                                                                  | 37                                | 77.1 | 18     | 37.5 | 28        | 58.3 | 31        | 64.6 | 25          | 52.1 | 48         | 100 |
|                                                                                                                                                                              |                                                                                  | 1                                 | 50.0 | -      | -    | 1         | 50.0 | 1         | 50.0 | -           | -    | 2          | 100 |
| 5                                                                                                                                                                            | Family Size<br>1 – 4 Mem<br>5 or more                                            | 84                                | 72.4 | 49     | 42.2 | 74        | 63.8 | 54        | 46.6 | 50          | 43.1 | 116        | 100 |
|                                                                                                                                                                              |                                                                                  | 68                                | 63.6 | 29     | 27.1 | 82        | 76.6 | 28        | 26.2 | 28          | 26.2 | 107        | 100 |
| 6                                                                                                                                                                            | M. F.<br>Income<br>< = 25000<br>25001-50000<br>50001 +                           |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                              |                                                                                  | 89                                | 68.5 | 45     | 34.6 | 86        | 66.2 | 56        | 43.1 | 51          | 39.2 | 130        | 100 |
|                                                                                                                                                                              |                                                                                  | 62                                | 67.4 | 32     | 34.8 | 69        | 75.0 | 25        | 27.2 | 26          | 28.3 | 92         | 100 |
|                                                                                                                                                                              |                                                                                  | 1                                 | 100  | 1      | 100  | 1         | 100  | 1         | 100  | 1           | 100  | 1          | 100 |

TABLES – 22A - A, B, C

These tables relate to the responses given regarding the belief that product attributes add value to the selected Non-durable products with respect to the background characteristics

It can clearly be inferred from the tables that comparatively more positivism prevails among respondents in all the background characteristic categories for the belief that product attributes add value Functional, Epistemic and Conditional value to the products and less percentage of respondent feel the same in case of Social and Emotional value

| TABLE : 22 B – A (Q/20 A – A ) Percentage Frequency Distribution of value added by product attributes in a brand of Television with respect to the Background Characteristics |                  |                                   |      |        |      |           |      |           |      |             |      |            |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------|------|--------|------|-----------|------|-----------|------|-------------|------|------------|-----|
| Sr. No.                                                                                                                                                                       | Background Char. | Value Added by Product Attributes |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                               |                  | Functional                        |      | Social |      | Emotional |      | Epistemic |      | Conditional |      | CAT. Total |     |
|                                                                                                                                                                               |                  | No                                | %    | No.    | %    | No        | %    | No        | %    | No          | %    | No         | %   |
| 1                                                                                                                                                                             | Age              | 58                                | 92.1 | 38     | 60.3 | 21        | 33.3 | 41        | 65.1 | 24          | 38.1 | 63         | 100 |
|                                                                                                                                                                               |                  | 142                               | 86.6 | 78     | 47.6 | 34        | 20.7 | 116       | 70.7 | 72          | 43.9 | 164        | 100 |
|                                                                                                                                                                               |                  | 22                                | 100  | 8      | 36.4 | 3         | 13.6 | 13        | 59.1 | 8           | 36.4 | 22         | 100 |
| 2                                                                                                                                                                             | Sex              | 180                               | 88.2 | 100    | 49.0 | 41        | 20.1 | 137       | 67.2 | 83          | 40.7 | 204        | 100 |
|                                                                                                                                                                               |                  | 42                                | 93.3 | 24     | 53.3 | 17        | 37.8 | 33        | 73.3 | 21          | 46.7 | 45         | 100 |
|                                                                                                                                                                               |                  |                                   |      |        |      |           |      |           |      |             |      |            |     |
| 3                                                                                                                                                                             | Edu. Cat.        | 133                               | 91.1 | 79     | 54.1 | 35        | 24.0 | 104       | 71.2 | 65          | 44.5 | 146        | 100 |
|                                                                                                                                                                               |                  | 40                                | 83.3 | 19     | 39.6 | 5         | 10.4 | 30        | 62.5 | 19          | 39.6 | 48         | 100 |
|                                                                                                                                                                               |                  | 49                                | 89.1 | 26     | 47.3 | 18        | 32.7 | 36        | 65.5 | 20          | 36.4 | 55         | 100 |
| 4                                                                                                                                                                             | Occupation       | 72                                | 87.8 | 42     | 51.2 | 15        | 18.3 | 61        | 74.4 | 38          | 46.3 | 82         | 100 |
|                                                                                                                                                                               |                  | 68                                | 90.7 | 37     | 49.3 | 18        | 24.0 | 50        | 66.7 | 28          | 37.3 | 75         | 100 |
|                                                                                                                                                                               |                  | 9                                 | 90.0 | 7      | 70.0 | 4         | 40.0 | 8         | 80.0 | 4           | 40.0 | 10         | 100 |
| 5                                                                                                                                                                             | Family Size      | 57                                | 89.1 | 27     | 42.2 | 18        | 28.1 | 40        | 62.5 | 25          | 39.1 | 64         | 100 |
|                                                                                                                                                                               |                  | 9                                 | 90.0 | 8      | 80.0 | 3         | 30.0 | 7         | 70.0 | 5           | 50.0 | 10         | 100 |
|                                                                                                                                                                               |                  | 7                                 | 87.5 | 3      | 37.5 |           |      | 4         | 50.0 | 4           | 50.0 | 8          | 100 |
| 6                                                                                                                                                                             | M F. Income      | 89                                | 89.9 | 38     | 38.4 | 15        | 15.2 | 60        | 60.6 | 39          | 39.4 | 99         | 100 |
|                                                                                                                                                                               |                  | 133                               | 88.7 | 86     | 57.3 | 43        | 28.7 | 110       | 73.3 | 65          | 43.3 | 150        | 100 |
|                                                                                                                                                                               |                  |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                               | < = 25000        | 31                                | 100  | 18     | 58.1 | 7         | 22.6 | 16        | 51.6 | 11          | 35.5 | 31         | 100 |
|                                                                                                                                                                               |                  | 176                               | 87.1 | 97     | 48.0 | 41        | 20.3 | 140       | 69.3 | 84          | 41.6 | 202        | 100 |
|                                                                                                                                                                               |                  | 15                                | 93.8 | 9      | 56.3 | 10        | 62.5 | 14        | 87.5 | 9           | 56.3 | 16         | 100 |
|                                                                                                                                                                               | 25001-50000      |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                               |                  |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                               |                  |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                               | 50001 +          |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                               |                  |                                   |      |        |      |           |      |           |      |             |      |            |     |
|                                                                                                                                                                               |                  |                                   |      |        |      |           |      |           |      |             |      |            |     |

| Sr. No. | Background Char. | Value Added by Product Attributes |      |        |      |           |      |           |      |             |      |            |     |
|---------|------------------|-----------------------------------|------|--------|------|-----------|------|-----------|------|-------------|------|------------|-----|
|         |                  | Functional                        |      | Social |      | Emotional |      | Epistemic |      | Conditional |      | CAT. Total |     |
|         |                  | No                                | %    | No     | %    | No        | %    | No        | %    | No          | %    | No         | %   |
| 1       | Age              |                                   |      |        |      |           |      |           |      |             |      |            |     |
|         | < 31             | 57                                | 90.5 | 35     | 55.6 | 19        | 30.2 | 40        | 63.5 | 28          | 44.4 | 63         | 100 |
|         | 31 – 50          | 147                               | 89.6 | 75     | 45.7 | 37        | 22.6 | 98        | 59.8 | 52          | 31.7 | 164        | 100 |
| 2       | 50 +             | 22                                | 100  | 9      | 40.9 | 6         | 27.3 |           | 54.5 | 8           | 36.4 | 22         | 100 |
|         | Sex              |                                   |      |        |      |           |      |           |      |             |      |            |     |
|         | Male             | 182                               | 89.7 | 95     | 46.6 | 45        | 22.1 | 121       | 59.3 | 65          | 31.9 | 204        | 100 |
| 3       | Female           | 43                                | 95.6 | 24     | 53.3 | 17        | 37.8 | 29        | 64.4 | 23          | 51.1 | 45         | 100 |
|         | Edu. Cat.        |                                   |      |        |      |           |      |           |      |             |      |            |     |
|         | General          | 136                               | 93.2 | 77     | 52.7 | 38        | 26.0 | 89        | 61.0 | 60          | 41.1 | 146        | 100 |
| 4       | Technical        | 42                                | 87.5 | 17     | 35.4 | 6         | 12.5 | 28        | 58.3 | 10          | 20.8 | 48         | 100 |
|         | Professional     | 48                                | 87.3 | 25     | 45.5 | 18        | 32.7 | 33        | 60.0 | 18          | 32.7 | 55         | 100 |
|         | Occupation       |                                   |      |        |      |           |      |           |      |             |      |            |     |
| 5       | Business         | 73                                | 89.0 | 41     | 50.0 | 15        | 18.3 | 51        | 62.2 | 30          | 36.6 | 82         | 100 |
|         | Service          | 69                                | 92.0 | 37     | 49.3 | 21        | 28.0 | 46        | 61.3 | 25          | 33.3 | 75         | 100 |
|         | Housewife        | 10                                | 100  | 7      | 70.0 | 4         | 40.0 | 7         | 70.0 | 5           | 50.0 | 10         | 100 |
| 6       | Profession       | 57                                | 89.1 | 26     | 40.6 | 18        | 28.1 | 37        | 57.8 | 19          | 29.7 | 64         | 100 |
|         | Student          | 10                                | 100  | 5      | 50.0 | 3         | 30.0 | 6         | 60.0 | 6           | 60.0 | 10         | 100 |
|         | Other            | 7                                 | 87.5 | 3      | 37.5 | 1         | 12.5 | 3         | 37.5 | 3           | 37.5 | 8          | 100 |
| 5       | Family Size      |                                   |      |        |      |           |      |           |      |             |      |            |     |
|         | 1 – 4 Mem        | 88                                | 88.9 | 41     | 41.4 | 20        | 20.2 | 51        | 51.5 | 30          | 30.3 | 99         | 100 |
|         | 5 or more        | 138                               | 92.0 | 78     | 52.0 | 42        | 28.0 | 99        | 66.0 | 58          | 38.7 | 150        | 100 |
| 6       | M. F. Income     |                                   |      |        |      |           |      |           |      |             |      |            |     |
|         | < = 25000        | 31                                | 100  | 15     | 48.4 | 9         | 29.0 | 13        | 41.9 | 12          | 38.7 | 31         | 100 |
|         | 25001-50000      | 180                               | 89.1 | 95     | 47.0 | 43        | 21.3 | 124       | 61.4 | 66          | 32.7 | 202        | 100 |
|         | 50001 +          | 15                                | 93.8 | 9      | 56.3 | 10        | 62.5 | 13        | 81.3 | 10          | 62.5 | 16         | 100 |

| Sr. No. | Background Char | Value Added by Product Attributes |      |  |        |      |  |           |      |  |           |      |  |             |      |  |            |     |
|---------|-----------------|-----------------------------------|------|--|--------|------|--|-----------|------|--|-----------|------|--|-------------|------|--|------------|-----|
|         |                 | Functional                        |      |  | Social |      |  | Emotional |      |  | Epistemic |      |  | Conditional |      |  | CAT. Total |     |
|         |                 | No                                | %    |  | No     | %    |  | No        | %    |  | No        | %    |  | No          | %    |  | No         | %   |
| 1       | Age             | 58                                | 93.5 |  | 33     | 53.2 |  | 23        | 37.1 |  | 32        | 51.6 |  | 12          | 19.4 |  | 62         | 100 |
|         |                 | 144                               | 89.4 |  | 116    | 72.0 |  | 41        | 25.5 |  | 51        | 31.7 |  | 18          | 11.2 |  | 161        | 100 |
|         |                 | 22                                | 100  |  | 11     | 50.0 |  | 6         | 27.3 |  | 9         | 40.9 |  | 6           | 27.3 |  | 22         | 100 |
| 2       | Sex             | 183                               | 91.0 |  | 140    | 69.7 |  | 47        | 23.4 |  | 64        | 31.8 |  | 23          | 11.4 |  | 201        | 100 |
|         |                 | 41                                | 93.2 |  | 20     | 45.5 |  | 23        | 52.3 |  | 28        | 63.6 |  | 13          | 29.5 |  | 44         | 100 |
|         |                 |                                   |      |  |        |      |  |           |      |  |           |      |  |             |      |  |            |     |
| 3       | Edu. Cat.       | 130                               | 89.7 |  | 91     | 62.8 |  | 44        | 30.3 |  | 52        | 35.9 |  | 17          | 11.7 |  | 145        | 100 |
|         |                 | 44                                | 95.7 |  | 31     | 67.4 |  | 7         | 15.2 |  | 15        | 32.6 |  | 5           | 10.9 |  | 46         | 100 |
|         |                 | 50                                | 92.6 |  | 38     | 70.4 |  | 19        | 35.2 |  | 25        | 46.3 |  | 14          | 25.9 |  | 54         | 100 |
| 4       | Occupation      | 71                                | 87.7 |  | 57     | 70.4 |  | 17        | 21.0 |  | 21        | 25.9 |  | 4           | 4.9  |  | 81         | 100 |
|         |                 | 71                                | 95.9 |  | 47     | 63.5 |  | 23        | 31.1 |  | 33        | 44.6 |  | 14          | 18.9 |  | 74         | 100 |
|         |                 | 9                                 | 90.0 |  | 5      | 50.0 |  | 4         | 40.0 |  | 5         | 50.0 |  |             |      |  | 10         | 100 |
|         |                 | 58                                | 93.5 |  | 41     | 66.1 |  | 20        | 32.3 |  | 25        | 40.3 |  | 12          | 19.4 |  | 62         | 100 |
|         |                 | 8                                 | 80.0 |  | 5      | 50.0 |  | 5         | 50.0 |  | 7         | 70.0 |  | 5           | 50.0 |  | 10         | 100 |
|         |                 | 7                                 | 87.5 |  | 5      | 62.5 |  | 1         | 12.5 |  | 1         | 12.5 |  | 1           | 12.5 |  | 8          | 100 |
| 5       | Family Size     | 89                                | 91.8 |  | 60     | 61.9 |  | 20        | 20.6 |  | 30        | 30.9 |  | 12          | 12.4 |  | 97         | 100 |
|         |                 | 135                               | 91.2 |  | 100    | 67.6 |  | 50        | 33.8 |  | 62        | 41.9 |  | 24          | 16.2 |  | 148        | 100 |
|         |                 |                                   |      |  |        |      |  |           |      |  |           |      |  |             |      |  |            |     |
| 6       | M. F Income     | 31                                | 96.9 |  | 18     | 56.3 |  | 13        | 40.6 |  | 16        | 50.0 |  | 10          | 31.3 |  | 32         | 100 |
|         |                 | 178                               | 90.4 |  | 131    | 66.5 |  | 47        | 23.9 |  | 67        | 34.0 |  | 22          | 11.2 |  | 197        | 100 |
|         |                 | 15                                | 93.8 |  | 11     | 68.8 |  | 10        | 62.5 |  | 9         | 56.3 |  | 4           | 25.0 |  | 16         | 100 |

TABLES – 22B - A, B, C

These tables relate to the responses given regarding the belief that product attributes add value to the selected Durable products with respect to the background characteristics.

It can clearly be inferred from the tables that comparatively more positivism prevails among respondents in all the background characteristic categories for the belief that product attributes add value Functional, Epistemic and Social value to the products and less percentage of respondent feel the same in case of Conditional and Emotional value However in case of TV a significant percentage of respondents of Rs 50001+ monthly income category feel that product attributes add Emotional and Conditional value In case of Refrigerator also a significant percentage of respondents of Student occupational class feel the same for Conditional value and Rs 50001+ monthly income group feel the same in case of Emotional value In case of Car also a significant percentage of respondents of Rs 50001+ monthly income group feel the same in case of Emotional value

| TABLE : 23 - A (Q 21 ABC) Percentage Frequency distribution for cognitive, affective and conative decision attitude and behaviour for Selected Non - Durable Products with respect to the Background Characteristics |                  |           |      |           |      |          |      |            |     |           |    |          |     |           |           |           |      |          |      |     |      |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|------|-----------|------|----------|------|------------|-----|-----------|----|----------|-----|-----------|-----------|-----------|------|----------|------|-----|------|----------|
| Cognitive, Affective, Conative Attitude and Behaviour                                                                                                                                                                |                  |           |      |           |      |          |      |            |     |           |    |          |     |           |           |           |      |          |      |     |      |          |
| Sr No.                                                                                                                                                                                                               | Background Chrs. | Soap      |      |           |      |          |      | Toothpaste |     |           |    |          |     | Chocolate |           |           |      |          |      |     |      |          |
|                                                                                                                                                                                                                      |                  | Cognitive |      | Affective |      | Conative |      | Cognitive  |     | Affective |    | Conative |     | Cognitive |           | Affective |      | Conative |      |     |      |          |
|                                                                                                                                                                                                                      |                  | No.       | %    | No        | %    | No.      | %    | Total No.  | No  | %         | No | %        | No  | %         | Total No. | No        | %    | No       | %    | No. | %    | Total No |
| 1                                                                                                                                                                                                                    | Age              |           |      |           |      |          |      |            |     |           |    |          |     |           |           |           |      |          |      |     |      |          |
|                                                                                                                                                                                                                      | < 31             | 98        | 72.6 | 29        | 21.5 | 113      | 83.7 | 135        | 96  | 72.7      | 37 | 28.0     | 108 | 81.8      | 132       | 65        | 48.1 | 82       | 60.7 | 112 | 83.0 | 135      |
|                                                                                                                                                                                                                      | 31 – 50          | 56        | 57.1 | 19        | 19.4 | 86       | 87.8 | 98         | 57  | 58.8      | 18 | 18.6     | 83  | 85.6      | 97        | 25        | 26.0 | 62       | 64.6 | 86  | 89.6 | 96       |
| 2                                                                                                                                                                                                                    | 50 +             | 14        | 82.4 | 4         | 23.5 | 14       | 82.4 | 17         | 14  | 82.4      | 2  | 11.8     | 14  | 82.4      | 17        | 12        | 70.6 | 8        | 47.1 | 15  | 88.2 | 17       |
|                                                                                                                                                                                                                      | Sex              |           |      |           |      |          |      |            |     |           |    |          |     |           |           |           |      |          |      |     |      |          |
|                                                                                                                                                                                                                      | Male             | 49        | 77.8 | 16        | 25.4 | 47       | 74.6 | 63         | 44  | 72.1      | 18 | 29.5     | 44  | 72.1      | 61        | 35        | 55.6 | 33       | 52.4 | 48  | 76.2 | 63       |
| 3                                                                                                                                                                                                                    | Female           | 119       | 63.6 | 36        | 19.3 | 166      | 88.8 | 187        | 123 | 66.5      | 39 | 21.1     | 161 | 87.0      | 185       | 67        | 36.2 | 119      | 64.3 | 165 | 89.2 | 185      |
|                                                                                                                                                                                                                      | Edu. Cat         |           |      |           |      |          |      |            |     |           |    |          |     |           |           |           |      |          |      |     |      |          |
|                                                                                                                                                                                                                      | General          | 134       | 68.4 | 40        | 20.4 | 164      | 83.7 | 196        | 135 | 70.3      | 45 | 23.4     | 156 | 81.3      | 192       | 80        | 41.2 | 116      | 59.8 | 167 | 86.1 | 194      |
| 4                                                                                                                                                                                                                    | Technical        | 20        | 55.6 | 10        | 27.8 | 33       | 91.7 | 36         | 21  | 58.3      | 8  | 22.2     | 32  | 88.9      | 36        | 15        | 41.7 | 21       | 58.3 | 30  | 83.3 | 36       |
|                                                                                                                                                                                                                      | Professional     | 14        | 77.8 | 2         | 11.1 | 16       | 88.9 | 18         | 11  | 61.1      | 4  | 22.2     | 17  | 94.4      | 18        | 7         | 38.9 | 15       | 83.3 | 16  | 88.9 | 18       |
|                                                                                                                                                                                                                      | Occupation       |           |      |           |      |          |      |            |     |           |    |          |     |           |           |           |      |          |      |     |      |          |
| 5                                                                                                                                                                                                                    | Business         | 5         | 55.6 | 2         | 22.2 | 8        | 88.9 | 9          | 6   | 66.7      | 1  | 11.1     | 8   | 88.9      | 9         | 2         | 22.2 | 7        | 77.8 | 8   | 88.9 | 9        |
|                                                                                                                                                                                                                      | Service          | 68        | 57.1 | 22        | 18.5 | 107      | 89.9 | 119        | 70  | 59.3      | 26 | 22.0     | 105 | 89.0      | 118       | 49        | 41.2 | 67       | 56.3 | 106 | 89.1 | 119      |
|                                                                                                                                                                                                                      | Housewife        | 34        | 64.2 | 10        | 18.9 | 44       | 83.0 | 53         | 34  | 65.4      | 8  | 15.4     | 43  | 82.7      | 52        | 13        | 25.5 | 31       | 60.8 | 47  | 92.2 | 51       |
| 6                                                                                                                                                                                                                    | Profession       | 15        | 93.8 | 5         | 31.3 | 12       | 75.0 | 16         | 12  | 75.0      | 6  | 37.5     | 13  | 81.3      | 16        | 7         | 43.8 | 13       | 81.3 | 12  | 75.0 | 16       |
|                                                                                                                                                                                                                      | Student          | 45        | 88.2 | 13        | 25.5 | 40       | 78.4 | 51         | 44  | 89.8      | 16 | 32.7     | 34  | 69.4      | 49        | 31        | 60.8 | 32       | 62.7 | 39  | 76.5 | 51       |
|                                                                                                                                                                                                                      | Other            | 1         | 50.0 | -         | -    | 2        | 100  | 2          | 1   | 50.0      | -  | -        | 2   | 100       | 2         | -         | -    | 2        | 100  | 1   | 50.0 | 2        |
| 5                                                                                                                                                                                                                    | Family Size      |           |      |           |      |          |      |            |     |           |    |          |     |           |           |           |      |          |      |     |      |          |
|                                                                                                                                                                                                                      | 1 – 4 Mem        | 91        | 70.0 | 36        | 27.7 | 105      | 80.8 | 130        | 95  | 75.4      | 34 | 27.0     | 101 | 80.2      | 126       | 65        | 50.4 | 80       | 62.0 | 106 | 82.2 | 129      |
|                                                                                                                                                                                                                      | 5 or more        | 77        | 64.2 | 16        | 13.3 | 108      | 90.0 | 120        | 72  | 60.0      | 23 | 19.2     | 104 | 86.7      | 120       | 37        | 31.1 | 72       | 60.5 | 107 | 89.9 | 119      |
| 6                                                                                                                                                                                                                    | M F Income       |           |      |           |      |          |      |            |     |           |    |          |     |           |           |           |      |          |      |     |      |          |
|                                                                                                                                                                                                                      | < = 25000        | 97        | 64.7 | 32        | 21.3 | 131      | 87.3 | 150        | 99  | 66.9      | 35 | 23.6     | 126 | 85.1      | 148       | 60        | 40.3 | 86       | 57.7 | 130 | 87.2 | 149      |
|                                                                                                                                                                                                                      | 25001-50000      | 70        | 70.7 | 20        | 20.2 | 82       | 82.8 | 99         | 67  | 69.1      | 22 | 22.7     | 79  | 81.4      | 97        | 41        | 41.8 | 66       | 67.3 | 82  | 83.7 | 98       |
| 5                                                                                                                                                                                                                    | 50001 +          | 1         | 100  | -         | -    | -        | -    | 1          | 1   | 100       | -  | -        | -   | -         | 1         | 1         | 100  | -        | -    | 1   | 100  | 1        |

Missing Frequency 1) Toothpaste - 4, 2) Chocolate - 2

This table relates to responses given for Cognitive, Affective and /or Conative buying decision for selected Non-durables with respect to the background characteristics

It can be inferred from the table that more percentage of respondents in all the background characteristics assign Conative and Cognitive attributions to their buying decisions compared to the Affective ones for the Soap and Toothpaste, whereas more percentage of respondents in all the background characteristics assign Conative and Affective attributions to their buying decisions compared to the Cognitive ones for the Chocolate

| TABLE : 23 - B (Q 21 ABC) Percentage Frequency distribution for Cognitive, Affective and Conative decision attitude and behaviour for Selected Durable Products with respect to the Background Characteristics |                  |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------|------|----|------|----------|------|--------------|----|---|----------|-----|------|-----|------|----------|------|-----|----------|
| Cognitive, Affective, Conative Attitude and Behaviour                                                                                                                                                          |                  |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |
| Sr No                                                                                                                                                                                                          | Background Chrs. | Television |      |    |      |          |      | Refrigerator |    |   |          |     |      | Car |      |          |      |     |          |
|                                                                                                                                                                                                                |                  | No         | %    | No | %    | Total No | No.  | %            | No | % | Total No | No  | %    | No  | %    | Total No | No   | %   | Total No |
| 1                                                                                                                                                                                                              | Age              |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |
|                                                                                                                                                                                                                | < 31             | 58         | 92.1 | 10 | 15.9 | 49       | 77.8 | 63           |    |   |          | 58  | 95.1 | 10  | 16.4 | 47       | 77.0 | 61  |          |
|                                                                                                                                                                                                                | 31 - 50          | 137        | 83.0 | 18 | 10.9 | 116      | 70.3 | 165          |    |   |          | 130 | 79.8 | 20  | 12.3 | 115      | 70.6 | 163 |          |
| 2                                                                                                                                                                                                              | Sex              |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |
|                                                                                                                                                                                                                | Male             | 20         | 90.9 | 3  | 13.6 | 17       | 77.3 | 22           |    |   |          | 17  | 77.3 | 3   | 13.6 | 18       | 81.8 | 22  |          |
|                                                                                                                                                                                                                | Female           | 173        | 84.4 | 23 | 11.2 | 143      | 69.8 | 205          |    |   |          | 167 | 82.3 | 25  | 12.3 | 143      | 70.4 | 203 |          |
| 3                                                                                                                                                                                                              | Edu Cat.         |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |
|                                                                                                                                                                                                                | General          | 42         | 93.3 | 8  | 17.8 | 99       | 86.7 | 45           |    |   |          | 38  | 88.4 | 8   | 18.6 | 37       | 86.0 | 43  |          |
|                                                                                                                                                                                                                | Technical        | 124        | 84.9 | 17 | 11.6 | 122      | 83.6 | 146          |    |   |          | 118 | 80.8 | 19  | 13.0 | 121      | 82.9 | 146 |          |
| 4                                                                                                                                                                                                              | Occupation       |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |
|                                                                                                                                                                                                                | Business         | 38         | 77.6 | 4  | 8.2  | 34       | 69.4 | 49           |    |   |          | 34  | 72.3 | 5   | 10.6 | 33       | 70.2 | 47  |          |
|                                                                                                                                                                                                                | Professional     | 53         | 96.4 | 10 | 18.2 | 26       | 47.3 | 55           |    |   |          | 53  | 100  | 9   | 17.0 | 26       | 49.1 | 53  |          |
| 5                                                                                                                                                                                                              | Family Size      |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |
|                                                                                                                                                                                                                | 1 - 4 Mem        | 66         | 80.5 | 5  | 6.1  | 65       | 79.3 | 82           |    |   |          | 63  | 76.8 | 6   | 7.3  | 64       | 78.0 | 82  |          |
|                                                                                                                                                                                                                | 5 or more        | 65         | 85.5 | 14 | 18.4 | 62       | 81.6 | 76           |    |   |          | 60  | 81.1 | 15  | 20.3 | 60       | 81.1 | 74  |          |
| 6                                                                                                                                                                                                              | M F Income       |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |
|                                                                                                                                                                                                                | < = 25000        | 8          | 80.0 | -  | -    | 9        | 90.6 | 10           |    |   |          | 7   | 70.0 | -   | -    | 9        | 90.0 | 10  |          |
|                                                                                                                                                                                                                | 25001-50000      | 59         | 92.2 | 10 | 15.6 | 33       | 51.6 | 64           |    |   |          | 59  | 95.2 | 10  | 16.1 | 33       | 53.2 | 62  |          |
|                                                                                                                                                                                                                | 50001 +          | 9          | 90.0 | 2  | 20.0 | 9        | 90.0 | 10           |    |   |          | 10  | 100  | 2   | 20.0 | 9        | 90.0 | 10  |          |
|                                                                                                                                                                                                                |                  | 8          | 100  | -  | -    | 4        | 50.0 | 8            |    |   |          | 6   | 75.0 | -   | -    | 5        | 62.5 | 8   |          |
|                                                                                                                                                                                                                |                  | 85         | 85.0 | 12 | 12.0 | 73       | 73.0 | 100          |    |   |          | 80  | 80.8 | 15  | 15.2 | 72       | 72.7 | 99  |          |
|                                                                                                                                                                                                                |                  | 130        | 86.7 | 19 | 12.7 | 109      | 72.7 | 150          |    |   |          | 125 | 85.0 | 18  | 12.2 | 108      | 73.5 | 147 |          |
|                                                                                                                                                                                                                |                  | 29         | 90.6 | 8  | 25.0 | 25       | 78.1 | 32           |    |   |          | 26  | 83.9 | 10  | 32.3 | 26       | 83.9 | 31  |          |
|                                                                                                                                                                                                                |                  | 172        | 88.1 | 21 | 10.4 | 145      | 71.8 | 202          |    |   |          | 165 | 82.9 | 21  | 10.6 | 142      | 71.4 | 199 |          |
|                                                                                                                                                                                                                |                  | 14         | 87.5 | 2  | 12.5 | 12       | 75.0 | 16           |    |   |          | 14  | 87.5 | 2   | 12.5 | 12       | 75.0 | 16  |          |
|                                                                                                                                                                                                                |                  |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |
|                                                                                                                                                                                                                |                  |            |      |    |      |          |      |              |    |   |          |     |      |     |      |          |      |     |          |

Missing Frequency . 1) Refrigerator - 4, 2) Car - 3

This table relates to responses given for Cognitive, Affective and /or Conative buying decision for selected Durables with respect to the background characteristics

It can be inferred from the table that more percentage of respondents in all the background characteristics substantially assign Cognitive and Conative attributions to their buying decisions compared to the Affective ones for the all the selected Durables, however significant percentage of Students in the occupation category assign Affective attribution for their buying decisions for Car

| TABLE : 24 A – A (Q 22 A-A) Percentage Frequency distribution for associates in decision making about buying Soap with respect to the Background Characteristics |                 |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------|------|-----------|------|---------|------|------------|------|------------|------|-------------|------|--------|------|
| Sr No                                                                                                                                                            | Background Chrs | Associates in Decision Making |      |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                  |                 | Family Mem.                   |      | Relatives |      | Friends |      | Colleagues |      | Neighbours |      | Role Models |      | Others |      |
|                                                                                                                                                                  |                 | No.                           | %    | No.       | %    | No.     | %    | No.        | %    | No.        | %    | No.         | %    | No.    | %    |
| 1                                                                                                                                                                | Age             |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                  | <31             | 111                           | 84.1 | 17        | 12.9 | 47      | 35.6 | 25         | 18.9 | 12         | 9.1  | 23          | 17.4 | 57     | 43.2 |
|                                                                                                                                                                  | 31 – 50         | 93                            | 96.9 | 8         | 8.3  | 15      | 15.6 | 12         | 12.5 | 8          | 8.3  | 16          | 16.7 | 23     | 24.0 |
| 2                                                                                                                                                                | 50 +            | 17                            | 100  | 1         | 5.9  | 7       | 41.2 | 4          | 23.5 | -          | -    | 1           | 5.9  | -      | -    |
|                                                                                                                                                                  | Sex             |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                  | Male            | 49                            | 79.0 | 6         | 9.7  | 19      | 30.6 | 7          | 11.3 | 6          | 9.7  | 11          | 17.7 | 25     | 40.3 |
| 3                                                                                                                                                                | Female          | 172                           | 94.0 | 20        | 10.9 | 50      | 27.3 | 34         | 18.6 | 14         | 7.7  | 29          | 15.8 | 55     | 30.1 |
|                                                                                                                                                                  | Edu. Cat.       |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                  | General         | 174                           | 91.1 | 20        | 10.5 | 57      | 29.8 | 24         | 12.6 | 17         | 8.9  | 34          | 17.8 | 57     | 29.8 |
| 4                                                                                                                                                                | Technical       | 32                            | 88.9 | 4         | 11.1 | 6       | 16.7 | 11         | 30.6 | 3          | 8.3  | 5           | 13.9 | 15     | 41.7 |
|                                                                                                                                                                  | Professional    | 15                            | 83.3 | 2         | 11.1 | 6       | 33.3 | 6          | 33.3 | -          | -    | 1           | 5.6  | 8      | 44.4 |
|                                                                                                                                                                  | Occupation      |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                  | Business        | 8                             | 88.9 | -         | -    | 4       | 44.4 | -          | -    | -          | -    | -           | -    | 2      | 22.2 |
| 5                                                                                                                                                                | Service         | 111                           | 94.1 | 12        | 10.2 | 35      | 29.7 | 25         | 21.2 | 7          | 5.9  | 17          | 14.4 | 40     | 33.9 |
|                                                                                                                                                                  | Housewife       | 50                            | 94.3 | 5         | 9.4  | 7       | 13.2 | 4          | 7.5  | 4          | 7.5  | 8           | 15.1 | 12     | 22.6 |
|                                                                                                                                                                  | Profession      | 14                            | 87.5 | 1         | 6.3  | 5       | 31.3 | 4          | 25.0 | -          | -    | 1           | 6.3  | 6      | 37.5 |
| 6                                                                                                                                                                | Student         | 37                            | 77.1 | 8         | 16.7 | 18      | 37.5 | 8          | 16.7 | 9          | 18.8 | 14          | 29.2 | 20     | 41.7 |
|                                                                                                                                                                  | Other           | 1                             | 100  | -         | -    | -       | -    | -          | -    | -          | -    | -           | -    | -      | -    |
|                                                                                                                                                                  | Family Size     |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                  | 1 – 4 Mem       | 105                           | 84.0 | 15        | 12.0 | 43      | 34.4 | 26         | 20.8 | 13         | 10.4 | 21          | 16.8 | 42     | 33.6 |
|                                                                                                                                                                  | 5 or more       | 116                           | 96.7 | 11        | 9.2  | 26      | 21.7 | 15         | 12.5 | 7          | 5.8  | 19          | 15.8 | 38     | 31.7 |
| 6                                                                                                                                                                | M. F. Income    |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                  | < = 25000       | 135                           | 92.5 | 19        | 13.0 | 38      | 26.0 | 21         | 14.4 | 13         | 8.9  | 23          | 15.8 | 48     | 32.9 |
|                                                                                                                                                                  | 25001-50000     | 85                            | 86.7 | 7         | 7.1  | 31      | 31.6 | 20         | 20.4 | 7          | 7.1  | 17          | 17.3 | 32     | 32.7 |
| 6                                                                                                                                                                | 50001 +         | 1                             | 100  | -         | -    | -       | -    | -          | -    | -          | -    | -           | -    | -      | -    |
|                                                                                                                                                                  |                 |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |



| TABLE : 24 A – C (Q 22 A-C) Percentage Frequency distribution for associates in decision making about buying Chocolate with respect to the Background Characteristics |                 |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------|------|-----------|------|---------|------|------------|------|------------|------|-------------|------|--------|------|------------|-----|
| Sr. No                                                                                                                                                                | Background Chrs | Associates in Decision Making |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|                                                                                                                                                                       |                 | Family Mem.                   |      | Relatives |      | Friends |      | Colleagues |      | Neighbours |      | Role Models |      | Others |      | Cat. Total |     |
|                                                                                                                                                                       |                 | No.                           | %    | No.       | %    | No.     | %    | No.        | %    | No.        | %    | No.         | %    | No.    | %    | No.        | %   |
| 1                                                                                                                                                                     | Age             | 85                            | 65.9 | 22        | 17.1 | 75      | 58.1 | 49         | 38.0 | 12         | 9.3  | 24          | 18.6 | 56     | 43.4 | 129        | 100 |
|                                                                                                                                                                       |                 | 80                            | 84.2 | 9         | 9.5  | 35      | 36.8 | 20         | 21.1 | 6          | 6.3  | 6           | 6.3  | 29     | 30.5 | 95         | 100 |
|                                                                                                                                                                       |                 | 16                            | 94.1 | 1         | 5.9  | 9       | 52.9 | 5          | 29.4 | -          | -    | 1           | 5.9  | -      | -    | 17         | 100 |
| 2                                                                                                                                                                     | Sex             |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|                                                                                                                                                                       | Male            | 35                            | 63.6 | 11        | 20.0 | 29      | 52.7 | 19         | 34.5 | 5          | 9.1  | 9           | 16.4 | 25     | 45.5 | 55         | 100 |
| 3                                                                                                                                                                     | Female          | 146                           | 78.5 | 21        | 11.3 | 90      | 48.4 | 55         | 29.6 | 13         | 7.0  | 22          | 11.8 | 60     | 32.3 | 186        | 100 |
|                                                                                                                                                                       | Edu. Cat.       |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
| 4                                                                                                                                                                     | General         | 144                           | 76.6 | 27        | 14.4 | 93      | 49.5 | 54         | 28.7 | 14         | 7.4  | 24          | 12.8 | 63     | 33.5 | 188        | 100 |
|                                                                                                                                                                       | Technical       | 25                            | 69.4 | 3         | 8.3  | 19      | 52.8 | 15         | 41.7 | 2          | 5.6  | 3           | 8.3  | 16     | 44.4 | 36         | 100 |
|                                                                                                                                                                       | Professional    | 12                            | 70.6 | 2         | 11.8 | 7       | 41.2 | 5          | 29.4 | 2          | 11.8 | 4           | 23.5 | 6      | 35.3 | 17         | 100 |
|                                                                                                                                                                       | Occupation      |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|                                                                                                                                                                       | Business        | 5                             | 71.4 | -         | -    | 3       | 42.9 | 2          | 28.6 | -          | -    | 1           | 14.3 | 5      | 71.4 | 7          | 100 |
| 5                                                                                                                                                                     | Service         | 94                            | 80.3 | 9         | 7.7  | 57      | 48.7 | 38         | 32.5 | 5          | 4.3  | 10          | 8.5  | 43     | 36.8 | 117        | 100 |
|                                                                                                                                                                       | Housewife       | 4                             | 90.6 | 7         | 13.2 | 18      | 34.0 | 7          | 13.2 | 4          | 7.5  | 5           | 9.4  | 16     | 30.2 | 53         | 100 |
|                                                                                                                                                                       | Profession      | 1                             | 66.7 | 3         | 20.0 | 7       | 46.7 | 5          | 33.3 | 2          | 13.3 | 2           | 13.3 | 4      | 26.7 | 15         | 100 |
|                                                                                                                                                                       | Student         | 1                             | 100  | -         | -    | -       | -    | -          | -    | -          | -    | -           | -    | -      | -    | 1          | 100 |
|                                                                                                                                                                       | Other           |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
| 6                                                                                                                                                                     | Family Size     |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|                                                                                                                                                                       | 1 – 4 Mem       | 87                            | 71.3 | 19        | 15.6 | 71      | 58.2 | 42         | 34.4 | 11         | 9.0  | 17          | 13.9 | 40     | 32.8 | 122        | 100 |
|                                                                                                                                                                       | 5 or more       | 94                            | 79.0 | 13        | 10.9 | 48      | 40.3 | 32         | 26.9 | 7          | 5.9  | 14          | 11.8 | 45     | 37.8 | 119        | 100 |
| 6                                                                                                                                                                     | M. F. Income    |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|                                                                                                                                                                       | < = 25000       | 109                           | 75.7 | 18        | 12.5 | 66      | 45.8 | 44         | 30.6 | 13         | 9.0  | 21          | 14.6 | 52     | 36.1 | 144        | 100 |
|                                                                                                                                                                       | 25001-50000     | 71                            | 74.0 | 14        | 14.6 | 53      | 55.2 | 30         | 31.3 | 5          | 5.2  | 10          | 10.4 | 33     | 34.4 | 96         | 100 |
|                                                                                                                                                                       | 50001 +         | 1                             | 100  | -         | -    | -       | -    | -          | -    | -          | -    | -           | -    | -      | -    | 1          | 100 |

TABLES – 24A - A, B, C

It can be observed from these tables that in case of all selected non durables largely, majority of respondents across various background characteristics categories associate their buying decision with their family members, followed by friends and others (especially their own-self) In case of chocolates however a significant number of respondents across various categories associates their buying decisions with their colleagues

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| TABLE : 24 B – A (Q 22 B-A) Percentage Frequency distribution for associates in decision making about buying Television with respect to the Background Characteristics |                                                                                  |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------|------|-----------|------|---------|------|------------|------|------------|------|-------------|------|--------|------|------------|-----|
| Sr. No                                                                                                                                                                 | Background Chrs.                                                                 | Associates in Decision Making |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|                                                                                                                                                                        |                                                                                  | Family Mem                    |      | Relatives |      | Friends |      | Colleagues |      | Neighbours |      | Role Models |      | Others |      | Cat. Total |     |
|                                                                                                                                                                        |                                                                                  | Nr.                           | %    | No.       | %    | No.     | %    | No.        | %    | No.        | %    | No.         | %    | No.    | %    | No.        | %   |
| 1                                                                                                                                                                      | Age<br><31<br>31 – 50<br>50 +                                                    | 61                            | 96.8 | 13        | 20.6 | 20      | 31.7 | 17         | 27.0 | 12         | 19.0 | 6           | 9.5  | 11     | 17.5 | 63         | 100 |
|                                                                                                                                                                        |                                                                                  | 163                           | 98.8 | 28        | 17.0 | 34      | 20.6 | 16         | 9.7  | 5          | 3.0  | -           | -    | 29     | 17.6 | 165        | 100 |
|                                                                                                                                                                        |                                                                                  | 22                            | 100  | 2         | 9.1  | 8       | 36.4 | 7          | 31.8 | 4          | 18.2 | -           | -    | 3      | 13.6 | 22         | 100 |
| 2                                                                                                                                                                      | Sex<br>Male                                                                      | 203                           | 99.0 | 37        | 18.0 | 50      | 24.4 | 26         | 12.7 | 14         | 6.8  | 3           | 1.5  | 34     | 16.6 | 205        | 100 |
|                                                                                                                                                                        | Female                                                                           | 43                            | 95.6 | 6         | 13.3 | 12      | 26.7 | 14         | 31.1 | 7          | 15.6 | 3           | 6.7  | 9      | 20.0 | 45         | 100 |
| 3                                                                                                                                                                      | Edu. Cat.<br>General<br>Technical<br>Professional                                | 143                           | 97.9 | 31        | 21.2 | 42      | 28.8 | 24         | 16.4 | 12         | 8.2  | 3           | 2.1  | 22     | 15.1 | 146        | 100 |
|                                                                                                                                                                        |                                                                                  | 48                            | 98.0 | 8         | 16.3 | 11      | 22.4 | 6          | 12.2 | 6          | 12.2 | 1           | 2.0  | 11     | 22.4 | 49         | 100 |
|                                                                                                                                                                        |                                                                                  | 55                            | 100  | 4         | 7.3  | 9       | 16.4 | 10         | 18.2 | 3          | 5.5  | 2           | 3.6  | 10     | 18.2 | 55         | 100 |
| 4                                                                                                                                                                      | Occupation<br>Business<br>Service<br>Housewife<br>Profession<br>Student<br>Other | 81                            | 98.8 | 18        | 22.0 | 21      | 25.6 | 3          | 3.7  | 2          | 2.4  | -           | -    | 16     | 19.5 | 82         | 100 |
|                                                                                                                                                                        |                                                                                  | 74                            | 97.4 | 14        | 18.4 | 24      | 31.6 | 24         | 31.6 | 12         | 15.8 | 2           | 2.6  | 11     | 14.5 | 76         | 100 |
|                                                                                                                                                                        |                                                                                  | 10                            | 100  | 1         | 10.0 | 1       | 10.0 | 1          | 10.0 | -          | -    | -           | -    | 2      | 20.0 | 10         | 100 |
| 5                                                                                                                                                                      | Family Size<br>1 – 4 Mem<br>5 or more                                            | 64                            | 100  | 6         | 9.4  | 8       | 12.5 | 8          | 12.5 | 3          | 4.7  | 1           | 1.6  | 11     | 17.2 | 64         | 100 |
|                                                                                                                                                                        |                                                                                  | 9                             | 90.0 | 4         | 40.0 | 6       | 60.0 | 3          | 30.0 | 4          | 40.0 | 3           | 30.0 | 1      | 10.0 | 10         | 100 |
|                                                                                                                                                                        |                                                                                  | 8                             | 100  | -         | -    | 2       | 25.0 | 1          | 12.5 | -          | -    | -           | -    | 2      | 25.0 | 8          | 100 |
| 6                                                                                                                                                                      | M. F. Income<br>< = 25000<br>25001-50000<br>50001 +                              | 97                            | 97.0 | 17        | 17.0 | 28      | 28.0 | 21         | 21.0 | 9          | 9.0  | 3           | 3.0  | 13     | 13.0 | 100        | 100 |
|                                                                                                                                                                        |                                                                                  | 149                           | 99.3 | 26        | 17.3 | 34      | 22.7 | 19         | 12.7 | 12         | 8.0  | 3           | 2.0  | 30     | 20.0 | 150        | 100 |
|                                                                                                                                                                        |                                                                                  | 30                            | 93.8 | 10        | 31.3 | 18      | 56.3 | 13         | 40.6 | 11         | 34.4 | 1           | 3.1  | 3      | 9.4  | 32         | 100 |
|                                                                                                                                                                        |                                                                                  | 200                           | 99.0 | 33        | 16.3 | 43      | 21.3 | 27         | 13.4 | 9          | 4.5  | 5           | 2.5  | 38     | 18.8 | 202        | 100 |
|                                                                                                                                                                        |                                                                                  | 16                            | 100  | -         | -    | 1       | 6.3  | -          | -    | 1          | 6.3  | -           | -    | 2      | 12.5 | 16         | 100 |

| TABLE : 24 B – B (Q 22 B-B) Percentage Frequency distribution for associates in decision making about buying Refrigerator with respect to the Background Characteristics |                                                                                              |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-------------------------------|------|-----------|------|---------|------|------------|------|------------|------|-------------|------|--------|------|
| Sr No                                                                                                                                                                    | Background Chrs                                                                              | Associates in Decision Making |      |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                          |                                                                                              | Family Mem.                   |      | Relatives |      | Friends |      | Colleagues |      | Neighbours |      | Role Models |      | Others |      |
|                                                                                                                                                                          |                                                                                              | No.                           | %    | No.       | %    | No.     | %    | No.        | %    | No.        | %    | No.         | %    | No.    | %    |
| 1                                                                                                                                                                        | Age<br>< 31<br>31 – 50<br>50 +                                                               | 58                            | 92.1 | 16        | 25.4 | 21      | 33.3 | 17         | 27.0 | 10         | 15.9 | 7           | 11.1 | 13     | 20.6 |
|                                                                                                                                                                          |                                                                                              | 163                           | 98.8 | 28        | 17.0 | 34      | 20.6 | 14         | 8.5  | 3          | 1.8  | 1           | 0.6  | 29     | 17.6 |
|                                                                                                                                                                          |                                                                                              | 22                            | 100  | 2         | 9.1  | 8       | 36.4 | 8          | 36.4 | 4          | 18.2 | -           | -    | 3      | 13.6 |
| 2                                                                                                                                                                        | Sex<br>Male<br>Female                                                                        | 201                           | 98.0 | 39        | 19.0 | 49      | 23.9 | 26         | 12.7 | 11         | 5.4  | 6           | 2.9  | 36     | 17.6 |
|                                                                                                                                                                          |                                                                                              | 42                            | 93.3 | 7         | 15.6 | 14      | 31.1 | 13         | 28.9 | 6          | 13.3 | 2           | 4.4  | 9      | 20.0 |
| 3                                                                                                                                                                        | Edu. Cat.<br>General<br>Technical<br>Professional                                            | 143                           | 97.9 | 32        | 21.9 | 44      | 30.1 | 22         | 15.1 | 11         | 7.5  | 3           | 2.1  | 24     | 16.4 |
|                                                                                                                                                                          |                                                                                              | 48                            | 98.0 | 9         | 18.4 | 11      | 22.4 | 8          | 16.3 | 5          | 10.2 | 2           | 4.1  | 11     | 22.4 |
|                                                                                                                                                                          |                                                                                              | 52                            | 94.5 | 5         | 9.1  | 8       | 14.5 | 9          | 16.4 | 1          | 1.8  | 3           | 5.5  | 10     | 18.2 |
| 4                                                                                                                                                                        | Occupation<br>Business<br>Service<br>Housewife<br>Profession<br>Student<br>Other             | 81                            | 98.8 | 19        | 23.2 | 22      | 26.8 | 4          | 4.9  | 2          | 2.4  | 1           | 1.2  | 17     | 20.7 |
|                                                                                                                                                                          |                                                                                              | 72                            | 94.7 | 16        | 21.1 | 25      | 32.9 | 24         | 31.6 | 9          | 11.8 | 3           | 3.9  | 11     | 14.5 |
|                                                                                                                                                                          |                                                                                              | 10                            | 100  | 1         | 10.0 | 2       | 20.0 | 1          | 10.0 | -          | -    | -           | -    | 2      | 20.0 |
|                                                                                                                                                                          |                                                                                              | 63                            | 98.4 | 6         | 9.4  | 6       | 9.4  | 7          | 10.9 | 2          | 3.1  | 2           | 3.1  | 11     | 17.2 |
|                                                                                                                                                                          |                                                                                              | 9                             | 90.0 | 4         | 40.0 | 6       | 60.0 | 2          | 20.0 | 4          | 40.0 | 2           | 20.0 | 2      | 20.0 |
|                                                                                                                                                                          |                                                                                              | 8                             | 100  | -         | -    | 2       | 25.0 | 1          | 12.5 | -          | -    | -           | -    | 2      | 25.0 |
|                                                                                                                                                                          |                                                                                              | 96                            | 96.0 | 18        | 18.0 | 28      | 28.0 | 22         | 22.0 | 8          | 8.0  | 4           | 4.0  | 14     | 14.0 |
| 5                                                                                                                                                                        | Family Size<br>1 – 4 Mem<br>5 or more<br>M. F. Income<br>< = 25000<br>25001-50000<br>50001 + | 147                           | 98.0 | 28        | 18.7 | 35      | 23.3 | 17         | 11.3 | 9          | 6.0  | 4           | 2.7  | 31     | 20.7 |
|                                                                                                                                                                          |                                                                                              | 30                            | 93.8 | 10        | 31.3 | 18      | 56.3 | 13         | 40.6 | 10         | 31.3 | 1           | 3.1  | 3      | 9.4  |
|                                                                                                                                                                          |                                                                                              | 197                           | 97.5 | 36        | 17.8 | 44      | 21.8 | 26         | 12.9 | 6          | 3.0  | 7           | 3.5  | 40     | 19.8 |
|                                                                                                                                                                          |                                                                                              | 16                            | 100  | -         | -    | 1       | 6.3  | -          | -    | 1          | 6.3  | -           | -    | 2      | 12.5 |
| 6                                                                                                                                                                        |                                                                                              | 32                            | 100  |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                          |                                                                                              | 202                           | 100  |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                          |                                                                                              | 16                            | 100  |           |      |         |      |            |      |            |      |             |      |        |      |
|                                                                                                                                                                          |                                                                                              |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |

| TABLE : 24 B – C (Q 22 B-C) Percentage Frequency distribution for associates in decision making about buying Car with respect to the Background Characteristics |                  |                               |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------|------|-----------|------|---------|------|------------|------|------------|------|-------------|------|--------|------|------------|-----|
| Sr. No                                                                                                                                                          | Background Chrs. | Associates in Decision Making |      |           |      |         |      |            |      |            |      |             |      |        |      |            |     |
|                                                                                                                                                                 |                  | Family Mem                    |      | Relatives |      | Friends |      | Colleagues |      | Neighbours |      | Role Models |      | Others |      | Cat. Total |     |
|                                                                                                                                                                 |                  | No                            | %    | No.       | %    | No.     | %    | No.        | %    | No.        | %    | No.         | %    | No.    | %    | No.        | %   |
| 1                                                                                                                                                               | Age              | 57                            | 91.9 | 24        | 38.7 | 37      | 59.7 | 25         | 40.3 | 10         | 16.1 | 3           | 4.8  | 12     | 19.4 | 62         | 100 |
|                                                                                                                                                                 |                  | 160                           | 97.6 | 40        | 24.4 | 58      | 35.4 | 22         | 13.4 | 8          | 4.9  | 4           | 2.4  | 31     | 18.9 | 164        | 100 |
|                                                                                                                                                                 |                  | 21                            | 95.5 | 2         | 9.1  | 10      | 45.5 | 9          | 40.9 | 4          | 18.2 | -           | -    | 3      | 13.6 | 22         | 100 |
| 2                                                                                                                                                               | Sex              | 196                           | 96.6 | 51        | 25.1 | 74      | 36.5 | 35         | 17.2 | 15         | 7.4  | 5           | 2.5  | 38     | 18.7 | 203        | 100 |
|                                                                                                                                                                 |                  | 42                            | 93.3 | 15        | 33.3 | 31      | 68.9 | 21         | 46.7 | 7          | 15.6 | 2           | 4.4  | 8      | 17.8 | 45         | 100 |
| 3                                                                                                                                                               | Edu. Cat.        | 139                           | 95.2 | 46        | 31.5 | 67      | 45.9 | 36         | 24.7 | 11         | 7.5  | 4           | 2.7  | 24     | 16.4 | 146        | 100 |
|                                                                                                                                                                 |                  | 46                            | 95.8 | 8         | 16.7 | 18      | 37.5 | 7          | 14.6 | 4          | 8.3  | 2           | 4.2  | 11     | 22.9 | 48         | 100 |
|                                                                                                                                                                 |                  | 53                            | 98.1 | 12        | 22.2 | 20      | 37.0 | 13         | 24.1 | 7          | 13.0 | 1           | 1.9  | 11     | 20.4 | 54         | 100 |
| 4                                                                                                                                                               | Occupation       | 77                            | 93.9 | 25        | 30.5 | 29      | 35.4 | 8          | 9.8  | 2          | 2.4  | -           | -    | 18     | 22.0 | 82         | 100 |
|                                                                                                                                                                 |                  | 72                            | 96.0 | 17        | 22.7 | 40      | 53.3 | 28         | 37.3 | 10         | 13.3 | 4           | 5.3  | 10     | 13.3 | 75         | 100 |
|                                                                                                                                                                 |                  | 10                            | 100  | 5         | 50.0 | 6       | 60.0 | 6          | 60.0 | -          | -    | -           | -    | 2      | 20.0 | 10         | 100 |
|                                                                                                                                                                 |                  | 62                            | 98.4 | 13        | 20.6 | 20      | 31.7 | 9          | 14.3 | 7          | 11.1 | 1           | 1.6  | 12     | 19.0 | 63         | 100 |
|                                                                                                                                                                 |                  | 9                             | 90.0 | 6         | 60.0 | 8       | 80.0 | 4          | 40.0 | 3          | 30.0 | 2           | 20.0 | 2      | 20.0 | 10         | 100 |
|                                                                                                                                                                 |                  | 8                             | 100  | -         | -    | 2       | 25.0 | 1          | 12.5 | -          | -    | -           | -    | 2      | 25.0 | 8          | 100 |
|                                                                                                                                                                 |                  | 94                            | 95.9 | 18        | 18.4 | 41      | 41.8 | 25         | 25.5 | 6          | 6.1  | 5           | 5.1  | 12     | 12.2 | 98         | 100 |
| 5                                                                                                                                                               | Family Size      | 144                           | 96.0 | 48        | 32.0 | 64      | 42.7 | 31         | 20.7 | 16         | 10.7 | 2           | 1.3  | 34     | 22.7 | 150        | 100 |
|                                                                                                                                                                 |                  | 30                            | 93.8 | 10        | 31.3 | 24      | 75.0 | 16         | 50.0 | 12         | 37.5 | 2           | 6.3  | 4      | 12.5 | 32         | 100 |
|                                                                                                                                                                 |                  | 192                           | 96.0 | 49        | 24.5 | 74      | 37.0 | 35         | 17.5 | 8          | 4.0  | 5           | 2.5  | 40     | 20.0 | 200        | 100 |
|                                                                                                                                                                 |                  | 18                            | 100  | 7         | 43.8 | 7       | 43.8 | 5          | 31.3 | 2          | 12.5 | -           | -    | 2      | 12.5 | 16         | 100 |
| 6                                                                                                                                                               | M. F. Income     | 30                            | 93.8 | 10        | 31.3 | 24      | 75.0 | 16         | 50.0 | 12         | 37.5 | 2           | 6.3  | 4      | 12.5 | 32         | 100 |
|                                                                                                                                                                 |                  | 192                           | 96.0 | 49        | 24.5 | 74      | 37.0 | 35         | 17.5 | 8          | 4.0  | 5           | 2.5  | 40     | 20.0 | 200        | 100 |
| 6                                                                                                                                                               | 50001 +          | 18                            | 100  | 7         | 43.8 | 7       | 43.8 | 5          | 31.3 | 2          | 12.5 | -           | -    | 2      | 12.5 | 16         | 100 |

TABLES – 24B - A, B, C

As the case is with selected non-durables, it can be observed from these tables that in case of all selected durables also largely, majority of respondents across various background characteristics categories associate their buying decision with their family members. The other significant reference groups for Television and Refrigerator were friends and colleagues and others and in case of car relatives, friends and colleagues were the major other reference groups

| TABLE : 25 Chi Square Result and Percentage Distribution regarding loyalty to any specific brands of Selected Non - Durable and Durable Products |              |      |            |          |           |      |            |      |              |      |     |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|----------|-----------|------|------------|------|--------------|------|-----|------|
| Response Category                                                                                                                                | Non-Durables |      |            |          | Durables  |      |            |      |              |      |     |      |
|                                                                                                                                                  | Soap         |      | Toothpaste |          | Chocolate |      | Television |      | Refrigerator |      | Car |      |
|                                                                                                                                                  | No.          | %    | No.        | %        | No.       | %    | No.        | %    | No.          | %    | No. | %    |
| 1. YES                                                                                                                                           | 101          | 40.4 | 142        | 56.8     | 144       | 57.6 | 62         | 24.8 | 142          | 56.8 | 144 | 57.6 |
| 2. NO                                                                                                                                            | 149          | 59.6 | 108        | 43.2     | 106       | 42.4 | 188        | 75.2 | 108          | 43.2 | 106 | 42.4 |
| Column Total                                                                                                                                     | 250          | 16.7 | 250        | 16.7     | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value                                                                                                                                 |              |      |            | 32.95718 | DF = 5    |      |            |      | *P = 0.00000 |      |     |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding the opinions given regarding Loyalty to any specific brand of selected Non-durable and Durables.

Ho = There is no association between the opinions given regarding loyalty to any specific brand and selected Non-durables and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that whether or not respondents exhibit loyalty to any specific brand does make difference for selected Non-durables as well as Durables. It can specifically be seen from an observation of the table that the brand loyalty for Toothpaste (56.8%) & Chocolate (57.6%) in Non-durables and Refrigerator (56.8%) & Car (57.6%) in Durables is comparatively more than Soap (40.4%) and Television (24.8%) in Non-durables and Durables respectively. It is therefore suggested that attempts are required from marketers towards developing brand loyalty in product categories like Soap and Television.

| TABLE : 26 Chi Square Result and Percentage Distribution regarding reasons for switch over to another brand for Selected Non - Durable and Durable Products |              |       |            |      |             |      |            |      |              |      |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------|------------|------|-------------|------|------------|------|--------------|------|-----|------|
| Response                                                                                                                                                    | Non-Durables |       |            |      |             |      | Durables   |      |              |      |     |      |
|                                                                                                                                                             | Soap         |       | Toothpaste |      | Chocolate   |      | Television |      | Refrigerator |      | Car |      |
|                                                                                                                                                             | No.          | %     | No.        | %    | No.         | %    | No.        | %    | No.          | %    | No. | %    |
| 1. Trial / Change                                                                                                                                           | 73           | 29.2  | 57         | 22.8 | 114         | 45.6 | 39         | 15.6 | 57           | 22.8 | 114 | 45.6 |
| 2. Dissatisfaction with present                                                                                                                             | 53           | 21.2  | 78         | 31.2 | 26          | 10.4 | 61         | 24.4 | 78           | 31.2 | 26  | 10.4 |
| 3. Promotion of competitors                                                                                                                                 | 74           | 29.6  | 50         | 20.0 | 17          | 6.8  | 63         | 25.2 | 50           | 20.0 | 17  | 6.8  |
| 4. Would not switch over                                                                                                                                    | 45           | 18.0  | 60         | 24.0 | 92          | 36.8 | 25         | 10.0 | 60           | 24.0 | 92  | 36.8 |
| 5. Non Specified Reasons / Other Reasons                                                                                                                    | 5            | 2.0   | 5          | 2.0  | 1           | 0.4  | 62         | 24.8 | 5            | 2.0  | 1   | 0.4  |
| Column Total                                                                                                                                                | 250          | 16.7  | 250        | 16.7 | 250         | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value                                                                                                                                            | 453          | 51796 | DF = 20    |      | P = 0.00000 |      |            |      |              |      |     |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding the responses given for Reasons for switch over to another brand for selected Non-durable and Durables

Ho = There is no association between responses given for switching over or otherwise to any other brand from the present one and selected Non-durables and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that it is important to notice whether respondents assign reasons for switch over to another brand or they prefer not to switch over in case of selected Non-durables as well as Durables. It can further be observed from the table that in case of selected Non-durables, Trial, Extensive promotion of competing brands and Dissatisfaction from the present brand were the significant reasons for switch over for Soap and Toothpaste, whereas a large percentage of respondents would either prefer to try a new Chocolate or stick to their original brand they have been using. In case of Durables on the other hand for TV, Extensive promotion of competing brands and Dissatisfaction from the present brand were the main reasons where as in case of Refrigerator and Car a large portion of respondents would either not switch over or switch over because of Dissatisfaction from the present brand of refrigerator and Change of the Car model/brand

| TABLE : 27 Chi Square Result and Percentage Distribution regarding the belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |      |     |      |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|
| Response Category                                                                                                                                                                                                   | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      | Row Total |
|                                                                                                                                                                                                                     | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |           |
|                                                                                                                                                                                                                     | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |           |
| 1. YES                                                                                                                                                                                                              | 200          | 80.0 | 210        | 84.0 | 219       | 87.6 | 170        | 68.0 | 210          | 84.0 | 219 | 87.6 | 819       |
| 2. NO                                                                                                                                                                                                               | 50           | 20.0 | 40         | 16.0 | 31        | 12.4 | 80         | 32.0 | 40           | 16.0 | 31  | 12.4 | 181       |
| Column Total                                                                                                                                                                                                        | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 100       |
| Chi Square Value 45.57267 DF = 5 *P = 0.00000                                                                                                                                                                       |              |      |            |      |           |      |            |      |              |      |     |      |           |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding the opinions given regarding the belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non-durable and Durables

Ho = There is no association between the opinions given regarding belief that brand loyalty increases as a result of presence of product attributes of choice in a brand and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that whether or not respondents carry a belief that brand loyalty increases as a result of presence of product attributes of choice in a brand does make a difference to selected Non-durable as well as Durables

| TABLE : 28 Chi Square Result and Percentage Distribution regarding compromise with certain product attributes if the one most important is found in a brand of selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |      |     |      |           |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|------|
| Response Category                                                                                                                                                                                 | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |           |      |
|                                                                                                                                                                                                   | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |      |
|                                                                                                                                                                                                   | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.       | %    |
| 1 YES                                                                                                                                                                                             | 166          | 66.4 | 160        | 64.0 | 124       | 49.6 | 178        | 71.2 | 160          | 64.0 | 124 | 49.6 | 912       | 60.8 |
| 2. NO                                                                                                                                                                                             | 84           | 33.6 | 90         | 36.0 | 126       | 50.4 | 72         | 28.8 | 90           | 36.0 | 126 | 50.4 | 588       | 39.2 |
| Column Total                                                                                                                                                                                      | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 43.09882 DF = 5 P = 0.00000                                                                                                                                                      |              |      |            |      |           |      |            |      |              |      |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding the responses given for Compromise with certain product attributes if the one most important (other than price) is found in a brand of selected Non-durable and Durables

Ho = There is no association between the responses given for tendency of respondents to compromise with certain attributes if the one most important to them (except Price) is found in a brand and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that whether or not respondents carry tendency to compromise with certain attributes if the one most important to them (except Price) is found in a brand does make a difference for selected Non-durable as well as Durables

| TABLE : 29 Chi Square Result and Percentage Distribution regarding the effect of change in product attributes on buying decisions of selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |      |     |      |           |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|------|
| Response Category                                                                                                                                                       | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      | Row Total |      |
|                                                                                                                                                                         | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |           |      |
|                                                                                                                                                                         | No           | %    | No         | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.       | %    |
| 1. YES                                                                                                                                                                  | 210          | 84.0 | 203        | 81.2 | 157       | 62.8 | 234        | 93.6 | 203          | 81.2 | 157 | 62.8 | 1164      | 77.6 |
| 2. NO                                                                                                                                                                   | 40           | 16.0 | 47         | 18.8 | 93        | 37.2 | 16         | 6.4  | 47           | 18.8 | 93  | 37.2 | 336       | 22.4 |
| Column Total                                                                                                                                                            | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 109.44404      DF = 5      P = 0.00000                                                                                                                 |              |      |            |      |           |      |            |      |              |      |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding the opinions given for the effect of change in product attributes on buying decision for selected Non-durable and Durables

Ho = There is no association between the opinions given regarding belief of respondents that a change in the product attributes does affect their decision to buy and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that whether or not respondents carry belief that a change in the product attributes does affect their decision to buy does have impact on selected Non-durable as well as Durables

| TABLE : 30 Chi Square Result and Percentage Distribution for the extent of influence of product attributes on buying decisions of selected Non - Durable and Durable |              |      |            |      |           |          |              |      |              |      |     |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|----------|--------------|------|--------------|------|-----|------|
| Response Category                                                                                                                                                    | Non-Durables |      |            |      |           | Durables |              |      |              |      |     |      |
|                                                                                                                                                                      | Soap         |      | Toothpaste |      | Chocolate |          | Television   |      | Refrigerator |      | Car |      |
|                                                                                                                                                                      | No.          | %    | No.        | %    | No.       | %        | No.          | %    | No.          | %    | No. | %    |
| 1. YES                                                                                                                                                               | 178          | 71.2 | 162        | 64.8 | 76        | 30.4     | 196          | 78.4 | 162          | 64.8 | 76  | 30.4 |
| 2. NO                                                                                                                                                                | 72           | 28.8 | 88         | 35.2 | 174       | 69.6     | 54           | 21.6 | 88           | 35.2 | 174 | 69.6 |
| Column Total                                                                                                                                                         | 250          | 16.7 | 250        | 16.7 | 250       | 16.7     | 250          | 16.7 | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value 223.54750                                                                                                                                           |              |      |            |      | DF = 5    |          | *P = 0.00000 |      |              |      |     |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding the opinions given regarding the extent of influence of product attributes on buying decisions of selected Non-durable as well as Durables. The four categories of importance levels are here merged into two categories that are Important and Unimportant to know a combined response.

Ho = There is no association between the opinions given regarding the extent of influence of product attributes on buying decision and selected Non-durable and Durables.

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that opinions given regarding the extent of influence of product attributes on buying decision do affect selected Non-durable as well as Durables.

| TABLE : 31 Chi Square Result and Percentage Distribution for tendency to compare the product attributes of competing brands in buying decisions of selected Non - Durable and Durable |              |      |            |      |           |           |            |        |              |             |     |      |           |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|-----------|------------|--------|--------------|-------------|-----|------|-----------|------|
| Response Category                                                                                                                                                                     | Non-Durables |      |            |      |           |           | Durables   |        |              |             |     |      | Row Total |      |
|                                                                                                                                                                                       | Soap         |      | Toothpaste |      | Chocolate |           | Television |        | Refrigerator |             | Car |      |           |      |
|                                                                                                                                                                                       | No.          | %    | No.        | %    | No.       | %         | No.        | %      | No.          | %           | No. | %    | No.       | %    |
| 1. YES                                                                                                                                                                                | 201          | 80.4 | 198        | 79.2 | 104       | 41.6      | 244        | 97.6   | 198          | 79.2        | 104 | 41.6 | 1049      | 69.9 |
| 2. NO                                                                                                                                                                                 | 49           | 19.6 | 52         | 20.8 | 146       | 58.4      | 6          | 2.4    | 52           | 20.8        | 146 | 58.4 | 451       | 30.1 |
| Column Total                                                                                                                                                                          | 250          | 16.7 | 250        | 16.7 | 250       | 16.7      | 250        | 16.7   | 250          | 16.7        | 250 | 16.7 | 1500      | 100  |
| Chi Square Value                                                                                                                                                                      |              |      |            |      |           | 315.34944 |            | DF = 5 |              | P = 0.00000 |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding responses given for Tendency to compare various product attributes of competing brands in buying decisions of selected Non-durable and Durables

Ho = There is no association between the opinions given regarding the tendency of respondents to compare among product attributes of various brands for making a buying decision and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that opinions given for the tendency of respondents to compare among product attributes of various brands for making a buying decision does affect selected Non-durable as well as Durables

| TABLE : 32 Chi Square Result and Percentage Distribution for tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |              |      |            |      |           |      |            |             |              |      |     |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|-------------|--------------|------|-----|------|
| Response Category                                                                                                                                                                    | Non-Durables |      |            |      |           |      | Durables   |             |              |      |     |      |
|                                                                                                                                                                                      | Soap         |      | Toothpaste |      | Chocolate |      | Television |             | Refrigerator |      | Car |      |
|                                                                                                                                                                                      | No.          | %    | No.        | %    | No.       | %    | No.        | %           | No.          | %    | No. | %    |
| 1. YES                                                                                                                                                                               | 103          | 41.2 | 76         | 30.4 | 45        | 18.0 | 109        | 43.6        | 76           | 30.4 | 45  | 18.0 |
| 2. NO                                                                                                                                                                                | 147          | 58.8 | 174        | 69.6 | 205       | 82.0 | 141        | 56.4        | 174          | 69.6 | 205 | 82.0 |
| Column Total                                                                                                                                                                         | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7        | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value 70.86784                                                                                                                                                            |              |      |            |      | DF = 5    |      |            | P = 0.00000 |              |      |     |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding responses given for the tendency to choose a cheaper product compromising with other attributes of choice for selected Non-durable and Durables

Ho = There is no association between the opinions given regarding tendency to choose a cheaper product despite of not getting attributes of their choice in a brand and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that responses given for tendency to choose a cheaper product despite of not getting attributes of their choice in a brand does make difference to selected Non-durable as well as Durables

| TABLE : 33 Chi Square Result and Percentage Distribution for favourable experience of a product resulting in a repeat purchase of the selected Non - Durable and Durable |              |      |            |      |           |          |             |      |              |      |     |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|----------|-------------|------|--------------|------|-----|------|
| Response Category                                                                                                                                                        | Non-Durables |      |            |      |           | Durables |             |      |              |      |     |      |
|                                                                                                                                                                          | Soap         |      | Toothpaste |      | Chocolate |          | Television  |      | Refrigerator |      | Car |      |
|                                                                                                                                                                          | No.          | %    | No.        | %    | No.       | %        | No.         | %    | No.          | %    | No. | %    |
| 1. YES                                                                                                                                                                   | 185          | 74.0 | 204        | 81.6 | 217       | 86.8     | 82          | 32.8 | 204          | 81.6 | 217 | 86.8 |
| 2. NO                                                                                                                                                                    | 65           | 26.0 | 46         | 18.4 | 33        | 13.2     | 168         | 67.2 | 46           | 18.4 | 33  | 13.2 |
| Column Total                                                                                                                                                             | 250          | 16.7 | 250        | 16.7 | 250       | 16.7     | 250         | 16.7 | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value 277.68503                                                                                                                                               |              |      |            |      | DF = 5    |          | P = 0.00000 |      |              |      |     |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding the opinions given regarding a favourable experience of a product resulting in a repeat purchase of the selected Non-durable and Durables

Ho = There is no association between the opinions given regarding belief of respondents that a favourable experience of respondents with a product/ brand results into a repeat purchase of the same and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that responses given for belief of respondents that a favourable experience of respondents with a product/ brand results into a repeat purchase of the same or not does affect selected Non-durable as well as Durables



| TABLE : 35 Chi Square Result and Percentage Distribution regarding the effect of the extent of belief that product performance matches the claims made by offers on next / repeat purchase of selected Non - Durable and Durable |              |      |            |        |           |      |            |             |              |      |     |      |           |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|--------|-----------|------|------------|-------------|--------------|------|-----|------|-----------|------|
| Response Category                                                                                                                                                                                                                | Non-Durables |      |            |        | Durables  |      |            |             |              |      |     |      | Row Total |      |
|                                                                                                                                                                                                                                  | Soap         |      | Toothpaste |        | Chocolate |      | Television |             | Refrigerator |      | Car |      |           |      |
|                                                                                                                                                                                                                                  | No.          | %    | No.        | %      | No.       | %    | No.        | %           | No.          | %    | No. | %    | No.       | %    |
| 1. YES                                                                                                                                                                                                                           | 188          | 75.2 | 187        | 74.8   | 161       | 64.4 | 227        | 90.8        | 187          | 74.8 | 161 | 64.4 | 1111      | 74.1 |
| 2. NO                                                                                                                                                                                                                            | 62           | 24.8 | 63         | 25.2   | 89        | 35.6 | 23         | 9.2         | 63           | 25.2 | 89  | 35.6 | 389       | 25.9 |
| Column Total                                                                                                                                                                                                                     | 250          | 16.7 | 250        | 16.7   | 250       | 16.7 | 250        | 16.7        | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 61.07539                                                                                                                                                                                                        |              |      |            | DF = 5 |           |      |            | P = 0.00000 |              |      |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution concerning the opinions given regarding the effect of the extent of belief that the product performance matches the claims made by the offers on the repeat or next purchase for selected Non-durable and Durables

Ho = There is no association between the opinions given regarding effect of the extent of belief regarding whether product performance matches the claims made by the offers on their repeat or next purchase and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that responses given for the effect of extent of belief regarding whether or not product performance matches the claims made by the offers on their repeat or next purchase does affect selected Non-durable as well as Durables

| TABLE : 36 Chi Square Result and Percentage Distribution regarding the consideration of health aspects in making the buying decisions for selected Non - Durable and Durable |     |              |      |            |      |           |      |            |      |              |      |     |      |           |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|------|
| Response Category                                                                                                                                                            |     | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |           |      |
|                                                                                                                                                                              |     | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |      |
|                                                                                                                                                                              |     | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |           |      |
| 1.                                                                                                                                                                           | YES | 182          | 72.8 | 182        | 72.8 | 170       | 68.0 | 90         | 36.0 | 182          | 72.8 | 170 | 68.0 | 976       | 65.1 |
| 2.                                                                                                                                                                           | NO  | 68           | 27.2 | 68         | 27.2 | 80        | 32.0 | 160        | 64.0 | 68           | 27.2 | 80  | 32.0 | 524       | 34.1 |
| Column Total                                                                                                                                                                 |     | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 114.55074      DF = 5      *P = 0.00000                                                                                                                     |     |              |      |            |      |           |      |            |      |              |      |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding the opinions given regarding the consideration of Health aspect in making buying decisions for selected Non-durable and Durables

Ho = There is no association between the responses given for consideration of the Health aspect in making buying decisions and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that responses given for consideration of the Health aspect in making buying decisions does make a difference to selected Non-durable as well as Durables

| TABLE : 37 C - Chi Square Result and Percentage Distribution regarding generating awareness through literature for presence of product attributes in selected Non - Durable and Durable |              |      |            |      |           |        |            |             |              |      |     |      |           |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|--------|------------|-------------|--------------|------|-----|------|-----------|------|
| Response Category                                                                                                                                                                       | Non-Durables |      |            |      |           |        | Durables   |             |              |      |     |      |           |      |
|                                                                                                                                                                                         | Soap         |      | Toothpaste |      | Chocolate |        | Television |             | Refrigerator |      | Car |      | Row Total |      |
|                                                                                                                                                                                         | No.          | %    | No.        | %    | No.       | %      | No.        | %           | No.          | %    | No. | %    | No.       | %    |
| 1. YES                                                                                                                                                                                  | 53           | 21.2 | 55         | 22.0 | 50        | 20.0   | 170        | 68.0        | 55           | 22.0 | 50  | 20.0 | 433       | 28.9 |
| 2 NO                                                                                                                                                                                    | 197          | 78.8 | 195        | 28.0 | 200       | 80.0   | 80         | 32.0        | 195          | 78.0 | 200 | 80.0 | 1067      | 71.1 |
| Column Total                                                                                                                                                                            | 250          | 16.7 | 250        | 16.7 | 250       | 16.7   | 250        | 16.7        | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 224.23168                                                                                                                                                              |              |      |            |      |           | DF = 5 |            | P = 0.00000 |              |      |     |      |           |      |

| TABLE : 37 D - Chi Square Result and Percentage Distribution regarding generating awareness through articles published in magazines for presence of product attributes in selected Non - Durable and Durable |     |              |      |            |      |           |      |            |      |              |      |     |      |           |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|------|
| Response Category                                                                                                                                                                                            |     | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |           |      |
|                                                                                                                                                                                                              |     | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |      |
|                                                                                                                                                                                                              |     | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.       | %    |
| 1.                                                                                                                                                                                                           | YES | 78           | 31.2 | 78         | 31.2 | 59        | 23.6 | 95         | 38.0 | 78           | 31.2 | 59  | 23.6 | 447       | 29.8 |
| 2.                                                                                                                                                                                                           | NO  | 172          | 68.8 | 172        | 68.8 | 191       | 76.4 | 155        | 62.0 | 172          | 68.8 | 191 | 76.4 | 1053      | 70.2 |
| Column Total                                                                                                                                                                                                 |     | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 17.92577 DF = 5 P = 0.00000                                                                                                                                                                 |     |              |      |            |      |           |      |            |      |              |      |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 37 E - Chi Square Result and Percentage Distribution regarding generating awareness through experience of others for presence of product attributes in selected Non - Durable and Durable |     |              |      |            |      |           |      |            |      |              |      |     |      |           |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|------|
| Response Category                                                                                                                                                                                 |     | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |           |      |
|                                                                                                                                                                                                   |     | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |      |
|                                                                                                                                                                                                   |     | No.          | %    | No.        | %    | No        | %    | No.        | %    | No.          | %    | No  | %    | No.       | %    |
| 1                                                                                                                                                                                                 | YES | 121          | 48.4 | 117        | 46.8 | 97        | 38.8 | 143        | 57.2 | 117          | 46.8 | 97  | 38.8 | 692       | 46.1 |
| 2.                                                                                                                                                                                                | NO  | 129          | 51.6 | 133        | 53.2 | 153       | 61.2 | 107        | 42.8 | 133          | 53.2 | 153 | 61.2 | 808       | 53.9 |
| Column Total                                                                                                                                                                                      |     | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 23.74735 DF = 5 P = 0.00000                                                                                                                                                      |     |              |      |            |      |           |      |            |      |              |      |     |      |           |      |

| TABLE : 37 F - Chi Square Result and Percentage Distribution regarding generating awareness through word of mouth communication presence of product attributes in selected Non - Durable and Durable |              |      |            |      |           |        |            |              |              |      |     |      |           |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|--------|------------|--------------|--------------|------|-----|------|-----------|------|
| Response Category                                                                                                                                                                                    | Non-Durables |      |            |      |           |        | Durables   |              |              |      |     |      |           |      |
|                                                                                                                                                                                                      | Soap         |      | Toothpaste |      | Chocolate |        | Television |              | Refrigerator |      | Car |      | Row Total |      |
|                                                                                                                                                                                                      | No.          | %    | No.        | %    | No        | %      | No.        | %            | No           | %    | No  | %    | No        | %    |
| 1. YES                                                                                                                                                                                               | 131          | 52.4 | 119        | 47.6 | 89        | 35.6   | 194        | 77.6         | 119          | 47.6 | 89  | 35.6 | 741       | 49.4 |
| 2 NO                                                                                                                                                                                                 | 119          | 47.6 | 131        | 52.4 | 161       | 64.4   | 56         | 22.4         | 131          | 52.4 | 161 | 64.4 | 759       | 50.6 |
| Column Total                                                                                                                                                                                         | 250          | 16.7 | 250        | 16.7 | 250       | 16.7   | 250        | 16.7         | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 119.17716                                                                                                                                                                           |              |      |            |      |           | DF = 5 |            | *P = 0.00000 |              |      |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 37 G - Chi Square Result and Percentage Distribution regarding generating awareness through other sources for presence of product attributes in selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |              |     |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|--------------|-----|------|
| Response Category                                                                                                                                                                          | Non-Durables |      |            |      |           |      | Durables   |      |              |              |     |      |
|                                                                                                                                                                                            | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |              | Car |      |
|                                                                                                                                                                                            | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %            | No. | %    |
| 1. YES                                                                                                                                                                                     | 30           | 12.0 | 27         | 10.8 | 21        | 8.4  | 2          | 0.8  | 27           | 10.8         | 21  | 8.4  |
| 2. NO                                                                                                                                                                                      | 220          | 88.0 | 223        | 89.2 | 229       | 91.6 | 248        | 99.2 | 223          | 89.2         | 229 | 91.6 |
| Column Total                                                                                                                                                                               | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7         | 250 | 16.7 |
| Chi Square Value 26.30740                                                                                                                                                                  |              |      |            |      | DF = 5    |      |            |      |              | *P = 0.00008 |     |      |

\*P<= 0.05, Significant at 5% level of Significance

#### TABLES – 37A to 37G

These tables pertain to the Chi-Square results and Percentage distribution for responses regarding Generating awareness about the presence of product attributes in a brand of selected Non-durable and Durables via sources like, Mass media, Actual trial, Product literature, Articles published in magazines, Experiences of others, Word-of-mouth communication and/or others

Ho = There is no association between various sources of generating awareness about the presence of product attributes in a brand and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance and hence we reject the Ho (assumption) and consequently it can be said that responses given for Generating awareness about the presence of product attributes in a brand via sources like, Mass media, Actual trial, Product literature, Articles published in magazines, Experiences of others, Word-of-mouth communication and/or others does affect the selected Non-durable as well as Durables

| TABLE : 38 Chi Square Result and Percentage Distribution for importance of product variety in buying decisions for presence of product attributes in selected Non - Durable and Durable |                 |      |            |      |           |         |            |              |              |      |     |      |           |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------|------------|------|-----------|---------|------------|--------------|--------------|------|-----|------|-----------|------|
| Response Category                                                                                                                                                                       | Product Variety |      |            |      |           |         |            |              |              |      |     |      |           |      |
|                                                                                                                                                                                         | Non-Durables    |      |            |      |           |         | Durables   |              |              |      |     |      |           |      |
|                                                                                                                                                                                         | Soap            |      | Toothpaste |      | Chocolate |         | Television |              | Refrigerator |      | Car |      | Row Total |      |
|                                                                                                                                                                                         | No.             | %    | No         | %    | No.       | %       | No.        | %            | No.          | %    | No. | %    | No.       | %    |
| M I M P                                                                                                                                                                                 | 58              | 23.2 | 48         | 19.2 | 45        | 18.0    | 141        | 56.4         | 48           | 19.2 | 45  | 18.0 | 385       | 25.7 |
| S I M P                                                                                                                                                                                 | 147             | 58.8 | 134        | 53.6 | 114       | 45.6    | 88         | 35.2         | 134          | 53.6 | 114 | 45.6 | 731       | 48.7 |
| L I M P                                                                                                                                                                                 | 24              | 9.6  | 33         | 13.2 | 51        | 20.4    | 15         | 6.0          | 33           | 13.2 | 51  | 20.4 | 207       | 13.8 |
| N I M P                                                                                                                                                                                 | 21              | 8.4  | 35         | 14.0 | 40        | 16.0    | 6          | 2.4          | 35           | 14.0 | 40  | 16.0 | 177       | 11.8 |
| Column Total                                                                                                                                                                            | 250             | 16.7 | 250        | 16.7 | 250       | 16.7    | 250        | 16.7         | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 191.04643                                                                                                                                                              |                 |      |            |      |           | DF = 15 |            | *P = 0.00008 |              |      |     |      |           |      |

| TABLE : 39 Chi Square Result and Percentage Distribution for importance of product quality in buying decisions for presence of product attributes in selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |      |     |      |           |      |             |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|------|-------------|--|
| Response Category                                                                                                                                                                       | Quality      |      |            |      |           |      |            |      |              |      |     |      |           |      |             |  |
|                                                                                                                                                                                         | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |           |      |             |  |
|                                                                                                                                                                                         | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |      |             |  |
|                                                                                                                                                                                         | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.       | %    |             |  |
| M I M P                                                                                                                                                                                 | 231          | 92.4 | 226        | 90.4 | 232       | 92.8 | 232        | 92.8 | 226          | 90.4 | 232 | 92.8 | 1379      | 91.9 |             |  |
| S I M P                                                                                                                                                                                 | 15           | 6.0  | 20         | 8.0  | 12        | 4.8  | 16         | 6.4  | 20           | 8.0  | 12  | 4.8  | 95        | 6.3  |             |  |
| L I M P                                                                                                                                                                                 | -            | -    | 4          | 1.6  | 2         | 0.8  | 2          | 0.8  | 4            | 1.6  | 2   | 0.8  | 14        | 0.9  |             |  |
| N I M P                                                                                                                                                                                 | 4            | 1.6  | -          | -    | 4         | 1.6  | -          | -    | -            | -    | 4   | 1.6  | 12        | 0.8  |             |  |
| Column Total                                                                                                                                                                            | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |             |  |
| Chi Square Value 21.14695                                                                                                                                                               |              |      |            |      |           |      |            |      |              |      |     |      | DF = 15   |      | P = 0.13220 |  |

\*P<= 0.05, Significant at 5% level of Significance

TABLE : 40 Chi Square Result and Percentage Distribution for importance of product design in buying decisions for presence of product attributes in selected Non - Durable and Durable

| Response Category | Design       |      |            |      |           |      |            |      |              |      |     |      |
|-------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|
|                   | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |
|                   | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |
|                   | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |
| M I M P           | 25           | 10.0 | 11         | 4.4  | 19        | 7.6  | 31         | 12.4 | 11           | 4.4  | 19  | 7.6  |
| S I M P           | 70           | 31.2 | 43         | 17.2 | 52        | 20.8 | 93         | 37.2 | 43           | 17.2 | 52  | 20.8 |
| L I M P           | 68           | 27.2 | 59         | 23.6 | 46        | 18.4 | 67         | 26.8 | 59           | 23.6 | 46  | 18.4 |
| N I M P           | 79           | 31.6 | 137        | 54.8 | 133       | 53.2 | 59         | 23.6 | 137          | 54.8 | 133 | 53.2 |
| Column Total      | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 |

Chi Square Value 112.58757

DF = 15

P = 0.00000

TABLE : 41 Chi Square Result and Percentage Distribution for importance of product price in buying decisions for presence of product attributes in selected Non - Durable and Durable

| Response Category | Price        |      |            |      |           |      |            |      |              |      |     |      |
|-------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|
|                   | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |
|                   | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |
|                   | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |
| M I M P           | 120          | 48.0 | 116        | 46.4 | 91        | 36.4 | 193        | 77.2 | 116          | 46.4 | 91  | 36.4 |
| S I M P           | 101          | 40.4 | 110        | 44.0 | 92        | 36.8 | 49         | 19.6 | 110          | 44.0 | 92  | 36.8 |
| L I M P           | 18           | 7.2  | 13         | 5.2  | 35        | 14.0 | 5          | 2.0  | 13           | 5.2  | 35  | 14.0 |
| N I M P           | 11           | 4.4  | 11         | 4.4  | 32        | 12.8 | 3          | 1.2  | 11           | 4.4  | 32  | 12.8 |
| Column Total      | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 |

Chi Square Value 170.34057

DF = 15

P = 0.00000

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 42 Chi Square Result and Percentage Distribution for importance of product features buying decisions for presence of product attributes in selected Non - Durable and Durable |              |      |  |            |      |  |            |      |  |              |      |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|--|------------|------|--|------------|------|--|--------------|------|--|
| Response Category                                                                                                                                                                     | Features     |      |  |            |      |  |            |      |  |              |      |  |
|                                                                                                                                                                                       | Non-Durables |      |  |            |      |  | Durables   |      |  |              |      |  |
|                                                                                                                                                                                       | Soap         |      |  | Toothpaste |      |  | Television |      |  | Refrigerator |      |  |
|                                                                                                                                                                                       | No.          | %    |  | No.        | %    |  | No.        | %    |  | No.          | %    |  |
|                                                                                                                                                                                       | Row Total    |      |  |            |      |  |            |      |  |              |      |  |
| M I M P                                                                                                                                                                               | 182          | 72.8 |  | 176        | 70.4 |  | 235        | 94.0 |  | 176          | 70.4 |  |
| S I M P                                                                                                                                                                               | 54           | 21.6 |  | 53         | 21.2 |  | 13         | 5.2  |  | 53           | 21.2 |  |
| L I M P                                                                                                                                                                               | 10           | 4.0  |  | 16         | 6.4  |  | 2          | 0.8  |  | 16           | 6.4  |  |
| N I M P                                                                                                                                                                               | 4            | 1.6  |  | 5          | 2.0  |  | -          | -    |  | 5            | 2.0  |  |
| Column Total                                                                                                                                                                          | 250          | 16.7 |  | 250        | 16.7 |  | 250        | 16.7 |  | 250          | 16.7 |  |
| Chi Square Value 78.61188 DF = 15 P = 0.00000                                                                                                                                         |              |      |  |            |      |  |            |      |  |              |      |  |

| TABLE : 43 Chi Square Result and Percentage Distribution for importance of product brand name buying decisions for presence of product attributes in selected Non - Durable and Durable |              |      |  |            |      |  |            |      |  |              |      |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|--|------------|------|--|------------|------|--|--------------|------|--|
| Response Category                                                                                                                                                                       | Brand Name   |      |  |            |      |  |            |      |  |              |      |  |
|                                                                                                                                                                                         | Non-Durables |      |  |            |      |  | Durables   |      |  |              |      |  |
|                                                                                                                                                                                         | Soap         |      |  | Toothpaste |      |  | Television |      |  | Refrigerator |      |  |
|                                                                                                                                                                                         | No.          | %    |  | No.        | %    |  | No.        | %    |  | No.          | %    |  |
|                                                                                                                                                                                         | Row Total    |      |  |            |      |  |            |      |  |              |      |  |
| M I M P                                                                                                                                                                                 | 161          | 64.4 |  | 171        | 68.4 |  | 195        | 78.0 |  | 171          | 68.4 |  |
| S I M P                                                                                                                                                                                 | 64           | 25.6 |  | 59         | 23.6 |  | 47         | 18.8 |  | 59           | 23.6 |  |
| L I M P                                                                                                                                                                                 | 13           | 5.2  |  | 12         | 4.8  |  | 6          | 2.4  |  | 12           | 4.8  |  |
| N I M P                                                                                                                                                                                 | 12           | 4.8  |  | 8          | 3.2  |  | 2          | 0.8  |  | 8            | 3.2  |  |
| Column Total                                                                                                                                                                            | 250          | 16.7 |  | 250        | 16.7 |  | 250        | 16.7 |  | 250          | 16.7 |  |
| Chi Square Value 18.89832 DF = 15 P = 0.21838                                                                                                                                           |              |      |  |            |      |  |            |      |  |              |      |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 44 Chi Square Result and Percentage Distribution for importance of product packing buying decisions for presence of product attributes in selected Non - Durable and Durable |     |              |     |            |     |           |         |            |   |              |   |     |      |             |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|-----|------------|-----|-----------|---------|------------|---|--------------|---|-----|------|-------------|---|
| Response Category                                                                                                                                                                    |     | Packaging    |     |            |     |           |         |            |   |              |   |     |      |             |   |
|                                                                                                                                                                                      |     | Non-Durables |     |            |     |           |         | Durables   |   |              |   |     |      |             |   |
|                                                                                                                                                                                      |     | Soap         |     | Toothpaste |     | Chocolate |         | Television |   | Refrigerator |   | Car |      | Row Total   |   |
|                                                                                                                                                                                      |     | No.          | %   | No.        | %   | No.       | %       | No         | % | No.          | % | No. | %    | No.         | % |
|                                                                                                                                                                                      |     |              |     |            |     |           |         |            |   |              |   |     |      |             |   |
| M I M P                                                                                                                                                                              | 28  | 11.2         | 21  | 8.4        | 138 | 55.2      | -       | -          | - | -            | - | -   | 187  | 12.5        |   |
| S I M P                                                                                                                                                                              | 107 | 42.8         | 101 | 40.4       | 72  | 28.8      | -       | -          | - | -            | - | -   | 28   | 18.7        |   |
| L I M P                                                                                                                                                                              | 73  | 29.2         | 71  | 28.4       | 26  | 10.4      | -       | -          | - | -            | - | -   | 920  | 61.3        |   |
| N I M P                                                                                                                                                                              | 42  | 16.8         | 57  | 22.8       | 14  | 5.6       | -       | -          | - | -            | - | -   | 113  | 7.5         |   |
| Column Total                                                                                                                                                                         | 250 | 16.7         | 250 | 16.7       | 250 | 16.7      | -       | -          | - | -            | - | -   | 1500 | 100         |   |
| Chi Square Value . 195 90                                                                                                                                                            |     |              |     |            |     |           | DF = 16 |            |   |              |   |     |      | P = 0.00000 |   |

| TABLE : 45 Chi Square Result and Percentage Distribution for importance of product size buying decisions for presence of product attributes in selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |      |     |      |           |             |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|-------------|--|
| Response Category                                                                                                                                                                 | Size         |      |            |      |           |      |            |      |              |      |     |      |           |             |  |
|                                                                                                                                                                                   | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |           |             |  |
|                                                                                                                                                                                   | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |             |  |
|                                                                                                                                                                                   | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.       | %           |  |
|                                                                                                                                                                                   |              |      |            |      |           |      |            |      |              |      |     |      |           |             |  |
| M I M P                                                                                                                                                                           | 109          | 43.6 | 111        | 44.4 | 111       | 44.4 | 115        | 46.0 | 111          | 44.4 | 111 | 44.4 | 668       | 44.5        |  |
| S I M P                                                                                                                                                                           | 99           | 39.6 | 104        | 41.6 | 94        | 37.6 | 124        | 49.6 | 104          | 41.6 | 94  | 37.6 | 619       | 41.3        |  |
| L I M P                                                                                                                                                                           | 29           | 11.6 | 29         | 11.6 | 30        | 12.0 | 5          | 3.3  | 29           | 11.6 | 30  | 12.0 | 152       | 10.1        |  |
| N I M P                                                                                                                                                                           | 13           | 5.2  | 6          | 2.4  | 15        | 6.0  | 6          | 2.4  | 6            | 2.4  | 15  | 6.6  | 61        | 4.1         |  |
| Column Total                                                                                                                                                                      | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100         |  |
| Chi Square Value 36.33120                                                                                                                                                         |              |      |            |      |           |      | DF = 15    |      |              |      |     |      |           | P = 0.00158 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 46 Chi Square Result and Percentage Distribution for importance of product returns buying decisions for presence of product attributes in selected Non - Durable and Durable |     |              |     |            |         |           |     |            |     |              |     |      |      |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|-----|------------|---------|-----------|-----|------------|-----|--------------|-----|------|------|------|
| Response Category                                                                                                                                                                    |     | Returns      |     |            |         |           |     |            |     |              |     |      |      |      |
|                                                                                                                                                                                      |     | Non-Durables |     |            |         |           |     | Durables   |     |              |     |      |      |      |
|                                                                                                                                                                                      |     | Soap         |     | Toothpaste |         | Chocolate |     | Television |     | Refrigerator |     | Car  |      |      |
|                                                                                                                                                                                      |     | No.          | %   | No         | %       | No.       | %   | No.        | %   | No           | %   | No   | %    | No.  |
| M I M P                                                                                                                                                                              | 223 | 89.2         | 224 | 89.6       | 226     | 90.4      | 239 | 95.6       | 224 | 89.6         | 226 | 90.4 | 1362 | 90.8 |
| S I M P                                                                                                                                                                              | 20  | 8.0          | 20  | 8.0        | 16      | 6.4       | 7   | 2.8        | 20  | 8.0          | 16  | 6.4  | 99   | 6.6  |
| L I M P                                                                                                                                                                              | 3   | 1.2          | 1   | 0.4        | 3       | 1.2       | 3   | 1.2        | 1   | 0.4          | 3   | 1.2  | 14   | 0.9  |
| N I M P                                                                                                                                                                              | 4   | 1.6          | 5   | 2.0        | 5       | 2.0       | 1   | 0.4        | 5   | 2.0          | 5   | 2.0  | 25   | 1.7  |
| Column Total                                                                                                                                                                         | 250 | 16.7         | 250 | 16.7       | 250     | 16.7      | 250 | 16.7       | 250 | 16.7         | 250 | 16.7 | 1500 | 100  |
| Chi Square Value 13.88594                                                                                                                                                            |     |              |     |            | DF = 15 |           |     |            |     | P = 0.53420  |     |      |      |      |

| TABLE : 47 Chi Square Result and Percentage Distribution for importance of product colour buying decisions for presence of product attributes in selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |      |     |      |           |      |             |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|------|-------------|--|
| Response Category                                                                                                                                                                   | Colour       |      |            |      |           |      |            |      |              |      |     |      |           |      |             |  |
|                                                                                                                                                                                     | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |           |      |             |  |
|                                                                                                                                                                                     | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |      |             |  |
|                                                                                                                                                                                     | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.       | %    |             |  |
|                                                                                                                                                                                     |              |      |            |      |           |      |            |      |              |      |     |      |           |      |             |  |
| M I M P                                                                                                                                                                             | 22           | 8.8  | 23         | 9.2  | 26        | 10.4 | 15         | 6.0  | 23           | 9.2  | 26  | 10.4 | 135       | 9.0  |             |  |
| S I M P                                                                                                                                                                             | 59           | 23.6 | 72         | 28.8 | 45        | 18.0 | 53         | 21.2 | 72           | 28.8 | 45  | 18.0 | 346       | 23.1 |             |  |
| L I M P                                                                                                                                                                             | 54           | 21.6 | 45         | 18.0 | 43        | 17.2 | 75         | 30.0 | 45           | 18.0 | 43  | 17.2 | 305       | 20.3 |             |  |
| N I M P                                                                                                                                                                             | 115          | 46.0 | 110        | 44.0 | 136       | 54.4 | 107        | 42.8 | 110          | 44.0 | 136 | 54.4 | 714       | 47.6 |             |  |
| Column Total                                                                                                                                                                        | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |             |  |
| Chi Square Value 39.72286                                                                                                                                                           |              |      |            |      |           |      | DF = 15    |      |              |      |     |      |           |      | P = 0.00050 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 48 Chi Square Result and Percentage Distribution for importance of product manufacturer's prestige decisions for presence of product attributes in selected Non - Durable and Durable |                         |      |            |      |           |      |            |      |              |             |     |      |           |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|------|------------|------|-----------|------|------------|------|--------------|-------------|-----|------|-----------|------|
| Response Category                                                                                                                                                                             | Manufacturer's Prestige |      |            |      |           |      |            |      |              |             |     |      |           |      |
|                                                                                                                                                                                               | Non-Durables            |      |            |      |           |      | Durables   |      |              |             |     |      |           |      |
|                                                                                                                                                                                               | Soap                    |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |             | Car |      | Row Total |      |
|                                                                                                                                                                                               | No.                     | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %           | No. | %    | No.       | %    |
| M I M P                                                                                                                                                                                       | 163                     | 65.2 | 174        | 69.6 | 188       | 75.2 | 225        | 90.0 | 174          | 69.6        | 188 | 75.2 | 1112      | 74.1 |
| S I M P                                                                                                                                                                                       | 60                      | 24.0 | 54         | 21.6 | 45        | 18.0 | 19         | 7.6  | 54           | 21.6        | 45  | 18.0 | 277       | 18.5 |
| L I M P                                                                                                                                                                                       | 12                      | 4.8  | 15         | 6.0  | 10        | 4.0  | 5          | 2.0  | 15           | 6.0         | 10  | 4.0  | 67        | 4.5  |
| N I M P                                                                                                                                                                                       | 15                      | 6.0  | 7          | 2.8  | 7         | 2.8  | 1          | 0.4  | 7            | 2.8         | 7   | 2.8  | 44        | 2.9  |
| Column Total                                                                                                                                                                                  | 250                     | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7        | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 55.38100                                                                                                                                                                     |                         |      |            |      | DF = 15   |      |            |      |              | P = 0.00000 |     |      |           |      |

| TABLE : 49 Chi Square Result and Percentage Distribution for importance of product service decisions for presence of product attributes in selected Non - Durable and Durable |              |   |            |   |           |   |            |      |              |      |     |      |           |             |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|------------|---|-----------|---|------------|------|--------------|------|-----|------|-----------|-------------|--|
| Response Category                                                                                                                                                             | Service      |   |            |   |           |   |            |      |              |      |     |      |           |             |  |
|                                                                                                                                                                               | Non-Durables |   |            |   |           |   | Durables   |      |              |      |     |      |           |             |  |
|                                                                                                                                                                               | Soap         |   | Toothpaste |   | Chocolate |   | Television |      | Refrigerator |      | Car |      | Row Total |             |  |
|                                                                                                                                                                               | No.          | % | No.        | % | No.       | % | No.        | %    | No.          | %    | No. | %    | No.       | %           |  |
| M I M P                                                                                                                                                                       | -            | - | -          | - | -         | - | 98         | 39.2 | 21           | 8.4  | 138 | 55.2 | 257       | 17.1        |  |
| S I M P                                                                                                                                                                       | -            | - | -          | - | -         | - | 148        | 59.2 | 101          | 40.4 | 72  | 28.8 | 321       | 21.4        |  |
| L I M P                                                                                                                                                                       | -            | - | -          | - | -         | - | 2          | 0.8  | 71           | 28.4 | 26  | 10.4 | -         | -           |  |
| N I M P                                                                                                                                                                       | -            | - | -          | - | -         | - | 2          | 0.8  | 57           | 22.8 | 14  | 5.6  | 73        | 4.9         |  |
| Column Total                                                                                                                                                                  | -            | - | -          | - | -         | - | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100         |  |
| Chi Square Value 253.16                                                                                                                                                       |              |   |            |   |           |   | DF = 6     |      |              |      |     |      |           | P = 0.00000 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 50 Chi Square Result and Percentage Distribution for importance of product warranty decisions for presence of product attributes in selected Non - Durable and Durable |              |   |            |   |           |   |            |      |              |             |     |      |           |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|------------|---|-----------|---|------------|------|--------------|-------------|-----|------|-----------|------|
| Response Category                                                                                                                                                              | Warranty     |   |            |   |           |   |            |      |              |             |     |      |           |      |
|                                                                                                                                                                                | Non-Durables |   |            |   |           |   | Durables   |      |              |             |     |      |           |      |
|                                                                                                                                                                                | Soap         |   | Toothpaste |   | Chocolate |   | Television |      | Refrigerator |             | Car |      | Row Total |      |
|                                                                                                                                                                                | No.          | % | No.        | % | No.       | % | No.        | %    | No.          | %           | No. | %    | No.       | %    |
| MIMP                                                                                                                                                                           | -            | - | -          | - | -         | - | 153        | 61.2 | 25           | 10.0        | 40  | 16.0 | 218       | 14.5 |
| SIMP                                                                                                                                                                           | -            | - | -          | - | -         | - | 94         | 37.6 | 22           | 8.8         | 18  | 7.2  | 134       | 8.9  |
| LIMP                                                                                                                                                                           | -            | - | -          | - | -         | - | 2          | 0.8  | 175          | 70.0        | 167 | 66.8 | -         | -    |
| NIMP                                                                                                                                                                           | -            | - | -          | - | -         | - | 1          | 0.4  | 28           | 11.2        | 25  | 10.0 | 54        | 3.6  |
| Column Total                                                                                                                                                                   | -            | - | -          | - | -         | - | 250        | 16.7 | 250          | 16.7        | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 407.34                                                                                                                                                        |              |   |            |   | DF = 6    |   |            |      |              | P = 0.00000 |     |      |           |      |

| TABLE : 51 Chi Square Result and Percentage Distribution for importance of product others decisions for presence of product attributes in selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |             |     |      |           |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|-------------|-----|------|-----------|------|
| Response Category                                                                                                                                                            | Others       |      |            |      |           |      |            |      |              |             |     |      |           |      |
|                                                                                                                                                                              | Non-Durables |      |            |      |           |      | Durables   |      |              |             |     |      |           |      |
|                                                                                                                                                                              | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |             | Car |      | Row Total |      |
|                                                                                                                                                                              | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %           | No. | %    | No.       | %    |
| MIMP                                                                                                                                                                         | 25           | 10.0 | 25         | 10.0 | 40        | 16.0 | 70         | 28.0 | -            | -           | -   | -    | 160       | 10.7 |
| SIMP                                                                                                                                                                         | 22           | 8.8  | 22         | 8.8  | 18        | 7.2  | 7          | 2.8  | -            | -           | -   | -    | 69        | 4.6  |
| LIMP                                                                                                                                                                         | 176          | 70.4 | 175        | 70.0 | 167       | 66.8 | 164        | 65.6 | 250          | 100         | 250 | 100  | 1182      | 78.8 |
| NIMP                                                                                                                                                                         | 27           | 10.8 | 28         | 11.2 | 25        | 10.0 | 9          | 3.6  | -            | -           | -   | -    | 89        | 5.9  |
| Column Total                                                                                                                                                                 | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7        | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 282.13886                                                                                                                                                   |              |      |            |      | DF = 15   |      |            |      |              | P = 0.00000 |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

TABLES – 38 to 51

These tables pertain to the Chi-Square results and Percentage distribution regarding the opinions given regarding the importance or otherwise of various product attributes like, Product variety, Quality, Design, Price, Features, Brand name, Packaging, Size, Returns, Colour, Manufacturer's prestige, Service, Warranties and others in buying decisions of selected Non-durable and Durables

Ho = There is no association between the opinions given regarding attaching importance or otherwise to various product attributes in buying decisions and selected Non-durable and Durables.

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance for Tables – 37, 39, 40, 41, 43, 44, 46, 47, 48, 49 and 50 hence we reject the Ho (assumption) and consequently it can be said that responses given regarding the importance or otherwise of various product attributes like, Product variety, Design, Price, Features, Packaging, Size, Colour, Manufacturer's prestige, Service, Warranties and others in buying decisions does affect the selected Non-durable as well as Durables, whereas the value is non-significant at 5% level of significance for Tables – 38, 42 and 45 and hence we accept the Ho (assumption) and consequently it can be said that the responses given regarding the importance or otherwise of product attributes like, Quality, Brand name and Returns does not affect the selected Non-durables as well as Durables

| TABLE : 52 Chi Square Result and Percentage Distribution regarding the impact of product attributes on brand comprehension for selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |       |     |      |           |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|-------|-----|------|-----------|------|
| PRICE                                                                                                                                                             |              |      |            |      |           |      |            |      |              |       |     |      |           |      |
| Response Category                                                                                                                                                 | Non-Durables |      |            |      | Durables  |      |            |      |              |       |     |      |           |      |
|                                                                                                                                                                   | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |       | Car |      | Row Total |      |
|                                                                                                                                                                   | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %     | No. | %    | No.       | %    |
| 1. YES                                                                                                                                                            | 181          | 75.4 | 167        | 66.8 | 161       | 64.4 | 181        | 72.4 | 167          | 66.8  | 161 | 64.4 | 1018      | 67.9 |
| 2. NO                                                                                                                                                             | 69           | 27.6 | 83         | 33.2 | 89        | 35.6 | 69         | 27.6 | 83           | 233.2 | 89  | 35.6 | 482       | 32.1 |
| Column Total                                                                                                                                                      | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7  | 250 | 16.7 | 1500      | 100  |
| Chi Square Value = 7.72811                                                                                                                                        |              |      |            |      |           |      |            |      |              |       |     |      |           |      |
| DF = 5                                                                                                                                                            |              |      |            |      |           |      |            |      |              |       |     |      |           |      |
| *P = 0.17187                                                                                                                                                      |              |      |            |      |           |      |            |      |              |       |     |      |           |      |
| TABLE 52-B                                                                                                                                                        |              |      |            |      |           |      |            |      |              |       |     |      |           |      |
| QUALITY                                                                                                                                                           |              |      |            |      |           |      |            |      |              |       |     |      |           |      |
| Response Category                                                                                                                                                 | Non-Durables |      |            |      | Durables  |      |            |      |              |       |     |      |           |      |
|                                                                                                                                                                   | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |       | Car |      | Row Total |      |
|                                                                                                                                                                   | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %     | No. | %    | No.       | %    |
| 1 YES                                                                                                                                                             | 193          | 77.2 | 196        | 78.4 | 199       | 79.6 | 181        | 72.4 | 196          | 78.4  | 199 | 79.6 | 1164      | 77.6 |
| 2. NO                                                                                                                                                             | 57           | 22.8 | 54         | 21.6 | 51        | 20.4 | 69         | 27.6 | 54           | 21.6  | 51  | 20.4 | 336       | 22.4 |
| Column Total                                                                                                                                                      | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7  | 250 | 16.7 | 1500      | 100  |
| Chi Square Value = 5.24669                                                                                                                                        |              |      |            |      |           |      |            |      |              |       |     |      |           |      |
| DF = 5                                                                                                                                                            |              |      |            |      |           |      |            |      |              |       |     |      |           |      |
| P = 0.38652                                                                                                                                                       |              |      |            |      |           |      |            |      |              |       |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

| PRODUCT VARIETY              |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
|------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|------|------|
| Response Category            | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |      |      |
|                              | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |      |      |
|                              | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.  | %    |
| 1. YES                       | 100          | 40.0 | 86         | 34.4 | 81        | 32.4 | 83         | 33.2 | 183          | 73.2 | 181 | 72.4 | 714  | 47.6 |
| 2. NO                        | 150          | 60.0 | 164        | 65.6 | 169       | 67.6 | 167        | 66.8 | 67           | 26.8 | 69  | 27.6 | 786  | 52.4 |
| Column Total                 | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500 | 100  |
| Chi Square Value = 194.52819 |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| DF = 5                       |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| P = 0.00000                  |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| BRAND NAME                   |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| Response Category            | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |      |      |
|                              | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |      |      |
|                              | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.  | %    |
| 1. YES                       | 176          | 70.4 | 183        | 73.2 | 181       | 72.4 | 183        | 73.2 | 50           | 20.0 | 125 | 50.0 | 898  | 59.9 |
| 2. NO                        | 74           | 29.6 | 67         | 26.8 | 69        | 27.6 | 67         | 26.8 | 200          | 80.0 | 125 | 50.0 | 602  | 40.1 |
| Column Total                 | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500 | 100  |
| Chi Square Value = 240.39023 |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| DF = 5                       |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| P = 0.00000                  |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| PACKAGING                    |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| Response Category            | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |      |      |
|                              | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |      |      |
|                              | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.  | %    |
| 1. YES                       | 60           | 24.0 | 50         | 20.0 | 125       | 50.0 | -          | -    | -            | -    | -   | -    | 235  | 15.7 |
| 2. NO                        | 190          | 76.0 | 200        | 80.0 | 125       | 50.0 | -          | -    | -            | -    | -   | -    | 1265 | 84.3 |
| Column Total                 | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | -          | -    | -            | -    | -   | -    | 1500 | 100  |
| Chi Square Value = 61.66     |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| DF = 2                       |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| P = 0.00000                  |              |      |            |      |           |      |            |      |              |      |     |      |      |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE 52-F                                     |              |      |            |      |           |      |            |      |              |      |      |      |      |      |
|------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|------|------|------|------|
| FEATURES                                       |              |      |            |      |           |      |            |      |              |      |      |      |      |      |
| Response Category                              | Non-Durables |      |            |      |           |      | Durables   |      |              |      |      |      |      |      |
|                                                | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car  |      |      |      |
|                                                | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No.  | %    | No.  | %    |
|                                                | 1. YES       | 195  | 78.0       | 202  | 80.8      | 195  | 78.0       | 237  | 94.8         | 202  | 80.8 | 195  | 78.0 | 1226 |
| 2. NO                                          | 55           | 22.0 | 48         | 19.2 | 55        | 22.0 | 13         | 5.2  | 48           | 19.2 | 55   | 22.0 | 274  | 18.3 |
| Column Total                                   | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250  | 16.7 | 1500 | 100  |
| Chi Square Value = 35.88312 DF = 5 P = 0.00000 |              |      |            |      |           |      |            |      |              |      |      |      |      |      |
| TABLE 52-G                                     |              |      |            |      |           |      |            |      |              |      |      |      |      |      |
| WARRANTY                                       |              |      |            |      |           |      |            |      |              |      |      |      |      |      |
| Response Category                              | Non-Durables |      |            |      |           |      | Durables   |      |              |      |      |      |      |      |
|                                                | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car  |      |      |      |
|                                                | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No.  | %    | No.  | %    |
|                                                | 1. YES       | -    | -          | -    | -         | -    | -          | 132  | 52.8         | 86   | 34.4 | 81   | 32.4 | 299  |
| 2. NO                                          | -            | -    | -          | -    | -         | -    | 118        | 47.2 | 164          | 65.6 | 169  | 67.6 | 1201 | 80.1 |
| Column Total                                   | -            | -    | -          | -    | -         | -    | 250        | 16.7 | 250          | 16.7 | 250  | 16.7 | 1500 | 100  |
| Chi Square Value = 26.37 DF = 2 P = 0.00000    |              |      |            |      |           |      |            |      |              |      |      |      |      |      |
| TABLE 52-H                                     |              |      |            |      |           |      |            |      |              |      |      |      |      |      |
| SERVICE                                        |              |      |            |      |           |      |            |      |              |      |      |      |      |      |
| Response Category                              | Non-Durables |      |            |      |           |      | Durables   |      |              |      |      |      |      |      |
|                                                | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car  |      |      |      |
|                                                | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No.  | %    | No.  | %    |
|                                                | 1. YES       | -    | -          | -    | -         | -    | -          | 74   | 29.6         | 62   | 24.8 | 68   | 27.2 | 204  |
| 2. NO                                          | -            | -    | -          | -    | -         | -    | 176        | 70.4 | 188          | 75.2 | 182  | 72.8 | 1296 | 86.4 |
| Column Total                                   | -            | -    | -          | -    | -         | -    | 250        | 16.7 | 250          | 16.7 | 250  | 16.7 | 1500 | 100  |
| Chi Square Value = 1.45 DF = 2 P = 0.00000     |              |      |            |      |           |      |            |      |              |      |      |      |      |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE 52-I                   | OTHERS       |      |            |      |           |      |            |      |              |      |     |      |           |      |
|------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|------|
| Response Category            | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      | Row Total |      |
|                              | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |           |      |
|                              | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.       | %    |
|                              | 1. YES       | 64   | 25.6       | 62   | 24.8      | 68   | 27.2       | 74   | 29.6         | 2    | 0.8 | 2    | 0.8       | 272  |
| 2. NO                        | 186          | 74.4 | 188        | 75.2 | 182       | 72.8 | 176        | 70.4 | 248          | 99.2 | 248 | 99.2 | 1228      | 81.9 |
| Column Total                 | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value = 154.05250 |              |      |            |      |           |      |            |      |              |      |     |      |           |      |
| DF = 5                       |              |      |            |      |           |      |            |      |              |      |     |      |           |      |
| P = 0.00000                  |              |      |            |      |           |      |            |      |              |      |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

TABLES – 52A to 52I

These tables pertain to the Chi-Square results and Percentage distribution regarding the responses given for the impact of various product attributes like, Price, Quality, Product variety, Brand name, Packaging, Features, Warranties, Service and others in Brand comprehension during buying decisions of selected Non-durable and Durables

Ho = There is no association between the opinions given regarding various product attributes helping respondents in Brand comprehension while making buying decisions and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance for Product attributes namely, Product variety, Brand name, Packaging (for Non-durables only), Features, Warranty (for Durables only), Services (for Durables only) and Others. Hence we reject the Ho (assumption) and consequently it can be said that responses given regarding these product attributes helping or otherwise in brand comprehension does make difference to selected Non-durables as well as Durables. On the other hand the value for product attributes namely, Price and Quality is not significant at 5% level of significance and therefore it can be said that whether or not Price and Quality help in brand comprehension does not affect the selected Non-durables as well as Durables.

| TABLE : 53 Chi Square Result and Percentage Distribution regarding the impact of product attributes on brand recall for selected Non - Durable and Durable |              |      |            |      |   |           |      |            |      |              |           |   |     |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|---|-----------|------|------------|------|--------------|-----------|---|-----|------|
| PRICE                                                                                                                                                      |              |      |            |      |   |           |      |            |      |              |           |   |     |      |
| Response Category                                                                                                                                          | Non-Durables |      |            |      |   | Durables  |      |            |      |              | Row Total |   |     |      |
|                                                                                                                                                            | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      | Refrigerator |           |   | Car |      |
|                                                                                                                                                            | No.          | %    | No.        | %    | % | No.       | %    | No.        | %    | No.          | %         | % | No. | %    |
| 1. YES                                                                                                                                                     | 87           | 34.8 | 78         | 31.2 |   | 79        | 31.6 | 101        | 40.4 | 78           | 31.2      |   | 79  | 31.6 |
| 2. NO                                                                                                                                                      | 163          | 65.2 | 172        | 68.8 |   | 171       | 68.4 | 149        | 59.6 | 172          | 68.8      |   | 171 | 68.4 |
| Column Total                                                                                                                                               | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 | 250          | 16.7      |   | 250 | 16.7 |
| Chi Square Value = 7.53299 DF = 5 *P = 0.18392                                                                                                             |              |      |            |      |   |           |      |            |      |              |           |   |     |      |
| QUALITY                                                                                                                                                    |              |      |            |      |   |           |      |            |      |              |           |   |     |      |
| Response Category                                                                                                                                          | Non-Durables |      |            |      |   | Durables  |      |            |      |              | Row Total |   |     |      |
|                                                                                                                                                            | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      | Refrigerator |           |   | Car |      |
|                                                                                                                                                            | No.          | %    | No.        | %    | % | No.       | %    | No.        | %    | No.          | %         | % | No. | %    |
| 1. YES                                                                                                                                                     | 206          | 82.4 | 208        | 83.2 |   | 204       | 81.6 | 178        | 71.2 | 208          | 83.2      |   | 204 | 81.6 |
| 2. NO                                                                                                                                                      | 44           | 17.6 | 42         | 16.8 |   | 46        | 18.4 | 72         | 28.2 | 42           | 16.8      |   | 46  | 18.4 |
| Column Total                                                                                                                                               | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 | 250          | 16.7      |   | 250 | 16.7 |
| Chi Square Value = 17.07793 DF = 5 P = 0.00435                                                                                                             |              |      |            |      |   |           |      |            |      |              |           |   |     |      |

\*P<= 0.05, Significant at 5% level of Significance



| TABLE 53-C                   |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
|------------------------------|--------------|------|------------|------|---|-----------|------|------------|------|--------------|-----------|-----|------|-----------|
| PRODUCT VARIETY              |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| Response Category            | Non-Durables |      |            |      |   | Durables  |      |            |      |              | Row Total |     |      |           |
|                              | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      | Refrigerator |           | Car |      | Row Total |
|                              | No.          | %    | No.        | %    | % | No.       | %    | No.        | %    | No.          | %         | No. | %    |           |
| 1. YES                       | 72           | 28.8 | 67         | 26.8 |   | 74        | 29.6 | 30         | 12.0 | 67           | 26.8      | 74  | 29.6 | 384       |
| 2. NO                        | 178          | 71.2 | 183        | 73.2 |   | 176       | 70.4 | 220        | 88.0 | 183          | 73.2      | 176 | 70.4 | 1116      |
| Column Total                 | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 | 250          | 16.7      | 250 | 16.7 | 1500      |
| Chi Square Value = 30.19993  |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| DF = 5                       |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| P = 0.00001                  |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| TABLE 53-D                   |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| BRAND NAME                   |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| Response Category            | Non-Durables |      |            |      |   | Durables  |      |            |      |              | Row Total |     |      |           |
|                              | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      | Refrigerator |           | Car |      | Row Total |
|                              | No.          | %    | No.        | %    | % | No.       | %    | No.        | %    | No.          | %         | No. | %    |           |
| 1. YES                       | 154          | 61.6 | 153        | 61.2 |   | 153       | 61.2 | 162        | 64.8 | 63           | 25.2      | 97  | 38.8 | 782       |
| 2. NO                        | 96           | 38.4 | 97         | 38.8 |   | 97        | 38.8 | 88         | 35.2 | 187          | 74.8      | 153 | 61.2 | 718       |
| Column Total                 | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 | 250          | 16.7      | 250 | 16.7 | 1500      |
| Chi Square Value = 132.00565 |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| DF = 5                       |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| P = 0.00000                  |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| TABLE 53-E                   |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| PACKAGING                    |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| Response Category            | Non-Durables |      |            |      |   | Durables  |      |            |      |              | Row Total |     |      |           |
|                              | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      | Refrigerator |           | Car |      | Row Total |
|                              | No.          | %    | No.        | %    | % | No.       | %    | No.        | %    | No.          | %         | No. | %    |           |
| 1. YES                       | 63           | 25.2 | 63         | 25.2 |   | 97        | 38.8 | -          | -    | -            | -         | -   | -    | 223       |
| 2. NO                        | 187          | 74.8 | 187        | 74.8 |   | 153       | 61.2 | -          | -    | -            | -         | -   | -    | 1277      |
| Column Total                 | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | -          | -    | -            | -         | -   | -    | 1500      |
| Chi Square Value = 14.75     |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| DF = 2                       |              |      |            |      |   |           |      |            |      |              |           |     |      |           |
| P = 0.00000                  |              |      |            |      |   |           |      |            |      |              |           |     |      |           |

\*P<= 0.05, Significant at 5% level of Significance

| FEATURES                     |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
|------------------------------|--------------|------|------------|------|------|-----------|------|------------|------|-----|--------------|-----|------|------|
| TABLE 53-F                   |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| Response Category            | Non-Durables |      |            |      |      | Durables  |      |            |      |     |              |     |      |      |
|                              | Soap         |      | Toothpaste |      |      | Chocolate |      | Television |      |     | Refrigerator |     | Car  |      |
|                              | No.          | %    | No.        | %    | %    | No.       | %    | No.        | %    | %   | No.          | %   | No.  | %    |
| 1. YES                       | 185          | 74.0 | 185        | 74.0 | 74.0 | 184       | 73.6 | 219        | 87.6 | 153 | 61.2         | 153 | 61.2 | 1079 |
| 2. NO                        | 65           | 26.0 | 65         | 26.0 | 26.0 | 66        | 26.4 | 31         | 12.4 | 97  | 38.8         | 97  | 38.8 | 421  |
| Column Total                 | 250          | 16.7 | 250        | 16.7 | 16.7 | 250       | 16.7 | 250        | 16.7 | 250 | 16.7         | 250 | 16.7 | 1500 |
| Chi Square Value = 60.32572  |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| DF = 5                       |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| P = 0.00000                  |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| SERVICE                      |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| TABLE 53-G                   |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| Response Category            | Non-Durables |      |            |      |      | Durables  |      |            |      |     |              |     |      |      |
|                              | Soap         |      | Toothpaste |      |      | Chocolate |      | Television |      |     | Refrigerator |     | Car  |      |
|                              | No.          | %    | No.        | %    | %    | No.       | %    | No.        | %    | %   | No.          | %   | No.  | %    |
| 1. YES                       | -            | -    | -          | -    | -    | -         | -    | 46         | 18.4 | 185 | 74.0         | 184 | 73.6 | 415  |
| 2. NO                        | -            | -    | -          | -    | -    | -         | -    | 204        | 81.6 | 65  | 26.0         | 66  | 26.4 | 1085 |
| Column Total                 | -            | -    | -          | -    | -    | -         | -    | 250        | 16.7 | 250 | 16.7         | 250 | 16.7 | 1500 |
| Chi Square Value = 206.97    |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| DF = 2                       |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| P = 0.00000                  |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| OTHERS                       |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| TABLE 53-H                   |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| Response Category            | Non-Durables |      |            |      |      | Durables  |      |            |      |     |              |     |      |      |
|                              | Soap         |      | Toothpaste |      |      | Chocolate |      | Television |      |     | Refrigerator |     | Car  |      |
|                              | No.          | %    | No.        | %    | %    | No.       | %    | No.        | %    | %   | No.          | %   | No.  | %    |
| 1. YES                       | 81           | 32.4 | 87         | 34.8 | 34.8 | 85        | 34.0 | 109        | 43.6 | 2   | 0.8          | 2   | 0.8  | 366  |
| 2. NO                        | 169          | 67.6 | 163        | 65.2 | 65.2 | 165       | 66.0 | 141        | 56.4 | 248 | 99.2         | 248 | 99.2 | 1134 |
| Column Total                 | 250          | 16.7 | 250        | 16.7 | 16.7 | 250       | 16.7 | 250        | 16.7 | 250 | 16.7         | 250 | 16.7 | 1500 |
| Chi Square Value = 236.75080 |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| DF = 5                       |              |      |            |      |      |           |      |            |      |     |              |     |      |      |
| P = 0.00000                  |              |      |            |      |      |           |      |            |      |     |              |     |      |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE 53-I              |     | WARRANTY     |   |            |   |           |   |            |      |              |      |     |      |
|-------------------------|-----|--------------|---|------------|---|-----------|---|------------|------|--------------|------|-----|------|
| Response Category       |     | Non-Durables |   |            |   | Durables  |   |            |      |              |      |     |      |
|                         |     | Soap         |   | Toothpaste |   | Chocolate |   | Television |      | Refrigerator |      | Car |      |
|                         |     | No.          | % | No.        | % | No.       | % | No.        | %    | No.          | %    | No. | %    |
| 1.                      | YES | -            | - | -          | - | -         | - | 68         | 27.2 | 87           | 34.8 | 85  | 34.0 |
| 2.                      | NO  | -            | - | -          | - | -         | - | 182        | 72.8 | 163          | 65.2 | 165 | 66.0 |
| Column Total            |     | -            | - | -          | - | -         | - | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value = 4.01 |     | DF = 2       |   |            |   |           |   |            |      |              |      |     |      |
|                         |     | P = 0.00000  |   |            |   |           |   |            |      |              |      |     |      |

\*P<= 0.05, Significant at 5% level of Significance

TABLES – 53A to 53I

These tables pertain to the Chi-Square results and Percentage distribution regarding the opinions given for the impact of various product attributes like, Price, Quality, Product variety, Brand name, Packaging, Features, Service, Others and Warranties in Brand recall during buying decisions of selected Non-durable and Durables

Ho = There is no association between the opinions given regarding various product attributes helping respondents in Brand recall while making buying decisions and selected Non-durable and Durables

It can be inferred from the Chi-Square results that the value is significant at 5% level of significance for Product attributes namely, Quality, Product variety, Brand name, Packaging (for Non-durables only), Features, Warranty (for Durables only), Services (for Durables only) and Others. Hence we reject the Ho (assumption) and consequently it can be said that responses given regarding these product attributes helping or otherwise in brand recall does make difference to selected Non-durables as well as Durables. On the other hand the value for Price as a product attribute is not significant at 5% level of significance and therefore it can be said that whether or not Price help in brand recall does not affect the selected Non-durables as well as Durables

| TABLE : 54 Chi Square Result and Percentage Distribution regarding the responses on the most important attribute in buying decisions for selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |      |     |      |           |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|------|
| Attributes                                                                                                                                                                  | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |           |      |
|                                                                                                                                                                             | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |      |
|                                                                                                                                                                             | No           | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    | No.       | %    |
| 1. Product Variety                                                                                                                                                          | 12           | 4.8  | 5          | 2.0  | 3         | 1.2  | 34         | 13.6 | 5            | 2.0  | 3   | 1.2  | 62        | 4.1  |
| 2. Quality                                                                                                                                                                  | 77           | 30.8 | 73         | 29.2 | 61        | 24.4 | 24         | 9.6  | 73           | 29.2 | 61  | 24.4 | 369       | 24.6 |
| 3. Design                                                                                                                                                                   | 11           | 4.4  | -          | -    | 1         | 6.7  | 2          | 0.8  | -            | -    | 1   | 6.7  | 15        | 1.0  |
| 4. Price                                                                                                                                                                    | 7            | 2.8  | 5          | 2.0  | 7         | 2.8  | 14         | 5.6  | 5            | 2.0  | 7   | 2.8  | 45        | 3.0  |
| 5. Features                                                                                                                                                                 | 47           | 18.8 | 62         | 24.8 | 39        | 15.6 | 53         | 21.2 | 62           | 24.8 | 39  | 15.6 | 302       | 20.1 |
| 6. Brand Name                                                                                                                                                               | 14           | 5.6  | 24         | 9.6  | 22        | 8.8  | 9          | 3.6  | 24           | 9.6  | 22  | 8.8  | 115       | 7.7  |
| 7. Packing / Service                                                                                                                                                        | -            | -    | 1          | 0.4  | 37        | 14.8 | 2          | 0.8  | 1            | 0.4  | 37  | 14.8 | 78        | 5.2  |
| 8. Size                                                                                                                                                                     | 10           | 4.0  | 9          | 3.6  | 3         | 1.2  | 22         | 8.8  | 9            | 3.6  | 3   | 1.2  | 56        | 3.7  |
| 9. Returns                                                                                                                                                                  | 55           | 22.0 | 52         | 20.8 | 53        | 21.2 | 17         | 6.8  | 52           | 20.8 | 53  | 21.2 | 282       | 18.8 |
| 10. Colour                                                                                                                                                                  | -            | -    | 2          | 0.8  | 1         | 0.4  | -          | -    | 2            | 0.8  | 1   | 0.4  | 6         | 0.4  |
| 11. Manufacture's Prestige                                                                                                                                                  | 4            | 1.6  | 4          | 1.6  | 9         | 3.6  | 12         | 4.8  | 4            | 1.6  | 9   | 3.6  | 42        | 2.8  |
| 12. Others / Warranty                                                                                                                                                       | 13           | 5.2  | 13         | 5.2  | 14        | 5.6  | 20         | 8.0  | 13           | 5.2  | 14  | 5.6  | 87        | 5.8  |
| 13. Others                                                                                                                                                                  | -            | -    | -          | -    | -         | -    | 41         | 16.4 | -            | -    | -   | -    | 41        | 2.7  |
| Column Total                                                                                                                                                                | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500      | 100  |
| Chi Square Value 567.80154 DF = 60 *P = 0.00000                                                                                                                             |              |      |            |      |           |      |            |      |              |      |     |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

This table pertains to the Chi-Square results and Percentage distribution regarding the responses given for the most important attribute in buying decisions of selected Non-durable and Durables

Ho = There is no association between the opinions given regarding attaching importance to various product attributes while making buying decisions and selected Non-durable and Durables

It can be observed from Chi-Square results that the value is significant at 5% level of significance, hence we reject Ho (assumption) and it can be said that reckoning an attribute most important in buying decisions does affect selected Non-durables as well as Durables

| TABLE : 55 A - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|-------|---------|------|---------|------|---------|------|
| Product Variety                                                                                                                                                                  |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |
| Response Category                                                                                                                                                                | Non-Durables |      |         |      |         |      |         |      | Durables  |       |         |      |         |      |         |      |
|                                                                                                                                                                                  | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                  | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                           | 62           | 41.1 | 166     | 42.0 | 80      | 74.1 | 79      | 82.3 | 387       | 51.6  | 73      | 31.2 | 137     | 40.8 | 73      | 73.7 |
| 2. NO                                                                                                                                                                            | 89           | 58.9 | 229     | 58.0 | 28      | 25.9 | 17      | 17.7 | 363       | 48.4  | 161     | 68.8 | 199     | 59.2 | 26      | 26.3 |
| Column Total                                                                                                                                                                     | 151          | 20.1 | 395     | 52.7 | 108     | 14.4 | 96      | 12.8 | 750       | 100.0 | 234     | 31.2 | 336     | 44.8 | 99      | 13.2 |
| Chi Square Value = 79.26780      DF = 3      *P = 0.00000      Chi Square Value = 93.08415      DF = 5      *P = 0.00000                                                         |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |

| TABLE : 55 B - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|-------|---------|------|---------|------|---------|------|
| Quality                                                                                                                                                                          |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |
| Response Category                                                                                                                                                                | Non-Durables |      |         |      |         |      |         |      | Durables  |       |         |      |         |      |         |      |
|                                                                                                                                                                                  | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                  | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                           | 355          | 51.5 | 22      | 46.8 | 3       | 50.0 | 7       | 87.5 | 387       | 513.6 | 315     | 45.7 | 24      | 50.0 | 5       | 62.5 |
| 2. NO                                                                                                                                                                            | 334          | 48.5 | 25      | 53.2 | 3       | 50.0 | 1       | 12.5 | 363       | 48.4  | 375     | 54.3 | 24      | 50.0 | 3       | 37.5 |
| Column Total                                                                                                                                                                     | 689          | 91.9 | 47      | 6.3  | 6       | 0.8  | 8       | 1.1  | 750       | 100.0 | 690     | 92.0 | 48      | 6.4  | 8       | 1.1  |
| Chi Square Value = 4.56823      DF = 3      P = 0.20629      Chi Square Value = 5.85977      DF = 3      *P = 0.11864                                                            |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 55 C - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|-------|---------|------|---------|------|---------|------|
| Response Category                                                                                                                                                                | Design       |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |
|                                                                                                                                                                                  | Non-Durables |      |         |      |         |      |         |      | Durables  |       |         |      |         |      |         |      |
|                                                                                                                                                                                  | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                  | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                           | 14           | 25.5 | 81      | 46.8 | 95      | 54.9 | 197     | 56.4 | 387       | 51.6  | 19      | 31.1 | 77      | 41.0 | 76      | 44.2 |
| 2. NO                                                                                                                                                                            | 41           | 74.5 | 92      | 53.2 | 78      | 45.1 | 152     | 43.6 | 363       | 48.4  | 42      | 68.9 | 111     | 59.0 | 96      | 55.8 |
| Column Total                                                                                                                                                                     | 55           | 7.3  | 173     | 23.1 | 173     | 23.1 | 349     | 46.5 | 750       | 100.0 | 61      | 8.1  | 188     | 25.1 | 172     | 22.9 |
| Chi Square Value = 20.67995      DF = 3      P = 0.00012      Chi Square Value = 14.94402      DF = 3      *P = 0.00187                                                          |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |

| TABLE : 55 D - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|-------|---------|------|---------|------|---------|------|
| Response Category                                                                                                                                                                | Price        |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |
|                                                                                                                                                                                  | Non-Durables |      |         |      |         |      |         |      | Durables  |       |         |      |         |      |         |      |
|                                                                                                                                                                                  | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                  | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                           | 158          | 48.3 | 158     | 52.1 | 41      | 62.1 | 30      | 55.6 | 387       | 51.6  | 168     | 42.0 | 125     | 49.8 | 32      | 60.4 |
| 2. NO                                                                                                                                                                            | 169          | 51.7 | 145     | 47.9 | 25      | 37.9 | 24      | 44.4 | 363       | 48.4  | 232     | 58.0 | 126     | 50.2 | 21      | 39.6 |
| Column Total                                                                                                                                                                     | 327          | 43.6 | 303     | 40.4 | 66      | 8.8  | 54      | 7.2  | 750       | 100.0 | 400     | 53.3 | 251     | 33.5 | 53      | 7.1  |
| Chi Square Value = 4.71006      DF = 3      P = 0.19430      Chi Square Value = 8.68402      DF = 3      *P = 0.03380                                                            |              |      |         |      |         |      |         |      |           |       |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 55 E - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |     |              |        |         |             |         |      |         |      |           |       |          |      |         |                            |         |      |         |      |           |       |  |  |  |        |  |              |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|--------|---------|-------------|---------|------|---------|------|-----------|-------|----------|------|---------|----------------------------|---------|------|---------|------|-----------|-------|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                |     | Features     |        |         |             |         |      |         |      |           |       |          |      |         |                            |         |      |         |      |           |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                  |     | Non-Durables |        |         |             |         |      |         |      |           |       | Durables |      |         |                            |         |      |         |      |           |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                  |     | M I M P      |        | S I M P |             | L I M P |      | N I M P |      | Row Total |       | M I M P  |      | S I M P |                            | L I M P |      | N I M P |      | Row Total |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                  |     | No.          | %      | No.     | %           | No.     | %    | No.     | %    | No.       | %     | No.      | %    | No.     | %                          | No.     | %    | No.     | %    | No.       | %     |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                               | YES | 271          | 51.3   | 81      | 50.3        | 21      | 53.8 | 14      | 63.6 | 387       | 51.6  | 261      | 44.9 | 62      | 51.7                       | 15      | 48.4 | 10      | 55.6 | 348       | 46.4  |  |  |  |        |  |              |  |
| 2                                                                                                                                                                                | NO  | 257          | 48.7   | 80      | 49.7        | 18      | 46.2 | 8       | 36.4 | 363       | 48.4  | 320      | 55.1 | 58      | 48.3                       | 16      | 51.6 | 8       | 44.4 | 402       | 53.6  |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                     |     | 528          | 70.4   | 161     | 21.5        | 39      | 5.2  | 22      | 2.9  | 750       | 100.0 | 581      | 77.5 | 120     | 16.0                       | 31      | 4.1  | 18      | 2.4  | 750       | 100.0 |  |  |  |        |  |              |  |
| Chi Square Value = 1                                                                                                                                                             |     | 47807        | DF = 3 |         | P = 0.68734 |         |      |         |      |           |       |          |      |         | Chi Square Value = 2.50419 |         |      |         |      |           |       |  |  |  | DF = 3 |  | *P = 0.47453 |  |

| TABLE : 55 F - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |     |              |      |         |      |             |      |         |      |                            |       |         |      |         |      |         |      |              |      |           |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|-------------|------|---------|------|----------------------------|-------|---------|------|---------|------|---------|------|--------------|------|-----------|-------|
| Response Category                                                                                                                                                                |     | Brand Name   |      |         |      |             |      |         |      |                            |       |         |      |         |      |         |      |              |      |           |       |
|                                                                                                                                                                                  |     | Non-Durables |      |         |      |             |      |         |      | Durables                   |       |         |      |         |      |         |      |              |      |           |       |
|                                                                                                                                                                                  |     | M I M P      |      | S I M P |      | L I M P     |      | N I M P |      | Row Total                  |       | M I M P |      | S I M P |      | L I M P |      | N I M P      |      | Row Total |       |
|                                                                                                                                                                                  |     | No.          | %    | No.     | %    | No.         | %    | No.     | %    | No.                        | %     | No.     | %    | No.     | %    | No.     | %    | No.          | %    | No.       | %     |
| 1.                                                                                                                                                                               | YES | 283          | 55.7 | 74      | 42.5 | 15          | 41.7 | 15      | 46.9 | 387                        | 51.6  | 266     | 49.1 | 62      | 39.5 | 14      | 48.3 | 6            | 27.3 | 348       | 46.4  |
| 2                                                                                                                                                                                | NO  | 225          | 44.3 | 100     | 57.5 | 21          | 58.3 | 17      | 53.1 | 363                        | 48.4  | 276     | 50.9 | 95      | 60.5 | 15      | 51.7 | 16           | 72.7 | 402       | 53.6  |
| Column Total                                                                                                                                                                     |     | 508          | 67.7 | 174     | 23.2 | 36          | 4.8  | 32      | 4.3  | 750                        | 100.0 | 542     | 72.3 | 157     | 20.9 | 29      | 3.9  | 22           | 2.9  | 750       | 100.0 |
| Chi Square Value = 10.87524                                                                                                                                                      |     | DF = 3       |      |         |      | P = 0.01242 |      |         |      | Chi Square Value = 7.85346 |       |         |      | DF = 3  |      |         |      | *P = 0.04914 |      |           |       |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 55 G - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |    |              |      |         |      |         |      |         |      |           |      |              |      |         |   |         |   |         |   |           |   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------------|------|---------|------|---------|------|---------|------|-----------|------|--------------|------|---------|---|---------|---|---------|---|-----------|---|
| Response Category                                                                                                                                                                |    | Packaging    |      |         |      |         |      |         |      |           |      |              |      |         |   |         |   |         |   |           |   |
|                                                                                                                                                                                  |    | Non-Durables |      |         |      |         |      |         |      |           |      | Durables     |      |         |   |         |   |         |   |           |   |
|                                                                                                                                                                                  |    | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |      | M I M P      |      | S I M P |   | L I M P |   | N I M P |   | Row Total |   |
|                                                                                                                                                                                  |    | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %    | No.          | %    | No.     | % | No.     | % | No.     | % | No.       | % |
|                                                                                                                                                                                  |    | 1.           | YES  | 117     | 62.6 | 139     | 49.6 | 74      | 43.5 | 57        | 50.4 | 387          | 51.6 | -       | - | -       | - | -       | - | -         | - |
| 2.                                                                                                                                                                               | NO | 70           | 37.4 | 141     | 50.4 | 96      | 56.5 | 56      | 49.6 | 363       | 48.4 | -            | -    | -       | - | -       | - | -       | - | -         |   |
| Column Total                                                                                                                                                                     |    | 187          | 24.9 | 280     | 37.3 | 170     | 22.7 | 113     | 15.1 | 750       | 100  | -            | -    | -       | - | -       | - | -       | - | -         |   |
| Chi Square Value = 13.92929                                                                                                                                                      |    |              |      |         |      |         |      |         |      | DF = 3    |      | *P = 0.00300 |      |         |   |         |   |         |   |           |   |

| TABLE : 55 H - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |     |              |      |         |      |         |      |         |      |           |       |              |      |                             |      |         |      |         |      |           |       |  |  |        |  |              |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|------|---------|------|-----------|-------|--------------|------|-----------------------------|------|---------|------|---------|------|-----------|-------|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                |     | Size         |      |         |      |         |      |         |      |           |       |              |      |                             |      |         |      |         |      |           |       |  |  |        |  |              |  |
|                                                                                                                                                                                  |     | Non-Durables |      |         |      |         |      |         |      |           |       | Durables     |      |                             |      |         |      |         |      |           |       |  |  |        |  |              |  |
|                                                                                                                                                                                  |     | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P      |      | S I M P                     |      | L I M P |      | N I M P |      | Row Total |       |  |  |        |  |              |  |
|                                                                                                                                                                                  |     | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.          | %    | No.                         | %    | No.     | %    | No.     | %    | No.       | %     |  |  |        |  |              |  |
|                                                                                                                                                                                  |     | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.          | %    | No.                         | %    | No.     | %    | No.     | %    | No.       | %     |  |  |        |  |              |  |
| 1.                                                                                                                                                                               | YES | 153          | 46.2 | 152     | 51.2 | 59      | 67.0 | 23      | 67.6 | 387       | 51.6  | 138          | 40.9 | 148                         | 46.0 | 44      | 68.8 | 18      | 66.7 | 348       | 46.4  |  |  |        |  |              |  |
| 2.                                                                                                                                                                               | NO  | 178          | 53.8 | 145     | 48.8 | 29      | 33.0 | 11      | 32.4 | 363       | 48.4  | 199          | 59.1 | 174                         | 54.0 | 20      | 31.3 | 9       | 33.3 | 402       | 53.6  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                     |     | 331          | 44.1 | 297     | 39.6 | 88      | 11.7 | 34      | 4.5  | 750       | 100.0 | 337          | 44.9 | 322                         | 42.9 | 64      | 8.5  | 27      | 3.6  | 750       | 100.0 |  |  |        |  |              |  |
| Chi Square Value = 15.76391                                                                                                                                                      |     |              |      |         |      |         |      |         |      | DF = 3    |       | *P = 0.00127 |      | Chi Square Value = 21.36367 |      |         |      |         |      |           |       |  |  | DF = 3 |  | *P = 0.00009 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 55 I - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |                            |          |      |         |      |         |      |         |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|----------------------------|----------|------|---------|------|---------|------|---------|--------------|
| Returns                                                                                                                                                                          |              |      |         |      |         |      |         |                            |          |      |         |      |         |      |         |              |
| Response Category                                                                                                                                                                | Non-Durables |      |         |      |         |      |         |                            | Durables |      |         |      |         |      |         |              |
|                                                                                                                                                                                  | M I M P      |      | S I M P |      | L I M P |      | N I M P |                            | M I M P  |      | S I M P |      | L I M P |      | N I M P |              |
|                                                                                                                                                                                  | No.          | %    | No.     | %    | No.     | %    | No.     | %                          | No.      | %    | No.     | %    | No.     | %    | No.     | %            |
| 1. YES                                                                                                                                                                           | 353          | 52.5 | 22      | 39.3 | 4       | 57.1 | 8       | 57.1                       | 323      | 46.9 | 15      | 34.9 | 5       | 71.4 | 5       | 45.5         |
| 2. NO                                                                                                                                                                            | 320          | 47.5 | 34      | 60.7 | 3       | 42.9 | 6       | 42.9                       | 366      | 53.1 | 28      | 65.1 | 2       | 28.6 | 6       | 54.5         |
| Column Total                                                                                                                                                                     | 673          | 89.7 | 56      | 7.5  | 7       | 0.9  | 14      | 1.9                        | 689      | 91.9 | 43      | 5.7  | 7       | 0.9  | 11      | 1.5          |
| Chi Square Value = 3.85407                                                                                                                                                       |              |      |         |      |         |      |         | Chi Square Value = 4.12383 |          |      |         |      |         |      |         | *P = 0.24840 |
| DF = 3                                                                                                                                                                           |              |      |         |      |         |      |         | DF = 3                     |          |      |         |      |         |      |         |              |

| TABLE : 55 J - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |                            |          |      |         |      |         |      |         |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|----------------------------|----------|------|---------|------|---------|------|---------|--------------|
| Colour                                                                                                                                                                           |              |      |         |      |         |      |         |                            |          |      |         |      |         |      |         |              |
| Response Category                                                                                                                                                                | Non-Durables |      |         |      |         |      |         |                            | Durables |      |         |      |         |      |         |              |
|                                                                                                                                                                                  | M I M P      |      | S I M P |      | L I M P |      | N I M P |                            | M I M P  |      | S I M P |      | L I M P |      | N I M P |              |
|                                                                                                                                                                                  | No.          | %    | No.     | %    | No.     | %    | No.     | %                          | No.      | %    | No.     | %    | No.     | %    | No.     | %            |
| 1. YES                                                                                                                                                                           | 39           | 54.9 | 105     | 59.7 | 65      | 45.8 | 178     | 49.3                       | 30       | 46.9 | 94      | 55.3 | 65      | 39.9 | 159     | 45.0         |
| 2. NO                                                                                                                                                                            | 32           | 45.1 | 71      | 40.3 | 77      | 54.2 | 183     | 50.7                       | 366      | 53.1 | 28      | 65.1 | 2       | 28.6 | 6       | 54.5         |
| Column Total                                                                                                                                                                     | 71           | 9.5  | 176     | 23.5 | 142     | 18.9 | 361     | 48.1                       | 64       | 8.5  | 170     | 22.7 | 163     | 21.7 | 353     | 47.1         |
| Chi Square Value = 7.58142                                                                                                                                                       |              |      |         |      |         |      |         | Chi Square Value = 8.46300 |          |      |         |      |         |      |         | *P = 0.03735 |
| DF = 3                                                                                                                                                                           |              |      |         |      |         |      |         | DF = 3                     |          |      |         |      |         |      |         |              |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 55 K - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |                            |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|----------------------------|---------|------|---------|------|---------|------|
| Manufacturer's Prestige                                                                                                                                                          |              |      |         |      |         |      |         |      |           |                            |         |      |         |      |         |      |
| Response Category                                                                                                                                                                | Non-Durables |      |         |      |         |      |         |      | Durables  |                            |         |      |         |      |         |      |
|                                                                                                                                                                                  | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |                            | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                  | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %                          | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                           | 272          | 51.8 | 70      | 44.0 | 25      | 67.6 | 20      | 69.0 | 387       | 51.6                       | 266     | 45.3 | 53      | 44.9 | 21      | 70.0 |
| 2. NO                                                                                                                                                                            | 253          | 48.2 | 89      | 56.0 | 12      | 32.4 | 9       | 31.0 | 363       | 48.4                       | 321     | 54.7 | 65      | 55.1 | 9       | 30.0 |
| Column Total                                                                                                                                                                     | 525          | 70.0 | 159     | 21.2 | 37      | 4.9  | 29      | 3.9  | 750       | 100.0                      | 587     | 78.3 | 118     | 15.7 | 30      | 4.0  |
| Chi Square Value = 10.94125                                                                                                                                                      |              |      |         |      |         |      |         |      |           | Chi Square Value = 7.39064 |         |      |         |      |         |      |
| DF = 3                                                                                                                                                                           |              |      |         |      |         |      |         |      |           | DF = 3                     |         |      |         |      |         |      |
| *P = 0.01205                                                                                                                                                                     |              |      |         |      |         |      |         |      |           | *P = 0.06044               |         |      |         |      |         |      |

| TABLE : 55 L - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |                             |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|-----------------------------|---------|------|---------|------|---------|------|
| Others                                                                                                                                                                           |              |      |         |      |         |      |         |      |           |                             |         |      |         |      |         |      |
| Response Category                                                                                                                                                                | Non-Durables |      |         |      |         |      |         |      | Durables  |                             |         |      |         |      |         |      |
|                                                                                                                                                                                  | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |                             | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                  | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %                           | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                           | 34           | 37.8 | 33      | 53.2 | 273     | 52.7 | 47      | 58.8 | 387       | 51.6                        | 10      | 14.3 | 3       | 42.9 | 330     | 49.7 |
| 2. NO                                                                                                                                                                            | 56           | 62.2 | 29      | 46.8 | 245     | 47.3 | 33      | 41.2 | 363       | 48.4                        | 60      | 85.7 | 4       | 57.1 | 334     | 50.3 |
| Column Total                                                                                                                                                                     | 90           | 12.0 | 62      | 8.3  | 518     | 69.1 | 80      | 10.7 | 750       | 100.0                       | 70      | 9.3  | 7       | 0.9  | 664     | 88.5 |
| Chi Square Value = 8.84041                                                                                                                                                       |              |      |         |      |         |      |         |      |           | Chi Square Value = 32.27164 |         |      |         |      |         |      |
| DF = 3                                                                                                                                                                           |              |      |         |      |         |      |         |      |           | DF = 3                      |         |      |         |      |         |      |
| *P = 0.03149                                                                                                                                                                     |              |      |         |      |         |      |         |      |           | *P = 0.00000                |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 55 M - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |   |         |   |         |   |         |   |           |   |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|---------|---|-----------|---|---------|------|---------|------|---------|------|
| Service                                                                                                                                                                          |              |   |         |   |         |   |         |   |           |   |         |      |         |      |         |      |
| Response Category                                                                                                                                                                | Non-Durables |   |         |   |         |   |         |   | Durables  |   |         |      |         |      |         |      |
|                                                                                                                                                                                  | M I M P      |   | S I M P |   | L I M P |   | N I M P |   | Row Total |   | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                  | No.          | % | No.     | % | No.     | % | No.     | % | No.       | % | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                           | -            | - | -       | - | -       | - | -       | - | -         | - | 125     | 48.6 | 126     | 39.3 | 59      | 54.5 |
| 2. NO                                                                                                                                                                            | -            | - | -       | - | -       | - | -       | - | -         | - | 132     | 51.4 | 195     | 60.7 | 45      | 45.5 |
| Column Total                                                                                                                                                                     | -            | - | -       | - | -       | - | -       | - | -         | - | 257     | 34.3 | 321     | 42.8 | 99      | 13.2 |
| Chi Square Value = 14.34203      DF = 3      *P = 0.00247                                                                                                                        |              |   |         |   |         |   |         |   |           |   |         |      |         |      |         |      |

| TABLE : 55 N - Chi Square Result and Percentage Distribution for comparison regarding product attributes and loyalty to any specific brand of selected Non - Durable and Durable |              |   |         |   |         |   |         |   |           |   |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|---------|---|-----------|---|---------|------|---------|------|---------|------|
| Warranty                                                                                                                                                                         |              |   |         |   |         |   |         |   |           |   |         |      |         |      |         |      |
| Response Category                                                                                                                                                                | Non-Durables |   |         |   |         |   |         |   | Durables  |   |         |      |         |      |         |      |
|                                                                                                                                                                                  | M I M P      |   | S I M P |   | L I M P |   | N I M P |   | Row Total |   | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                  | No.          | % | No.     | % | No.     | % | No.     | % | No.       | % | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                           | -            | - | -       | - | -       | - | -       | - | -         | - | 260     | 47.5 | 53      | 39.6 | 8       | 53.3 |
| 2. NO                                                                                                                                                                            | -            | - | -       | - | -       | - | -       | - | -         | - | 287     | 52.5 | 81      | 60.4 | 7       | 46.7 |
| Column Total                                                                                                                                                                     | -            | - | -       | - | -       | - | -       | - | -         | - | 547     | 72.9 | 134     | 17.9 | 15      | 2.0  |
| Chi Square Value = 3.37966      DF = 3      *P = 0.33671                                                                                                                         |              |   |         |   |         |   |         |   |           |   |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

TABLES – 55A to 55N

These tables pertain to the Chi-Square results and Percentage distribution for comparison regarding responses given for importance or otherwise of various Product attributes like, Product variety, Quality, Design, Price, Features, Brand name, Packaging, Size, Returns, Colour, Manufacturer's prestige, Service, Warranty and others with the opinions given for Loyalty to any specific brand of selected Non-durable and Durables. The responses for individual product have been clubbed to get an overall picture for both selected Non-durables and Durables, which aggregate into 750 respondents for each product category. Column total in each response category indicates responses given for importance or otherwise to various product attributes, whereas row total indicates responses given for loyalty or otherwise to any specific brand of selected Non-durables as well as Durables.

Ho = There is no association between the responses given for loyalty to any specific brand of selected Non-durable and Durables and responses given for importance or otherwise of various Product attributes.

It can be seen from the table that a non-significant association is found between responses given regarding the importance or otherwise of product attributes namely, Quality, Features and Returns and responses given for loyalty or otherwise to any specific brand of Non-durables as well as Durables and hence we accept the Ho (assumption) and it can be said that responses given regarding the importance or otherwise of these product attributes does not make difference to responses given for loyalty or otherwise to any specific brand of selected Non-durables as well as Durables.

On the other hand a significant association has been found between responses given regarding the importance or otherwise and responses given for loyalty or otherwise to any specific brand of Non-durables as well as Durables for product attributes namely, Product variety, Design, Brand name, Size, Colour and Others hence we reject the Ho (assumption) and consequently it can be said that responses given regarding the importance or otherwise of these product attributes does make difference to responses given for loyalty or otherwise to any specific brand of selected Non-durables as well as Durables. In case of Non-durables, product attribute namely Packaging and Manufacturer's Prestige show a significant association, whereas Price shows a Non-significant association for the same and in case of Durables, product attribute namely Price and Service show a significant association for the same, whereas Manufacturer's prestige and Warranty show a non-significant association for the same.

| TABLE : 56 A - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |                 |      |         |      |         |      |         |      |           |                              |         |      |         |      |          |      |         |      |           |              |     |   |  |  |  |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------|---------|------|---------|------|---------|------|-----------|------------------------------|---------|------|---------|------|----------|------|---------|------|-----------|--------------|-----|---|--|--|--|--|--|
| Response Category                                                                                                                                                                            | Product Variety |      |         |      |         |      |         |      |           |                              |         |      |         |      |          |      |         |      |           |              |     |   |  |  |  |  |  |
|                                                                                                                                                                                              | Non-Durables    |      |         |      |         |      |         |      |           |                              |         |      |         |      | Durables |      |         |      |           |              |     |   |  |  |  |  |  |
|                                                                                                                                                                                              | M I M P         |      | S I M P |      | L I M P |      | N I M P |      | Row Total |                              | M I M P |      | S I M P |      | L I M P  |      | N I M P |      | Row Total |              |     |   |  |  |  |  |  |
|                                                                                                                                                                                              | No.             | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %                            | No.     | %    | No.     | %    | No.      | %    | No.     | %    | No.       | %            | No. | % |  |  |  |  |  |
|                                                                                                                                                                                              |                 |      |         |      |         |      |         |      |           |                              |         |      |         |      |          |      |         |      |           |              |     |   |  |  |  |  |  |
|                                                                                                                                                                                              |                 |      |         |      |         |      |         |      |           |                              |         |      |         |      |          |      |         |      |           |              |     |   |  |  |  |  |  |
| Change                                                                                                                                                                                       | 55              | 36.4 | 149     | 37.7 | 29      | 26.9 | 11      | 11.5 | 244       | 32.5                         | 61      | 26.1 | 112     | 33.3 | 25       | 25.3 | 12      | 14.8 | 210       | 28.0         |     |   |  |  |  |  |  |
| Dis-satisfaction                                                                                                                                                                             | 30              | 19.9 | 93      | 23.5 | 25      | 23.1 | 9       | 9.4  | 157       | 20.9                         | 49      | 20.9 | 88      | 26.2 | 21       | 21.2 | 7       | 8.6  | 165       | 22.0         |     |   |  |  |  |  |  |
| Promotion                                                                                                                                                                                    | 38              | 25.2 | 77      | 19.5 | 15      | 13.9 | 11      | 11.5 | 141       | 18.8                         | 64      | 27.4 | 47      | 14.0 | 10       | 10.1 | 9       | 11.1 | 130       | 17.3         |     |   |  |  |  |  |  |
| Wouldn't Switch Over                                                                                                                                                                         | 26              | 17.2 | 71      | 18   | 37      | 34.3 | 63      | 65.5 | 197       | 26.3                         | 26      | 11.1 | 61      | 18.2 | 37       | 37.4 | 53      | 65.4 | 177       | 23.6         |     |   |  |  |  |  |  |
| Others                                                                                                                                                                                       | 2               | 1.3  | 5       | 1.3  | 2       | 1.9  | 2       | 2.1  | 11        | 1.5                          | 34      | 14.5 | 28      | 8.3  | 6        | 6.1  | -       | -    | 68        | 9.1          |     |   |  |  |  |  |  |
| Column Total                                                                                                                                                                                 | 151             | 20.1 | 395     | 52.7 | 108     | 14.4 | 96      | 12.8 | 750       | 100.0                        | 234     | 31.2 | 336     | 44.8 | 99       | 13.2 | 81      | 10.8 | 750       | 100.0        |     |   |  |  |  |  |  |
| Chi Square Value = 108.16645                                                                                                                                                                 |                 |      |         |      |         |      |         |      |           | Chi Square Value = 142.87154 |         |      |         |      |          |      |         |      |           | *P = 0.00000 |     |   |  |  |  |  |  |
|                                                                                                                                                                                              |                 |      |         |      |         |      |         |      |           | DF = 12                      |         |      |         |      |          |      |         |      |           |              |     |   |  |  |  |  |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 B - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |              |      |         |      |         |              |         |      |                             |       |         |         |         |      |              |      |         |      |           |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|--------------|---------|------|-----------------------------|-------|---------|---------|---------|------|--------------|------|---------|------|-----------|-------|
| Response Category                                                                                                                                                                            | Quality      |      |         |      |         |              |         |      |                             |       |         |         |         |      |              |      |         |      |           |       |
|                                                                                                                                                                                              | Non-Durables |      |         |      |         |              |         |      | Durables                    |       |         |         |         |      |              |      |         |      |           |       |
|                                                                                                                                                                                              | M I M P      |      | S I M P |      | L I M P |              | N I M P |      | Row Total                   |       | M I M P |         | S I M P |      | L I M P      |      | N I M P |      | Row Total |       |
|                                                                                                                                                                                              | No.          | %    | No.     | %    | No.     | %            | No.     | %    | No.                         | %     | No.     | %       | No.     | %    | No.          | %    | No.     | %    | No.       | %     |
|                                                                                                                                                                                              | No.          | %    | No.     | %    | No.     | %            | No.     | %    | No.                         | %     | No.     | %       | No.     | %    | No.          | %    | No.     | %    | No.       | %     |
| Change                                                                                                                                                                                       | 225          | 32.7 | 14      | 29.8 | 4       | 66.7         | 1       | 12.5 | 244                         | 32.5  | 194     | 28.1    | 10      | 20.8 | 6            | 75.0 | -       | -    | 210       | 28.0  |
| Dis-satisfaction                                                                                                                                                                             | 137          | 19.9 | 16      | 34.0 | -       | -            | 4       | 50.0 | 157                         | 20.9  | 143     | 20.7    | 2.1     | 43.8 | -            | -    | 1       | 25.0 | 165       | 22.0  |
| Promotion                                                                                                                                                                                    | 130          | 18.9 | 9       | 19.1 | 2       | 33.3         | -       | -    | 141                         | 18.8  | 123     | 17.8    | 5       | 10.4 | 2            | 25.0 | -       | -    | 130       | 17.3  |
| Wouldn't Switch Over                                                                                                                                                                         | 186          | 27.0 | 8       | 17.0 | -       | -            | 3       | 37.5 | 197                         | 26.3  | 164     | 23.8    | 10      | 20.8 | -            | -    | 3       | 75.0 | 177       | 23.6  |
| Others                                                                                                                                                                                       | 11           | 1.5  | -       | -    | -       | -            | -       | -    | 11                          | 1.5   | 66      | 9.6     | 2       | 4.2  | -            | -    | -       | -    | 68        | 9.1   |
| Column Total                                                                                                                                                                                 | 689          | 91.9 | 47      | 6.3  | 6       | 0.8          | 8       | 1.1  | 750                         | 100.0 | 690     | 92.0    | 48      | 6.4  | 8            | 1.1  | 4       | 0.5  | 750       | 100.0 |
| Chi Square Value = 18.73940                                                                                                                                                                  |              |      | DF = 12 |      |         | *P = 0.09501 |         |      | Chi Square Value = 32.38729 |       |         | DF = 12 |         |      | *P = 0.00121 |      |         |      |           |       |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 C - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|------|---------|------|---------|------|---------|------|
| Response Category                                                                                                                                                                            | Design       |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      |
|                                                                                                                                                                                              | Non-Durables |      |         |      |         |      |         |      | Durables  |      |         |      |         |      |         |      |
|                                                                                                                                                                                              | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |      | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                              | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %    | No.     | %    | No.     | %    | No.     | %    |
| Change                                                                                                                                                                                       | 24           | 43.6 | 60      | 34.7 | 75      | 43.4 | 85      | 24.4 | 244       | 32.5 | 30      | 49.2 | 55      | 29.3 | 45      | 26.2 |
| Dis-satisfaction                                                                                                                                                                             | 9            | 16.4 | 4.0     | 23.1 | 30      | 17.3 | 78      | 22.3 | 157       | 20.9 | 7       | 11.5 | 40      | 21.3 | 33      | 19.2 |
| Promotion                                                                                                                                                                                    | 18           | 32.7 | 27      | 15.6 | 19      | 11.0 | 77      | 22.1 | 141       | 18.8 | 13      | 21.3 | 23      | 12.2 | 32      | 18.6 |
| Wouldn't Switch Over                                                                                                                                                                         | 4            | 7.3  | 46      | 26.6 | 45      | 26.0 | 102     | 29.2 | 197       | 26.3 | 7       | 11.5 | 43      | 22.9 | 38      | 22.1 |
| Others                                                                                                                                                                                       | -            | -    | -       | -    | 4       | 2.3  | 7       | 2.0  | 11        | 1.5  | 4       | 6.6  | 27      | 14.4 | 24      | 14.0 |
| Column Total                                                                                                                                                                                 | 55           | 7.3  | 173     | 23.1 | 173     | 23.1 | 346     | 46.5 | 750       | 100  | 61      | 8.1  | 188     | 25.1 | 172     | 22.9 |
| Chi Square Value = 45.89476      DF = 12      *P = 0.00001      Chi Square Value = 47.51860      DF = 12      *P = 0.00000                                                                   |              |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 D - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |                             |          |      |         |      |         |      |         |      |           |         |  |              |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|-----------------------------|----------|------|---------|------|---------|------|---------|------|-----------|---------|--|--------------|--|
| Price                                                                                                                                                                                        |              |      |         |      |         |      |         |      |           |                             |          |      |         |      |         |      |         |      |           |         |  |              |  |
| Response Category                                                                                                                                                                            | Non-Durables |      |         |      |         |      |         |      |           |                             | Durables |      |         |      |         |      |         |      |           |         |  |              |  |
|                                                                                                                                                                                              | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |                             | M I M P  |      | S I M P |      | L I M P |      | N I M P |      | Row Total |         |  |              |  |
|                                                                                                                                                                                              | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %                           | No.      | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %       |  |              |  |
|                                                                                                                                                                                              |              |      |         |      |         |      |         |      |           |                             |          |      |         |      |         |      |         |      |           |         |  |              |  |
| Change Dis-satisfaction Promotion Wouldn't Switch Over Others                                                                                                                                | 109          | 33.3 | 88      | 29.0 | 25      | 37.9 | 22      | 40.7 | 244       | 32.5                        | 96       | 24.0 | 69      | 27.5 | 23      | 43.4 | 22      | 47.8 | 210       | 28      |  |              |  |
|                                                                                                                                                                                              | 74           | 22.6 | 72      | 23.8 | 10      | 15.2 | 1       | 1.9  | 157       | 20.9                        | 92       | 23.0 | 64      | 25.5 | 8       | 15.1 | 1       | 2.2  | 165       | 22      |  |              |  |
|                                                                                                                                                                                              | 69           | 21.1 | 57      | 18.8 | 10      | 15.2 | 5       | 9.3  | 141       | 18.8                        | 80       | 20.0 | 40      | 15.9 | 6       | 11.3 | 4       | 8.7  | 130       | 17.3    |  |              |  |
|                                                                                                                                                                                              | 69           | 21.1 | 81      | 26.7 | 21      | 31.8 | 26      | 48.1 | 197       | 26.3                        | 77       | 19.3 | 67      | 26.7 | 14      | 26.4 | 19      | 41.3 | 177       | 23.6    |  |              |  |
| Column Total                                                                                                                                                                                 | 6            | 1.8  | 5       | 1.7  | -       | -    | -       | -    | 11        | 1.5                         | 55       | 13.8 | 11      | 4.4  | 2       | 3.8  | -       | -    | 68        | 9.1     |  |              |  |
|                                                                                                                                                                                              | 327          | 43.6 | 303     | 40.4 | 66      | 8.8  | 54      | 7.2  | 750       | 100                         | 400      | 53.3 | 251     | 33.5 | 53      | 7.1  | 46      | 6.1  | 750       | 100     |  |              |  |
| Chi Square Value = 36.05078                                                                                                                                                                  |              |      |         |      |         |      |         |      |           | Chi Square Value = 61.27975 |          |      |         |      |         |      |         |      |           | DF = 12 |  | *P = 0.00000 |  |
| DF = 12                                                                                                                                                                                      |              |      |         |      |         |      |         |      |           | *P = 0.00046                |          |      |         |      |         |      |         |      |           |         |  |              |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 E - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      |         |      |              |      |                             |  |         |  |              |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|------|---------|------|---------|------|---------|------|---------|------|--------------|------|-----------------------------|--|---------|--|--------------|--|
| Response Category                                                                                                                                                                            | Features     |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      |         |      |              |      |                             |  |         |  |              |  |
|                                                                                                                                                                                              | Non-Durables |      |         |      |         |      |         |      | Durables  |      |         |      |         |      |         |      |         |      |              |      |                             |  |         |  |              |  |
|                                                                                                                                                                                              | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |      | M I M P |      | S I M P |      | L I M P |      | N I M P |      | Row Total    |      |                             |  |         |  |              |  |
|                                                                                                                                                                                              | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %    | No.     | %    | No.     | %    | No.     | %    | No.     | %    | No.          | %    |                             |  |         |  |              |  |
|                                                                                                                                                                                              |              |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      |         |      |              |      |                             |  |         |  |              |  |
| Change                                                                                                                                                                                       | 166          | 31.4 | 57      | 35.4 | 17      | 43.6 | 4       | 18.2 | 244       | 32.5 | 147     | 25.3 | 47      | 39.2 | 12      | 38.7 | 4       | 22.2 | 210          | 28   |                             |  |         |  |              |  |
| Dis-satisfaction                                                                                                                                                                             | 116          | 22.0 | 32      | 19.9 | 5       | 12.8 | 4       | 18.2 | 157       | 20.9 | 136     | 23.4 | 21      | 17.5 | 5       | 16.1 | 3       | 16.7 | 165          | 22   |                             |  |         |  |              |  |
| Promotion                                                                                                                                                                                    | 109          | 20.6 | 23      | 14.3 | 6       | 15.4 | 3       | 13.6 | 141       | 18.8 | 110     | 18.9 | 11      | 9.2  | 6       | 19.4 | 3       | 16.7 | 130          | 17.3 |                             |  |         |  |              |  |
| Wouldn't Switch Over                                                                                                                                                                         | 132          | 25.0 | 43      | 26.7 | 11      | 28.2 | 11      | 50.0 | 197       | 26.3 | 125     | 21.5 | 36      | 30.0 | 8       | 25.8 | 8       | 44.4 | 177          | 23.6 |                             |  |         |  |              |  |
| Others                                                                                                                                                                                       | 5            | 0.9  | 6       | 3.7  | -       | -    | -       | -    | 11        | 1.5  | 63      | 10.8 | 5       | 4.2  | -       | -    | -       | -    | 68           | 9.1  |                             |  |         |  |              |  |
| Column Total                                                                                                                                                                                 | 528          | 70.4 | 161     | 21.5 | 39      | 5.2  | 22      | 2.9  | 750       | 100  | 581     | 77.5 | 120     | 16.0 | 31      | 4.1  | 18      | 2.4  | 750          | 100  |                             |  |         |  |              |  |
| Chi Square Value = 20.95897                                                                                                                                                                  |              |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      | DF = 12 |      | *P = 0.05098 |      | Chi Square Value = 32.41337 |  | DF = 12 |  | *P = 0.00119 |  |

\*P<= 0.05, Significant at 5% level of Significance

| Response Category           |     | Brand Name   |     |         |    |              |    |         |     |                             |     |          |     |         |    |         |    |              |     |           |   |
|-----------------------------|-----|--------------|-----|---------|----|--------------|----|---------|-----|-----------------------------|-----|----------|-----|---------|----|---------|----|--------------|-----|-----------|---|
|                             |     | Non-Durables |     |         |    |              |    |         |     |                             |     | Durables |     |         |    |         |    |              |     |           |   |
|                             |     | M I M P      |     | S I M P |    | L I M P      |    | N I M P |     | Row Total                   |     | M I M P  |     | S I M P |    | L I M P |    | N I M P      |     | Row Total |   |
|                             |     | No.          | %   | No.     | %  | No.          | %  | No.     | %   | No.                         | %   | No.      | %   | No.     | %  | No.     | %  | No.          | %   | No.       | % |
| Change                      | 146 | 28.7         | 74  | 42.5    | 13 | 36.1         | 11 | 34.4    | 244 | 32.5                        | 134 | 24.7     | 58  | 36.9    | 10 | 34.5    | 8  | 36.4         | 210 | 28        |   |
| Dis-satisfaction            | 100 | 19.7         | 52  | 24.1    | 9  | 25.0         | 6  | 18.8    | 157 | 20.9                        | 113 | 20.8     | 41  | 26.1    | 9  | 31.0    | 2  | 9.1          | 165 | 22        |   |
| Promotion                   | 102 | 20.1         | 23  | 13.2    | 9  | 25.0         | 7  | 21.9    | 141 | 18.8                        | 103 | 19.0     | 18  | 11.5    | 3  | 10.3    | 6  | 27.3         | 130 | 17.3      |   |
| Wouldn't Switch Over        | 152 | 29.9         | 33  | 19.0    | 5  | 13.9         | 7  | 21.9    | 197 | 26.3                        | 132 | 24.4     | 32  | 20.4    | 7  | 24.1    | 6  | 27.3         | 177 | 23.6      |   |
| Others                      | 8   | 1.6          | 2   | 1.1     | -  | -            | 1  | 3.1     | 11  | 1.5                         | 60  | 11.1     | 8   | 5.1     | -  | -       | -  | -            | 68  | 9.1       |   |
| Column Total                | 508 | 67.7         | 174 | 23.2    | 36 | 4.8          | 32 | 4.3     | 750 | 100                         | 542 | 72.3     | 157 | 20.9    | 29 | 3.9     | 22 | 2.9          | 750 | 100       |   |
| Chi Square Value = 23.31349 |     | DF = 12      |     |         |    | *P = 0.02518 |    |         |     | Chi Square Value = 28.59017 |     |          |     | DF = 12 |    |         |    | *P = 0.00453 |     |           |   |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 G - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |  |              |      |  |         |      |  |         |      |  |                      |      |  |         |   |  |         |   |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------|------|--|---------|------|--|---------|------|--|----------------------|------|--|---------|---|--|---------|---|--|
| Response Category                                                                                                                                                                            |  | Packaging    |      |  |         |      |  |         |      |  |                      |      |  |         |   |  |         |   |  |
|                                                                                                                                                                                              |  | Non-Durables |      |  |         |      |  |         |      |  | Durables             |      |  |         |   |  |         |   |  |
|                                                                                                                                                                                              |  | M I M P      |      |  | S I M P |      |  | L I M P |      |  | N I M P              |      |  | M I M P |   |  | S I M P |   |  |
|                                                                                                                                                                                              |  | No.          | %    |  | No.     | %    |  | No.     | %    |  | No.                  | %    |  | No.     | % |  | No.     | % |  |
| Change                                                                                                                                                                                       |  | 66           | 35.3 |  | 95      | 33.9 |  | 60      | 35.3 |  | 23                   | 20.4 |  | -       | - |  | -       | - |  |
| Dis-satisfaction                                                                                                                                                                             |  | 36           | 19.3 |  | 57      | 20.4 |  | 36      | 21.2 |  | 28                   | 24.8 |  | -       | - |  | -       | - |  |
| Promotion                                                                                                                                                                                    |  | 19           | 10.2 |  | 69      | 24.6 |  | 30      | 17.6 |  | 23                   | 20.4 |  | -       | - |  | -       | - |  |
| Wouldn't Switch Over                                                                                                                                                                         |  | 66           | 35.3 |  | 59      | 21.1 |  | 42      | 24.7 |  | 30                   | 26.5 |  | -       | - |  | -       | - |  |
| Others                                                                                                                                                                                       |  | -            | -    |  | -       | -    |  | 2       | 1.2  |  | 9                    | 8.0  |  | -       | - |  | -       | - |  |
| Column Total                                                                                                                                                                                 |  | 187          | 24.9 |  | 280     | 37.3 |  | 170     | 22.7 |  | 113                  | 15.1 |  | -       | - |  | -       | - |  |
| Chi Square Value = 68.34882                                                                                                                                                                  |  | DF = 12      |      |  |         |      |  |         |      |  | *P = 0.00000         |      |  |         |   |  |         |   |  |
|                                                                                                                                                                                              |  |              |      |  |         |      |  |         |      |  | Chi Square Value = - |      |  |         |   |  |         |   |  |
|                                                                                                                                                                                              |  |              |      |  |         |      |  |         |      |  | DF = 12              |      |  |         |   |  |         |   |  |
|                                                                                                                                                                                              |  |              |      |  |         |      |  |         |      |  | *P = -               |      |  |         |   |  |         |   |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 H - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons<br>for switch over to another brand for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |      |          |      |         |      |         |      |         |      |           |      |              |  |  |  |                             |  |         |  |              |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|------|----------|------|---------|------|---------|------|---------|------|-----------|------|--------------|--|--|--|-----------------------------|--|---------|--|--------------|--|
| Response<br>Category                                                                                                                                                                            | Size         |      |         |      |         |      |         |      |           |      |          |      |         |      |         |      |         |      |           |      |              |  |  |  |                             |  |         |  |              |  |
|                                                                                                                                                                                                 | Non-Durables |      |         |      |         |      |         |      |           |      | Durables |      |         |      |         |      |         |      |           |      |              |  |  |  |                             |  |         |  |              |  |
|                                                                                                                                                                                                 | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |      | M I M P  |      | S I M P |      | L I M P |      | N I M P |      | Row Total |      |              |  |  |  |                             |  |         |  |              |  |
|                                                                                                                                                                                                 | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %    | No.      | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %    |              |  |  |  |                             |  |         |  |              |  |
|                                                                                                                                                                                                 |              |      |         |      |         |      |         |      |           |      |          |      |         |      |         |      |         |      |           |      |              |  |  |  |                             |  |         |  |              |  |
| Change                                                                                                                                                                                          | 107          | 32.3 | 89      | 30.0 | 32      | 36.4 | 16      | 47.1 | 244       | 32.5 | 92       | 27.3 | 76      | 23.6 | 29      | 45.3 | 13      | 48.1 | 210       | 28.0 |              |  |  |  |                             |  |         |  |              |  |
| Dis-<br>satisfaction                                                                                                                                                                            | 75           | 22.7 | 66      | 22.2 | 11      | 12.5 | 5       | 14.7 | 157       | 20.9 | 86       | 25.5 | 72      | 22.4 | 5       | 7.8  | 2       | 7.4  | 165       | 22.0 |              |  |  |  |                             |  |         |  |              |  |
| Promotion                                                                                                                                                                                       | 60           | 18.1 | 66      | 22.2 | 10      | 11.4 | 5       | 14.7 | 141       | 18.8 | 69       | 20.5 | 51      | 15.8 | 6       | 9.4  | 4       | 14.8 | 130       | 17.3 |              |  |  |  |                             |  |         |  |              |  |
| Wouldn't<br>Switch Over                                                                                                                                                                         | 85           | 25.7 | 71      | 23.9 | 33      | 37.5 | 8       | 23.5 | 197       | 26.3 | 74       | 22.0 | 72      | 22.4 | 24      | 37.5 | 7       | 25.9 | 177       | 23.6 |              |  |  |  |                             |  |         |  |              |  |
| Others                                                                                                                                                                                          | 4            | 1.2  | 5       | 1.7  | 2       | 2.3  | -       | -    | 11        | 1.5  | 16       | 4.7  | 51      | 15.8 | -       | -    | 1       | 3.7  | 68        | 9.1  |              |  |  |  |                             |  |         |  |              |  |
| Column Total                                                                                                                                                                                    | 331          | 44.1 | 297     | 39.6 | 88      | 11.7 | 34      | 4.5  | 750       | 100  | 337      | 44.9 | 322     | 42.9 | 64      | 8.5  | 27      | 3.6  | 750       | 100  |              |  |  |  |                             |  |         |  |              |  |
| Chi Square Value = 18.48786                                                                                                                                                                     |              |      |         |      |         |      |         |      |           |      |          |      |         |      |         |      | DF = 12 |      |           |      | *P = 0.10166 |  |  |  | Chi Square Value = 63.97907 |  | DF = 12 |  | *P = 0.00000 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 I - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |         |         |      |         |      |              |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|---------|---------|------|---------|------|--------------|------|
| Response Category                                                                                                                                                                            | Returns      |      |         |      |         |      |         |      |           |         |         |      |         |      |              |      |
|                                                                                                                                                                                              | Non-Durables |      |         |      |         |      |         |      | Durables  |         |         |      |         |      |              |      |
|                                                                                                                                                                                              | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |         | M I M P |      | S I M P |      | L I M P      |      |
|                                                                                                                                                                                              | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %       | No.     | %    | No.     | %    | No.          | %    |
| Change                                                                                                                                                                                       | 213          | 31.6 | 22      | 39.3 | 3       | 42.9 | 6       | 42.9 | 244       | 32.5    | 181     | 26.3 | 20      | 46.5 | 4            | 57.1 |
| Dis-satisfaction                                                                                                                                                                             | 144          | 21.4 | 11      | 19.6 | -       | -    | 2       | 14.3 | 157       | 20.9    | 156     | 22.6 | 9       | 20.9 | -            | -    |
| Promotion                                                                                                                                                                                    | 129          | 19.2 | 12      | 21.4 | -       | -    | -       | -    | 141       | 18.8    | 127     | 18.4 | 3       | 7.0  | -            | -    |
| Wouldn't Switch Over                                                                                                                                                                         | 180          | 26.7 | 7       | 12.5 | 4       | 57.1 | 6       | 42.9 | 197       | 26.3    | 160     | 23.2 | 8       | 18.6 | 3            | 42.9 |
| Others                                                                                                                                                                                       | 7            | 1.0  | 4       | 7.1  | -       | -    | -       | -    | 11        | 1.5     | 65      | 9.4  | 3       | 7.0  | -            | -    |
| Column Total                                                                                                                                                                                 | 673          | 89.7 | 56      | 7.5  | 7       | 0.9  | 14      | 1.9  | 750       | 100     | 689     | 91.9 | 43      | 5.7  | 7            | 0.9  |
| Chi Square Value = 29.26297                                                                                                                                                                  |              |      |         |      |         |      |         |      |           | DF = 12 |         |      |         |      | *P = 0.00360 |      |
| Chi Square Value = 27.69306                                                                                                                                                                  |              |      |         |      |         |      |         |      |           | DF = 12 |         |      |         |      | *P = 0.00613 |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 J - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      |         |      |           |      |                             |  |  |  |         |  |              |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|------|---------|------|---------|------|---------|------|---------|------|-----------|------|-----------------------------|--|--|--|---------|--|--------------|--|
| Response Category                                                                                                                                                                            | Colour       |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      |         |      |           |      |                             |  |  |  |         |  |              |  |
|                                                                                                                                                                                              | Non-Durables |      |         |      |         |      |         |      | Durables  |      |         |      |         |      |         |      |         |      |           |      |                             |  |  |  |         |  |              |  |
|                                                                                                                                                                                              | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |      | M I M P |      | S I M P |      | L I M P |      | N I M P |      | Row Total |      |                             |  |  |  |         |  |              |  |
|                                                                                                                                                                                              | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %    | No.     | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %    |                             |  |  |  |         |  |              |  |
|                                                                                                                                                                                              |              |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      |         |      |           |      |                             |  |  |  |         |  |              |  |
| Change                                                                                                                                                                                       | 23           | 32.4 | 50      | 28.4 | 55      | 38.7 | 116     | 32.1 | 244       | 32.5 | 27      | 42.2 | 40      | 23.5 | 41      | 25.2 | 102     | 28.9 | 210       | 28.0 |                             |  |  |  |         |  |              |  |
| Dis-satisfaction                                                                                                                                                                             | 19           | 26.8 | 39      | 22.2 | 28      | 19.7 | 71      | 19.7 | 157       | 20.9 | 11      | 17.2 | 43      | 25.3 | 24      | 14.7 | 87      | 24.6 | 165       | 22.0 |                             |  |  |  |         |  |              |  |
| Promotion                                                                                                                                                                                    | 5            | 7.0  | 36      | 20.5 | 19      | 13.4 | 81      | 22.4 | 141       | 18.8 | 1       | 1.6  | 35      | 20.6 | 36      | 22.1 | 58      | 16.4 | 130       | 17.3 |                             |  |  |  |         |  |              |  |
| Wouldn't Switch Over                                                                                                                                                                         | 23           | 32.4 | 49      | 27.8 | 38      | 26.8 | 87      | 24.1 | 197       | 26.3 | 21      | 32.8 | 44      | 25.9 | 35      | 21.5 | 77      | 21.8 | 177       | 23.6 |                             |  |  |  |         |  |              |  |
| Others                                                                                                                                                                                       | 1            | 1.4  | 2       | 1.1  | 2       | 1.4  | 6       | 1.7  | 11        | 1.5  | 4       | 6.3  | 8       | 4.7  | 27      | 16.6 | 29      | 8.2  | 68        | 9.1  |                             |  |  |  |         |  |              |  |
| Column Total                                                                                                                                                                                 | 71           | 9.5  | 176     | 23.5 | 142     | 18.9 | 361     | 48.1 | 750       | 100  | 64      | 8.5  | 170     | 22.7 | 163     | 21.7 | 353     | 47.1 | 750       | 100  |                             |  |  |  |         |  |              |  |
| Chi Square Value = 16.57631                                                                                                                                                                  |              |      |         |      |         |      |         |      |           |      |         |      |         |      |         |      | DF = 12 |      |           |      | Chi Square Value = 43.43897 |  |  |  | DF = 12 |  | *P = 0.00002 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 K - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |                         |      |         |      |         |      |         |      |           |                             |         |      |         |      |         |      |         |      |           |             |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|------|---------|------|---------|------|---------|------|-----------|-----------------------------|---------|------|---------|------|---------|------|---------|------|-----------|-------------|--|--|--|--|--|--|--|--|--|--------------|--|--|--|--|--|--|--|--|--|
| Response Category                                                                                                                                                                            | Manufacturer's Prestige |      |         |      |         |      |         |      |           |                             |         |      |         |      |         |      |         |      |           |             |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                              | Non-Durables            |      |         |      |         |      |         |      | Durables  |                             |         |      |         |      |         |      |         |      |           |             |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                              | M I M P                 |      | S I M P |      | L I M P |      | N I M P |      | Row Total |                             | M I M P |      | S I M P |      | L I M P |      | N I M P |      | Row Total |             |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                              | No.                     | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %                           | No.     | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %           |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                              |                         |      |         |      |         |      |         |      |           |                             |         |      |         |      |         |      |         |      |           |             |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
| Change                                                                                                                                                                                       | 174                     | 33.1 | 53      | 33.3 | 12      | 32.4 | 5       | 17.2 | 244       | 32.5                        | 158     | 26.9 | 43      | 36.4 | 7       | 23.3 | 2       | 13.3 | 210       | 28.0        |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
| Dis-satisfaction                                                                                                                                                                             | 108                     | 20.6 | 36      | 22.6 | 3       | 8.1  | 10      | 34.5 | 157       | 20.9                        | 130     | 22.1 | 25      | 21.2 | 4       | 13.3 | 6       | 40.0 | 165       | 22.0        |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
| Promotion                                                                                                                                                                                    | 103                     | 19.6 | 31      | 19.5 | 5       | 13.5 | 2       | 6.9  | 141       | 18.8                        | 109     | 18.6 | 16      | 13.6 | 3       | 10.0 | 2       | 13.3 | 130       | 17.3        |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
| Wouldn't Switch Over                                                                                                                                                                         | 133                     | 25.3 | 36      | 22.6 | 17      | 45.9 | 11      | 37.9 | 197       | 26.3                        | 124     | 21.1 | 32      | 27.1 | 16      | 53.3 | 5       | 33.3 | 177       | 23.6        |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
| Others                                                                                                                                                                                       | 7                       | 1.3  | 3       | 1.9  | -       | -    | 1       | 3.4  | 11        | 1.5                         | 66      | 11.2 | 2       | 1.7  | -       | -    | -       | -    | 68        | 9.1         |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
| Column Total                                                                                                                                                                                 | 525                     | 70.6 | 159     | 21.2 | 37      | 4.9  | 29      | 3.9  | 750       | 100                         | 587     | 78.3 | 118     | 15.7 | 30      | 4.0  | 15      | 2.0  | 750       | 100         |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
| Chi Square Value = 20.34615                                                                                                                                                                  |                         |      |         |      |         |      |         |      |           | DF = 12                     |         |      |         |      |         |      |         |      |           | *P = 0.0681 |  |  |  |  |  |  |  |  |  |              |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                              |                         |      |         |      |         |      |         |      |           | Chi Square Value = 38.66933 |         |      |         |      |         |      |         |      |           | DF = 12     |  |  |  |  |  |  |  |  |  | *P = 0.00012 |  |  |  |  |  |  |  |  |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 L - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable Others |              |      |         |      |         |              |         |      |                              |      |          |         |         |      |              |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|--------------|---------|------|------------------------------|------|----------|---------|---------|------|--------------|------|
| Response Category                                                                                                                                                                                   | Non-Durables |      |         |      |         |              |         |      |                              |      | Durables |         |         |      |              |      |
|                                                                                                                                                                                                     | M I M P      |      | S I M P |      | L I M P |              | N I M P |      | Row Total                    |      | M I M P  |         | S I M P |      | L I M P      |      |
|                                                                                                                                                                                                     | No.          | %    | No.     | %    | No.     | %            | No.     | %    | No.                          | %    | No.      | %       | No.     | %    | No.          | %    |
| Change                                                                                                                                                                                              | 26           | 28.9 | 17      | 27.4 | 171     | 33.0         | 30      | 37.5 | 244                          | 32.5 | 11       | 15.7    | -       | -    | 196          | 29.5 |
| Dis-satisfaction                                                                                                                                                                                    | 28           | 31.1 | 13      | 21.0 | 95      | 18.3         | 21      | 26.3 | 157                          | 20.9 | 12       | 17.1    | 1       | 14.3 | 149          | 22.4 |
| Promotion                                                                                                                                                                                           | 16           | 17.8 | 15      | 24.2 | 101     | 19.5         | 9       | 11.3 | 141                          | 18.8 | 25       | 35.7    | 3       | 42.9 | 102          | 15.4 |
| Wouldn't Switch Over                                                                                                                                                                                | 18           | 20.0 | 17      | 27.4 | 144     | 27.8         | 18      | 22.5 | 197                          | 26.3 | -        | -       | -       | -    | 174          | 26.2 |
| Others                                                                                                                                                                                              | 2            | 2.2  | -       | -    | 7       | 1.4          | 2       | 2.5  | 11                           | 1.5  | 22       | 31.4    | 3       | 42.9 | 43           | 6.5  |
| Column Total                                                                                                                                                                                        | 90           | 12.0 | 62      | 8.3  | 518     | 69.1         | 80      | 10.7 | 750                          | 100  | 70       | 9.3     | 7       | 0.9  | 664          | 88.5 |
| Chi Square Value = 16.43780                                                                                                                                                                         |              |      | DF = 12 |      |         | *P = 0.17200 |         |      | Chi Square Value = 100.81641 |      |          | DF = 12 |         |      | *P = 0.00000 |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 M - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable Service |              |   |         |   |         |   |         |   |           |                             |          |      |         |      |         |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|---------|---|-----------|-----------------------------|----------|------|---------|------|---------|--------------|
| Response Category                                                                                                                                                                                    | Non-Durables |   |         |   |         |   |         |   |           |                             | Durables |      |         |      |         |              |
|                                                                                                                                                                                                      | M I M P      |   | S I M P |   | L I M P |   | N I M P |   | Row Total |                             | M I M P  |      | S I M P |      | L I M P |              |
|                                                                                                                                                                                                      | No.          | % | No.     | % | No.     | % | No.     | % | No.       | %                           | No.      | %    | No.     | %    | No.     | %            |
| Change                                                                                                                                                                                               | -            | - | -       | - | -       | - | -       | - | -         | -                           | 91       | 35.4 | 73      | 22.7 | 30      | 30.3         |
| Dis-satisfaction                                                                                                                                                                                     | -            | - | -       | - | -       | - | -       | - | -         | -                           | 34       | 13.2 | 90      | 28.0 | 20      | 20.2         |
| Promotion                                                                                                                                                                                            | -            | - | -       | - | -       | - | -       | - | -         | -                           | 35       | 13.6 | 69      | 21.5 | 16      | 16.2         |
| Wouldn't Switch Over                                                                                                                                                                                 | -            | - | -       | - | -       | - | -       | - | -         | -                           | 76       | 29.6 | 49      | 15.3 | 31      | 31.3         |
| Others                                                                                                                                                                                               | -            | - | -       | - | -       | - | -       | - | -         | -                           | 21       | 8.2  | 40      | 12.5 | 2       | 2.0          |
| Column Total                                                                                                                                                                                         | -            | - | -       | - | -       | - | -       | - | -         | -                           | 257      | 34.3 | 321     | 42.8 | 99      | 13.2         |
|                                                                                                                                                                                                      |              |   |         |   |         |   |         |   |           | Chi Square Value = 57.99696 |          |      |         |      |         | DF = 12      |
|                                                                                                                                                                                                      |              |   |         |   |         |   |         |   |           |                             |          |      |         |      |         | *P = 0.00000 |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 56 N - Chi Square Result and Percentage Distribution for comparison regarding product attributes and reasons for switch over to another brand for selected Non - Durable and Durable |              |   |         |   |         |   |         |   |           |   |         |      |         |      |         |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|---------|---|-----------|---|---------|------|---------|------|---------|------|
| Warranty                                                                                                                                                                                     |              |   |         |   |         |   |         |   |           |   |         |      |         |      |         |      |
| Response Category                                                                                                                                                                            | Non-Durables |   |         |   |         |   |         |   | Durables  |   |         |      |         |      |         |      |
|                                                                                                                                                                                              | M I M P      |   | S I M P |   | L I M P |   | N I M P |   | Row Total |   | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                              | No.          | % | No.     | % | No.     | % | No.     | % | No.       | % | No.     | %    | No.     | %    | No.     | %    |
| Change                                                                                                                                                                                       | -            | - | -       | - | -       | - | -       | - | -         | - | 158     | 28.9 | 26      | 19.4 | 7       | 46.7 |
| Dis-satisfaction                                                                                                                                                                             | -            | - | -       | - | -       | - | -       | - | -         | - | 126     | 23.0 | 24      | 17.9 | 2       | 13.3 |
| Promotion                                                                                                                                                                                    | -            | - | -       | - | -       | - | -       | - | -         | - | 96      | 17.6 | 25      | 18.7 | 3       | 20.0 |
| Wouldn't Switch Over                                                                                                                                                                         | -            | - | -       | - | -       | - | -       | - | -         | - | 140     | 25.6 | 20      | 14.9 | 2       | 13.3 |
| Others                                                                                                                                                                                       | -            | - | -       | - | -       | - | -       | - | -         | - | 27      | 4.9  | 39      | 29.1 | 1       | 6.7  |
| Column Total                                                                                                                                                                                 | -            | - | -       | - | -       | - | -       | - | -         | - | 547     | 72.9 | 134     | 17.9 | 15      | 2.0  |
| Chi Square Value = 88.96725      DF = 12      *P = 0.00000                                                                                                                                   |              |   |         |   |         |   |         |   |           |   |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

TABLES – 56A to 56N

These tables pertain to the Chi-Square results and Percentage distribution for comparison regarding responses given for importance or otherwise of various Product attributes like; Product variety, Quality, Design, Price, Features, Brand name, Packaging, Size, Returns, Colour, Manufacturer's prestige and others with the opinions given regarding Reasons for switch over to another brand of selected Non-durable and Durables. Column total in each response category indicates responses given for importance or otherwise to various product attributes, whereas row total indicates responses given for Reasons for switch over to another brand of selected Non-durables as well as Durables

Ho = There is no association between various Product attributes and responses given concerning reasons for switching over or otherwise to another brand from the present one for selected Non-durables and Durables

This Table reveals that a non-significant association is found between responses given regarding the importance or otherwise of product attributes and responses given about reasons for switching over or otherwise to another brand from the present one for selected Non-durables for Quality, Size, Colour, Manufacturer's prestige and Others and hence we accept Ho (assumption) and it can be said that responses given regarding for importance or otherwise of these product attributes does not make difference to responses concerning reasons for switching over or otherwise to another brand from the present one for selected Non-durables. On the other hand a significant association has been found between responses given regarding the importance or otherwise and responses given for loyalty or otherwise to any specific brand of Non-durables as well as Durables for product attributes namely, Product variety, Design, Price, Features, Brand name and Returns, hence we reject the Ho (assumption) and consequently it can be said that responses given regarding the importance or otherwise of these product attributes does make difference to responses concerning reasons for switching over or otherwise to another brand from the present one for selected Non-durables as well as Durables. In case of Non-durables, product attribute namely Packaging shows a significant association for the same and in case of Durables, product attributes namely Service and Warranty show a significant association for the same

| TABLE : 57 A - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |     |                 |      |  |         |      |  |              |      |  |          |      |  |                             |       |  |         |      |  |         |      |  |         |      |  |              |      |  |           |       |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------|------|--|---------|------|--|--------------|------|--|----------|------|--|-----------------------------|-------|--|---------|------|--|---------|------|--|---------|------|--|--------------|------|--|-----------|-------|--|
| Response Category                                                                                                                                                                                                                                         |     | Product Variety |      |  |         |      |  |              |      |  |          |      |  |                             |       |  |         |      |  |         |      |  |         |      |  |              |      |  |           |       |  |
|                                                                                                                                                                                                                                                           |     | Non-Durables    |      |  |         |      |  |              |      |  | Durables |      |  |                             |       |  |         |      |  |         |      |  |         |      |  |              |      |  |           |       |  |
|                                                                                                                                                                                                                                                           |     | M I M P         |      |  | S I M P |      |  | L I M P      |      |  | N I M P  |      |  | Row Total                   |       |  | M I M P |      |  | S I M P |      |  | L I M P |      |  | N I M P      |      |  | Row Total |       |  |
|                                                                                                                                                                                                                                                           |     | No.             | %    |  | No.     | %    |  | No.          | %    |  | No.      | %    |  | No.                         | %     |  | No.     | %    |  | No.     | %    |  | No.     | %    |  | No.          | %    |  | No.       | %     |  |
| 1.                                                                                                                                                                                                                                                        | YES | 110             | 72.8 |  | 341     | 86.3 |  | 88           | 81.5 |  | 90       | 93.8 |  | 629                         | 83.9  |  | 162     | 69.2 |  | 282     | 83.9 |  | 80      | 80.8 |  | 75           | 92.6 |  | 599       | 79.9  |  |
| 2.                                                                                                                                                                                                                                                        | NO  | 41              | 27.2 |  | 54      | 13.7 |  | 20           | 18.5 |  | 6        | 6.3  |  | 121                         | 16.1  |  | 72      | 30.8 |  | 54      | 16.1 |  | 19      | 19.2 |  | 6            | 7.4  |  | 151       | 20.1  |  |
| Column Total                                                                                                                                                                                                                                              |     | 151             | 20.1 |  | 395     | 52.7 |  | 108          | 14.4 |  | 96       | 12.8 |  | 750                         | 100.0 |  | 234     | 31.2 |  | 336     | 44.8 |  | 99      | 13.2 |  | 81           | 10.8 |  | 750       | 100.0 |  |
| Chi Square Value = 22.70501                                                                                                                                                                                                                               |     | DF = 3          |      |  |         |      |  | *P = 0.00000 |      |  |          |      |  | Chi Square Value = 28.12216 |       |  |         |      |  | DF = 3  |      |  |         |      |  | *P = 0.00000 |      |  |           |       |  |

| TABLE : 57 B - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |     |              |      |         |      |         |      |         |       |           |       |          |      |         |              |         |      |         |       |                            |       |  |  |  |        |  |              |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|------|---------|-------|-----------|-------|----------|------|---------|--------------|---------|------|---------|-------|----------------------------|-------|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                                                                                         |     | Quality      |      |         |      |         |      |         |       |           |       |          |      |         |              |         |      |         |       |                            |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                           |     | Non-Durables |      |         |      |         |      |         |       |           |       | Durables |      |         |              |         |      |         |       |                            |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                           |     | M I M P      |      | S I M P |      | L I M P |      | N I M P |       | Row Total |       | M I M P  |      | S I M P |              | L I M P |      | N I M P |       | Row Total                  |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                           |     | No.          | %    | No.     | %    | No.     | %    | No.     | %     | No.       | %     | No.      | %    | No.     | %            | No.     | %    | No.     | %     | No.                        | %     |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                                                                                                        | YES | 589          | 85.5 | 27      | 57.4 | 5       | 83.3 | 8       | 100.0 | 629       | 83.9  | 554      | 80.3 | 34      | 70.8         | 7       | 87.5 | 4       | 100.0 | 599                        | 79.9  |  |  |  |        |  |              |  |
| 2.                                                                                                                                                                                                                                                        | NO  | 100          | 14.5 | 20      | 42.6 | 1       | 16.7 | -       | -     | 121       | 16.1  | 136      | 19.7 | 14      | 29.2         | 1       | 12.5 | -       | -     | 151                        | 20.1  |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                                                                                              |     | 689          | 91.9 | 47      | 6.3  | 6       | 0.8  | 8       | 1.1   | 750       | 100.0 | 690      | 92.0 | 48      | 6.4          | 8       | 1.1  | 4       | 0.5   | 750                        | 100.0 |  |  |  |        |  |              |  |
| Chi Square Value = 27.12215                                                                                                                                                                                                                               |     |              |      |         |      |         |      |         |       | DF = 3    |       |          |      |         | *P = 0.00001 |         |      |         |       | Chi Square Value = 3.81097 |       |  |  |  | DF = 3 |  | *P = 0.28261 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 57 C - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |     |              |      |         |      |              |      |         |      |                             |       |          |      |         |      |         |      |         |      |           |       |  |  |              |  |  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|--------------|------|---------|------|-----------------------------|-------|----------|------|---------|------|---------|------|---------|------|-----------|-------|--|--|--------------|--|--|--|
| Response Category                                                                                                                                                                                                                                         |     | Design       |      |         |      |              |      |         |      |                             |       |          |      |         |      |         |      |         |      |           |       |  |  |              |  |  |  |
|                                                                                                                                                                                                                                                           |     | Non-Durables |      |         |      |              |      |         |      |                             |       | Durables |      |         |      |         |      |         |      |           |       |  |  |              |  |  |  |
|                                                                                                                                                                                                                                                           |     | M I M P      |      | S I M P |      | L I M P      |      | N I M P |      | Row Total                   |       | M I M P  |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       |  |  |              |  |  |  |
|                                                                                                                                                                                                                                                           |     | No.          | %    | No.     | %    | No.          | %    | No.     | %    | No.                         | %     | No.      | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     |  |  |              |  |  |  |
| 1.                                                                                                                                                                                                                                                        | YES | 36           | 65.5 | 143     | 82.7 | 145          | 83.8 | 305     | 87.4 | 629                         | 83.9  | 37       | 60.7 | 147     | 78.2 | 144     | 83.7 | 271     | 82.4 | 599       | 79.9  |  |  |              |  |  |  |
| 2.                                                                                                                                                                                                                                                        | NO  | 19           | 34.5 | 30      | 17.3 | 28           | 16.2 | 44      | 12.6 | 121                         | 16.1  | 24       | 39.3 | 41      | 21.8 | 28      | 16.3 | 58      | 17.6 | 151       | 20.1  |  |  |              |  |  |  |
| Column Total                                                                                                                                                                                                                                              |     | 55           | 73   | 173     | 23.1 | 173          | 23.1 | 349     | 46.5 | 750                         | 100.0 | 61       | 8.1  | 188     | 25.1 | 172     | 22.9 | 329     | 43.9 | 750       | 100.0 |  |  |              |  |  |  |
| Chi Square Value = 17.17370                                                                                                                                                                                                                               |     | DF = 3       |      |         |      | *P = 0.00065 |      |         |      | Chi Square Value = 17.20071 |       |          |      |         |      |         |      |         |      | DF = 3    |       |  |  | *P = 0.00064 |  |  |  |

| TABLE : 57 D - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |     |              |      |         |      |         |      |         |      |           |      |          |      |              |      |                            |      |         |      |           |       |  |  |  |  |        |  |              |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|------|---------|------|-----------|------|----------|------|--------------|------|----------------------------|------|---------|------|-----------|-------|--|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                                                                                         |     | Price        |      |         |      |         |      |         |      |           |      |          |      |              |      |                            |      |         |      |           |       |  |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                           |     | Non-Durables |      |         |      |         |      |         |      |           |      | Durables |      |              |      |                            |      |         |      |           |       |  |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                           |     | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |      | M I M P  |      | S I M P      |      | L I M P                    |      | N I M P |      | Row Total |       |  |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                           |     | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %    | No.      | %    | No.          | %    | No.                        | %    | No.     | %    | No.       | %     |  |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                                                                                                        | YES | 271          | 82.9 | 257     | 84.8 | 55      | 83.3 | 46      | 85.2 | 629       | 83.9 | 314      | 78.5 | 202          | 80.5 | 43                         | 81.1 | 40      | 87.0 | 599       | 79.9  |  |  |  |  |        |  |              |  |
| 2.                                                                                                                                                                                                                                                        | NO  | 56           | 17.1 | 46      | 15.2 | 11      | 16.7 | 8       | 14.8 | 121       | 16.1 | 86       | 21.5 | 49           | 19.5 | 10                         | 18.9 | 6       | 13.0 | 151       | 20.1  |  |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                                                                                              |     | 327          | 43.6 | 303     | 40.4 | 66      | 8.8  | 54      | 7.2  | 750       | 100  | 400      | 53.3 | 251          | 33.5 | 53                         | 7.1  | 46      | 6.1  | 750       | 100.0 |  |  |  |  |        |  |              |  |
| Chi Square Value = 0.52398                                                                                                                                                                                                                                |     |              |      |         |      |         |      |         |      |           |      | DF = 3   |      | *P = 0.91359 |      | Chi Square Value = 2.01373 |      |         |      |           |       |  |  |  |  | DF = 3 |  | *P = 0.56956 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 57 E - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |          |              |       |                             |      |         |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|----------|--------------|-------|-----------------------------|------|---------|------|
| Response Category                                                                                                                                                                                                                                         | Features     |      |         |      |         |      |         |          |              |       |                             |      |         |      |
|                                                                                                                                                                                                                                                           | Non-Durables |      |         |      |         |      |         | Durables |              |       |                             |      |         |      |
|                                                                                                                                                                                                                                                           | M I M P      |      | S I M P |      | L I M P |      | N I M P |          | Row Total    |       | M I M P                     |      | S I M P |      |
|                                                                                                                                                                                                                                                           | No.          | %    | No.     | %    | No.     | %    | No.     | %        | No.          | %     | No.                         | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                    | 439          | 83.1 | 144     | 89.4 | 28      | 71.8 | 18      | 81.8     | 629          | 83.9  | 449                         | 77.3 | 110     | 91.7 |
| 2. NO                                                                                                                                                                                                                                                     | 89           | 16.9 | 17      | 10.6 | 11      | 28.2 | 4       | 18.2     | 121          | 16.1  | 132                         | 22.7 | 10      | 8.3  |
| Column Total                                                                                                                                                                                                                                              | 528          | 70.4 | 161     | 21.5 | 39      | 5.2  | 22      | 2.9      | 750          | 100.0 | 581                         | 77.5 | 120     | 16.0 |
| Chi Square Value = 8.16991                                                                                                                                                                                                                                |              |      |         |      |         |      | DF = 3  |          | *P = 0.04263 |       | Chi Square Value = 12.95389 |      |         |      |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |              |       | DF = 3                      |      |         |      |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |              |       | *P = 0.00474                |      |         |      |

| TABLE : 57 F - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |          |              |       |                            |      |         |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|----------|--------------|-------|----------------------------|------|---------|------|
| Response Category                                                                                                                                                                                                                                         | Brand Name   |      |         |      |         |      |         |          |              |       |                            |      |         |      |
|                                                                                                                                                                                                                                                           | Non-Durables |      |         |      |         |      |         | Durables |              |       |                            |      |         |      |
|                                                                                                                                                                                                                                                           | M I M P      |      | S I M P |      | L I M P |      | N I M P |          | Row Total    |       | M I M P                    |      | S I M P |      |
|                                                                                                                                                                                                                                                           | No.          | %    | No.     | %    | No.     | %    | No.     | %        | No.          | %     | No.                        | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                    | 439          | 86.4 | 143     | 82.2 | 30      | 83.3 | 17      | 53.1     | 629          | 83.9  | 441                        | 81.4 | 121     | 77.1 |
| 2. NO                                                                                                                                                                                                                                                     | 69           | 13.6 | 31      | 17.8 | 6       | 16.7 | 15      | 46.9     | 121          | 16.1  | 101                        | 18.6 | 36      | 22.9 |
| Column Total                                                                                                                                                                                                                                              | 508          | 67.7 | 174     | 23.2 | 36      | 4.8  | 32      | 4.3      | 750          | 100.0 | 542                        | 72.3 | 157     | 20.9 |
| Chi Square Value = 25.16504                                                                                                                                                                                                                               |              |      |         |      |         |      | DF = 3  |          | *P = 0.00001 |       | Chi Square Value = 7.57698 |      |         |      |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |              |       | DF = 3                     |      |         |      |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |              |       | *P = 0.05561               |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 57 G - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |          |           |                      |         |   |         |   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|----------|-----------|----------------------|---------|---|---------|---|
| Response Category                                                                                                                                                                                                                                         | Packaging    |      |         |      |         |      |         |          |           |                      |         |   |         |   |
|                                                                                                                                                                                                                                                           | Non-Durables |      |         |      |         |      |         | Durables |           |                      |         |   |         |   |
|                                                                                                                                                                                                                                                           | M I M P      |      | S I M P |      | L I M P |      | N I M P |          | Row Total |                      | M I M P |   | S I M P |   |
|                                                                                                                                                                                                                                                           | No.          | %    | No.     | %    | No.     | %    | No.     | %        | No.       | %                    | No.     | % | No.     | % |
| 1. YES                                                                                                                                                                                                                                                    | 165          | 88.2 | 237     | 84.6 | 138     | 81.2 | 89      | 78.8     | 629       | 83.9                 | -       | - | -       | - |
| 2. NO                                                                                                                                                                                                                                                     | 22           | 11.8 | 43      | 15.4 | 32      | 18.8 | 29      | 21.2     | 121       | 16.1                 | -       | - | -       | - |
| Column Total                                                                                                                                                                                                                                              | 187          | 24.9 | 280     | 37.3 | 170     | 22.7 | 113     | 15.1     | 750       | 100.0                | -       | - | -       | - |
| Chi Square Value = 5.84863                                                                                                                                                                                                                                |              |      |         |      |         |      |         |          |           | DF = 3               |         |   |         |   |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |           | *P = 0.11921         |         |   |         |   |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |           | Chi Square Value = - |         |   |         |   |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |           | DF = -               |         |   |         |   |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |           | P = -                |         |   |         |   |

| TABLE : 57 H - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |          |           |                            |         |      |         |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|----------|-----------|----------------------------|---------|------|---------|------|
| Response Category                                                                                                                                                                                                                                         | Size         |      |         |      |         |      |         |          |           |                            |         |      |         |      |
|                                                                                                                                                                                                                                                           | Non-Durables |      |         |      |         |      |         | Durables |           |                            |         |      |         |      |
|                                                                                                                                                                                                                                                           | M I M P      |      | S I M P |      | L I M P |      | N I M P |          | Row Total |                            | M I M P |      | S I M P |      |
|                                                                                                                                                                                                                                                           | No.          | %    | No.     | %    | No.     | %    | No.     | %        | No.       | %                          | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                    | 272          | 82.2 | 257     | 86.5 | 75      | 85.2 | 25      | 73.5     | 629       | 83.9                       | 270     | 80.1 | 255     | 79.2 |
| 2. NO                                                                                                                                                                                                                                                     | 59           | 17.8 | 40      | 13.5 | 13      | 14.8 | 9       | 26.5     | 121       | 16.1                       | 67      | 19.9 | 67      | 20.8 |
| Column Total                                                                                                                                                                                                                                              | 331          | 44.1 | 297     | 39.6 | 88      | 11.7 | 34      | 4.5      | 750       | 100.0                      | 337     | 44.9 | 322     | 42.9 |
| Chi Square Value = 5.06483                                                                                                                                                                                                                                |              |      |         |      |         |      |         |          |           | DF = 3                     |         |      |         |      |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |           | *P = 0.16711               |         |      |         |      |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |           | Chi Square Value = 0.52298 |         |      |         |      |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |           | DF = 3                     |         |      |         |      |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         |          |           | *P = 0.91382               |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 57 I - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |     |              |      |  |         |      |  |         |      |  |          |      |  |           |       |  |         |      |  |                            |      |  |        |      |  |              |      |  |                            |       |  |        |  |  |              |  |  |         |   |  |         |   |  |         |   |  |           |   |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|--|---------|------|--|---------|------|--|----------|------|--|-----------|-------|--|---------|------|--|----------------------------|------|--|--------|------|--|--------------|------|--|----------------------------|-------|--|--------|--|--|--------------|--|--|---------|---|--|---------|---|--|---------|---|--|-----------|---|--|
| Response Category                                                                                                                                                                                                                                         |     | Returns      |      |  |         |      |  |         |      |  |          |      |  |           |       |  |         |      |  | Chi Square Value = 9 63825 |      |  | DF = 3 |      |  | *P = 0 02191 |      |  | Chi Square Value = 5 78065 |       |  | DF = 3 |  |  | *P = 0 12278 |  |  |         |   |  |         |   |  |         |   |  |           |   |  |
|                                                                                                                                                                                                                                                           |     | Non-Durables |      |  |         |      |  |         |      |  | Durables |      |  |           |       |  |         |      |  |                            |      |  |        |      |  |              |      |  |                            |       |  |        |  |  |              |  |  |         |   |  |         |   |  |         |   |  |           |   |  |
|                                                                                                                                                                                                                                                           |     | M I M P      |      |  | S I M P |      |  | L I M P |      |  | N I M P  |      |  | Row Total |       |  | M I M P |      |  |                            |      |  |        |      |  |              |      |  |                            |       |  |        |  |  |              |  |  | S I M P |   |  | L I M P |   |  | N I M P |   |  | Row Total |   |  |
|                                                                                                                                                                                                                                                           |     | No.          | %    |  | .o.     | %    |  | No.     | %    |  | No.      | %    |  | No.       | %     |  | No.     | %    |  |                            |      |  |        |      |  |              |      |  |                            |       |  |        |  |  |              |  |  | No.     | % |  | No.     | % |  | No.     | % |  | No.       | % |  |
| 1.                                                                                                                                                                                                                                                        | YES | 562          | 83 5 |  | 53      | 94 6 |  | 5       | 71 4 |  | 9        | 64 3 |  | 629       | 83 9  |  | 548     | 79 5 |  | 39                         | 90 7 |  | 4      | 57 1 |  | 8            | 72 7 |  | 599                        | 79 9  |  |        |  |  |              |  |  |         |   |  |         |   |  |         |   |  |           |   |  |
| 2.                                                                                                                                                                                                                                                        | NO  | 111          | 16 5 |  | 3       | 5 4  |  | 2       | 28 6 |  | 5        | 35 7 |  | 121       | 16 1  |  | 141     | 20 5 |  | 4                          | 9 3  |  | 3      | 42 9 |  | 3            | 27 3 |  | 151                        | 20 1  |  |        |  |  |              |  |  |         |   |  |         |   |  |         |   |  |           |   |  |
| Column Total                                                                                                                                                                                                                                              |     | 673          | 89 7 |  | 56      | 7 5  |  | 7       | 0 9  |  | 14       | 1 9  |  | 750       | 100 0 |  | 689     | 91 9 |  | 43                         | 5 7  |  | 7      | 0 9  |  | 11           | 1 5  |  | 750                        | 100 0 |  |        |  |  |              |  |  |         |   |  |         |   |  |         |   |  |           |   |  |
| Chi Square Value = 9 63825                                                                                                                                                                                                                                |     |              |      |  |         |      |  |         |      |  |          |      |  |           |       |  |         |      |  |                            |      |  | DF = 3 |      |  | *P = 0 02191 |      |  | Chi Square Value = 5 78065 |       |  | DF = 3 |  |  | *P = 0 12278 |  |  |         |   |  |         |   |  |         |   |  |           |   |  |

| TABLE : 57 J - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |     |              |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |      |                            |       |  |  |  |        |  |              |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|------|---------|------|-----------|-------|----------|------|---------|--------------|---------|------|---------|------|----------------------------|-------|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                                                                                         |     | Colour       |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |      |                            |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                           |     | Non-Durables |      |         |      |         |      |         |      |           |       | Durables |      |         |              |         |      |         |      |                            |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                           |     | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P  |      | S I M P |              | L I M P |      | N I M P |      | Row Total                  |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                           |     | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.      | %    | No.     | %            | No.     | %    | No.     | %    | No.                        | %     |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                                                                                                        | YES | 60           | 84.5 | 145     | 82.4 | 113     | 79.6 | 311     | 86.1 | 629       | 83.9  | 54       | 84.4 | 136     | 80.0         | 130     | 79.8 | 279     | 79.0 | 599                        | 79.9  |  |  |  |        |  |              |  |
| 2.                                                                                                                                                                                                                                                        | NO  | 11           | 15.5 | 31      | 17.6 | 29      | 20.4 | 50      | 13.9 | 121       | 16.1  | 10       | 15.6 | 34      | 20.0         | 33      | 20.2 | 74      | 21.0 | 151                        | 20.1  |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                                                                                              |     | 71           | 9.5  | 176     | 23.5 | 142     | 18.9 | 361     | 48.1 | 750       | 100.0 | 64       | 6.5  | 170     | 22.7         | 163     | 21.7 | 353     | 47.1 | 750                        | 100.0 |  |  |  |        |  |              |  |
| Chi Square Value = 3.62782                                                                                                                                                                                                                                |     |              |      |         |      |         |      |         |      | DF = 3    |       |          |      |         | *P = 0.30456 |         |      |         |      | Chi Square Value = 0.96330 |       |  |  |  | DF = 3 |  | *P = 0.80013 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 57 K - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |                         |      |         |      |         |      |         |                            |           |       |         |      |         |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|------|---------|------|---------|------|---------|----------------------------|-----------|-------|---------|------|---------|------|
| Response Category                                                                                                                                                                                                                                         | Manufacturer's Prestige |      |         |      |         |      |         |                            |           |       |         |      |         |      |
|                                                                                                                                                                                                                                                           | Non-Durables            |      |         |      |         |      |         | Durables                   |           |       |         |      |         |      |
|                                                                                                                                                                                                                                                           | M I M P                 |      | S I M P |      | L I M P |      | N I M P |                            | Row Total |       | M I M P |      | S I M P |      |
|                                                                                                                                                                                                                                                           | No.                     | %    | No.     | %    | No.     | %    | No.     | %                          | No.       | %     | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                    | 436                     | 83.0 | 140     | 88.1 | 29      | 78.4 | 24      | 82.8                       | 629       | 83.9  | 457     | 77.9 | 105     | 89.0 |
| 2. NO                                                                                                                                                                                                                                                     | 89                      | 17.0 | 19      | 11.9 | 8       | 21.6 | 5       | 17.2                       | 121       | 16.1  | 130     | 22.1 | 13      | 11.0 |
| Column Total                                                                                                                                                                                                                                              | 525                     | 70.0 | 159     | 21.2 | 37      | 4.9  | 29      | 3.9                        | 750       | 100.0 | 587     | 78.3 | 118     | 15.7 |
| Chi Square Value = 10.94125                                                                                                                                                                                                                               |                         |      |         |      |         |      | DF = 3  | *P = 0.01205               |           |       |         |      |         |      |
|                                                                                                                                                                                                                                                           |                         |      |         |      |         |      |         | Chi Square Value = 7.39064 |           |       |         |      |         |      |
|                                                                                                                                                                                                                                                           |                         |      |         |      |         |      |         | DF = 3                     |           |       |         |      |         |      |
|                                                                                                                                                                                                                                                           |                         |      |         |      |         |      |         | *P = 0.06044               |           |       |         |      |         |      |

| TABLE : 57 L - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |              |      |         |      |         |      |         |                             |           |       |         |      |         |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|-----------------------------|-----------|-------|---------|------|---------|-------|
| Response Category                                                                                                                                                                                                                                         | Others       |      |         |      |         |      |         |                             |           |       |         |      |         |       |
|                                                                                                                                                                                                                                                           | Non-Durables |      |         |      |         |      |         | Durables                    |           |       |         |      |         |       |
|                                                                                                                                                                                                                                                           | M I M P      |      | S I M P |      | L I M P |      | N I M P |                             | Row Total |       | M I M P |      | S I M P |       |
|                                                                                                                                                                                                                                                           | No.          | %    | No.     | %    | No.     | %    | No.     | %                           | No.       | %     | No.     | %    | No.     | %     |
| 1. YES                                                                                                                                                                                                                                                    | 85           | 94.4 | 40      | 64.5 | 437     | 84.4 | 67      | 83.8                        | 629       | 83.9  | 47      | 67.1 | 7       | 100.0 |
| 2. NO                                                                                                                                                                                                                                                     | 5            | 5.6  | 22      | 35.5 | 81      | 15.6 | 13      | 16.3                        | 121       | 16.1  | 23      | 32.9 | -       | -     |
| Column Total                                                                                                                                                                                                                                              | 90           | 12.0 | 62      | 8.3  | 518     | 69.1 | 80      | 10.7                        | 750       | 100.0 | 70      | 9.3  | 7       | 0.9   |
| Chi Square Value = 24.69548                                                                                                                                                                                                                               |              |      |         |      |         |      | DF = 3  | *P = 0.00002                |           |       |         |      |         |       |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         | Chi Square Value = 10.49412 |           |       |         |      |         |       |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         | DF = 3                      |           |       |         |      |         |       |
|                                                                                                                                                                                                                                                           |              |      |         |      |         |      |         | *P = 0.01480                |           |       |         |      |         |       |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 57 M - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |              |   |         |   |         |   |          |   |           |   |         |      |         |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|----------|---|-----------|---|---------|------|---------|------|
| Service                                                                                                                                                                                                                                                   |              |   |         |   |         |   |          |   |           |   |         |      |         |      |
| Response Category                                                                                                                                                                                                                                         | Non-Durables |   |         |   |         |   | Durables |   |           |   |         |      |         |      |
|                                                                                                                                                                                                                                                           | M I M P      |   | S I M P |   | L I M P |   | N I M P  |   | Row Total |   | M I M P |      | S I M P |      |
|                                                                                                                                                                                                                                                           | No.          | % | No.     | % | No.     | % | No.      | % | No.       | % | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                    | -            | - | -       | - | -       | - | -        | - | -         | - | 202     | 78.6 | 253     | 78.8 |
| 2. NO                                                                                                                                                                                                                                                     | -            | - | -       | - | -       | - | -        | - | -         | - | 55      | 21.4 | 68      | 21.2 |
| Column Total                                                                                                                                                                                                                                              | -            | - | -       | - | -       | - | -        | - | -         | - | 257     | 34.3 | 321     | 42.8 |
| Chi Square Value = 2 72894 DF = 3 *P = 0 43533                                                                                                                                                                                                            |              |   |         |   |         |   |          |   |           |   |         |      |         |      |

| TABLE : 57 N - Chi Square Result and Percentage Distribution for comparison regarding product attributes and belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non - Durable and Durable |              |   |         |   |         |   |          |   |           |   |         |      |         |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|----------|---|-----------|---|---------|------|---------|------|
| Warranty                                                                                                                                                                                                                                                  |              |   |         |   |         |   |          |   |           |   |         |      |         |      |
| Response Category                                                                                                                                                                                                                                         | Non-Durables |   |         |   |         |   | Durables |   |           |   |         |      |         |      |
|                                                                                                                                                                                                                                                           | M I M P      |   | S I M P |   | L I M P |   | N I M P  |   | Row Total |   | M I M P |      | S I M P |      |
|                                                                                                                                                                                                                                                           | No.          | % | No.     | % | No.     | % | No.      | % | No.       | % | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                    | -            | - | -       | - | -       | - | -        | - | -         | - | 451     | 82.4 | 91      | 67.9 |
| 2. NO                                                                                                                                                                                                                                                     | -            | - | -       | - | -       | - | -        | - | -         | - | 96      | 17.6 | 43      | 32.1 |
| Column Total                                                                                                                                                                                                                                              | -            | - | -       | - | -       | - | -        | - | -         | - | 547     | 72.9 | 134     | 17.9 |
| Chi Square Value = 15 87608 DF = 3 *P = 0 00120                                                                                                                                                                                                           |              |   |         |   |         |   |          |   |           |   |         |      |         |      |

\*P<= 0 05, Significant at 5% level of Significance

TABLES – 57A to 57N

These tables pertain to the Chi-Square results and Percentage distribution for comparison regarding responses given for importance or otherwise of various Product attributes like, Product variety, Quality, Design, Price, Features, Brand name, Packaging, Size, Returns, Colour, Manufacturer's prestige and others with the opinions given regarding belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non-durable and Durables

Ho = There is no association between the responses given for the belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non-durable and Durables and responses given for importance or otherwise of various Product attributes in buying decisions

This Table reveals that a non-significant association is found between responses given regarding the importance or otherwise of product attributes and responses given about the belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non-durable as well as Durables in case of product attributes namely, Price, Size and Colour, hence we accept Ho (assumption) and it can be said that whether or not consumers give importance to these attributes in their buying decisions does not make any difference to their belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non-durable as well as Durables. On the other hand a significant association has been found at 5% level of significance for the same for selected Non-durable as well as Durables in case of product attributes namely, Product variety, Design, Features, Brand name and Others (Retailer's prestige/ store image), hence we reject Ho (assumption) and it can be said that whether or not consumers give importance to these attributes in their buying decisions does make any difference to their belief that brand loyalty increases as a result of presence of product attributes of choice in a brand. A significant association has been found in case attributes namely, Quality and Returns and a non-significant association has been found in case of Packaging and Manufacturer's prestige in case of selected Non-durables, whereas a significant association has been found in case Manufacturer's prestige and Warranty and a non-significant association has been found in case of Quality, Returns and Service in case of selected Durables

| TABLE : 58 A - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |     |                 |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |      |                             |       |  |  |  |        |  |              |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------|------|---------|------|---------|------|---------|------|-----------|-------|----------|------|---------|--------------|---------|------|---------|------|-----------------------------|-------|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                                                                                                   |     | Product Variety |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |      |                             |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | Non-Durables    |      |         |      |         |      |         |      |           |       | Durables |      |         |              |         |      |         |      |                             |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | M I M P         |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P  |      | S I M P |              | L I M P |      | N I M P |      | Row Total                   |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | No.             | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.      | %    | No.     | %            | No.     | %    | No.     | %    | No.                         | %     |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                                                                                                                  | YES | 47              | 3 1  | 128     | 32 4 | 33      | 30 6 | 16      | 16 7 | 224       | 29 9  | 83       | 35 5 | 108     | 32 1         | 27      | 27 3 | 12      | 14 8 | 230                         | 30 7  |  |  |  |        |  |              |  |
| 2.                                                                                                                                                                                                                                                                  | NO  | 104             | 68 9 | 267     | 67 6 | 75      | 69 4 | 80      | 83 3 | 526       | 70 1  | 151      | 64 5 | 228     | 67 9         | 72      | 72 7 | 69      | 85 2 | 520                         | 69 3  |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                                                                                                        |     | 151             | 20 1 | 395     | 52 7 | 108     | 14 4 | 96      | 12 8 | 750       | 100 0 | 234      | 31 2 | 336     | 44 8         | 99      | 13 2 | 81      | 10 8 | 750                         | 100 0 |  |  |  |        |  |              |  |
| Chi Square Value = 9 33945                                                                                                                                                                                                                                          |     |                 |      |         |      |         |      |         |      | DF = 3    |       |          |      |         | *P = 0 02510 |         |      |         |      | Chi Square Value = 12 99270 |       |  |  |  | DF = 3 |  | *P = 0 00465 |  |

| TABLE : 58 B - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |     |              |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |       |                            |       |  |  |  |  |        |  |              |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|------|---------|------|-----------|-------|----------|------|---------|--------------|---------|------|---------|-------|----------------------------|-------|--|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                                                                                                   |     | Quality      |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |       |                            |       |  |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | Non-Durables |      |         |      |         |      |         |      |           |       | Durables |      |         |              |         |      |         |       |                            |       |  |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P  |      | S I M P |              | L I M P |      | N I M P |       | Row Total                  |       |  |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.      | %    | No.     | %            | No.     | %    | No.     | %     | No.                        | %     |  |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                                                                                                                  | YES | 204          | 29.6 | 18      | 38.3 | 1       | 16.7 | 1       | 12.5 | 224       | 29.9  | 219      | 31.7 | 10      | 20.8         | 1       | 12.8 | -       | -     | 230                        | 30.7  |  |  |  |  |        |  |              |  |
| 2.                                                                                                                                                                                                                                                                  | NO  | 485          | 70.4 | 29      | 61.7 | 5       | 83.3 | 7       | 87.5 | 526       | 70.1  | 471      | 68.3 | 38      | 79.2         | 7       | 87.5 | 4       | 100.0 | 520                        | 69.3  |  |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                                                                                                        |     | 689          | 91.9 | 47      | 6.3  | 6       | 0.8  | 8       | 1.1  | 750       | 100.0 | 690      | 92.0 | 48      | 6.4          | 8       | 1.1  | 4       | 0.5   | 750                        | 100.0 |  |  |  |  |        |  |              |  |
| Chi Square Value = 3.26800                                                                                                                                                                                                                                          |     |              |      |         |      |         |      |         |      | DF = 3    |       |          |      |         | *P = 0.35212 |         |      |         |       | Chi Square Value = 5.56713 |       |  |  |  |  | DF = 3 |  | *P = 0.13468 |  |

\*P<= 0 05, Significant at 5% level of Significance

| TABLE : 58 C - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |     |              |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |      |                            |       |  |  |  |        |  |              |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|------|---------|------|-----------|-------|----------|------|---------|--------------|---------|------|---------|------|----------------------------|-------|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                                                                                                   |     | Design       |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |      |                            |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | Non-Durables |      |         |      |         |      |         |      |           |       | Durables |      |         |              |         |      |         |      |                            |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P  |      | S I M P |              | L I M P |      | N I M P |      | Row Total                  |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.      | %    | No.     | %            | No.     | %    | No.     | %    | No.                        | %     |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                                                                                                                  | YES | 24           | 43.6 | 49      | 28.3 | 46      | 26.6 | 105     | 30.1 | 224       | 29.9  | 21       | 34.4 | 61      | 32.4         | 64      | 37.2 | 84      | 25.5 | 230                        | 30.7  |  |  |  |        |  |              |  |
| 2.                                                                                                                                                                                                                                                                  | NO  | 31           | 56.4 | 124     | 71.1 | 127     | 73.4 | 244     | 69.9 | 526       | 70.1  | 40       | 65.6 | 127     | 67.6         | 108     | 62.8 | 245     | 74.5 | 520                        | 69.3  |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                                                                                                        |     | 55           | 7.3  | 173     | 23.1 | 173     | 23.1 | 349     | 46.5 | 750       | 100.0 | 61       | 8.1  | 188     | 25.1         | 172     | 22.9 | 329     | 43.9 | 750                        | 100.0 |  |  |  |        |  |              |  |
| Chi Square Value = 6.07013                                                                                                                                                                                                                                          |     |              |      |         |      |         |      |         |      | DF = 3    |       |          |      |         | *P = 0.10825 |         |      |         |      | Chi Square Value = 8.22816 |       |  |  |  | DF = 3 |  | *P = 0.04152 |  |

| TABLE : 58 D - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |     |              |      |         |      |         |      |         |      |           |      |          |      |         |              |         |      |         |      |                             |       |  |  |  |        |  |              |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|------|---------|------|-----------|------|----------|------|---------|--------------|---------|------|---------|------|-----------------------------|-------|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                                                                                                   |     | Price        |      |         |      |         |      |         |      |           |      |          |      |         |              |         |      |         |      |                             |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | Non-Durables |      |         |      |         |      |         |      |           |      | Durables |      |         |              |         |      |         |      |                             |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |      | M I M P  |      | S I M P |              | L I M P |      | N I M P |      | Row Total                   |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %    | No.      | %    | No.     | %            | No.     | %    | No.     | %    | No.                         | %     |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                                                                                                                  | YES | 117          | 35.8 | 77      | 25.4 | 20      | 30.3 | 10      | 18.5 | 224       | 29.9 | 158      | 39.5 | 50      | 19.9         | 15      | 28.3 | 7       | 15.2 | 230                         | 30.7  |  |  |  |        |  |              |  |
| 2.                                                                                                                                                                                                                                                                  | NO  | 210          | 64.2 | 226     | 74.6 | 46      | 69.7 | 44      | 81.5 | 526       | 70.1 | 242      | 60.5 | 201     | 80.1         | 38      | 71.7 | 39      | 84.8 | 520                         | 69.3  |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                                                                                                        |     | 327          | 43.6 | 303     | 40.4 | 66      | 8.8  | 54      | 7.2  | 750       | 100  | 400      | 53.3 | 251     | 33.5         | 53      | 7.1  | 46      | 6.1  | 750                         | 100.0 |  |  |  |        |  |              |  |
| Chi Square Value = 11.65430                                                                                                                                                                                                                                         |     |              |      |         |      |         |      |         |      | DF = 3    |      |          |      |         | *P = 0.00867 |         |      |         |      | Chi Square Value = 33.61515 |       |  |  |  | DF = 3 |  | *P = 0.00000 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 58 E - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |              |      |         |      |         |      |         |          |              |       |                             |      |         |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|----------|--------------|-------|-----------------------------|------|---------|------|
| Response Category                                                                                                                                                                                                                                                   | Features     |      |         |      |         |      |         |          |              |       |                             |      |         |      |
|                                                                                                                                                                                                                                                                     | Non-Durables |      |         |      |         |      |         | Durables |              |       |                             |      |         |      |
|                                                                                                                                                                                                                                                                     | M I M P      |      | S I M P |      | L I M P |      | N I M P |          | Row Total    |       | M I M P                     |      | S I M P |      |
|                                                                                                                                                                                                                                                                     | No.          | %    | No.     | %    | No.     | %    | No.     | %        | No.          | %     | No.                         | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                              | 180          | 34.1 | 31      | 19.3 | 9       | 23.1 | 4       | 18.2     | 224          | 29.9  | 209                         | 35.1 | 18      | 15.0 |
| 2. NO                                                                                                                                                                                                                                                               | 348          | 65.9 | 130     | 80.7 | 30      | 76.9 | 18      | 81.8     | 526          | 70.1  | 377                         | 64.9 | 102     | 85.0 |
| Column Total                                                                                                                                                                                                                                                        | 528          | 70.4 | 161     | 21.5 | 39      | 5.2  | 22      | 2.9      | 750          | 100.0 | 581                         | 77.5 | 120     | 16.0 |
| Chi Square Value = 15.44623                                                                                                                                                                                                                                         |              |      |         |      |         |      | DF = 3  |          | *P = 0.00147 |       | Chi Square Value = 23.99253 |      |         |      |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |         |          |              |       | DF = 3                      |      |         |      |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |         |          |              |       | *P = 0.00003                |      |         |      |

| TABLE : 58 F - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |              |      |         |      |         |      |         |          |              |       |                             |      |         |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|----------|--------------|-------|-----------------------------|------|---------|------|
| Response Category                                                                                                                                                                                                                                                   | Brand Name   |      |         |      |         |      |         |          |              |       |                             |      |         |      |
|                                                                                                                                                                                                                                                                     | Non-Durables |      |         |      |         |      |         | Durables |              |       |                             |      |         |      |
|                                                                                                                                                                                                                                                                     | M I M P      |      | S I M P |      | L I M P |      | N I M P |          | Row Total    |       | M I M P                     |      | S I M P |      |
|                                                                                                                                                                                                                                                                     | No.          | %    | No.     | %    | No.     | %    | No.     | %        | No.          | %     | No.                         | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                              | 159          | 31.3 | 40      | 23.0 | 11      | 30.6 | 14      | 43.8     | 224          | 29.9  | 184                         | 33.9 | 29      | 18.5 |
| 2. NO                                                                                                                                                                                                                                                               | 349          | 68.7 | 134     | 77.0 | 25      | 69.4 | 18      | 56.3     | 526          | 70.1  | 358                         | 66.1 | 128     | 81.5 |
| Column Total                                                                                                                                                                                                                                                        | 508          | 67.7 | 174     | 23.2 | 36      | 4.8  | 32      | 4.3      | 750          | 100.0 | 542                         | 72.3 | 157     | 20.9 |
| Chi Square Value = 7.38037                                                                                                                                                                                                                                          |              |      |         |      |         |      | DF = 3  |          | *P = 0.06071 |       | Chi Square Value = 16.57122 |      |         |      |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |         |          |              |       | DF = 3                      |      |         |      |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |         |          |              |       | *P = 0.00087                |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 58 G - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |              |      |         |      |         |      |          |      |           |                      |         |   |         |   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|----------|------|-----------|----------------------|---------|---|---------|---|
| Packaging                                                                                                                                                                                                                                                           |              |      |         |      |         |      |          |      |           |                      |         |   |         |   |
| Response Category                                                                                                                                                                                                                                                   | Non-Durables |      |         |      |         |      | Durables |      |           |                      |         |   |         |   |
|                                                                                                                                                                                                                                                                     | M I M P      |      | S I M P |      | L I M P |      | N I M P  |      | Row Total |                      | M I M P |   | S I M P |   |
|                                                                                                                                                                                                                                                                     | No.          | %    | No.     | %    | No.     | %    | No.      | %    | No.       | %                    | No.     | % | No.     | % |
| 1. YES                                                                                                                                                                                                                                                              | 32           | 17.1 | 104     | 37.1 | 57      | 33.5 | 31       | 27.4 | 224       | 29.9                 | -       | - | -       | - |
| 2. NO                                                                                                                                                                                                                                                               | 155          | 82.9 | 176     | 62.9 | 113     | 66.5 | 82       | 72.6 | 526       | 70.1                 | -       | - | -       | - |
| Column Total                                                                                                                                                                                                                                                        | 187          | 24.9 | 280     | 37.3 | 170     | 22.7 | 113      | 15.1 | 750       | 100.0                | -       | - | -       | - |
| Chi Square Value = 23.00798                                                                                                                                                                                                                                         |              |      |         |      |         |      |          |      |           | DF = 3               |         |   |         |   |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |          |      |           | *P = 0.00004         |         |   |         |   |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |          |      |           | Chi Square Value = - |         |   |         |   |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |          |      |           | DF = -               |         |   |         |   |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |          |      |           | P = -                |         |   |         |   |

| TABLE : 58 H - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |              |      |         |      |         |      |          |      |           |                            |         |      |         |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|----------|------|-----------|----------------------------|---------|------|---------|------|
| Size                                                                                                                                                                                                                                                                |              |      |         |      |         |      |          |      |           |                            |         |      |         |      |
| Response Category                                                                                                                                                                                                                                                   | Non-Durables |      |         |      |         |      | Durables |      |           |                            |         |      |         |      |
|                                                                                                                                                                                                                                                                     | M I M P      |      | S I M P |      | L I M P |      | N I M P  |      | Row Total |                            | M I M P |      | S I M P |      |
|                                                                                                                                                                                                                                                                     | No.          | %    | No.     | %    | No.     | %    | No.      | %    | No.       | %                          | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                              | 93           | 28.1 | 95      | 32.0 | 22      | 25.0 | 14       | 41.2 | 224       | 29.9                       | 103     | 30.6 | 107     | 33.2 |
| 2. NO                                                                                                                                                                                                                                                               | 238          | 71.9 | 202     | 68.0 | 66      | 75.0 | 20       | 58.8 | 526       | 70.1                       | 234     | 69.4 | 215     | 66.8 |
| Column Total                                                                                                                                                                                                                                                        | 331          | 44.1 | 297     | 39.6 | 88      | 11.7 | 34       | 4.5  | 750       | 100.0                      | 337     | 44.9 | 322     | 42.9 |
| Chi Square Value = 4.20351                                                                                                                                                                                                                                          |              |      |         |      |         |      |          |      |           | DF = 3                     |         |      |         |      |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |          |      |           | *P = 0.24031               |         |      |         |      |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |          |      |           | Chi Square Value = 5.28472 |         |      |         |      |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |          |      |           | DF = 3                     |         |      |         |      |
|                                                                                                                                                                                                                                                                     |              |      |         |      |         |      |          |      |           | *P = 0.15210               |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 58 I - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |              |      |         |      |         |      |         |                            |           |       |         |      |         |      |         |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|----------------------------|-----------|-------|---------|------|---------|------|---------|--------------|
| Response Category                                                                                                                                                                                                                                                   | Returns      |      |         |      |         |      |         |                            |           |       |         |      |         |      |         |              |
|                                                                                                                                                                                                                                                                     | Non-Durables |      |         |      |         |      |         |                            | Durables  |       |         |      |         |      |         |              |
|                                                                                                                                                                                                                                                                     | M I M P      |      | S I M P |      | L I M P |      | N I M P |                            | Row Total |       | M I M P |      | S I M P |      | L I M P |              |
|                                                                                                                                                                                                                                                                     | No.          | %    | No.     | %    | No.     | %    | No.     | %                          | No.       | %     | No.     | %    | No.     | %    | No.     | %            |
| 1. YES                                                                                                                                                                                                                                                              | 194          | 28.8 | 21      | 37.5 | 1       | 14.3 | 8       | 57.1                       | 224       | 29.9  | 206     | 29.9 | 18      | 41.9 | 1       | 14.3         |
| 2. NO                                                                                                                                                                                                                                                               | 479          | 71.2 | 35      | 62.5 | 6       | 65.7 | 6       | 42.9                       | 526       | 70.1  | 483     | 70.1 | 25      | 58.1 | 6       | 85.7         |
| Column Total                                                                                                                                                                                                                                                        | 673          | 89.7 | 56      | 7.5  | 7       | 0.9  | 14      | 1.9                        | 750       | 100.0 | 689     | 91.9 | 43      | 5.7  | 7       | 0.9          |
| Chi Square Value = 7.68953                                                                                                                                                                                                                                          |              |      |         |      |         |      |         | Chi Square Value = 4.74008 |           |       |         |      |         |      |         | *P = 0.19185 |
| DF = 3                                                                                                                                                                                                                                                              |              |      |         |      |         |      |         | *P = 0.05288               |           |       |         |      |         |      |         |              |

| TABLE : 58 J - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |              |      |         |      |         |      |         |                             |           |       |         |      |         |      |         |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|-----------------------------|-----------|-------|---------|------|---------|------|---------|--------------|
| Response Category                                                                                                                                                                                                                                                   | Colour       |      |         |      |         |      |         |                             |           |       |         |      |         |      |         |              |
|                                                                                                                                                                                                                                                                     | Non-Durables |      |         |      |         |      |         |                             | Durables  |       |         |      |         |      |         |              |
|                                                                                                                                                                                                                                                                     | M I M P      |      | S I M P |      | L I M P |      | N I M P |                             | Row Total |       | M I M P |      | S I M P |      | L I M P |              |
|                                                                                                                                                                                                                                                                     | No.          | %    | No.     | %    | No.     | %    | No.     | %                           | No.       | %     | No.     | %    | No.     | %    | No.     | %            |
| 1. YES                                                                                                                                                                                                                                                              | 20           | 28.2 | 29      | 16.5 | 46      | 32.4 | 129     | 35.7                        | 224       | 29.9  | 16      | 25.0 | 34      | 20.0 | 55      | 33.7         |
| 2. NO                                                                                                                                                                                                                                                               | 51           | 71.8 | 147     | 83.5 | 96      | 67.6 | 232     | 64.3                        | 526       | 70.1  | 48      | 75.0 | 136     | 80.0 | 108     | 66.3         |
| Column Total                                                                                                                                                                                                                                                        | 71           | 9.5  | 176     | 23.5 | 142     | 18.9 | 361     | 48.1                        | 750       | 100.0 | 64      | 6.5  | 170     | 22.7 | 163     | 21.7         |
| Chi Square Value = 21.52743                                                                                                                                                                                                                                         |              |      |         |      |         |      |         | Chi Square Value = 14.52532 |           |       |         |      |         |      |         | *P = 0.00227 |
| DF = 3                                                                                                                                                                                                                                                              |              |      |         |      |         |      |         | *P = 0.00008                |           |       |         |      |         |      |         |              |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 58 K - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |     |                         |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |      |                            |       |  |  |  |        |  |              |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------|------|---------|------|---------|------|---------|------|-----------|-------|----------|------|---------|--------------|---------|------|---------|------|----------------------------|-------|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                                                                                                   |     | Manufacturer's Prestige |      |         |      |         |      |         |      |           |       |          |      |         |              |         |      |         |      |                            |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | Non-Durables            |      |         |      |         |      |         |      |           |       | Durables |      |         |              |         |      |         |      |                            |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | M I M P                 |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P  |      | S I M P |              | L I M P |      | N I M P |      | Row Total                  |       |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | No.                     | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.      | %    | No.     | %            | No.     | %    | No.     | %    | No.                        | %     |  |  |  |        |  |              |  |
|                                                                                                                                                                                                                                                                     |     | No.                     | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     | No.      | %    | No.     | %            | No.     | %    | No.     | %    | No.                        | %     |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                                                                                                                  | YES | 161                     | 30.7 | 46      | 28.9 | 10      | 27.0 | 7       | 24.1 | 224       | 29.9  | 192      | 32.7 | 29      | 24.6         | 6       | 20.0 | 3       | 20.0 | 230                        | 30.7  |  |  |  |        |  |              |  |
| 2.                                                                                                                                                                                                                                                                  | NO  | 364                     | 69.3 | 113     | 71.1 | 27      | 73.0 | 22      | 75.9 | 526       | 70.1  | 395      | 67.3 | 89      | 75.4         | 24      | 80.0 | 12      | 80.0 | 520                        | 69.3  |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                                                                                                        |     | 525                     | 70.0 | 159     | 21.2 | 37      | 4.9  | 29      | 3.9  | 750       | 100.0 | 587      | 78.3 | 118     | 15.7         | 30      | 4.0  | 15      | 2.0  | 750                        | 100.0 |  |  |  |        |  |              |  |
| Chi Square Value = 0.82369                                                                                                                                                                                                                                          |     |                         |      |         |      |         |      |         |      | DF = 3    |       |          |      |         | *P = 0.84379 |         |      |         |      | Chi Square Value = 5.61779 |       |  |  |  | DF = 3 |  | *P = 0.13176 |  |

| TABLE : 58 L - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |     |              |      |         |      |         |              |         |      |           |       |                             |      |         |      |         |        |         |       |           |       |              |  |  |  |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|--------------|---------|------|-----------|-------|-----------------------------|------|---------|------|---------|--------|---------|-------|-----------|-------|--------------|--|--|--|--|
| Response Category                                                                                                                                                                                                                                                   |     | Others       |      |         |      |         |              |         |      |           |       |                             |      |         |      |         |        |         |       |           |       |              |  |  |  |  |
|                                                                                                                                                                                                                                                                     |     | Non-Durables |      |         |      |         |              |         |      |           |       | Durables                    |      |         |      |         |        |         |       |           |       |              |  |  |  |  |
|                                                                                                                                                                                                                                                                     |     | M I M P      |      | S I M P |      | L I M P |              | N I M P |      | Row Total |       | M I M P                     |      | S I M P |      | L I M P |        | N I M P |       | Row Total |       |              |  |  |  |  |
|                                                                                                                                                                                                                                                                     |     | No.          | %    | No.     | %    | No.     | %            | No.     | %    | No.       | %     | No.                         | %    | No.     | %    | No.     | %      | No.     | %     | No.       | %     |              |  |  |  |  |
| 1.                                                                                                                                                                                                                                                                  | YES | 26           | 28.9 | 24      | 38.7 | 164     | 31.7         | 10      | 12.5 | 224       | 29.9  | 40                          | 57.1 | 5       | 71.4 | 185     | 27.9   | -       | -     | 230       | 30.7  |              |  |  |  |  |
| 2.                                                                                                                                                                                                                                                                  | NO  | 64           | 71.1 | 38      | 61.3 | 354     | 68.3         | 70      | 87.5 | 526       | 70.1  | 30                          | 42.9 | 2       | 28.6 | 479     | 72.1   | 9       | 100.0 | 520       | 69.3  |              |  |  |  |  |
| Column Total                                                                                                                                                                                                                                                        |     | 90           | 12.0 | 62      | 8.3  | 518     | 69.1         | 80      | 10.7 | 750       | 100.0 | 70                          | 9.3  | 7       | 0.9  | 664     | 88.5   | 9       | 1.2   | 750       | 100.0 |              |  |  |  |  |
| Chi Square Value = 14.67014                                                                                                                                                                                                                                         |     | DF = 3       |      |         |      |         | *P = 0.00212 |         |      |           |       | Chi Square Value = 34.98652 |      |         |      |         | DF = 3 |         |       |           |       | *P = 0.00000 |  |  |  |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 58 M - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |              |   |         |   |         |   |           |   |         |      |         |      |         |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|-----------|---|---------|------|---------|------|---------|------|
| Service                                                                                                                                                                                                                                                             |              |   |         |   |         |   |           |   |         |      |         |      |         |      |
| Response Category                                                                                                                                                                                                                                                   | Non-Durables |   |         |   |         |   | Durables  |   |         |      |         |      |         |      |
|                                                                                                                                                                                                                                                                     | M I M P      |   | S I M P |   | L I M P |   | Row Total |   | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                                                                                                     | No.          | % | No.     | % | No.     | % | No.       | % | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                              | -            | - | -       | - | -       | - | -         | - | 64      | 24.9 | 122     | 38.0 | 26      | 26.3 |
| 2. NO                                                                                                                                                                                                                                                               | -            | - | -       | - | -       | - | -         | - | 193     | 75.1 | 199     | 62.0 | 73      | 73.7 |
| Column Total                                                                                                                                                                                                                                                        | -            | - | -       | - | -       | - | -         | - | 257     | 34.3 | 321     | 42.8 | 99      | 13.2 |
| Chi Square Value = 14.29131      DF = 3      *P = 0.00253                                                                                                                                                                                                           |              |   |         |   |         |   |           |   |         |      |         |      |         |      |

| TABLE : 58 N - Chi Square Result and Percentage Distribution for comparison regarding product attributes regarding product attributes and a tendency to choose a cheaper product compromising the other attributes of choice for selected Non - Durable and Durable |              |   |         |   |         |   |           |   |         |      |         |      |         |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|-----------|---|---------|------|---------|------|---------|------|
| Warranty                                                                                                                                                                                                                                                            |              |   |         |   |         |   |           |   |         |      |         |      |         |      |
| Response Category                                                                                                                                                                                                                                                   | Non-Durables |   |         |   |         |   | Durables  |   |         |      |         |      |         |      |
|                                                                                                                                                                                                                                                                     | M I M P      |   | S I M P |   | L I M P |   | Row Total |   | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                                                                                                     | No.          | % | No.     | % | No.     | % | No.       | % | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                                                                              | -            | - | -       | - | -       | - | -         | - | 157     | 28.7 | 62      | 46.3 | 3       | 20.0 |
| 2. NO                                                                                                                                                                                                                                                               | -            | - | -       | - | -       | - | -         | - | 390     | 71.3 | 72      | 53.7 | 12      | 80.0 |
| Column Total                                                                                                                                                                                                                                                        | -            | - | -       | - | -       | - | -         | - | 547     | 72.9 | 134     | 17.9 | 15      | 2.0  |
| Chi Square Value = 23.51860      DF = 3      *P = 0.0003                                                                                                                                                                                                            |              |   |         |   |         |   |           |   |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

TABLES – 58A to 58N

These tables pertain to the Chi-Square results and Percentage distribution for comparison regarding responses given for importance or otherwise of various Product attributes like, Product variety, Quality, Design, Price, Features, Brand name, Packaging, Size, Returns, Colour, Manufacturer's prestige and others with the opinions given regarding a tendency to choose a cheaper product compromising other attributes of choice for selected Non-durable and Durables

Ho = There is no association between considering Product attributes important or otherwise in a buying decision and responses given concerning a tendency to choose a cheaper product/brand compromising with the other attributes of choice for selected Non-durable and Durables

This Table reveals that a non-significant association is found between responses given regarding the importance or otherwise of product attributes and responses given about the tendency to choose a cheaper product compromising the other attributes of choice for selected Non-durables as well as Durables in case of product attributes namely, Quality, Size and Manufacturer's prestige, hence we accept Ho (assumption) and it can be said that whether or not respondents give importance to these attributes in their buying decisions does not make a difference to their tendency to choose a cheaper product compromising the other attributes of choice for selected Non-durables as well as Durables. On the other hand a significant association has been found for the same for Product variety, Price, Features, Colour and Others (Retailer's prestige/ store image), hence we reject Ho (assumption) and it can be said that whether or not respondents give importance to these attributes in their buying decisions does make a difference to their tendency to choose a cheaper product compromising the other attributes of choice for selected Non-durables as well as Durables. Further more a non-significant association has been found for the same for Design and Brand name and significant association has been found for Packaging and Returns in case of selected Non-durables, whereas a non-significant association has been found for Returns and a significant association has been found for Design, Brand name, Service and Warranty

| TABLE : 59 A - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |         |      |         |      |         |        |                             |       |         |      |         |      |         |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|--------|-----------------------------|-------|---------|------|---------|------|---------|------|
| Product Variety                                                                                                                                                                                       |              |      |         |      |         |      |         |        |                             |       |         |      |         |      |         |      |
| Response Category                                                                                                                                                                                     | Non-Durables |      |         |      |         |      |         |        | Durables                    |       |         |      |         |      |         |      |
|                                                                                                                                                                                                       | M I M P      |      | S I M P |      | L I M P |      | N I M P |        | Row Total                   |       | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                                       | No.          | %    | No.     | %    | No.     | %    | No.     | %      | No.                         | %     | No.     | %    | No.     | %    | No.     | %    |
| 1. YES                                                                                                                                                                                                | 111          | 73.5 | 264     | 66.8 | 90      | 83.3 | 69      | 71.9   | 534                         | 71.2  | 117     | 50.0 | 192     | 57.1 | 75      | 75.8 |
| 2. NO                                                                                                                                                                                                 | 40           | 26.5 | 131     | 33.2 | 18      | 16.7 | 27      | 28.1   | 216                         | 28.8  | 117     | 50.0 | 144     | 42.9 | 24      | 24.2 |
| Column Total                                                                                                                                                                                          | 151          | 20.1 | 395     | 52.7 | 108     | 14.4 | 96      | 12.8   | 750                         | 100.0 | 234     | 31.2 | 336     | 44.8 | 99      | 13.2 |
| Chi Square Value = 11.83748                                                                                                                                                                           |              |      |         |      |         |      |         | DF = 3 | *P = 0.00796                |       |         |      |         |      |         |      |
|                                                                                                                                                                                                       |              |      |         |      |         |      |         |        | Chi Square Value = 25.11367 |       |         |      |         |      |         |      |
|                                                                                                                                                                                                       |              |      |         |      |         |      |         |        | DF = 3                      |       |         |      |         |      |         |      |
|                                                                                                                                                                                                       |              |      |         |      |         |      |         |        | *P = 0.00001                |       |         |      |         |      |         |      |

| TABLE : 59 B - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |         |      |         |      |         |        |                            |       |         |      |         |      |         |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|--------|----------------------------|-------|---------|------|---------|------|---------|------|
| Quality                                                                                                                                                                                               |              |      |         |      |         |      |         |        |                            |       |         |      |         |      |         |      |
| Response Category                                                                                                                                                                                     | Non-Durables |      |         |      |         |      |         |        | Durables                   |       |         |      |         |      |         |      |
|                                                                                                                                                                                                       | M I M P      |      | S I M P |      | L I M P |      | N I M P |        | Row Total                  |       | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                                       | No.          | %    | No.     | %    | No.     | %    | No.     | %      | No.                        | %     | No.     | %    | No.     | %    | No.     | %    |
| 1 YES                                                                                                                                                                                                 | 492          | 71.4 | 29      | 61.7 | 5       | 83.3 | 8       | 100.0  | 534                        | 71.2  | 406     | 58.8 | 25      | 52.1 | 7       | 87.5 |
| 2 NO                                                                                                                                                                                                  | 197          | 28.6 | 18      | 38.3 | 1       | 16.7 | -       | -      | 216                        | 28.8  | 284     | 41.2 | 23      | 47.9 | 1       | 12.5 |
| Column Total                                                                                                                                                                                          | 689          | 91.9 | 47      | 6.3  | 6       | 0.8  | 8       | 1.1    | 750                        | 100.0 | 690     | 92.0 | 48      | 6.4  | 8       | 1.1  |
| Chi Square Value = 5.74889                                                                                                                                                                            |              |      |         |      |         |      |         | DF = 3 | *P = 0.12449               |       |         |      |         |      |         |      |
|                                                                                                                                                                                                       |              |      |         |      |         |      |         |        | Chi Square Value = 6.41788 |       |         |      |         |      |         |      |
|                                                                                                                                                                                                       |              |      |         |      |         |      |         |        | DF = 3                     |       |         |      |         |      |         |      |
|                                                                                                                                                                                                       |              |      |         |      |         |      |         |        | *P = 0.09296               |       |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 59 C - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |                            |         |      |         |      |         |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|----------------------------|---------|------|---------|------|---------|------|
| Response Category                                                                                                                                                                                     | Design       |      |         |      |         |      |         |      |           |                            |         |      |         |      |         |      |
|                                                                                                                                                                                                       | Non-Durables |      |         |      |         |      |         |      | Durables  |                            |         |      |         |      |         |      |
|                                                                                                                                                                                                       | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |                            | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                                       | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %                          | No.     | %    | No.     | %    | No.     | %    |
|                                                                                                                                                                                                       | Row Total    |      | N I M P |      | L I M P |      | S I M P |      | Row Total |                            | M I M P |      | S I M P |      | L I M P |      |
| 1. YES                                                                                                                                                                                                | 41           | 74.5 | 129     | 74.6 | 126     | 72.8 | 238     | 68.2 | 534       | 71.2                       | 35      | 57.4 | 107     | 56.9 | 105     | 61.0 |
| 2. NO                                                                                                                                                                                                 | 14           | 25.5 | 44      | 25.4 | 47      | 27.2 | 111     | 31.8 | 216       | 28.8                       | 26      | 42.6 | 81      | 43.1 | 67      | 39.0 |
| Column Total                                                                                                                                                                                          | 55           | 7.3  | 173     | 23.1 | 173     | 23.1 | 349     | 46.5 | 750       | 100.0                      | 61      | 8.1  | 188     | 25.1 | 172     | 22.9 |
| Chi Square Value = 3.01819                                                                                                                                                                            |              |      |         |      |         |      |         |      |           | Chi Square Value = 0.71033 |         |      |         |      |         |      |
| DF = 3                                                                                                                                                                                                |              |      |         |      |         |      |         |      |           | DF = 3                     |         |      |         |      |         |      |
| *P = 0.38883                                                                                                                                                                                          |              |      |         |      |         |      |         |      |           | *P = 0.87077               |         |      |         |      |         |      |

| TABLE : 59 D - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |                            |         |      |         |      |         |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|----------------------------|---------|------|---------|------|---------|------|
| Response Category                                                                                                                                                                                     | Price        |      |         |      |         |      |         |      |           |                            |         |      |         |      |         |      |
|                                                                                                                                                                                                       | Non-Durables |      |         |      |         |      |         |      | Durables  |                            |         |      |         |      |         |      |
|                                                                                                                                                                                                       | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |                            | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                                       | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %                          | No.     | %    | No.     | %    | No.     | %    |
|                                                                                                                                                                                                       | Row Total    |      | N I M P |      | L I M P |      | S I M P |      | Row Total |                            | M I M P |      | S I M P |      | L I M P |      |
| 1. YES                                                                                                                                                                                                | 243          | 74.3 | 206     | 68.0 | 52      | 78.8 | 33      | 61.1 | 534       | 71.2                       | 227     | 56.8 | 148     | 59.0 | 39      | 73.6 |
| 2. NO                                                                                                                                                                                                 | 84           | 25.7 | 97      | 32.0 | 14      | 21.2 | 21      | 38.9 | 216       | 28.8                       | 173     | 43.3 | 103     | 41.0 | 14      | 26.4 |
| Column Total                                                                                                                                                                                          | 327          | 43.6 | 303     | 40.4 | 66      | 8.8  | 54      | 7.2  | 750       | 100                        | 400     | 53.3 | 251     | 33.5 | 53      | 7.1  |
| Chi Square Value = 7.60353                                                                                                                                                                            |              |      |         |      |         |      |         |      |           | Chi Square Value = 5.56026 |         |      |         |      |         |      |
| DF = 3                                                                                                                                                                                                |              |      |         |      |         |      |         |      |           | DF = 3                     |         |      |         |      |         |      |
| *P = 0.05496                                                                                                                                                                                          |              |      |         |      |         |      |         |      |           | *P = 0.13508               |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 59 E - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |     |              |      |         |      |         |      |         |      |           |       |              |      |          |      |         |      |                            |      |           |       |        |  |              |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|------|---------|------|-----------|-------|--------------|------|----------|------|---------|------|----------------------------|------|-----------|-------|--------|--|--------------|--|
| Response Category                                                                                                                                                                                     |     | Features     |      |         |      |         |      |         |      |           |       |              |      |          |      |         |      |                            |      |           |       |        |  |              |  |
|                                                                                                                                                                                                       |     | Non-Durables |      |         |      |         |      |         |      |           |       |              |      | Durables |      |         |      |                            |      |           |       |        |  |              |  |
|                                                                                                                                                                                                       |     | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       | M I M P      |      | S I M P  |      | L I M P |      | N I M P                    |      | Row Total |       |        |  |              |  |
|                                                                                                                                                                                                       |     | No           | %    | No      | %    | No      | %    | No      | %    | No.       | %     | No.          | %    | No.      | %    | No.     | %    | No.                        | %    | No        | %     |        |  |              |  |
|                                                                                                                                                                                                       |     | No           | %    | No      | %    | No      | %    | No      | %    | No.       | %     | No.          | %    | No.      | %    | No.     | %    | No.                        | %    | No        | %     |        |  |              |  |
| 1.                                                                                                                                                                                                    | YES | 391          | 74.1 | 95      | 59.0 | 33      | 84.6 | 15      | 68.2 | 534       | 71.2  | 337          | 58.0 | 68       | 56.7 | 25      | 80.6 | 12                         | 66.7 | 442       | 58.9  |        |  |              |  |
| 2                                                                                                                                                                                                     | NO  | 137          | 25.9 | 66      | 41.0 | 6       | 15.4 | 7       | 31.8 | 216       | 28.8  | 244          | 42.0 | 52       | 43.3 | 6       | 19.4 | 6                          | 33.3 | 308       | 41.1  |        |  |              |  |
| Column Total                                                                                                                                                                                          |     | 528          | 70.4 | 161     | 21.5 | 39      | 5.2  | 22      | 2.9  | 750       | 100.0 | 581          | 77.5 | 120      | 16.0 | 31      | 4.1  | 18                         | 2.4  | 750       | 100.0 |        |  |              |  |
| Chi Square Value = 17.29088                                                                                                                                                                           |     |              |      |         |      |         |      |         |      |           |       | *P = 0.00062 |      |          |      |         |      | Chi Square Value = 6.94527 |      |           |       | DF = 3 |  | *P = 0.07366 |  |
|                                                                                                                                                                                                       |     |              |      |         |      |         |      |         |      |           |       | DF = 3       |      |          |      |         |      |                            |      |           |       |        |  |              |  |
|                                                                                                                                                                                                       |     |              |      |         |      |         |      |         |      |           |       |              |      |          |      |         |      |                            |      |           |       |        |  |              |  |

| TABLE : 59 F - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |     |              |      |         |      |         |      |         |      |              |       |          |      |         |      |         |      |         |      |           |       |                             |  |  |  |        |  |              |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------|------|---------|------|---------|------|---------|------|--------------|-------|----------|------|---------|------|---------|------|---------|------|-----------|-------|-----------------------------|--|--|--|--------|--|--------------|--|
| Response Category                                                                                                                                                                                     |     | Brand Name   |      |         |      |         |      |         |      |              |       |          |      |         |      |         |      |         |      |           |       |                             |  |  |  |        |  |              |  |
|                                                                                                                                                                                                       |     | Non-Durables |      |         |      |         |      |         |      |              |       | Durables |      |         |      |         |      |         |      |           |       |                             |  |  |  |        |  |              |  |
|                                                                                                                                                                                                       |     | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total    |       | M I M P  |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       |                             |  |  |  |        |  |              |  |
|                                                                                                                                                                                                       |     | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.          | %     | No.      | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     |                             |  |  |  |        |  |              |  |
|                                                                                                                                                                                                       |     | No.          | %    | No.     | %    | No.     | %    | No.     | %    | No.          | %     | No.      | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     |                             |  |  |  |        |  |              |  |
| 1.                                                                                                                                                                                                    | YES | 374          | 73.6 | 110     | 63.2 | 32      | 88.9 | 18      | 56.3 | 534          | 71.2  | 318      | 58.7 | 89      | 56.7 | 25      | 86.2 | 10      | 45.5 | 442       | 58.9  |                             |  |  |  |        |  |              |  |
| 2                                                                                                                                                                                                     | NO  | 134          | 26.4 | 64      | 36.8 | 4       | 11.1 | 14      | 43.8 | 216          | 28.8  | 224      | 41.3 | 68      | 43.3 | 4       | 13.8 | 12      | 54.5 | 308       | 41.1  |                             |  |  |  |        |  |              |  |
| Column Total                                                                                                                                                                                          |     | 508          | 67.7 | 174     | 23.2 | 36      | 4.8  | 32      | 4.3  | 750          | 100.0 | 542      | 72.3 | 157     | 20.9 | 29      | 3.9  | 22      | 2.9  | 750       | 100.0 |                             |  |  |  |        |  |              |  |
| Chi Square Value = 15.84021                                                                                                                                                                           |     |              |      |         |      |         |      |         |      | *P = 0.00122 |       |          |      |         |      |         |      |         |      | DF = 3    |       | Chi Square Value = 10.90705 |  |  |  | DF = 3 |  | *P = 0.01224 |  |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 59 G - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |         |      |           |      |         |      |           |       |         |   |         |   |           |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|-----------|------|---------|------|-----------|-------|---------|---|---------|---|-----------|-------|
| Response Category                                                                                                                                                                                     | Packaging    |      |         |      |           |      |         |      |           |       |         |   |         |   |           |       |
|                                                                                                                                                                                                       | Non-Durables |      |         |      |           |      |         |      | Durables  |       |         |   |         |   |           |       |
|                                                                                                                                                                                                       | M I M P      |      | S I M P |      | L I M P   |      | N I M P |      | Row Total |       | M I M P |   | S I M P |   | L I M P   |       |
|                                                                                                                                                                                                       | No.          | %    | No.     | %    | No.       | %    | No.     | %    | No.       | %     | No.     | % | No.     | % | No.       | %     |
|                                                                                                                                                                                                       | Row Total    |      | N I M P |      | Row Total |      | M I M P |      | S I M P   |       | L I M P |   | N I M P |   | Row Total |       |
| 1. YES                                                                                                                                                                                                | 141          | 75.4 | 198     | 70.7 | 109       | 64.1 | 86      | 76.1 | 534       | 71.2  | -       | - | -       | - | 442       | 58.9  |
| 2. NO                                                                                                                                                                                                 | 46           | 24.6 | 82      | 29.3 | 61        | 35.9 | 27      | 23.9 | 216       | 28.8  | -       | - | -       | - | 308       | 41.1  |
| Column Total                                                                                                                                                                                          | 187          | 24.9 | 280     | 37.3 | 170       | 22.7 | 113     | 15.1 | 750       | 100.0 | -       | - | -       | - | 750       | 100.0 |
| Chi Square Value = 7.12662      DF = 3      *P = 0.06797      Chi Square Value = -      DF = -      P = -                                                                                             |              |      |         |      |           |      |         |      |           |       |         |   |         |   |           |       |

| TABLE : 59 H - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |         |      |           |      |         |      |           |       |         |      |         |      |           |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|-----------|------|---------|------|-----------|-------|---------|------|---------|------|-----------|------|
| Response Category                                                                                                                                                                                     | Size         |      |         |      |           |      |         |      |           |       |         |      |         |      |           |      |
|                                                                                                                                                                                                       | Non-Durables |      |         |      |           |      |         |      | Durables  |       |         |      |         |      |           |      |
|                                                                                                                                                                                                       | M I M P      |      | S I M P |      | L I M P   |      | N I M P |      | Row Total |       | M I M P |      | S I M P |      | L I M P   |      |
|                                                                                                                                                                                                       | No.          | %    | No.     | %    | No.       | %    | No.     | %    | No.       | %     | No.     | %    | No.     | %    | No.       | %    |
|                                                                                                                                                                                                       | Row Total    |      | N I M P |      | Row Total |      | M I M P |      | S I M P   |       | L I M P |      | N I M P |      | Row Total |      |
| 1. YES                                                                                                                                                                                                | 212          | 64.0 | 224     | 75.4 | 73        | 83.0 | 25      | 73.5 | 534       | 71.2  | 168     | 49.9 | 205     | 63.7 | 50        | 78.1 |
| 2. NO                                                                                                                                                                                                 | 119          | 36.0 | 73      | 24.6 | 15        | 17.0 | 9       | 26.5 | 216       | 28.8  | 169     | 50.1 | 117     | 36.3 | 14        | 21.9 |
| Column Total                                                                                                                                                                                          | 331          | 44.1 | 297     | 39.6 | 88        | 11.7 | 34      | 4.5  | 750       | 100.0 | 337     | 44.9 | 322     | 42.9 | 64        | 8.5  |
| Chi Square Value = 16.85593      DF = 3      *P = 0.00076      Chi Square Value = 25.66198      DF = 3      *P = 0.00001                                                                              |              |      |         |      |           |      |         |      |           |       |         |      |         |      |           |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 59 I - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |           |      |           |      |           |                             |           |       |           |      |           |      |           |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|-----------|------|-----------|------|-----------|-----------------------------|-----------|-------|-----------|------|-----------|------|-----------|--------------|
| Returns                                                                                                                                                                                               |              |      |           |      |           |      |           |                             |           |       |           |      |           |      |           |              |
| Response Category                                                                                                                                                                                     | Non-Durables |      |           |      |           |      |           |                             | Durables  |       |           |      |           |      |           |              |
|                                                                                                                                                                                                       | M I M P      |      | S I M P   |      | L I M P   |      | N I M P   |                             | Row Total |       | M I M P   |      | S I M P   |      | L I M P   |              |
|                                                                                                                                                                                                       | No.          | %    | No.       | %    | No.       | %    | No.       | %                           | No.       | %     | No.       | %    | No.       | %    | No.       | %            |
|                                                                                                                                                                                                       | Row Total    |      | Row Total |      | Row Total |      | Row Total |                             | Row Total |       | Row Total |      | Row Total |      | Row Total |              |
| 1. YES                                                                                                                                                                                                | 493          | 73.3 | 36        | 64.3 | 5         | 71.4 | -         | -                           | 534       | 71.2  | 416       | 60.4 | 21        | 48.8 | 5         | 71.4         |
| 2. NO                                                                                                                                                                                                 | 180          | 26.7 | 20        | 35.7 | 2         | 28.6 | 14        | 100                         | 216       | 28.8  | 273       | 39.6 | 22        | 51.2 | 2         | 28.6         |
| Column Total                                                                                                                                                                                          | 673          | 89.7 | 56        | 7.5  | 7         | 0.9  | 14        | 1.9                         | 750       | 100.0 | 689       | 91.9 | 43        | 5.7  | 7         | 0.9          |
| Chi Square Value = 37.30167                                                                                                                                                                           |              |      |           |      |           |      |           | DF = 3                      |           |       |           |      |           |      |           | *P = 0.00000 |
|                                                                                                                                                                                                       |              |      |           |      |           |      |           | Chi Square Value = 18.64197 |           |       |           |      |           |      |           | DF = 3       |
|                                                                                                                                                                                                       |              |      |           |      |           |      |           |                             |           |       |           |      |           |      |           | *P = 0.00032 |

| TABLE : 59 J - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |           |      |           |      |           |                             |           |       |           |      |           |      |           |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|-----------|------|-----------|------|-----------|-----------------------------|-----------|-------|-----------|------|-----------|------|-----------|--------------|
| Colour                                                                                                                                                                                                |              |      |           |      |           |      |           |                             |           |       |           |      |           |      |           |              |
| Response Category                                                                                                                                                                                     | Non-Durables |      |           |      |           |      |           |                             | Durables  |       |           |      |           |      |           |              |
|                                                                                                                                                                                                       | M I M P      |      | S I M P   |      | L I M P   |      | N I M P   |                             | Row Total |       | M I M P   |      | S I M P   |      | L I M P   |              |
|                                                                                                                                                                                                       | No.          | %    | No.       | %    | No.       | %    | No.       | %                           | No.       | %     | No.       | %    | No.       | %    | No.       | %            |
|                                                                                                                                                                                                       | Row Total    |      | Row Total |      | Row Total |      | Row Total |                             | Row Total |       | Row Total |      | Row Total |      | Row Total |              |
| 1 YES                                                                                                                                                                                                 | 47           | 66.2 | 144       | 81.8 | 106       | 74.6 | 237       | 65.7                        | 534       | 71.2  | 43        | 67.2 | 128       | 75.3 | 96        | 58.9         |
| 2. NO                                                                                                                                                                                                 | 24           | 33.8 | 32        | 18.2 | 36        | 25.4 | 124       | 34.3                        | 216       | 28.8  | 21        | 32.8 | 42        | 24.7 | 67        | 41.1         |
| Column Total                                                                                                                                                                                          | 71           | 9.5  | 176       | 23.5 | 142       | 18.9 | 361       | 48.1                        | 750       | 100.0 | 64        | 6.5  | 170       | 22.7 | 163       | 21.7         |
| Chi Square Value = 16.78769                                                                                                                                                                           |              |      |           |      |           |      |           | DF = 3                      |           |       |           |      |           |      |           | *P = 0.00078 |
|                                                                                                                                                                                                       |              |      |           |      |           |      |           | Chi Square Value = 33.37752 |           |       |           |      |           |      |           | DF = 3       |
|                                                                                                                                                                                                       |              |      |           |      |           |      |           |                             |           |       |           |      |           |      |           | *P = 0.00000 |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 59 K - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |                             |         |      |         |      |         |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|-----------------------------|---------|------|---------|------|---------|------|
| Manufacturer's Prestige                                                                                                                                                                               |              |      |         |      |         |      |         |      |           |                             |         |      |         |      |         |      |
| Response Category                                                                                                                                                                                     | Non-Durables |      |         |      |         |      |         |      | Durables  |                             |         |      |         |      |         |      |
|                                                                                                                                                                                                       | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |                             | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                                       | No           | %    | No      | %    | No      | %    | No      | %    | No        | %                           | No      | %    | No      | %    | No      | %    |
| 1. YES                                                                                                                                                                                                | 363          | 69.1 | 112     | 70.4 | 32      | 86.5 | 27      | 93.1 | 534       | 71.2                        | 325     | 55.4 | 80      | 67.8 | 23      | 76.7 |
| 2. NO                                                                                                                                                                                                 | 162          | 30.9 | 47      | 29.6 | 5       | 13.5 | 2       | 6.9  | 216       | 28.8                        | 262     | 44.6 | 38      | 32.2 | 7       | 23.3 |
| Column Total                                                                                                                                                                                          | 525          | 70.0 | 159     | 21.2 | 37      | 4.9  | 29      | 3.9  | 750       | 100.0                       | 587     | 78.3 | 118     | 15.7 | 30      | 4.0  |
| Chi Square Value = 12.12966                                                                                                                                                                           |              |      |         |      |         |      |         |      |           | Chi Square Value = 18.14865 |         |      |         |      |         |      |
| DF = 3                                                                                                                                                                                                |              |      |         |      |         |      |         |      |           | DF = 3                      |         |      |         |      |         |      |
| *P = 0.00695                                                                                                                                                                                          |              |      |         |      |         |      |         |      |           | *P = 0.00041                |         |      |         |      |         |      |

| TABLE : 59 L - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |      |         |      |         |      |         |      |           |                             |         |      |         |      |         |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|---------|------|---------|------|---------|------|-----------|-----------------------------|---------|------|---------|------|---------|------|
| Others                                                                                                                                                                                                |              |      |         |      |         |      |         |      |           |                             |         |      |         |      |         |      |
| Response Category                                                                                                                                                                                     | Non-Durables |      |         |      |         |      |         |      | Durables  |                             |         |      |         |      |         |      |
|                                                                                                                                                                                                       | M I M P      |      | S I M P |      | L I M P |      | N I M P |      | Row Total |                             | M I M P |      | S I M P |      | L I M P |      |
|                                                                                                                                                                                                       | No           | %    | No      | %    | No      | %    | No      | %    | No        | %                           | No      | %    | No      | %    | No      | %    |
| 1. YES                                                                                                                                                                                                | 39           | 43.3 | 43      | 69.4 | 389     | 75.1 | 63      | 78.8 | 534       | 71.2                        | 26      | 37.1 | 4       | 57.1 | 404     | 60.8 |
| 2. NO                                                                                                                                                                                                 | 51           | 56.7 | 19      | 30.6 | 129     | 24.9 | 17      | 21.2 | 216       | 28.8                        | 44      | 62.9 | 3       | 42.9 | 260     | 39.2 |
| Column Total                                                                                                                                                                                          | 90           | 12.0 | 62      | 8.3  | 518     | 69.1 | 80      | 10.7 | 750       | 100.0                       | 70      | 9.3  | 7       | 0.9  | 664     | 88.5 |
| Chi Square Value = 40.24541                                                                                                                                                                           |              |      |         |      |         |      |         |      |           | Chi Square Value = 18.08062 |         |      |         |      |         |      |
| DF = 3                                                                                                                                                                                                |              |      |         |      |         |      |         |      |           | DF = 3                      |         |      |         |      |         |      |
| *P = 0.00000                                                                                                                                                                                          |              |      |         |      |         |      |         |      |           | *P = 0.00042                |         |      |         |      |         |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE : 59 M - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |   |         |   |         |   |         |   |           |   |          |      |         |      |         |      |         |      |           |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|---------|---|-----------|---|----------|------|---------|------|---------|------|---------|------|-----------|-------|
| Service                                                                                                                                                                                               |              |   |         |   |         |   |         |   |           |   |          |      |         |      |         |      |         |      |           |       |
| Response Category                                                                                                                                                                                     | Non-Durables |   |         |   |         |   |         |   |           |   | Durables |      |         |      |         |      |         |      |           |       |
|                                                                                                                                                                                                       | M I M P      |   | S I M P |   | L I M P |   | N I M P |   | Row Total |   | M I M P  |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       |
|                                                                                                                                                                                                       | No           | % | No      | % | No      | % | No      | % | No        | % | No       | %    | No      | %    | No      | %    | No      | %    | No        | %     |
|                                                                                                                                                                                                       |              |   |         |   |         |   |         |   |           |   |          |      |         |      |         |      |         |      |           |       |
| 1. YES                                                                                                                                                                                                | -            | - | -       | - | -       | - | -       | - | -         | - | 157      | 61.1 | 166     | 51.7 | 65      | 65.7 | 54      | 74.0 | 442       | 58.9  |
| 2. NO                                                                                                                                                                                                 | -            | - | -       | - | -       | - | -       | - | -         | - | 100      | 38.9 | 155     | 48.3 | 34      | 34.3 | 19      | 26.0 | 308       | 41.1  |
| Column Total                                                                                                                                                                                          | -            | - | -       | - | -       | - | -       | - | -         | - | 257      | 34.3 | 321     | 42.8 | 99      | 13.2 | 73      | 9.7  | 750       | 100.0 |
| Chi Square Value = 16.07879      DF = 3      *P = 0.00109                                                                                                                                             |              |   |         |   |         |   |         |   |           |   |          |      |         |      |         |      |         |      |           |       |

| TABLE : 59 N - Chi Square Result and Percentage Distribution for comparison regarding product attributes and consideration of health aspect in buying decision for selected Non - Durable and Durable |              |   |         |   |         |   |         |   |           |   |          |      |         |      |         |      |         |      |           |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---|---------|---|---------|---|---------|---|-----------|---|----------|------|---------|------|---------|------|---------|------|-----------|-------|
| Warranty                                                                                                                                                                                              |              |   |         |   |         |   |         |   |           |   |          |      |         |      |         |      |         |      |           |       |
| Response Category                                                                                                                                                                                     | Non-Durables |   |         |   |         |   |         |   |           |   | Durables |      |         |      |         |      |         |      |           |       |
|                                                                                                                                                                                                       | M I M P      |   | S I M P |   | L I M P |   | N I M P |   | Row Total |   | M I M P  |      | S I M P |      | L I M P |      | N I M P |      | Row Total |       |
|                                                                                                                                                                                                       | No           | % | No      | % | No.     | % | No.     | % | No.       | % | No.      | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     |
|                                                                                                                                                                                                       | No           | % | No      | % | No.     | % | No.     | % | No.       | % | No.      | %    | No.     | %    | No.     | %    | No.     | %    | No.       | %     |
| 1. YES                                                                                                                                                                                                | -            | - | -       | - | -       | - | -       | - | -         | - | 331      | 60.5 | 64      | 47.8 | 10      | 66.7 | 37      | 68.5 | 442       | 58.9  |
| 2. NO                                                                                                                                                                                                 | -            | - | -       | - | -       | - | -       | - | -         | - | 216      | 39.5 | 70      | 52.2 | 5       | 33.3 | 17      | 31.5 | 308       | 41.1  |
| Column Total                                                                                                                                                                                          | -            | - | -       | - | -       | - | -       | - | -         | - | 547      | 72.9 | 134     | 17.9 | 15      | 2.0  | 54      | 7.2  | 750       | 100.0 |
| Chi Square Value = 9.89458      DF = 3      *P = 0.01948                                                                                                                                              |              |   |         |   |         |   |         |   |           |   |          |      |         |      |         |      |         |      |           |       |

\*P<= 0.05, Significant at 5% level of Significance

TABLES – 59A to 59N

These tables pertain to the Chi-Square results and Percentage distribution for comparison regarding responses given for importance or otherwise of various Product attributes like, Product variety, Quality, Design, Price, Features, Brand name, Packaging, Size, Returns, Colour, Manufacturer's prestige and Others with the opinions given regarding consideration of Health aspect in buying decision of selected Non-durable and Durables

Ho = There is no association between consideration of Product attributes either important or unimportant in their buying decision for selected Non-durable and Durables and the responses given regarding the consideration of the health aspect for the same

This Table reveals that a non-significant association is found for product attributes namely, Quality and Design, hence we accept Ho (assumption) and hence it can be said that whether or not respondents attach importance to these attributes in their buying decisions does not make any difference to their consideration of the health aspect in their buying decisions for the selected Non-durables as well as Durables. On the other hand a significant association has been found for attributes namely, Product variety, Brand name, Size, Returns, Colour, Manufacturer's prestige and Others (Retailer's prestige/ store image), hence we reject Ho and it can be consequently said that whether or not respondents attach importance to these attributes in their buying decisions does make a difference to their consideration of the health aspect in their buying decisions for the selected Non-durables as well as Durables. Moreover a non-significant association has been found for Packaging in selected Non-durables and Price and Features in selected Durables, whereas a significant association has been found for Price and Features in selected Non-durables and Service and Warranty in selected Durables

| TABLE : 60 Chi Square Result and Percentage Distribution regarding the belief that product attributes Add value to the selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |      |     |      |           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|
| FUNCTIONAL VALUE                                                                                                                                          |              |      |            |      |           |      |            |      |              |      |     |      |           |
| Response Category                                                                                                                                         | Non-Durables |      |            |      | Durables  |      |            |      | Row Total    |      |     |      |           |
|                                                                                                                                                           | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |
|                                                                                                                                                           | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |           |
| 1. YES                                                                                                                                                    | 189          | 75.6 | 196        | 78.4 | 152       | 60.8 | 222        | 88.8 | 196          | 78.4 | 152 | 60.8 | 738       |
| 2. NO                                                                                                                                                     | 61           | 24.4 | 54         | 21.6 | 98        | 39.2 | 28         | 11.2 | 54           | 21.6 | 98  | 39.2 | 262       |
| Column Total                                                                                                                                              | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 100       |
| Chi Square Value = 78.68388                                                                                                                               |              |      |            |      |           |      |            |      |              |      |     |      |           |
| DF = 5                                                                                                                                                    |              |      |            |      |           |      |            |      |              |      |     |      |           |
| *P = 0.00000                                                                                                                                              |              |      |            |      |           |      |            |      |              |      |     |      |           |
| SOCIAL VALUE                                                                                                                                              |              |      |            |      |           |      |            |      |              |      |     |      |           |
| Response Category                                                                                                                                         | Non-Durables |      |            |      | Durables  |      |            |      | Row Total    |      |     |      |           |
|                                                                                                                                                           | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |
|                                                                                                                                                           | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |           |
| 1 YES                                                                                                                                                     | 75           | 30.0 | 78         | 31.2 | 78        | 31.2 | 124        | 49.6 | 78           | 31.2 | 78  | 31.2 | 341       |
| 2. NO                                                                                                                                                     | 175          | 70.0 | 172        | 68.8 | 172       | 68.8 | 126        | 50.4 | 172          | 68.8 | 172 | 68.8 | 659       |
| Column Total                                                                                                                                              | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 100       |
| Chi Square Value = 32.35493                                                                                                                               |              |      |            |      |           |      |            |      |              |      |     |      |           |
| DF = 5                                                                                                                                                    |              |      |            |      |           |      |            |      |              |      |     |      |           |
| *P = 0.00001                                                                                                                                              |              |      |            |      |           |      |            |      |              |      |     |      |           |

\*P<= 0.05, Significant at 5% level of Significance

| EMOTIONAL VALUE                                            |              |      |            |      |   |           |      |            |      |   |              |      |     |      |
|------------------------------------------------------------|--------------|------|------------|------|---|-----------|------|------------|------|---|--------------|------|-----|------|
| Response Category                                          | Non-Durables |      |            |      |   | Durables  |      |            |      |   | Row Total    |      |     |      |
|                                                            | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      |   | Refrigerator |      | Car |      |
|                                                            | No.          | %    | No.        | %    | % | No.       | %    | No.        | %    | % | No.          | %    | No. | %    |
| 1 YES                                                      | 44           | 17.6 | 39         | 15.6 |   | 156       | 62.4 | 58         | 23.2 |   | 39           | 15.6 | 156 | 62.4 |
| 2 NO                                                       | 206          | 82.4 | 211        | 84.4 |   | 94        | 37.6 | 192        | 76.8 |   | 211          | 84.4 | 94  | 37.6 |
| Column Total                                               | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 |   | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value = 302.51887      DF = 5      *P = 0.00000 |              |      |            |      |   |           |      |            |      |   |              |      |     |      |
| EPISTEMIC VALUE                                            |              |      |            |      |   |           |      |            |      |   |              |      |     |      |
| Response Category                                          | Non-Durables |      |            |      |   | Durables  |      |            |      |   | Row Total    |      |     |      |
|                                                            | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      |   | Refrigerator |      | Car |      |
|                                                            | No.          | %    | No.        | %    | % | No.       | %    | No.        | %    | % | No.          | %    | No. | %    |
| 1 YES                                                      | 167          | 66.8 | 140        | 56.0 |   | 82        | 32.8 | 170        | 68.0 |   | 140          | 56.0 | 82  | 32.8 |
| 2 NO                                                       | 81           | 33.2 | 110        | 44.0 |   | 168       | 67.2 | 80         | 32.0 |   | 110          | 44.0 | 168 | 67.2 |
| Column Total                                               | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 |   | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value = 124.64227      DF = 5      *P = 0.00000 |              |      |            |      |   |           |      |            |      |   |              |      |     |      |
| CONDITIONAL VALUE                                          |              |      |            |      |   |           |      |            |      |   |              |      |     |      |
| Response Category                                          | Non-Durables |      |            |      |   | Durables  |      |            |      |   | Row Total    |      |     |      |
|                                                            | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      |   | Refrigerator |      | Car |      |
|                                                            | No.          | %    | No.        | %    | % | No.       | %    | No.        | %    | % | No.          | %    | No. | %    |
| 1. YES                                                     | 169          | 67.6 | 159        | 63.6 |   | 78        | 31.2 | 104        | 41.6 |   | 159          | 63.6 | 78  | 31.2 |
| 2 NO                                                       | 81           | 32.4 | 91         | 36.4 |   | 172       | 68.8 | 146        | 58.4 |   | 91           | 36.4 | 172 | 68.8 |
| Column Total                                               | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 |   | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value = 145.69033      DF = 5      *P = 0.00000 |              |      |            |      |   |           |      |            |      |   |              |      |     |      |

\*P<= 0.05, Significant at 5% level of Significance

TABLES – 60A to 60E

This table pertains to the Chi-Square results and Percentage distribution regarding the opinions given regarding the belief that Product attributes add value to the brand and selected Non-durable and Durables

Ho = There is no association between the opinions given regarding the belief that Product attributes add value to the brand/product and selected Non-durable and Durables

It can be inferred for the table that a significant association has been found at 5% level of significance between the opinions given regarding the belief that Product attributes add value to the brand/product and selected Non-durable and Durables, hence we reject Ho (assumption) and consequently it can be said that whether or not respondents think that various product attributes add value to the brand/product does make a difference to the selected Non-durables as well as Durables

| TABLE : 61 Chi Square Result and Percentage Distribution regarding the attribution of buying decision<br>for selected Non - Durable and Durable |              |      |            |      |           |      |            |      |              |      |     |      |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|-----------|
| COGNITIVE                                                                                                                                       |              |      |            |      |           |      |            |      |              |      |     |      |           |
| Response<br>Category                                                                                                                            | Non-Durables |      |            |      | Durables  |      |            |      |              |      |     |      |           |
|                                                                                                                                                 | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |
|                                                                                                                                                 | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |           |
|                                                                                                                                                 | 168          | 67.2 | 167        | 66.8 | 102       | 40.8 | 215        | 86.0 | 167          | 66.8 | 102 | 40.8 |           |
| 1. YES                                                                                                                                          |              |      |            |      |           |      |            |      |              |      |     |      | 61.4      |
| 2. NO                                                                                                                                           | 82           | 32.8 | 83         | 33.2 | 148       | 59.2 | 35         | 14.0 | 83           | 33.2 | 148 | 59.2 | 38.6      |
| Column Total                                                                                                                                    | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 100       |
| Chi Square Value = DF = P =                                                                                                                     |              |      |            |      |           |      |            |      |              |      |     |      |           |
| AFFECTIVE                                                                                                                                       |              |      |            |      |           |      |            |      |              |      |     |      |           |
| Response<br>Category                                                                                                                            | Non-Durables |      |            |      | Durables  |      |            |      |              |      |     |      |           |
|                                                                                                                                                 | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      | Row Total |
|                                                                                                                                                 | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |           |
|                                                                                                                                                 | 52           | 20.8 | 57         | 22.8 | 152       | 60.8 | 31         | 12.4 | 57           | 22.8 | 152 | 60.8 |           |
| 1. YES                                                                                                                                          |              |      |            |      |           |      |            |      |              |      |     |      | 33.4      |
| 2. NO                                                                                                                                           | 198          | 79.2 | 193        | 77.2 | 98        | 39.2 | 219        | 87.6 | 193          | 77.2 | 98  | 39.2 | 66.6      |
| Column Total                                                                                                                                    | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 100       |
| Chi Square Value = 261.41411 DF = 5 *P = 0.00000                                                                                                |              |      |            |      |           |      |            |      |              |      |     |      |           |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE 61-C                  |     | CONATIVE     |      |            |      |           |      |            |      |              |      |     |      |      |              |
|-----------------------------|-----|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|------|--------------|
| Response Category           |     | Non-Durables |      |            |      |           |      | Durables   |      |              |      |     |      |      |              |
|                             |     | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |      |              |
|                             |     | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |      |              |
|                             |     | No.          | %    | No.        | %    | No.       | %    | No.        | %    | No.          | %    | No. | %    |      |              |
| 1.                          | YES | 213          | 85.2 | 205        | 82.0 | 213       | 85.2 | 182        | 72.8 | 205          | 82.0 | 213 | 85.2 | 1231 | 82.1         |
| 2.                          | NO  | 37           | 14.8 | 45         | 18.0 | 37        | 14.8 | 68         | 27.2 | 45           | 18.0 | 37  | 14.8 | 269  | 17.9         |
| Column Total                |     | 250          | 16.7 | 250        | 16.7 | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 | 1500 | 100          |
| Chi Square Value = 19.59147 |     |              |      |            |      |           |      |            |      |              |      |     |      |      | *P = 0.00149 |
| DF = 5                      |     |              |      |            |      |           |      |            |      |              |      |     |      |      |              |

\*P<= 0.05, Significant at 5% level of Significance

TABLES – 61A to 60C

This table pertains to the Chi-Square results and Percentage distribution regarding the opinions given regarding the attributions assigned by the respondents for buying decision and selected Non-durable and Durables

Ho = There is no association between the opinions given regarding the attributions assigned by the respondents for buying decision and selected Non-durable and Durables

It can be inferred for the table that a significant association has been found at 5% level of significance between the opinions given regarding the attributions assigned by the respondents for buying decision and selected Non-durable and Durables, hence we reject Ho (assumption) and it can be said that respondents' giving attributions to buying decision does affect selected Non-durables as well as Durables

| TABLE : 62 Chi Square Result and Percentage Distribution regarding the associations of respondents for their buying decisions for selected Non - Durable and Durable |              |      |            |      |           |          |            |      |              |      |           |      |      |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------|------------|------|-----------|----------|------------|------|--------------|------|-----------|------|------|------|
| FAMILY MEMBERS                                                                                                                                                       |              |      |            |      |           |          |            |      |              |      |           |      |      |      |
| TABLE 62-A                                                                                                                                                           |              |      |            |      |           |          |            |      |              |      |           |      |      |      |
| Response Category                                                                                                                                                    | Non-Durables |      |            |      |           | Durables |            |      |              |      | Row Total |      |      |      |
|                                                                                                                                                                      | Soap         |      | Toothpaste |      | Chocolate |          | Television |      | Refrigerator |      | Car       |      |      |      |
|                                                                                                                                                                      | No.          | %    | No         | %    | No.       | %        | No         | %    | No           | %    | No.       | %    | No   | %    |
| 1 YES                                                                                                                                                                | 221          | 88.4 | 230        | 92.0 | 181       | 72.4     | 246        | 98.4 | 230          | 92.0 | 181       | 72.4 | 1289 | 85.9 |
| 2 NO                                                                                                                                                                 | 29           | 11.6 | 20         | 8.0  | 69        | 27.6     | 4          | 1.6  | 20           | 8.0  | 69        | 27.6 | 211  | 14.1 |
| Columnn Total                                                                                                                                                        | 250          | 16.7 | 250        | 16.7 | 250       | 16.7     | 250        | 16.7 | 250          | 16.7 | 250       | 16.7 | 1500 | 100  |
| Chi Square Value = 124.38276 DF = 5 *P = 0.00000                                                                                                                     |              |      |            |      |           |          |            |      |              |      |           |      |      |      |
| TABLE 62-B                                                                                                                                                           |              |      |            |      |           |          |            |      |              |      |           |      |      |      |
| RELATIVES                                                                                                                                                            |              |      |            |      |           |          |            |      |              |      |           |      |      |      |
| Response Category                                                                                                                                                    | Non-Durables |      |            |      |           | Durables |            |      |              |      | Row Total |      |      |      |
|                                                                                                                                                                      | Soap         |      | Toothpaste |      | Chocolate |          | Television |      | Refrigerator |      | Car       |      |      |      |
|                                                                                                                                                                      | No           | %    | No         | %    | No        | %        | No         | %    | No           | %    | No        | %    | No   | %    |
| 1 YES                                                                                                                                                                | 26           | 10.4 | 24         | 9.6  | 32        | 12.8     | 43         | 17.2 | 24           | 9.6  | 32        | 12.8 | 181  | 12.1 |
| 2 NO                                                                                                                                                                 | 224          | 89.6 | 226        | 90.4 | 218       | 87.2     | 207        | 82.8 | 226          | 90.4 | 218       | 87.2 | 1319 | 87.9 |
| Columnn Total                                                                                                                                                        | 250          | 16.7 | 250        | 16.7 | 250       | 16.7     | 250        | 16.7 | 250          | 16.7 | 250       | 16.7 | 1500 | 100  |
| Chi Square Value = 9.98371 DF = 5 *P = 0.07570                                                                                                                       |              |      |            |      |           |          |            |      |              |      |           |      |      |      |

\*P<= 0.05, Significant at 5% level of Significance

| TABLE 62-C                  |              |      |            |      |   |           |      |            |      |              |      |     |      |
|-----------------------------|--------------|------|------------|------|---|-----------|------|------------|------|--------------|------|-----|------|
| FRIENDS                     |              |      |            |      |   |           |      |            |      |              |      |     |      |
| Response Category           | Non-Durables |      |            |      |   | Durables  |      |            |      |              |      |     |      |
|                             | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      | Refrigerator |      | Car |      |
|                             | No           | %    | No.        | %    | % | No.       | %    | No         | %    | No.          | %    | No. | %    |
| 1 YES                       | 69           | 27.6 | 58         | 23.2 |   | 119       | 47.6 | 62         | 24.8 | 58           | 23.2 | 119 | 47.6 |
| 2. NO                       | 181          | 72.4 | 192        | 76.8 |   | 131       | 52.4 | 188        | 75.2 | 192          | 76.8 | 131 | 52.4 |
| Column Total                | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value = 81.37220 |              |      |            |      |   |           |      |            |      |              |      |     |      |
| DF = 5                      |              |      |            |      |   |           |      |            |      |              |      |     |      |
| *P = 0.00000                |              |      |            |      |   |           |      |            |      |              |      |     |      |
| TABLE 62-D                  |              |      |            |      |   |           |      |            |      |              |      |     |      |
| COLLEAGUES                  |              |      |            |      |   |           |      |            |      |              |      |     |      |
| Response Category           | Non-Durables |      |            |      |   | Durables  |      |            |      |              |      |     |      |
|                             | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      | Refrigerator |      | Car |      |
|                             | No           | %    | No.        | %    | % | No.       | %    | No.        | %    | No.          | %    | No. | %    |
| 1 YES                       | 41           | 16.4 | 40         | 16.0 |   | 74        | 29.6 | 40         | 16.0 | 40           | 16.0 | 74  | 29.6 |
| 2. NO                       | 209          | 83.6 | 210        | 84.0 |   | 176       | 70.4 | 210        | 84.0 | 210          | 84.0 | 176 | 70.4 |
| Column Total                | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value = 37.15977 |              |      |            |      |   |           |      |            |      |              |      |     |      |
| DF = 5                      |              |      |            |      |   |           |      |            |      |              |      |     |      |
| *P = 0.00000                |              |      |            |      |   |           |      |            |      |              |      |     |      |
| TABLE 62-E                  |              |      |            |      |   |           |      |            |      |              |      |     |      |
| NEIGHBOURS                  |              |      |            |      |   |           |      |            |      |              |      |     |      |
| Response Category           | Non-Durables |      |            |      |   | Durables  |      |            |      |              |      |     |      |
|                             | Soap         |      | Toothpaste |      |   | Chocolate |      | Television |      | Refrigerator |      | Car |      |
|                             | No           | %    | No.        | %    | % | No.       | %    | No         | %    | No.          | %    | No. | %    |
| 1 YES                       | 20           | 8.0  | 21         | 8.4  |   | 18        | 7.2  | 21         | 8.4  | 21           | 8.4  | 18  | 7.2  |
| 2. NO                       | 230          | 92.0 | 229        | 91.6 |   | 232       | 92.8 | 229        | 91.6 | 229          | 91.6 | 232 | 92.8 |
| Column Total                | 250          | 16.7 | 250        | 16.7 |   | 250       | 16.7 | 250        | 16.7 | 250          | 16.7 | 250 | 16.7 |
| Chi Square Value = 0.59329  |              |      |            |      |   |           |      |            |      |              |      |     |      |
| DF = 5                      |              |      |            |      |   |           |      |            |      |              |      |     |      |
| *P = 0.98831                |              |      |            |      |   |           |      |            |      |              |      |     |      |

\*P<= 0.05, Significant at 5% level of Significance

| ROLE MODELS                                     |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
|-------------------------------------------------|--------------|------|------------|------|-----------|------|------------|------|--------------|------|-----|------|------|------|
| Response Category                               | Non-Durables |      |            |      | Durables  |      |            |      |              |      |     |      |      |      |
|                                                 | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |      |      |
|                                                 | No.          | %    | No         | %    | No        | %    | No.        | %    | No.          | %    | No  | %    |      |      |
| 1. YES                                          | 40           | 16 0 | 23         | 9 2  | 31        | 12 4 | 6          | 2 4  | 23           | 9 2  | 31  | 12 4 | 154  | 10 3 |
| 2 NO                                            | 210          | 84 0 | 227        | 90 8 | 219       | 87 6 | 244        | 97 6 | 227          | 90 8 | 219 | 87 6 | 1346 | 89 7 |
| Column Total                                    | 250          | 16 7 | 250        | 16 7 | 250       | 16 7 | 250        | 16 7 | 250          | 16 7 | 250 | 16 7 | 1500 | 100  |
| Chi Square Value = 28 80107 DF = *P = 0 00003   |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| OTHERS                                          |              |      |            |      |           |      |            |      |              |      |     |      |      |      |
| Response Category                               | Non-Durables |      |            |      | Durables  |      |            |      |              |      |     |      |      |      |
|                                                 | Soap         |      | Toothpaste |      | Chocolate |      | Television |      | Refrigerator |      | Car |      |      |      |
|                                                 | No           | %    | No         | %    | No.       | %    | No         | %    | No.          | %    | No. | %    |      |      |
| 1. YES                                          | 80           | 32 0 | 72         | 28 8 | 85        | 34 0 | 43         | 17 2 | 72           | 28 8 | 85  | 34 0 | 437  | 29 1 |
| 2. NO                                           | 170          | 68 0 | 178        | 71 2 | 165       | 66 0 | 207        | 82 8 | 178          | 71 2 | 165 | 66 0 | 1063 | 70 9 |
| Column Total                                    | 250          | 16 7 | 250        | 16 7 | 250       | 16 7 | 250        | 16 7 | 250          | 16 7 | 250 | 16 7 | 1500 | 100  |
| Chi Square Value = 24 00163 DF = 5 *P = 0 00022 |              |      |            |      |           |      |            |      |              |      |     |      |      |      |

\*P<= 0 05, Significant at 5% level of Significance

TABLES – 62A to 62G

This table pertains to the Chi-Square results and Percentage distribution regarding the opinions given regarding the associations of respondents for their buying decision and selected Non-durable and Durables

Ho = There is no association between the opinions given regarding the associations that respondents make for their buying decision and selected Non-durable and Durables

It can be inferred for the table that a significant association has been found at 5% level of significance between the opinions given regarding for Family members, Friends, Colleagues, Role models and Others, hence we reject Ho (assumption) and it can be said that the tendency of respondents to associate their buying decisions with these reference groups does affect the selected Non-durables as well as Durables, whereas on the other hand a non-significant association has been found for Relatives and Neighbors, hence we accept Ho (assumption) and it can be said the tendency of respondents to associate their buying decisions with these reference groups does not affect the selected Non-durables as well as Durables