CHAPTER 5

ANALYSIS AND INTERPRETATION OF DATA

This chapter contains data analysis and its interpretation along with testing of hypotheses. Data analysis comprise of percentage frequency distribution of opinions of respondents from Vadodara, Ahmedabad, Surat and Rajkot as well as overall from all four cities i.e. from Gujarat. Hypotheses testing results include tabular representation of all hypotheses related data and their relevant statistic values. Model regression analysis is also explained in detail within this chapter. Thus, this chapter is divided into four sections as given below.

5.1. Percentage Frequency Distribution: - In this section, frequency distribution of all factors from questionnaire is given across all four cities individually i.e., Vadodara, Ahmedabad, Surat and Rajkot, as well as collectively from Gujarat. Frequency distribution is computed in percentage records as well as counts of total respondents falling in specific categories.

5.2. Test of Hypotheses: - In this section, hypotheses explaining single variable relationships are covered. For e.g. hypotheses of influencing role of motivational level of consumers on their intention to purchase eco-friendly paints. (Hypotheses H1 to H12)

5.3. Test of Model Hypotheses: - In this third section, hypotheses explaining multiple variable relationships are covered. For e.g. hypotheses of collective influencing role of motivational level and attitude of consumers on their intention to purchase eco-friendly paints. (Hypotheses H13 to H14)

5.4. Analysis of Additional Factors: - Factors like shopping situation, paint purchase frequency and consistency and demographic differences on these factors, across all four cities as well as collectively in Gujarat, are explained. [263]

[263] **Note:** Section 5.1 to 5.3 are covered in volume I and section 5.4 is covered in volume II of this study.

5.1 Percentage Frequency Distribution

Table 5.1.1: Table showing percentage frequency distribution about the opinions of respondents regarding which brand provides green paints.

Paint Brands	Opinion	City									
		Vadodara		Ahmedabad		Surat		Rajkot		Total	
		N	%	N	%	N	%	N	%	N	%
Asian Paints	No	23	11.5	22	11.0	39	19.5	37	18.5	121	15.1
	Yes	177	88.5	178	89.0	161	80.5	163	81.5	679	84.9
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Dulux	No	24	12.0	25	12.5	48	24.0	42	21.0	139	17.4
	Yes	176	88.0	175	87.5	152	76.0	158	79.0	661	82.6
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Nerolac	No	22	11.0	24	12.0	36	18.0	36	18.0	118	14.8
	Yes	178	89.0	176	88.0	164	82.0	164	82.0	682	85.3
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Berger	No	24	12.0	35	17.5	37	18.5	40	20.0	136	17.0
	Yes	176	88.0	165	82.5	163	81.5	160	80.0	664	83.0
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Shalimar	No	116	58.0	38	19.0	62	31.0	117	58.5	333	41.6
	Yes	84	42.0	162	81.0	138	69.0	83	41.5	467	58.4
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- According to respondents of all cities, Asian Paints, Dulux, Nerolac and Berger were brands providing green paints. While lesser respondent agreed to believe that Shalimar paints was providing green paints.
- Overall, 85.3% respondents believed that Nerolac provides green paints followed by 84.9%, 83% and 82.6% responses were for Asian Paints, Berger and Dulux respectively.
- For the brand Asian Paints, 88.5%, 89%, 80.5% and 81.5% respondents answered favorably in Vadodara, Ahmedabad, Surat and Rajkot respectively. 88%, 87.5%, 76% and 79% respondents reacted favorably for Dulux in Vadodara, Ahmedabad, Surat and Rajkot cities respectively.
- Likewise, Nerolac was also a green brand according to 89%, 88%, 82% and 82% respondents respectively from Vadodara, Ahmedabad, Surat and Rajkot cities.
- Parallel to all above mentioned three brands, Berger also got favor as green paints brand with 88%, 82.5%, 81.5% and 80% responses from Vadodara, Ahmedabad, Surat and Rajkot respectively.
- Unlikely, only 58.4% respondents believed same for Shalimar, our local brand.
- For all cities, scenario was almost similar for believing which of the given five brands provide green paints except 81% respondents from Ahmedabad believed that Shalimar was a green paint brand. (Ref. Table 5.1.1)

Table 5.1.2: Table showing percentage frequency distribution on the opinions of respondents regarding which company are environment friendly.

Manufacturer of Paint	Opinion	City									
		Vadodara		Ahmedabad		Surat		Rajkot		Total	
		N	%	N	%	N	%	N	%	N	%
Asian Paints Ltd.	No	23	11.5	22	11.0	39	19.5	37	18.5	121	15.1
	Yes	177	88.5	178	89.0	161	80.5	163	81.5	679	84.9
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
AkzoNobel India Ltd	No	24	12.0	26	13.0	48	24.0	42	21.0	140	17.5
	Yes	176	88.0	174	87.0	152	76.0	158	79.0	660	82.5
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Kansai Nerolac Paints Ltd.	No	22	11.0	31	15.5	36	18.0	36	18.0	125	15.6
	Yes	178	89.0	169	84.5	164	82.0	164	82.0	675	84.4
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
British Paints India Ltd	No	33	16.5	34	17.0	38	19.0	36	18.0	141	17.6
	Yes	167	83.5	166	83.0	162	81.0	164	82.0	659	82.4
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Shalimar Paints Ltd.	No	116	58.0	38	19.0	62	31.0	120	60.0	336	42.0
	Yes	84	42.0	162	81.0	138	69.0	80	40.0	464	58.0
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- As seen in opinions of respondents about brand providing green paints, companies of those respective brands were taken into consideration to obtain opinions of respondents regarding environment friendliness of respective companies.
- Numbers in the table show nearly unchanged opinions about companies with reference to their respective brands.
- For Asian Paints Ltd., all respondents who believed Asian Paint is a green brand they believed Asian Paints Ltd. is an environment friendly company.
- While very little changes were found out for all other four manufacturers.(Ref. Table 5.1.2)

Table 5.1.3: Table showing fractional frequency distribution on the favorable opinions of respondents regarding which brand provides green paints.

Famous Paint Brands	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Asian Paints	177	97.8	178	98.9	161	98.2	163	97.6	**679**	**98.1**
Dulux	176	97.2	175	97.2	152	92.7	158	94.6	**661**	**95.5**
Nerolac	178	98.3	176	97.8	164	100.0	164	98.2	**682**	**98.6**
Berger	176	97.2	165	91.7	163	99.4	160	95.8	**664**	**96.0**
Shalimar	84	46.4	162	90.0	138	84.1	83	49.7	**467**	**67.5**
Total	**181**	**100.0**	**180**	**100.0**	**164**	**100.0**	**167**	**100.0**	**692**	**100.0**

- In overall, Nerolac was the highest ranked green brand with 682 (98.6%) respondents out of 692 favorable respondents. That was followed by 98.1%, 96%, 95.5% and 67.5% by Asian Paints, Berger, Dulux and Shalimar respectively.
- In contrast with the overall results, in Ahmedabad, Asian Paint was the highest ranked green brand with 98.9% responses.
- In Surat city, Berger was the second main green brand with 163(99.4%) responses out of 164(100%) favorable replies, which was topped by Nerolac with 100% favorable responses.
- Shalimar was, as seen earlier, the least believed green brand with 84(46.4%) and 83 (49.7%) responses in Vadodara and Rajkot cities. Even though, having 90% and 84.1% favorable responses from Ahmedabad and Surat cities, Shalimar was the least considered green brand. (Ref. Table 5.1.3)

Table 5.1.4: Table showing fractional frequency distribution on the favorable opinions of respondents regarding environment friendly paint manufacturer.

Paint Manufacturers	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Asian Paints Ltd.	177	97.8	178	98.9	161	98.2	163	97.0	679	98.0
AkzoNobel India Ltd	176	97.2	174	96.7	152	92.7	158	94.0	660	95.2
Kansai Nerolac Paints Ltd.	178	98.3	169	93.9	164	100.0	164	97.6	675	97.4
British Paints India Ltd	167	92.3	166	92.2	162	98.8	164	97.6	659	95.1
Shalimar Paints Ltd.	84	46.4	162	90.0	138	84.1	80	47.6	464	67.0
Total	**181**	**100.0**	**180**	**100.0**	**164**	**100.0**	**168**	**100.0**	**693**	**100.0**

- Fractional frequency distribution on the opinions of respondents regarding which company was environment friendly was nearly similar to fractional frequency distribution on the favorable opinions of respondents regarding which brand provides green paints.
- Out of 181 (100%) favorable respondents of Vadodara city, 177 (97.8%), 176 (97.2%), 178 (98.3%), 167 (92.3%) and 84 (46.4%) respondents were backing Asian Paints Ltd, Akzo noble India Ltd., Kansai Nerolac Paints Ltd, British Paints Ltd and Shalimar paints Ltd. respectively.
- As an Environment Friendly company, Kansai Nerolac Paints Ltd. was the leading company elected by respondents from selected cities of Gujarat.
- Unlikely, Shalimar Paints Ltd. was the least rated environment friendly company by the respondents of selected cities of Gujarat state. (Ref. Table 5.1.4).

Table 5.1.5: Table showing city wise frequency distribution about respondents' opinions on whether they have a lot of knowledge about how to select the best brand that offers environment friendly paint.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	6	3.0	7	3.5	18	9.0	11	5.5	42	5.3
Disagree	11	5.5	17	8.5	18	9.0	21	10.5	67	8.4
Neutral	7	3.5	7	3.5	3	1.5	14	7.0	31	3.9
Agree	144	72.0	120	60.0	108	54.0	69	34.5	441	55.1
Strongly Agree	32	16.0	49	24.5	53	26.5	85	42.5	219	27.4
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 88% respondents responded promisingly about the fact that they have a lot of knowledge about how to select the best brand that offers environment friendly paint. Out of that 72% agreed on the fact while 16% respondents encouragingly agreed. Only 8.5% respondents were disagreed with this while 3.5% were remained on the fence.
- In Ahmedabad, 84.5% respondents responded favorably in this regards out of which 60% agreed and 24.5% strongly agreed with the same fact. Same as Vadodara, 3.5% remained silent, while 12% responded contrasting.
- Figures of Surat city obtained 80.5% favorable reply with the same topic, out of which 54% agreed with the fact and 26.5% strongly agreed. 1.5% respondent remained silent and 18% respondents replied disapproving the fact.
- Data from Rajkot city showed that 77% of respondents responded favorably from which 42.5% strongly agreed on the fact while 34.5% respondents agreed for the statement. 16% respondents did not agree with this while 7% remained neutral.
- Collectively, 82.5% respondents responded favorably, out of which 55.1% respondents agreed while 27.4% strongly agreed in this matter. 13.7% respondents replied negatively while 3.9% respondents remained balanced.
- Respondents from Vadodara (88%) city were more agreeing compare to respondents from other three cities about their opinions on whether they have a lot of knowledge about how to select the best brand that offers environment friendly paint. In this respect, majority respondents from Rajkot (42.5%) were strongly agreed while majority respondents from Surat (18%) city disagreed to the fact. (Ref. Table 5.1.5)

Table 5.1.6: Table showing city wise frequency distributions regarding respondents' opinions on whether they have a clear idea about which product categories offer environment friendly products.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	5	2.5	5	2.5	13	6.5	17	8.5	40	5.0
Disagree	12	6.0	18	9.0	23	11.5	18	9.0	71	8.9
Neutral	13	6.5	10	5.0	17	8.5	11	5.5	51	6.4
Agree	156	78.0	120	60.0	97	48.5	95	47.5	468	58.5
Strongly Agree	14	7.0	47	23.5	50	25.0	59	29.5	170	21.3
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In above given table, opinions on whether respondents had a clear idea about which product categories offered environment friendly products are highlighted. In Vadodara city, 85% respondents agreed on the fact with 7% gave strong conformity about their opinion. 6.5% remained neutral in that fact while 8.5% responded negatively in which 2.5% strongly disagreed on the same. In Ahmedabad, 60% respondents agreed on the fact that they were aware about which categories offered environment friendly products while 23.5% respondents strongly agreed on the same. 9% respondents disagreed and 2.5% strongly disagreed while 5% remained evenhanded. Resemblance was observed in opinions of respondents from Surat and Rajkot. 25% respondents strongly agreed on the same fact and for Rajkot it was 29.5%. In Surat, 48.5% respondents agreed with their awareness and identically for Rajkot it was 47.5%. 18% respondents from Surat and 17.5% respondents from Rajkot disagreed on the fact in which 6.5% from Surat and 8.5% from Rajkot disagreed strongly. Further, 8.5% and 5.5% remained neutral on the same truth from Surat and Rajkot respectively.
- Collectively, from all selected cities of Gujarat, 21.3% respondents believed strongly that they were aware of the prospect while 58.5% agreed. 5% respondents disagreed strongly while 8.9% respondents just disagreed on the fact. 6.4% respondents remained neutral. Majority respondents from Gujarat having clear idea about which product categories offer environment friendly products were from Vadodara city (85%) but out of them the least respondents (7%) believed in their opinion strongly. Respondents from Rajkot were the majority in believing the same opinion enthusiastically. (Ref. Table 5.1.6)

Table 5.1.7: Table showing city wise frequency distribution with reference to respondents' opinions on whether they have knowledge on where to go to find environment friendly paints.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	8	4.0	9	4.5	6	3.0	14	7.0	37	4.6
Disagree	11	5.5	13	6.5	29	14.5	19	9.5	72	9.0
Neutral	27	13.5	10	5.0	18	9.0	5	2.5	60	7.5
Agree	97	48.5	118	59.0	96	48.0	105	52.5	416	52.0
Strongly Agree	57	28.5	50	25.0	51	25.5	57	28.5	215	26.9
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 77% respondents responded promisingly about the fact that they have knowledge on where to go to find environment friendly paints. Out of that 48.5% agreed on the fact while 28.5% respondents receptively agreed. Only 9.5% respondents were disagreed with this while 13.5% were remained on the fence.
- In Ahmedabad, 84% respondents responded favorably in this regards out of which 59% agreed and 25% strongly agreed with the same fact. 3.5% remained silent while 11% responded contrasting.
- From figures of Surat city it was found that respondents gave 73.5% favorable reply with the same topic, out of which 48% agreed with the fact and 25.5% strongly agreed. 9% respondent remained silent and 17.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 81% of respondents responded satisfactorily from which 28.5% strongly agreed on the fact while 52.5% respondents agreed for the statement. 16.5% respondents did not agree with this while 2.5% remained neutral.
- Collectively, 78.9% respondents responded favorably, out of which 52% respondents agreed while 26.9% strongly agreed in this matter. 13.6% respondents replied negatively while 7.5% respondents remained balanced.
- Out of four cities surveyed in Gujarat, respondents from Ahmedabad (84%) were more aware where to go to find environment friendly paints compare to other three cities, while in this regards, majority of very certain respondents were from Vadodara & Rajkot cities (28.5%). (Ref. Table 5.1.7)

Table 5.1.8: Table showing city wise frequency distribution vis-à-vis respondents' opinions on whether they are very knowledgeable on environment friendly paints.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	7	3.5	7	3.5	19	9.5	15	7.5	48	6.0
Disagree	9	4.5	13	6.5	13	6.5	21	10.5	56	7.0
Neutral	13	6.5	13	6.5	31	15.5	2	1.0	59	7.4
Agree	146	73.0	115	57.5	71	35.5	102	51.0	434	54.3
Strongly Agree	25	12.5	52	26.0	66	33.0	60	30.0	203	25.4
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In above given table, percentage distribution of opinions on whether respondents were very knowledgeable on environment friendly paints. In Vadodara city, 85.5% respondents agreed on the fact with 12.5% gave strong conformity about their opinion. 6.5% remained neutral in that fact while 8% responded negatively in which 3.5% strongly disagreed on the same.
- Resemblance was observed in opinions of respondents from Vadodara and Ahmedabad. In Ahmedabad, 83.5% respondents agreed on the fact while 26% respondents strongly agreed on the same. 6.5% respondents disagreed and 3.5% strongly disagreed while 6.5% remained evenhanded.
- 33% respondents from Surat strongly agreed on the same fact and for Rajkot it was 30%. 35.5% respondents agreed with their awareness were from Surat while for Rajkot it was 51%. 16% respondents from Surat and 18% respondents from Rajkot disagreed on the fact in which 9.5% from Surat and 7.5% from Rajkot disagreed strongly. Further, 15.5% and 1% remained neutral on the same truth from Surat and Rajkot respectively.
- As a group, of all selected cities of Gujarat, 25.4% respondents believed strongly that they were aware of the prospect while 54.3% agreed. 7% respondents disagreed strongly while 7% respondents just disagreed on the fact. 7.4% respondents remained neutral.
- In Gujarat state, respondents from Vadodara (85.5%) gave majority positive opinions on whether they were very knowledgeable on environment friendly paints but majority respondents from Surat (33%) were strongly agreed to the fact. (Ref. Table 5.1.8)

Table 5.1.9: Table showing city wise frequency distribution regarding respondents' opinions on whether traditional paints contain lead and other harmful substances.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	3	1.5	7	3.5	24	12.0	13	6.5	**47**	**5.8**
Disagree	20	10.0	17	8.5	8	4.0	23	11.5	**68**	**8.5**
Neutral	16	8.0	8	4.0	25	12.5	0	.0	**49**	**6.1**
Agree	130	65.0	119	59.5	90	45.0	107	53.5	**446**	**55.8**
Strongly Agree	31	15.5	49	24.5	53	26.5	57	28.5	**190**	**23.8**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 80.5% respondents responded auspiciously about the fact that traditional paints contain lead and other harmful substances. Out of that 65% agreed on the fact while 15.5% respondents receptively agreed. Only 11.5% respondents replied contrary with this while 8% were remained on the fence.
- In Ahmedabad, 84% respondents responded favorably in this regards out of which 59.5% agreed and 24.5% strongly agreed with the same fact. 4% remained silent while 12% responded contrasting.
- From figures of Surat city it was found that respondents gave 71.5% favorable reply with the same topic, out of which 45% agreed with the fact and 26.5% strongly agreed. 12.5% respondent remained silent and 16% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 28.5% strongly agreed on the fact while 53.5% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 79.6% respondents responded favorably, out of which 55.8% respondents agreed while 23.8% strongly agreed in this matter. 14.3% respondents replied negatively while 6.1% respondents remained balanced.
- It was observed from above table that respondents showing positive belief towards fact that traditional paints contain lead and other harmful substances, majority respondents were from Ahmedabad (84%) while majority respondents with strong belief towards the same fact were from Rajkot (28.5%). (Ref. Table 5.1.9)

Table 5.1.10: Table showing city wise frequency distribution about respondents' opinions on whether Lead is a carcinogen.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	5	2.5	6	3.0	9	4.5	11	5.5	**31**	**3.9**
Disagree	11	5.5	17	8.5	26	13.0	25	12.5	**79**	**9.9**
Neutral	27	13.5	6	3.0	24	12.0	0	.0	**57**	**7.1**
Agree	93	46.5	111	55.5	83	41.5	98	49.0	**385**	**48.1**
Strongly Agree	64	32.0	60	30.0	58	29.0	66	33.0	**248**	**31.0**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 78.5% respondents responded favorably about the fact that lead is a carcinogen. Out of that 46.5% agreed on the fact while 32% respondents receptively agreed. Only 8% respondents replied contrary with this while 13.5% were remained on the fence.
- In Ahmedabad, 85.5% respondents responded favorably in this regards out of which 55.5% agreed and 30% strongly agreed with the same fact. 3% remained silent while 11.5% responded contrasting.
- In Surat, respondents gave 70.5% favorable reply with the same topic, out of which 41.5% agreed with the fact and 29% strongly agreed. 12% respondent remained silent and 17.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 33% strongly agreed on the fact while 49% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 79.1% respondents responded favorably, out of which 48.1% respondents agreed while 31% strongly agreed in this matter. 13.8% respondents replied negatively while 7.1% respondents remained balanced.
- Majority of the respondents who believed that lead is a carcinogen were from Ahmedabad (85.5%) while major respondents having strong belief in this regards were from Rajkot city (33%).(Ref. Table 5.1.10)

Table 5.1.11: Table showing city wise frequency distribution vis-à-vis respondents' opinions on whether Volatile Organic Compounds (VOCs) are injurious to health.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	10	5.0	6	3.0	11	5.5	13	6.5	**40**	**5.0**
Disagree	9	4.5	16	8.0	21	10.5	23	11.5	**69**	**8.6**
Neutral	12	6.0	6	3.0	18	9.0	0	.0	**36**	**4.5**
Agree	105	52.5	111	55.5	99	49.5	131	65.5	**446**	**55.8**
Strongly Agree	64	32.0	61	30.5	51	25.5	33	16.5	**209**	**26.1**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 84.5% respondents responded auspiciously about the fact that Volatile Organic Compounds (VOCs) were injurious to health. Out of that 52.5% agreed on the fact while 32% respondents receptively agreed. Only 9.5% respondents replied contrary with this while 6% were remained on the fence.
- In Ahmedabad, 86% respondents responded favorably in this regards out of which 55.5% agreed and 30.5% strongly agreed with the same fact. 3% remained silent while 11% responded contrasting.
- Respondents, from Surat City, gave 75% favorable reply with the same topic, out of which 49.5% agreed with the fact and 25.5% strongly agreed. 9% respondent remained silent and 16% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 16.5% strongly agreed on the fact while 65.5% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 81.9% respondents responded favorably, out of which 55.8% respondents agreed while 26.1% strongly agreed in this matter. 13.6% respondents replied negatively while 4.5% respondents remained balanced.
- Similar to previous opinion, majority of the respondents who knew that VOCs were injurious to health were from Ahmedabad (86%) while most respondents who strongly agreed to the fact were from Vadodara (32%). (Ref. Table 5.1.11)

Table 5.1.12: Table showing city wise frequency distribution about respondents' opinions on whether fumes emitted from traditional paints cause problems of respiratory system.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	3	1.5	5	2.5	11	5.5	15	7.5	**34**	**4.2**
Disagree	13	6.5	15	7.5	23	11.5	21	10.5	**72**	**9.0**
Neutral	9	4.5	6	3.0	15	7.5	0	.0	**30**	**3.8**
Agree	128	64.0	138	69.0	105	52.5	134	67.0	**505**	**63.1**
Strongly Agree	47	23.5	36	18.0	46	23.0	30	15.0	**159**	**19.9**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 87.5% respondents responded auspiciously about the fact that whether fumes emitted from traditional paints caused problems of respiratory system. Out of that 64% agreed on the fact while 23.5% respondents receptively agreed. Only 8% respondents replied contrary with this while 4.5% were remained on the fence.
- In Ahmedabad, 87% respondents responded favorably in this regards out of which 69% agreed and 18% strongly agreed with the same fact. 3% remained silent while 10% responded contrasting.
- Respondents, from Surat City, gave 75.5% favorable reply with the same topic, out of which 52.5% agreed with the fact and 23% strongly agreed. 7.5% respondent remained silent and 17% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 15% strongly agreed on the fact while 67% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 83% respondents responded favorably, out of which 63.1% respondents agreed while 19.9% strongly agreed in this matter. 13.2% respondents replied negatively while 3.8% respondents remained balanced.
- Respondents who agreed upon the fact that fumes emitted from traditional paints cause problems of respiratory system, majority were from Vadodara (87.5%) while utmost respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.12)

Table 5.1.13: Table showing city wise frequency distribution about respondents' opinions regarding harmfulness of VOCs.

Harmfulness	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Very Harmful	140	70.0	91	45.5	88	44.0	115	57.5	434	54.3
Harmful	43	21.5	87	43.5	75	37.5	51	25.5	256	32.0
Somewhat Harmful	12	6.0	9	4.5	14	7.0	13	6.5	48	6.0
Not Harmful	4	2.0	11	5.5	21	10.5	14	7.0	50	6.3
Don't Know	1	.5	2	1.0	2	1.0	7	3.5	12	1.5
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In overall, 92.3% of respondents accept the truth that Volatile Organic Compounds (VOCs) are not good for respiratory system. Out of that 54.3% believed that VOCs are very harmful for breathing while 32% believed that it is harmful to breathe VOCs and 6% believed that VOCs are somewhat harmful for breathing.
- Only 6.3% respondents were against this fact and 1.5% respondents were not knowledgeable about risks from VOCs.
- In Vadodara city, 97.5% respondents agreed that VOCs are dangerous for breathing. 70% of respondents believed that VOCs are very harmful, 21.5% respondents agreed that VOCs are harmful and 6% respondents believed that VOCs are somewhat harmful for breathing.
- Only 2% respondents replied negatively for VOCs breathing effects. While 0.5% respondents do not know effects of VOCs in breathing.
- In Ahmedabad city, 93.5% respondents agreed that VOCs are dangerous for breathing. 45.5% of respondents believed that VOCs are very harmful, 43.5% respondents agreed that VOCs are harmful and 4.5% respondents believed that VOCs are somewhat harmful for breathing.
- Only 5.5% respondents replied negatively for VOCs breathing effects. While 1% respondents do not know effects of VOCs in breathing.
- In Surat city, 88.5% respondents agreed that VOCs are dangerous for breathing. 44% of respondents believed that VOCs are very harmful, 37.5% respondents agreed that VOCs are harmful and 7% respondents believed that VOCs are somewhat harmful for breathing.
- Only 10.5% respondents replied negatively for VOCs breathing effects. While 1% respondents do not know effects of VOCs in breathing.

- In Rajkot city, 89.5% respondents agreed that VOCs are dangerous for breathing. 57.5% of respondents believed that VOCs are very harmful, 25.5% respondents agreed that VOCs are harmful and 6.5% respondents believed that VOCs are somewhat harmful for breathing.
- Only 7% respondents replied negatively for VOCs breathing effects. While 3.5% respondents do not know effects of VOCs in breathing.
- Respondents from Gujarat who consider VOCs as harmful substance, most prominent result was obtained in Vadodara city with 97.5% positive responses out of which 70 % respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat city (11.5%). (Ref. Table 5.1.13)

Table 5.1.14: Table showing city wise frequency distribution about respondents' opinions regarding importance to have items used in your home such as decorative paints that are harmful chemical free

Importance Level	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Extremely Important	131	65.5	105	52.5	104	52.0	141	70.5	**481**	**60.1**
Important	57	28.5	70	35.0	60	30.0	23	11.5	**210**	**26.3**
Neutral	11	5.5	18	9.0	15	7.5	14	7.0	**58**	**7.3**
Not Important	0	.0	4	2.0	18	9.0	15	7.5	**37**	**4.6**
Don't Know	1	.5	3	1.5	3	1.5	7	3.5	**14**	**1.8**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 94% respondents believed that it is at least important that items used in their home such as decorative paints that are harmful chemical free out of which it is extremely important 65.5% and important for 28.5% respondents.
- 5.5% respondents remained neutral with this fact and none of the respondents replied negatively. Only 0.5% remained unaware of the chemicals used in items like decorative paints.
- In Ahmedabad city, 87.5% respondents believed that it is at least important that items used in their home such as decorative paints that are harmful chemical free out of which it is extremely important 52.5% and important for 35% respondents.
- 9% respondents remained neutral with this fact and 2% of the respondents replied negatively. Only 1.5% remained unaware of the chemicals used in items like decorative paints.
- In Surat city, 82% respondents believed that it is at least important that items used in their home such as decorative paints that are harmful chemical free out of which it is extremely important 52% and important for 30% respondents.
- 7.5% respondents remained neutral with this fact and 9% of the respondents replied negatively. Only 1.5% remained unaware of the chemicals used in items like decorative paints.
- In Rajkot city, 82% respondents believed that it is at least important that items used in their home such as decorative paints that are harmful chemical free out of which it is extremely important 70.5% and important for 11.5% respondents.
- 7% respondents remained neutral with this fact and 7.5% of the respondents replied negatively. Only 3.5% remained unaware of the chemicals used in items like decorative paints.

- In overall, 86.4% respondents believed that it is at least important that items used in their home such as decorative paints that are harmful chemical free out of which it is extremely important 60.1% and important for 26.3% respondents.
- 7.3% respondents remained neutral with this fact and 4.6% of the respondents replied negatively. Only 1.8% remained unaware of the chemicals used in items like decorative paints.
- Respondents who believed that it was important to them to have items used in their home such as decorative paints that were harmful chemical free, major respondents were from Rajkot (94%) and Vadodara (94%). (Ref. Table 5.1.14)

Table 5.1.15: Table showing city wise frequency distribution about respondents' opinions on factors which deter them from purchasing an item with toxic compounds in it.

Deterring Factor	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
My own Health	30	15.0	30	15.0	25	12.5	15	7.5	**100**	**12.5**
My children's health	51	25.5	38	19.0	25	12.5	52	26.0	**166**	**20.8**
Other's Health	5	2.5	3	1.5	28	14.0	17	8.5	**53**	**6.6**
My pet's Health	0	.0	8	4.0	0	.0	0	.0	**8**	**1.0**
All of the above	109	54.5	107	53.5	97	48.5	90	45.0	**403**	**50.4**
None of the above	5	2.5	14	7.0	25	12.5	26	13.0	**70**	**8.8**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- Regarding respondents' opinions on factors which deter them from purchasing an item with toxic compounds in it, in Vadodara, 15% respondents were concerned only about their own health while 25.5% respondents were anxious only about their children's health and 2.5% respondents were only worried about other members' health. None of the respondents were worried about their pet's health while 2.5% respondents were not even worried about any of the given option. 54.5% of respondents were concerned about their own health, children's health, others health and their pets' health.
- In Ahmedabad, 15% respondents were concerned only about their own health while 19% respondents were anxious only about their children's health and 1.5% respondents were worried only about other members' health. 4% of the respondents were worried about their pet's health while 7% respondents were not even worried about any of the given option. 53.5% of respondents were concerned about their own health, children's health, others health and their pets' health.
- In Rajkot, 7.5% respondents were concerned only about their own health while 26% respondents were anxious only about their children's health and 8.5% respondents were worried only about other members' health. None of the respondents were worried about their pet's health while 13% respondents were not even worried about any of the given option. 45% of respondents were concerned about their own health, children's health, others health and their pets' health.
- In Surat, 12.5% respondents were concerned only about their own health while 12.5% respondents were anxious only about their children's health and 14% respondents were worried

only about other members' health. None of the respondents were worried about their pet's health while 12.5% respondents were not even worried about any of the given option. 48.5% of respondents were concerned about their own health, children's health, others health and their pets' health.

- In Overall, 12.5% respondents were concerned only about their own health while 20.8% respondents were anxious only about their children's health and 6.6% respondents were worried only about other members' health. 1% of the respondents were worried about their pet's health while 8.8% respondents were not even worried about any of the given option. 50.4% of respondents were concerned about their own health, children's health, others health and their pets' health. (Ref. Table 5.1.15)

Table 5.1.16: Table showing city wise frequency distribution about respondents' opinions on whether we should slow down industry progress because of concern for the environment.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	5	2.5	5	2.5	9	4.5	10	5.0	**29**	**3.6**
Disagree	13	6.5	16	8.0	22	11.0	22	11.0	**73**	**9.1**
Neutral	10	5.0	9	4.5	21	10.5	4	2.0	**44**	**5.5**
Agree	144	72.0	117	58.5	85	42.5	116	58.0	**462**	**57.8**
Strongly Agree	28	14.0	53	26.5	63	31.5	48	24.0	**192**	**24.0**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 86% respondents responded auspiciously about the fact whether we should not slow down industry progress because of concern for the environment. Out of that 72% agreed on the fact while 14% respondents receptively agreed. Only 9% respondents replied contrary with this while 5% were remained on the fence.
- In Ahmedabad, 85% respondents responded favorably in this regards out of which 58.5% agreed and 26.5% strongly agreed with the same fact. 4.5% remained silent while 10.5% responded contrasting.
- Respondents, from Surat City, gave 74% favorable reply with the same topic, out of which 42.5% agreed with the fact and 31.5% strongly agreed. 10.5% respondent remained silent and 15.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 24% strongly agreed on the fact while 58% respondents agreed for the statement. 16% respondents did not agree with this while 2% remained neutral.
- Collectively, 81.8% respondents responded favorably, out of which 57.8% respondents agreed while 24% strongly agreed in this matter. 12.7% respondents replied negatively while 5.5% respondents remained balanced.
- Respondents who agreed upon the fact that we should slow down industry progress because of concern for the environment, majority were from Vadodara (86%) while majority respondents who disagreed to the fact were from Surat (15.5%). (Ref. Table 5.1.16)

Table 5.1.17: Table showing city wise frequency distribution about respondents' opinions on whether a well-known brand is always a safe product to buy.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	32	16.0	13	6.5	15	7.5	9	4.5	**69**	**8.6**
Disagree	46	23.0	40	20.0	53	26.5	25	12.5	**164**	**20.5**
Neutral	20	10.0	19	9.5	27	13.5	38	19.0	**104**	**13.0**
Agree	59	29.5	93	46.5	78	39.0	79	39.5	**309**	**38.6**
Strongly Agree	43	21.5	35	17.5	27	13.5	49	24.5	**154**	**19.3**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 51% respondents responded favorably about the fact whether a well-known brand is always a safe product to buy. Out of that 29.5% agreed on the fact while 21.5% respondents receptively agreed. Only 39% respondents replied contrary with this while 10% were remained on the fence.
- In Ahmedabad, 64% respondents responded favorably in this regards out of which 46.5% agreed and 17.5% strongly agreed with the same fact. 9.5% remained silent while 26.5% responded contrasting.
- In Surat, respondents gave 52.5% favorable reply with the same topic, out of which 39% agreed with the fact and 13.5% strongly agreed. 13.5% respondent remained silent and 34% respondents replied disapproving the fact.
- Data from Rajkot city showed that 64% of respondents responded favorably from which 24.5% strongly agreed on the fact while 39.5% respondents agreed for the statement. 17% respondents did not agree with this while 19% remained neutral.
- Collectively, 57.9% respondents responded favorably, out of which 38.6% respondents agreed while 19.3% strongly agreed in this matter. 29.1% respondents replied negatively while 13% respondents remained balanced.
- Respondents who agreed upon the fact that a well-known brand is always a safe product to buy, majority were from Ahmedabad (64%) while majority respondents who disagreed to the fact were from Vadodara (39%). (Ref. Table 5.1.17)

Table 5.1.18: Table showing city wise frequency distribution about respondents' opinions on whether the price of environment friendly products is usually higher than other products.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	8	4.0	7	3.5	10	5.0	8	4.0	**33**	**4.1**
Disagree	9	4.5	14	7.0	23	11.5	27	13.5	**73**	**9.1**
Neutral	28	14.0	6	3.0	12	6.0	1	.5	**47**	**5.9**
Agree	111	55.5	117	58.5	102	51.0	122	61.0	**452**	**56.5**
Strongly Agree	44	22.0	56	28.0	53	26.5	42	21.0	**195**	**24.4**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 77.5% respondents responded favorably about the fact whether the price of environment friendly products was usually higher than other products. Out of that 55.5% agreed on the fact while 22.5% respondents receptively agreed. Only 8.5% respondents replied contrary with this while 14% were remained on the fence.
- In Ahmedabad, 86.5% respondents responded favorably in this regards out of which 58.5% agreed and 28% strongly agreed with the same fact. 3% remained silent while 10.5% responded contrasting.
- In Surat, respondents gave 77.5% favorable reply with the same topic, out of which 51% agreed with the fact and 26.5% strongly agreed. 6% respondent remained silent and 16.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 21% strongly agreed on the fact while 61% respondents agreed for the statement. 17.5% respondents did not agree with this while 0.5% remained neutral.
- Collectively, 80.9% respondents responded favorably, out of which 56.5% respondents agreed while 24.4% strongly agreed in this matter. 13.2% respondents replied negatively while 5.9% respondents remained balanced.
- Respondents from Gujarat who consider the price of environment friendly products is usually higher than traditional products, most prominent result was obtained in Ahmedabad city with 86.5% positive responses out of which 28 % respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot city (17.5%). (Ref. Table 5.1.18)

Table 5.1.19: Table showing city wise frequency distribution about respondents' opinions on whether paint companies are generally doing a good job in helping protect the environment.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	5	2.5	3	1.5	8	4.0	11	5.5	**27**	**3.4**
Disagree	12	6.0	19	9.5	25	12.5	25	12.5	**81**	**10.1**
Neutral	16	8.0	9	4.5	14	7.0	0	.0	**39**	**4.9**
Agree	135	67.5	123	61.5	100	50.0	113	56.5	**471**	**58.9**
Strongly Agree	32	16.0	46	23.0	53	26.5	51	25.5	**182**	**22.8**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 83.5% respondents responded favorably about the fact whether paint companies were generally doing a good job in helping protect the environment. Out of that 67.5% agreed on the fact while 16% respondents receptively agreed. Only 8.5% respondents replied contrary with this while 8% were remained on the fence.
- In Ahmedabad, 84.5% respondents responded favorably in this regards out of which 61.5% agreed and 23% strongly agreed with the same fact. 4.5% remained silent while 11% responded contrasting.
- In Surat, respondents gave 76.5% favorable reply with the same topic, out of which 50% agreed with the fact and 26.5% strongly agreed. 7% respondent remained silent and 16.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 25.5% strongly agreed on the fact while 56.5% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 81.7% respondents responded favorably, out of which 58.9% respondents agreed while 22.8% strongly agreed in this matter. 13.5% respondents replied negatively while 4.9% respondents remained balanced.
- Respondents who agreed upon the fact that paint companies are generally doing a good job in helping protect the environment, majority were from Ahmedabad (84.5%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.19)

Table 5.1.20: Table showing city wise frequency distribution about respondents' opinions on whether companies should place a higher priority on reducing pollution than on increasing their own profitability.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	6	3.0	11	5.5	8	4.0	12	6.0	**37**	**4.6**
Disagree	13	6.5	12	6.0	24	12.0	23	11.5	**72**	**9.0**
Neutral	15	7.5	5	2.5	4	2.0	1	.5	**25**	**3.1**
Agree	131	65.5	127	63.5	120	60.0	117	58.5	**495**	**61.9**
Strongly Agree	35	17.5	45	22.5	44	22.0	47	23.5	**171**	**21.4**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 83% respondents responded favorably about the fact whether companies should place a higher priority on reducing pollution than on increasing their own profitability. Out of that 65.5% agreed on the fact while 17.5% respondents receptively agreed. Only 9.5% respondents replied contrary with this while 7.5% were remained on the fence.
- In Ahmedabad, 86% respondents responded favorably in this regards out of which 63.5% agreed and 22.5% strongly agreed with the same fact. 2.5% remained silent while 11.5% responded contrasting.
- In Surat, respondents gave 82% favorable reply with the same topic, out of which 60% agreed with the fact and 22% strongly agreed. 2% respondent remained silent and 16% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 23.5% strongly agreed on the fact while 58.5% respondents agreed for the statement. 17.5% respondents did not agree with this while 0.5% remained neutral.
- Collectively, 83.3% respondents responded favorably, out of which 61.9% respondents agreed while 21.4% strongly agreed in this matter. 13.6% respondents replied negatively while 3.1% respondents remained balanced.
- Respondents who agreed upon the fact that paint companies should place a higher priority on reducing pollution than on increasing their own profitability, majority were from Ahmedabad (86%) while majority respondents who disagreed to the fact were from Rajkot (17.5%). (Ref. Table 5.1.20)

Table 5.1.21: Table showing city wise frequency distribution about respondents' opinions on whether they would be willing to pay higher prices for environment friendly paints.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	6	3.0	10	5.0	7	3.5	11	5.5	**34**	**4.3**
Disagree	12	6.0	14	7.0	23	11.5	23	11.5	**72**	**9.0**
Neutral	7	3.5	7	3.5	20	10.0	2	1.0	**36**	**4.5**
Agree	158	79.0	108	54.0	93	46.5	113	56.5	**472**	**59.0**
Strongly Agree	17	8.5	61	30.5	57	28.5	51	25.5	**186**	**23.3**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 87.5% respondents responded favorably about the fact whether they would be willing to pay higher prices for environment friendly paints. Out of that 79% agreed on the fact while 8.5% respondents receptively agreed. Only 9% respondents replied contrary with this while 3.5% were remained on the fence.
- In Ahmedabad, 84.5% respondents responded favorably in this regards out of which 54% agreed and 30.5% strongly agreed with the same fact. 3.5% remained silent while 12% responded contrasting.
- In Surat, respondents gave 75% favorable reply with the same topic, out of which 46.5% agreed with the fact and 28.5% strongly agreed. 10% respondent remained silent and 15% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 25.5% strongly agreed on the fact while 56.5% respondents agreed for the statement. 17% respondents did not agree with this while 1% remained neutral.
- Collectively, 82.3% respondents responded favorably, out of which 59% respondents agreed while 23.3% strongly agreed in this matter. 13.3% respondents replied negatively while 4.5% respondents remained balanced.
- Respondents' opinion on who would be willing to pay higher prices for environment friendly paints, most prominent result was obtained in Vadodara city with 87.5% positive responses while 30.5% respondents from Ahmedabad agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot city (17%). (Ref. Table 5.1.21)

Table 5.1.22: Table showing city wise frequency distribution about respondents' opinions on whether they often search for paint brands that are environment friendly.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	4	2.0	10	5.0	8	4.0	14	7.0	**36**	**4.5**
Disagree	14	7.0	14	7.0	21	10.5	20	10.0	**69**	**8.6**
Neutral	13	6.5	9	4.5	14	7.0	2	1.0	**38**	**4.8**
Agree	105	52.5	129	64.5	112	56.0	98	49.0	**444**	**55.5**
Strongly Agree	64	32.0	38	19.0	45	22.5	66	33.0	**213**	**26.6**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 84.5% respondents responded favorably about the fact whether they often search for paint brands that are environment friendly. Out of that 52.5% agreed on the fact while 32% respondents receptively agreed. Only 9% respondents replied contrary with this while 6.5% were remained on the fence.
- In Ahmedabad, 83.5% respondents responded favorably in this regards out of which 64.5% agreed and 19% strongly agreed with the same fact. 4.5% remained silent while 12% responded contrasting.
- In Surat, respondents gave 78.5% favorable reply with the same topic, out of which 56% agreed with the fact and 22.5% strongly agreed. 7% respondent remained silent and 14.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 33% strongly agreed on the fact while 49% respondents agreed for the statement. 17% respondents did not agree with this while 1% remained neutral.
- Collectively, 82.1% respondents responded favorably, out of which 55.5% respondents agreed while 26.6% strongly agreed in this matter. 13.1% respondents replied negatively while 4.8% respondents remained balanced.
- Respondents who agreed upon the fact that they often search for paint brands that are environment friendly, majority were from Vadodara city (84.5%) while majority respondents who disagreed to the fact were from Rajkot (17%). (Ref. Table 5.1.22)

Table 5.1.23: Table showing city wise frequency distribution about respondents' opinions on whether they are motivated to buy environmental products.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	9	4.5	15	7.5	8	4.0	10	5.0	**42**	**5.3**
Disagree	8	4.0	8	4.0	26	13.0	22	11.0	**64**	**8.0**
Neutral	22	11.0	10	5.0	16	8.0	9	4.5	**57**	**7.1**
Agree	66	33.0	117	58.5	106	53.0	96	48.0	**385**	**48.1**
Strongly Agree	95	47.5	50	25.0	44	22.0	63	31.5	**252**	**31.5**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 80.5% respondents responded favorably about the fact whether they are motivated to buy environmental products. Out of those 33% agreed on the fact while 47.5% respondents receptively agreed. Only 8.5% respondents replied contrary with this while 11% were remained on the fence.
- In Ahmedabad, 83.5% respondents responded favorably in this regards out of which 58.5% agreed and 25% strongly agreed with the same fact. 4% remained silent while 11.5% responded contrasting.
- In Surat, respondents gave 75% favorable reply with the same topic, out of which 53% agreed with the fact and 22% strongly agreed. 8% respondent remained silent and 17% respondents replied disapproving the fact.
- Data from Rajkot city showed that 79.5% of respondents responded favorably from which 31.5% strongly agreed on the fact while 48% respondents agreed for the statement. 16% respondents did not agree with this while 4.5% remained neutral.
- Collectively, 79.6% respondents responded favorably, out of which 48.1% respondents agreed while 31.5% strongly agreed in this matter. 13.3% respondents replied negatively while 7.1% respondents remained balanced.
- Respondents who agreed upon the fact that they are motivated to buy environmental products, majority were from Ahmedabad (83.5%) while majority respondents who disagreed to the fact were from Surat (17%). (Ref. Table 5.1.23)

Table 5.1.24: Table showing city wise frequency distribution about respondents' opinions on whether they would be willing to switch brands for one that is more environment friendly.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	5	2.5	5	2.5	9	4.5	10	5.0	**29**	**3.6**
Disagree	13	6.5	16	8.0	22	11.0	22	11.0	**73**	**9.1**
Neutral	10	5.0	9	4.5	21	10.5	4	2.0	**44**	**5.5**
Agree	144	72.0	117	58.5	85	42.5	116	58.0	**462**	**57.8**
Strongly Agree	28	14.0	53	26.5	63	31.5	48	24.0	**192**	**24.0**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 86% respondents responded favorably about the fact whether they would be willing to switch brands for one that is more environment friendly. Out of that 72% agreed on the fact while 14% respondents receptively agreed. Only 9% respondents replied contrary with this while 5% were remained on the fence.
- In Ahmedabad, 85% respondents responded favorably in this regards out of which 58.5% agreed and 26.5% strongly agreed with the same fact. 4.5% remained silent while 10.5% responded contrasting.
- In Surat, respondents gave 74% favorable reply with the same topic, out of which 42.5% agreed with the fact and 31.5% strongly agreed. 10.5% respondent remained silent and 15.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 24% strongly agreed on the fact while 58% respondents agreed for the statement. 16% respondents did not agree with this while 2% remained neutral.
- Collectively, 81.8% respondents responded favorably, out of which 57.8% respondents agreed while 24% strongly agreed in this matter. 12.7% respondents replied negatively while 5.5% respondents remained balanced.
- Respondents who believed that they would be willing to switch brands for one that is more environment friendly, most prominent result was obtained in Vadodara city with 86% positive responses while 31.5% respondents from Surat agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot city (16%). (Ref. Table 5.1.24)

Table 5.1.25: Table showing city wise frequency distribution about respondents' opinions on either if a paint brand offers an environmental product or they will not buy that brand.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	3	1.5	5	2.5	9	4.5	11	5.5	**28**	**3.5**
Disagree	13	6.5	16	8.0	26	13.0	23	11.5	**78**	**9.8**
Neutral	15	7.5	3	1.5	12	6.0	2	1.0	**32**	**4.0**
Agree	131	65.5	135	67.5	119	59.5	119	59.5	**504**	**63.0**
Strongly Agree	38	19.0	41	20.5	34	17.0	45	22.5	**158**	**19.8**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 84.5% respondents responded favorably about the fact that either if a paint brand offers an environmental product or they will not buy that brand. Out of that 65.5% agreed on the fact while 19% respondents receptively agreed. Only 8% respondents replied contrary with this while 7.5% were remained on the fence.
- In Ahmedabad, 88% respondents responded favorably in this regards out of which 67.5% agreed and 20.5% strongly agreed with the same fact. 1.5% remained silent while 10.5% responded contrasting.
- In Surat, respondents gave 76.5% favorable reply with the same topic, out of which 59.5% agreed with the fact and 17% strongly agreed. 6% respondent remained silent and 17.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 22.5% strongly agreed on the fact while 59.5% respondents agreed for the statement. 17% respondents did not agree with this while 1% remained neutral.
- Collectively, 82.8% respondents responded favorably, out of which 63% respondents agreed while 19.8% strongly agreed in this matter. 13.2% respondents replied negatively while 4% respondents remained balanced.
- Respondents who believed that either if a paint brand offers an environmental product or they will not buy that brand, most prominent result was obtained in Ahmedabad city with 88% positive responses while 22.5% respondents from Rajkot agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat city (17.5%). (Ref. Table 5.1.25)

Table 5.1.26: Table showing city wise frequency distribution about respondents' opinions on whether their family members (children, spouse, parents, siblings, extended family) have an influence on their green purchasing.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Not At All	1	.5	4	2.0	30	15.0	29	14.5	**64**	**8.0**
Very Little	19	9.5	24	12.0	6	3.0	20	10.0	**69**	**8.6**
Sometimes	7	3.5	57	28.5	10	5.0	46	23.0	**120**	**15.0**
Often	121	60.5	100	50.0	131	65.5	70	35.0	**422**	**52.8**
Very Often	52	26.0	15	7.5	23	11.5	35	17.5	**125**	**15.6**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

In general, purchase decisions have an impact of social norms, like effect of family members, friends, peers, colleagues, media and other such sources. Here, level of influence of such social norms on green decorative paint purchase decision of respondents from four selected cities of Gujarat state has been measured.

- In Vadodara, 90% respondents agreed on fact that their family members had an influence on their green decorative paint purchase decision. Out of this 26% respondents were very often influenced by their family members' choice while making purchase decision of green paints. 60.5% respondents were having control of family member often in this regards while 3.5% respondents' purchase decision in this matter were sometimes controlled by their family members. Only 0.5% respondents were having no influence of family members and 9.5% respondents were having very little influence of family members in this situation.
- In Ahmedabad, 86% respondents were at least sometimes influenced by their family members during their purchase decision of green decorative paint. Out of this only 7.5% respondents' purchase decisions of green decorative paint were controlled by their family members very often while 50% respondents were often influenced by the same. Respondents with sometimes influence in identical situation were 28.5%. Only 2% respondents were remained uninfluenced by their family members' point of view in the same. 12% respondents were little inclined to decisions by their family members throughout this situation.
- Similarly in Surat, responses were nearly parallel to responses from Vadodara and Ahmedabad except respondents with no influence on their green paint purchase decision were 15%, little

more than Vadodara (0.5%) and Ahmedabad (2%). 82% participants were at least sometimes influenced by their family members' green paint purchase decision. Out of those 11.5% respondents' green paint purchase decisions were very often influenced by their family members' decisions while 65.5% and 5% respondents were influenced often and sometimes respectively in this circumstances. Only 3% respondents were having little influence by the same.

- In Rajkot responses were scattered identical to responses from Surat city. Like, 14.5% respondents were having no influence of family members. 75.5% participants were at least sometimes influenced by their family members' green paint purchase decision. Out of those 17.5% respondents' green paint purchase decisions were very often influenced by their family members' decisions while 35% and 23% respondents were influenced often and sometimes respectively in this circumstances. Only 10% respondents were having little influence by the same.
- In a nut shell, only 16.6% respondents were having little or no influence by their family members while 52.8% respondents were often influenced by decisions of family members in those conditions. Moreover, 15% and 15.6% respondents were influenced sometimes and very often respectively in their purchase decision about green decorative paints. (Ref. Table 5.1.26)

Table 5.1.27: Table showing city wise frequency distribution about respondents' opinions on whether their friends/peers have any influence on their green purchasing.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Not At All	1	.5	10	5.0	29	14.5	30	15.0	**70**	**8.8**
Very Little	21	10.5	22	11.0	23	11.5	16	8.0	**82**	**10.3**
Sometimes	51	25.5	8	4.0	38	19.0	41	20.5	**138**	**17.3**
Often	100	50.0	112	56.0	67	33.5	74	37.0	**353**	**44.1**
Very Often	27	13.5	48	24.0	43	21.5	39	19.5	**157**	**19.6**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara, 89% respondents agreed on fact that their friends/peers had an influence on their green decorative paint purchase decision. Out of this 13.5% respondents were very often influenced by their acquaintances' choice while making purchase decision of green paints. 50% respondents were having control of friends/peers often in this regards while 25.5% respondents' purchase decision in this matter were sometimes controlled by the same. Only 0.5% respondents were having no influence of friends/peers and 10.5% respondents were having very little influence of friends/peers in this situation.
- In Ahmedabad, 84% respondents were at least sometimes influenced by their friends/peers during their purchase decision of green decorative paint. Out of this only 24% respondents' purchase decisions of green decorative paint were controlled by their friends/peers very often while 56% respondents were often influenced by the same. Respondents with sometimes influence in identical situation were 4%. Only 5% respondents were remained uninfluenced by their friends/peers' point of view in the same. 11% respondents were little inclined to decisions by their friends/peers throughout this situation.
- Similarly in Surat, responses were nearly parallel to responses from Vadodara and Ahmedabad except respondents with no influence on their green paint purchase decision were 14.5%. 74% participants were at least sometimes influenced by their friends/peers' green paint purchase decision. Out of those 21.5% respondents' green paint purchase decisions were very often influenced by their friends/peers' decisions while 33.5% and 19% respondents were influenced often and sometimes respectively in this circumstances. Only 11.5% respondents were having little influence by the same.

- In Rajkot responses were scattered identical to responses from Surat city. Like, 15% respondents were having no influence of friends/peers. 77% participants were at least sometimes influenced by their friends/peers' green paint purchase decision. Out of those 19.5% respondents' green paint purchase decisions were very often influenced by their friends/peers' decisions while 37% and 20.5% respondents were influenced often and sometimes respectively in this circumstances. Only 8% respondents were having little influence by the same.
- In a nut shell, only 19.1% respondents were having little or no influence by their friends/peers while 44.1% respondents were often influenced by decisions of friends/peers in those conditions. Moreover, 17.3% and 19.6% respondents were influenced sometimes and very often respectively in their purchase decision about green decorative paints. (Ref. Table 5.1.27)

Table 5.1.28: Table showing city wise frequency distribution about respondents' opinions on whether the media (newspaper, internet, television, radio) influence their green purchasing.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Not At All	1	.5	4	2.0	38	19.0	32	16.0	**75**	**9.3**
Very Little	21	10.5	28	14.0	32	16.0	18	9.0	**99**	**12.4**
Sometimes	64	32.0	42	21.0	22	11.0	68	34.0	**196**	**24.5**
Often	105	52.5	93	46.5	73	36.5	49	24.5	**320**	**40.0**
Very Often	9	4.5	33	16.5	35	17.5	33	16.5	**110**	**13.8**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara, 89% respondents agreed on fact that the media had an influence on their green decorative paint purchase decision. Out of this 4.5% respondents were very often influenced by the media while making purchase decision of green paints. 52.5% respondents were having control of the media often in this regards while 32% respondents' purchase decision in this matter were sometimes controlled by the same. Only 0.5% respondents were having no influence of the media and 10.5% respondents were having very little influence of the media in this situation.
- In Ahmedabad, 84% respondents were at least sometimes influenced by the media during their purchase decision of green decorative paint. Out of this only 16.5% respondents' purchase decisions of green decorative paint were controlled by the media very often while 46.5% respondents were often influenced by the same. Respondents with sometimes influence in identical situation were 21%. Only 2% respondents were remained uninfluenced by the media's point of view in the same. 14% respondents were little inclined to decisions bythe media throughout this situation.
- Unlikely in Surat, respondents with no influence on their green paint purchase decision were 19%. 65% participants were at least sometimes influenced by the media. Out of those 17.5% respondents' green paint purchase decisions were very often influenced by the media while 36.5% and 11% respondents were influenced often and sometimes respectively in this circumstances. Only 16% respondents were having little influence by the same. In Surat city, 35% respondents were having no or very little influence of the media.

- In Rajkot responses were scattered identical to responses from Surat city. Like, 16% respondents were having no influence of the media. 75% participants were at least sometimes influenced by the media. Out of those 16.5% respondents' green paint purchase decisions were very often influenced by the media while 24.5% and 34% respondents were influenced often and sometimes respectively in this circumstances. Only 9% respondents were having little influence by the same. Similar in Surat 1/4th of the respondents from Rajkot were having no or very little influence of the media.
- In a nut shell, only 21.7% respondents were having little or no influence by the media while 40% respondents were often influenced by decisions of the media in those conditions. Moreover, 24.5% and 13.8% respondents were influenced sometimes and very often respectively in their purchase decision about green decorative paints. (Ref. Table 5.1.28)

Table 5.1.29: Table showing city wise frequency distribution about respondents' opinions on whether most people who are important to them think that they should/should not buy green paints.

	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
1 (Should buy)	109	54.5	59	29.5	97	48.5	70	35.0	335	41.9
2	57	28.5	107	53.5	56	28.0	85	42.5	305	38.1
3	15	7.5	11	5.5	11	5.5	9	4.5	46	5.8
4	0	.0	0	.0	6	3.0	0	.0	6	.7
5 (Should not buy)	19	9.5	23	11.5	30	15.0	36	18.0	108	13.5
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 83% respondents agreed on the fact about most people who were important to them thought that they should buy green paints. Out of which, 54.5% respondents showed extreme likelihood and 28.5% respondents believed same but with little lesser intense. In this case 7.5% respondents remained neutral while only 9.5% respondents replied negatively.
- Likewise, 83% respondents in Ahmedabad also believed the reality about most people who were important to them thought that they should buy green paints. Out of which, 29.5% respondents showed extreme likelihood and 53.5% respondents believed same but with minor intense. 5.5% respondents do not know about this fact and 11.5% respondents disagreed with the same.
- In Surat city, 76.5% respondents came with the positive approach to the given fact out of which 48.5% respondents were with extremely positive moves and 28% with little lesser intense. 5.5% respondents did not know about opinions of people important to them. 18% respondents disagreed on the fact about most people who were important to them thought that they should buy green paints. Out of which, 15% respondents showed not importance and 3% respondents believed same but with little lesser intense.
- Likewise in Rajkot city, 77.5% respondents came with the positive approach to the given fact out of which 35% respondents were with extremely positive moves and 42.5% with little lesser intense. 4.5% respondents did not know about opinions of people important to them. 18% respondents disagreed on the fact about most people who were important to them thought that they should buy green paints. Out of which, 18% respondents showed not importance and no respondents believed same but with little lesser intense.

- In overall, 80% respondent from selected cities of Gujarat state came with the positive approach to the given fact out of which 41.5% respondents were with extremely positive moves and 38.5% with little lesser intense. 5.8% respondents did not know about opinions of people important to them. 14.2% respondents disagreed on the fact about most people who were important to them thought that they should buy green paints. Out of which, 13.5% respondents showed not importance and 0.7% respondents believed same but with little lesser intense. (Ref. Table 5.1.29)

Table 5.1.30: Table showing city wise frequency distribution about respondents' opinions on whether the people in their life whose opinions they value would approve/disapprove their opinion to purchase green paints.

Approval Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
1 (approve)	86	43.0	74	37.0	88	44.0	50	25.0	**298**	**37.3**
2	82	41.0	70	35.0	69	34.5	107	53.5	**328**	**41.0**
3	12	6.0	33	16.5	7	3.5	7	3.5	**59**	**7.4**
4	1	.5	0	.0	5	2.5	0	.0	**6**	**0.8**
5 (disapprove)	19	9.5	23	11.5	31	15.5	36	18.0	**109**	**13.6**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- Regarding respondents' opinion on whether the people in their life whose opinion they value would approve/disapprove their opinion of green paint purchase, in overall, 78.3% respondents believed that people in their life whose opinions they value would approve their decision. While, only 14.4% respondents believed that the people in their life whose opinions they value would disapprove their decision and 7.4% respondents remained on the edge.
- In Vadodara city, 84% respondents believed that the people in their life whose opinions they value would respond positively towards their opinion while 6% remained neutral. Only 10% respondents supposed to have negative response from people in their life whose opinions they value.
- In Ahmedabad, Surat and Rajkot, respondents having encouraging response from people in their life whose opinions they value were 72%, 78.5% and 78.5% respectively. The inverse for respective cities was 11.5%, 18% and 18%. Respondents having no idea about whether the people in their life whose opinions they value would approve their green paint purchase decision were 16.5%, 3.5% and 3.5% respectively from Ahmedabad, Surat and Rajkot. (Ref. Table 5.1.30)

Table 5.1.31: Table showing city wise frequency distribution about respondents' opinions on whether it is expected (extremely likely/ extremely dislike) of them that they would purchase green paints.

Likelihood Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
1 (extremely likely)	83	41.5	60	30.0	83	41.5	52	26.0	**278**	**34.8**
2	81	40.5	92	46.0	72	36.0	112	56.0	**357**	**44.6**
3	17	8.5	23	11.5	8	4.0	0	.0	**48**	**6.0**
4	0	.0	2	1.0	7	3.5	0	.0	**9**	**1.1**
5 (Extremely dislike)	19	9.5	23	11.5	30	15.0	36	18.0	**108**	**13.5**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- Above table shows frequency distribution of opinions of respondents on probable chances of buying green paints by them. In overall, 34.8% respondents were very likely to buy green paints while 44.6% respondents were quite predictable that they would go for eco-friendly option. 6% remained neutral while 14.6% respondents were not expected to buy green paints.
- In Vadodara, from 82% respondents it was expected that they would go for eco-friendly option while 9.5% respondents did not think in this way.
- In Ahmedabad, Surat and Rajkot, for 76%, 77.5%, 82% respondents, of respective cities, it was expected that they would go for eco-friendly paint while 12.5%, 18.5% and 18% respondents would go instead. (Ref. Table 5.1.31)

Table 5.1.32: Table showing city wise frequency distribution about respondents' opinions on whether it is true/false that most people, who are important to them, buy green paints.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
1 (True)	72	36.0	59	29.5	121	60.5	54	27.0	**306**	**38.3**
2	87	43.5	88	44.0	38	19.0	94	47.0	**307**	**38.4**
3	21	10.5	26	13.0	5	2.5	16	8.0	**68**	**8.5**
4	1	.5	4	2.0	5	2.5	0	.0	**10**	**1.3**
5 (False)	19	9.5	23	11.5	31	15.5	36	18.0	**109**	**13.6**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In this situation, respondents were asked to give their opinion on the statement "most people who are important to them buy green paints". In overall, 76.7% respondents believed in the statement. 8.5% remained neutral and 14.9% respondents disagreed with the statement.
- In Vadodara city, 79.5% respondents believed that most people who were important to them buy green paints while 10% said it's a false statement. 10.5% respondents remained neutral. The same for Ahmedabad was 73.5%, 13.5% and 13% respectively.
- In Surat, 79.5% respondents believed in the same while 18% respondents disagreed. Similarly, in Rajkot same was 74% and 18% respectively. (Ref. Table 5.1.32)

Table 5.1.33: Table showing city wise frequency distribution about respondents' opinions on whether most people in their life whose opinions they value buy/do not buy green paints.

	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
1 (buy)	63	31.5	48	24.0	101	50.5	58	29.0	**270**	**33.8**
2	90	45.0	95	47.5	54	27.0	89	44.5	**328**	**41.0**
3	26	13.0	33	16.5	9	4.5	17	8.5	**85**	**10.6**
4	2	1.0	1	.5	5	2.5	0	.0	**8**	**1.0**
5 (do not buy)	19	9.5	23	11.5	31	15.5	36	18.0	**109**	**13.6**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In overall, 74.8% respondents believed that people in their life whose opinions they value would buy green paints. While, only 14.6% respondents believed that the people in their life whose opinions they value would disagree with green paint purchase and 10.6% respondents remained on the edge.
- In Vadodara city, 76.5% respondents believed that the people in their life whose opinions they value would respond positively while 13% remained neutral. Only 10.5% respondents supposed to have negative response from people in their life whose opinions they value.
- In Ahmedabad, Surat and Rajkot, respondents who believed that people in their life whose opinions they value would buy green paints were 71.5%, 77.5% and 73.5% respectively. The inverse for respective cities was 12%, 18% and 18%. Respondents having no idea about whether the people in their life whose opinions they value would buy green paint were 16.5%, 4.5% and 8.5% respectively From Ahmedabad, Surat and Rajkot. (Ref. Table 5.1.33)

Table 5.1.34: Table showing city wise frequency distribution about respondents' opinions on whether compared to other traditional paints, they prefer green paints.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	9	4.5	2	1.0	9	4.5	11	5.5	**31**	**3.9**
Disagree	9	4.5	18	9.0	20	10.0	18	9.0	**65**	**8.1**
Neutral	6	3.0	5	2.5	23	11.5	7	3.5	**41**	**5.1**
Agree	127	63.5	134	67.0	113	56.5	119	59.5	**493**	**61.6**
Strongly Agree	49	24.5	41	20.5	35	17.5	45	22.5	**170**	**21.3**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 88% respondents responded promisingly about the fact whether compared to other traditional paints, they preferred green paints. Out of that 63.5% agreed on the fact while 24.5% respondents receptively agreed. Only 9% respondents replied contrary with this while 3% were remained on the fence.
- In Ahmedabad, 87.5% respondents responded favorably in this regards out of which 67.0% agreed and 20.5% strongly agreed with the same fact. 2.5% remained silent while 10.0% responded contrasting.
- Respondents, from Surat City, gave 74% favorable reply with the same topic, out of which 56.5% agreed with the fact and 17.5% strongly agreed. 11.5% respondent remained silent and 14.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 22.5% strongly agreed on the fact while 59.5% respondents agreed for the statement. 14.5% respondents did not agree with this while 3.5% remained neutral.
- Collectively, 82.9% respondents responded favorably, out of which 61.6% respondents agreed while 21.3% strongly agreed in this matter. 12.0% respondents replied negatively while 5.1% respondents remained balanced.
- Respondents who agreed to the fact that compared to other traditional paints, they prefer green paints, most prominent result was obtained in Vadodara city with 88% positive responses with 24.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat (14.5%) and Rajkot (14.5%) cities. (Ref. Table 5.1.34)

Table 5.1.35: Table showing city wise frequency distribution about respondents' opinions on whether they think that buying green products would be good for them.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	6	3.0	4	2.0	14	7.0	16	8.0	**40**	**5.0**
Disagree	11	5.5	20	10.0	16	8.0	18	9.0	**65**	**8.1**
Neutral	14	7.0	2	1.0	14	7.0	2	1.0	**32**	**4.0**
Agree	98	49.0	107	53.5	97	48.5	120	60.0	**422**	**52.8**
Strongly Agree	71	35.5	67	33.5	59	29.5	44	22.0	**241**	**30.1**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 84.5% respondents responded promisingly about the fact whether they think that buying green products would be good for them. Out of that 49% agreed on the fact while 35.5% respondents strongly agreed. Only 8.5% respondents replied contrary with this while 7% were remained on the fence.
- In Ahmedabad, 87% respondents responded favorably in this regards out of which 53.5% agreed and 33.5% strongly agreed with the same fact. 1% remained silent while 12.0% responded contrasting.
- Respondents, from Surat City, gave 78% favorable reply with the same topic, out of which 48.5% agreed with the fact and 29.5% strongly agreed. 7% respondent remained silent and 15% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 22% strongly agreed on the fact while 60% respondents agreed for the statement. 17% respondents did not agree with this while 1% remained neutral.
- Collectively, 82.9% respondents responded favorably, out of which 52.8% respondents agreed while 30.1% strongly agreed in this matter. 13.1% respondents replied negatively while 4% respondents remained balanced.
- Respondents who agreed upon the fact that they think that buying green products would be good for them, majority were from Ahmedabad city (87%) while majority respondents who disagreed to the fact were from Rajkot (17%). (Ref. Table 5.1.35)

Table 5.1.36: Table showing city wise frequency distribution about respondents' opinions on whether they think that buying green products would be good for the community.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	8	4.0	5	2.5	12	6.0	12	6.0	**37**	**4.6**
Disagree	9	4.5	15	7.5	24	12.0	24	12.0	**72**	**9.0**
Neutral	18	9.0	11	5.5	8	4.0	0	.0	**37**	**4.6**
Agree	104	52.0	129	64.5	104	52.0	132	66.0	**469**	**58.7**
Strongly Agree	61	30.5	40	20.0	52	26.0	32	16.0	**185**	**23.1**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 82.5% respondents responded promisingly about the fact whether they think that buying green products would be good for the community. Out of that 52% agreed on the fact while 30.5% respondents strongly agreed. Only 8.5% respondents replied contrary with this while 9% were remained on the fence.
- In Ahmedabad, 84.5% respondents responded favorably in this regards out of which 64.5% agreed and 20% strongly agreed with the same fact. 5.5% remained silent while 10% responded contrasting.
- Respondents, from Surat City, gave 78% favorable reply with the same topic, out of which 52% agreed with the fact and 26% strongly agreed. 4% respondent remained silent and 18% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 16% strongly agreed on the fact while 66% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 81.8% respondents responded favorably, out of which 58.7% respondents agreed while 23.1% strongly agreed in this matter. 13.6% respondents replied negatively while 4.6% respondents remained balanced.
- Respondents who agreed to the fact that they think that buying green products would be good for the community, most prominent result was obtained in Ahmedabad with 84.5% positive responses while in Vadodara, 30.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat (18%) and Rajkot (18%) cities. (Ref. Table 5.1.36)

Table 5.1.37: Table showing city wise frequency distribution about respondents' opinions on whether they think recyclable paint would be a good idea.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	4	2.0	12	6.0	13	6.5	9	4.5	**38**	**4.8**
Disagree	12	6.0	11	5.5	19	9.5	27	13.5	**69**	**8.6**
Neutral	5	2.5	13	6.5	12	6.0	0	.0	**30**	**3.8**
Agree	114	57.0	117	58.5	118	59.0	119	59.5	**468**	**58.5**
Strongly Agree	65	32.5	47	23.5	38	19.0	45	22.5	**195**	**24.4**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 89.5% respondents responded promisingly about the fact whether they think recyclable paint would be a good idea. Out of that 57% agreed on the fact while 32.5% respondents strongly agreed. Only 8% respondents replied contrary with this while 2.5% were remained on the fence.
- In Ahmedabad, 82% respondents responded favorably in this regards out of which 58.5% agreed and 23.5% strongly agreed with the same fact. 6.5% remained silent while 11.5% responded contrasting.
- Respondents, from Surat City, gave 78% favorable reply with the same topic, out of which 59% agreed with the fact and 19% strongly agreed. 6% respondent remained silent and 16% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 22.5% strongly agreed on the fact while 59.5% respondents agreed for the statement. 18% respondents did not agree with this while no one remained neutral.
- Collectively, 82.9% respondents responded favorably, out of which 58.5% respondents agreed while 24.4% strongly agreed in this matter. 13.4% respondents replied negatively while 3.8% respondents remained balanced.
- Respondents who agreed upon the fact that they think recyclable paint would be a good idea, majority were from Vadodara (89.5%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.37)

Table 5.1.38: Table showing city wise frequency distribution about respondents' opinions on whether they think that there was too much hype on environmental products.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Agree	9	4.5	3	1.5	7	3.5	12	6.0	**31**	**3.9**
Agree	10	5.0	13	6.5	20	10.0	15	7.5	**58**	**7.2**
Neutral	13	6.5	28	14.0	16	8.0	37	18.5	**94**	**11.8**
Disagree	110	55.0	107	53.5	125	62.5	83	41.5	**425**	**53.1**
Strongly Disagree	58	29.0	49	24.5	32	16.0	53	26.5	**192**	**24.0**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 84% respondents responded promisingly about the fact whether they think that there was too much hype on environmental products. Out of that 55% agreed on the fact while 29% respondents strongly agreed. Only 9.5% respondents replied contrary with this while 6.5% were remained on the fence.
- In Ahmedabad, 78% respondents responded favorably in this regards out of which 53.5% agreed and 24.5% strongly agreed with the same fact. 14% remained silent while 8% responded contrasting.
- Respondents, from Surat City, gave 78.5% favorable reply with the same topic, out of which 62.5% agreed with the fact and 16% strongly agreed. 8% respondent remained silent and 13.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 78% of respondents responded favorably from which 26.5% strongly agreed on the fact while 41.5% respondents agreed for the statement. 13.5% respondents did not agree with this while 18.5% remained neutral.
- Collectively, 77.1% respondents responded favorably, out of which 53.1% respondents agreed while 24% strongly agreed in this matter. 11.1% respondents replied negatively while 11.8% respondents remained balanced.
- Respondents who agreed to the fact that they think that there was too much hype on environmental products, most prominent result was obtained in Vadodara with 84% positive responses with having 29% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat (13.5%) and Rajkot (13.5%) cities. (Ref. Table 5.1.38)

Table 5.1.39: Table showing city wise frequency distribution about respondents' opinions on whether for future purchases; they would plan to seek out environment friendly products.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	8	4.0	8	4.0	11	5.5	15	7.5	**42**	**5.3**
Disagree	11	5.5	15	7.5	22	11.0	21	10.5	**69**	**8.6**
Neutral	10	5.0	1	.5	16	8.0	16	8.0	**43**	**5.4**
Agree	114	57.0	135	67.5	106	53.0	94	47.0	**449**	**56.1**
Strongly Agree	57	28.5	41	20.5	45	22.5	54	27.0	**197**	**24.6**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 85.5% respondents responded promisingly about the fact whether for future purchases; they would plan to seek out environment friendly products. Out of that 57% agreed on the fact while 28.5% respondents strongly agreed. Only 9.5% respondents replied contrary with this while 5% were remained on the fence.
- In Ahmedabad, 88% respondents responded favorably in this regards out of which 67.5% agreed and 20.5% strongly agreed with the same fact. 0.5% remained silent while 11.5% responded contrasting.
- Respondents, from Surat City, gave 75.5% favorable reply with the same topic, out of which 53% agreed with the fact and 22.5% strongly agreed. 8% respondent remained silent and 16.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 74% of respondents responded favorably from which 27% strongly agreed on the fact while 47% respondents agreed for the statement. 18% respondents did not agree with this while 8% remained neutral.
- Collectively, 80.7% respondents responded favorably, out of which 56.1% respondents agreed while 24.6% strongly agreed in this matter. 13.9% respondents replied negatively while 5.4% respondents remained balanced.
- Respondents who agreed upon the fact that for future purchases; they would plan to seek out environment friendly products, majority respondents were from Ahmedabad (88%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.39)

Table 5.1.40: Table showing city wise frequency distribution about respondents' opinions on whether it should be important to them that paints contain no Volatile Organic Compounds.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	8	4.0	7	3.5	10	5.0	11	5.5	**36**	**4.5**
Disagree	11	5.5	14	7.0	21	10.5	25	12.5	**71**	**8.9**
Neutral	16	8.0	4	2.0	12	6.0	2	1.0	**34**	**4.2**
Agree	114	57.0	122	61.0	134	67.0	105	52.5	**475**	**59.4**
Strongly Agree	51	25.5	53	26.5	23	11.5	57	28.5	**184**	**23.0**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 82.5% respondents responded promisingly about the fact whether it should be important to them that paints contain no Volatile Organic Compounds. Out of that 57% agreed on the fact while 25.5% respondents strongly agreed. Only 9.5% respondents replied contrary with this while 8% were remained on the fence.
- In Ahmedabad, 87.5% respondents responded favorably in this regards out of which 61% agreed and 26.5% strongly agreed with the same fact. 2% remained silent while 10.5% responded contrasting.
- Respondents, from Surat City, gave 78.5% favorable reply with the same topic, out of which 67% agreed with the fact and 11.5% strongly agreed. 6% respondent remained silent and 15.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 81% of respondents responded favorably from which 28.5% strongly agreed on the fact while 52.5% respondents agreed for the statement. 18% respondents did not agree with this while 1% remained neutral.
- Collectively, 82.4% respondents responded favorably, out of which 59.4% respondents agreed while 23% strongly agreed in this matter. 13.4% respondents replied negatively while 4.2% respondents remained balanced.
- Respondents who agreed to the fact that it should be important to them that paints contain no Volatile Organic Compounds, most prominent result was obtained in Ahmedabad with 87.5% positive responses. While, from Rajkot, 29% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were also from Rajkot (18%) city. (Ref. Table 5.1.40)

Table 5.1.41: Table showing city wise frequency distribution about respondents' opinions on whether it should be important to them that paint contains no Lead material.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	7	3.5	8	4.0	8	4.0	8	4.0	**31**	**3.9**
Disagree	11	5.5	16	8.0	23	11.5	28	14.0	**78**	**9.8**
Neutral	13	6.5	5	2.5	11	5.5	0	.0	**29**	**3.6**
Agree	102	51.0	116	58.0	109	54.5	126	63.0	**453**	**56.6**
Strongly Agree	67	33.5	55	27.5	49	24.5	38	19.0	**209**	**26.1**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 84.5% respondents responded promisingly about the fact whether it should be important to them that paint contains no Lead material. Out of that 51% agreed on the fact while 33.5% respondents strongly agreed. Only 9% respondents replied contrary with this while 6.5% were remained on the fence.
- In Ahmedabad, 85.5% respondents responded favorably in this regards out of which 58% agreed and 27.5% strongly agreed with the same fact. 2.5% remained silent while 12% responded contrasting.
- Respondents, from Surat City, gave 79% favorable reply with the same topic, out of which 54.5% agreed with the fact and 24.5% strongly agreed. 5.5% respondent remained silent and 15.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 19% strongly agreed on the fact while 63% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 82.7% respondents responded favorably, out of which 56.6% respondents agreed while 26.1% strongly agreed in this matter. 13.7% respondents replied negatively while 3.6% respondents remained balanced.
- Respondents who agreed to the fact that it should be important to them that paint contains no Lead material, most prominent result was obtained in Ahmedabad with 85.5% positive responses. While, from Vadodara, 33.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were also from Rajkot (18%) city. (Ref. Table 5.1.41)

Table 5.1.42: Table showing city wise frequency distribution about respondents' opinions on whether they avoid paints containing substances which might be harmful to human kind.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	13	6.5	8	4.0	13	6.5	12	6.0	**46**	**5.8**
Disagree	6	3.0	14	7.0	19	9.5	24	12.0	**63**	**7.9**
Neutral	14	7.0	2	1.0	9	4.5	0	.0	**25**	**3.1**
Agree	120	60.0	136	68.0	123	61.5	131	65.5	**510**	**63.8**
Strongly Agree	47	23.5	40	20.0	36	18.0	33	16.5	**156**	**19.5**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 83.5% respondents responded promisingly about the fact whether they avoid paints containing substances which might be harmful to human kind. Out of that 60% agreed on the fact while 23.5% respondents strongly agreed. Only 9.5% respondents replied contrary with this while 7% were remained on the fence.
- In Ahmedabad, 88% respondents responded favorably in this regards out of which 68% agreed and 20% strongly agreed with the same fact. 1% remained silent while 11% responded contrasting.
- Respondents, from Surat City, gave 79.5% favorable reply with the same topic, out of which 61.5% agreed with the fact and 18% strongly agreed. 4.5% respondent remained silent and 16% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 16.5% strongly agreed on the fact while 65.5% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 83.3% respondents responded favorably, out of which 63.8% respondents agreed while 19.5% strongly agreed in this matter. 13.7% respondents replied negatively while 3.1% respondents remained balanced.
- Respondents who agreed upon the fact that they avoid paints containing substances which might be harmful to human kind, majority respondents were from Ahmedabad (88%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.42)

Table 5.1.43: Table showing city wise frequency distribution about respondents' opinions on whether they pay attention on the paints contain unhealthy substances.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	4	2.0	6	3.0	7	3.5	8	4.0	**25**	**3.1**
Disagree	15	7.5	17	8.5	29	14.5	28	14.0	**89**	**11.1**
Neutral	14	7.0	2	1.0	9	4.5	0	.0	**25**	**3.1**
Agree	117	58.5	139	69.5	135	67.5	133	66.5	**524**	**65.6**
Strongly Agree	50	25.0	36	18.0	20	10.0	31	15.5	**137**	**17.1**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 83.5% respondents responded promisingly about the fact whether they think that buying green products was good for them. Out of that 58.5% agreed on the fact while 25% respondents strongly agreed. Only 9.5% respondents replied contrary with this while 7% were remained on the fence.
- In Ahmedabad, 87.5% respondents responded favorably in this regards out of which 69.5% agreed and 18% strongly agreed with the same fact. 1% remained silent while 11.5% responded contrasting.
- Respondents, from Surat City, gave 77.5% favorable reply with the same topic, out of which 67.5% agreed with the fact and 10% strongly agreed. 4.5% respondent remained silent and 18% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 15.5% strongly agreed on the fact while 66.5% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 82.7% respondents responded favorably, out of which 65.6% respondents agreed while 17.1% strongly agreed in this matter. 14.2% respondents replied negatively while 3.1% respondents remained balanced.
- Respondents who agreed to the fact that they pay attention on the paints contain unhealthy substances; most prominent result was obtained in Ahmedabad with 87.5% positive responses. While, from Vadodara, 25% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were also from Surat (18%) and Rajkot (18%) cities. (Ref. Table 5.1.43)

Table 5.1.44: Table showing city wise frequency distribution about respondents' opinions on whether health issues would play an important role for them when they would make up their purchase decisions.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	8	4.0	3	1.5	11	5.5	10	5.0	**32**	**4.0**
Disagree	10	5.0	17	8.5	24	12.0	26	13.0	**77**	**9.6**
Neutral	6	3.0	10	5.0	4	2.0	0	.0	**20**	**2.5**
Agree	133	66.5	137	68.5	135	67.5	135	67.5	**540**	**67.5**
Strongly Agree	43	21.5	33	16.5	26	13.0	29	14.5	**131**	**16.4**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 88% respondents responded promisingly about the fact whether health issues would play an important role for them when they would make up their purchase decisions. Out of that 66.5% agreed on the fact while 21.5% respondents strongly agreed. Only 9% respondents replied contrary with this while 3% were remained on the fence.
- In Ahmedabad, 85% respondents responded favorably in this regards out of which 68.5% agreed and 16.5% strongly agreed with the same fact. 5% remained silent while 10% responded contrasting.
- Respondents, from Surat City, gave 80.5% favorable reply with the same topic, out of which 67.5% agreed with the fact and 13% strongly agreed. 2% respondent remained silent and 17.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 14.5% strongly agreed on the fact while 67.5% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 83.9% respondents responded favorably, out of which 67.5% respondents agreed while 16.4% strongly agreed in this matter. 13.6% respondents replied negatively while 2.5% respondents remained balanced.
- Respondents who agreed upon the fact that health issues would play an important role for them when they would make up their purchase decisions, majority respondents were from Vadodara (88%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.44)

Table 5.1.45: Table showing city wise frequency distribution about respondents' opinions on whether they would primarily buy paints which do not emit harmful fumes.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	8	4.0	4	2.0	8	4.0	16	8.0	**36**	**4.5**
Disagree	10	5.0	20	10.0	23	11.5	20	10.0	**73**	**9.1**
Neutral	14	7.0	3	1.5	11	5.5	0	.0	**28**	**3.5**
Agree	130	65.0	119	59.5	156	78.0	126	63.0	**531**	**66.4**
Strongly Agree	38	19.0	54	27.0	2	1.0	38	19.0	**132**	**16.5**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 84 % respondents responded promisingly about the fact whether they would primarily buy paints which do not emit harmful fumes.Out of that 65% agreed on the fact while 19% respondents strongly agreed. Only 9% respondents replied contrary with this while 7% were remained on the fence.
- In Ahmedabad, 86.5% respondents responded favorably in this regards out of which 59.5% agreed and 27% strongly agreed with the same fact. 1.5% remained silent while 12% responded contrasting.
- Respondents, from Surat City, gave 79% favorable reply with the same topic, out of which 78% agreed with the fact and 1% strongly agreed. 5.5% respondent remained silent and 15.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 19% strongly agreed on the fact while 63% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 82.9% respondents responded favorably, out of which 66.4% respondents agreed while 16.5% strongly agreed in this matter. 13.6% respondents replied negatively while 3.5% respondents remained balanced.
- Respondents who agreed to the fact that they would primarily buy paints which do not emit harmful fumes; most prominent result was obtained in Ahmedabad with 86.5% positive responses with having 27% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot (18%) cities. (Ref. Table 5.1.45)

Table 5.1.46: Table showing city wise frequency distribution about respondents' opinions on whether for future purchases; they would plan to buy environmental friendly paints for them.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	11	5.5	5	2.5	11	5.5	7	3.5	**34**	**4.3**
Disagree	8	4.0	18	9.0	20	10.0	29	14.5	**75**	**9.4**
Neutral	14	7.0	4	2.0	10	5.0	0	.0	**28**	**3.5**
Agree	86	43.0	128	64.0	135	67.5	133	66.5	**482**	**60.3**
Strongly Agree	81	40.5	45	22.5	24	12.0	31	15.5	**181**	**22.6**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 83.5% respondents responded promisingly about the fact whether for future purchases; they would plan to buy environmental friendly paints for them. Out of that 43% agreed on the fact while 40.5% respondents strongly agreed. Only 9.5% respondents replied contrary with this while 7% were remained on the fence.
- In Ahmedabad, 86.5% respondents responded favorably in this regards out of which 64% agreed and 22.5% strongly agreed with the same fact. 2% remained silent while 11.5% responded contrasting.
- Respondents, from Surat City, gave 79.5% favorable reply with the same topic, out of which 67.5% agreed with the fact and 12% strongly agreed. 5% respondent remained silent and 15.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 15.5% strongly agreed on the fact while 66.5% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 82.9% respondents responded favorably, out of which 60.3% respondents agreed while 22.6% strongly agreed in this matter. 13.7% respondents replied negatively while 3.5% respondents remained balanced.
- Respondents who agreed upon the fact that for future purchases; they would plan to buy environmental friendly paints for them, majority respondents were from Ahmedabad (86.5%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.46)

Table 5.1.47: Table showing city wise frequency distribution about respondents' opinions on whether they would plan to spend time searching company websites to learn more about environment friendly options.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	8	4.0	9	4.5	10	5.0	7	3.5	**34**	**4.3**
Disagree	10	5.0	14	7.0	24	12.0	29	14.5	**77**	**9.6**
Neutral	10	5.0	2	1.0	9	4.5	0	.0	**21**	**2.6**
Agree	102	51.0	112	56.0	130	65.0	126	63.0	**470**	**58.8**
Strongly Agree	70	35.0	63	31.5	27	13.5	38	19.0	**198**	**24.8**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 86% respondents responded promisingly about the fact whether they would plan to spend time searching company websites to learn more about environment friendly options. Out of that 51% agreed on the fact while 35% respondents strongly agreed. Only 9% respondents replied contrary with this while 5% were remained on the fence.
- In Ahmedabad, 87.5% respondents responded favorably in this regards out of which 56% agreed and 31.5% strongly agreed with the same fact. 1% remained silent while 11.5% responded contrasting.
- Respondents, from Surat City, gave 78.5% favorable reply with the same topic, out of which 65% agreed with the fact and 13.5% strongly agreed. 4.5% respondent remained silent and 17% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 19% strongly agreed on the fact while 63% respondents agreed for the statement. 18% respondents did not agree with this while 0% remained neutral.
- Collectively, 83.6% respondents responded favorably, out of which 58.8% respondents agreed while 24.8% strongly agreed in this matter. 13.9% respondents replied negatively while 2.6% respondents remained balanced.
- Respondents who agreed upon the fact that they would plan to spend time searching company websites to learn more about environment friendly options, majority respondents were from Ahmedabad (87.5%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.47)

Table 5.1.48: Table showing city wise frequency distribution about respondents' opinions on whether for future purchases; they would take more time to search for environment friendly alternatives to products that they typically buy

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	7	3.5	5	2.5	10	5.0	14	7.0	**36**	**4.5**
Disagree	12	6.0	16	8.0	20	10.0	22	11.0	**70**	**8.8**
Neutral	8	4.0	6	3.0	8	4.0	0	0	**22**	**2.8**
Agree	144	72.0	132	66.0	125	62.5	117	58.5	**518**	**64.8**
Strongly Agree	29	14.5	41	20.5	37	18.5	47	23.5	**154**	**19.3**
Total	**200**	**100**	**200**	**100**	**200**	**100**	**200**	**100**	**800**	**100**

- In Vadodara city, 86.5% respondents responded promisingly about the fact whether for future purchases; they would take more time to search for environment friendly alternatives to products that they typically buy. Out of that 72% agreed on the fact while 14.5% respondents strongly agreed. Only 9.5% respondents replied contrary with this while 4% were remained on the fence.
- In Ahmedabad, 86.5% respondents responded favorably in this regards out of which 66% agreed and 20.5% strongly agreed with the same fact. 3% remained silent while 10.5% responded contrasting.
- Respondents, from Surat City, gave 81% favorable reply with the same topic, out of which 62.5% agreed with the fact and 18.5% strongly agreed. 4% respondent remained silent and 15% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 23.5% strongly agreed on the fact while 58% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 84.1% respondents responded favorably, out of which 64.8% respondents agreed while 19.3% strongly agreed in this matter. 13.3% respondents replied negatively while 2.8% respondents remained balanced.
- Respondents who agreed to the fact that for future purchases; they would take more time to search for environment friendly alternatives to products that they typically buy; most prominent result was obtained in Ahmedabad and Vadodara with 86.5% positive responses. While, from Rajkot, 23.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot (18%) city. (Ref. Table 5.1.48)

Table 5.1.49: Table showing city wise frequency distribution about respondents' opinions on whether they would frequently purchase environment friendly brands.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	6	3.0	6	3.0	9	4.5	15	7.5	**36**	**4.5**
Disagree	12	6.0	16	8.0	23	11.5	21	10.5	**72**	**9.0**
Neutral	16	8.0	6	3.0	8	4.0	0	.0	**30**	**3.8**
Agree	141	70.5	143	71.5	127	63.5	116	58.0	**527**	**65.9**
Strongly Agree	25	12.5	29	14.5	33	16.5	48	24.0	**135**	**16.9**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 83% respondents responded promisingly about the fact whether they think that they would frequently purchase environment friendly brands. Out of that 70.5% agreed on the fact while 12.5% respondents strongly agreed. Only 9% respondents replied contrary with this while 8% were remained on the fence.
- In Ahmedabad, 86% respondents responded favorably in this regards out of which 71.5% agreed and 14.5% strongly agreed with the same fact. 3% remained silent while 11% responded contrasting.
- Respondents, from Surat City, gave 80% favorable reply with the same topic, out of which 63.5% agreed with the fact and 16.5% strongly agreed. 4% respondent remained silent and 16% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 24% strongly agreed on the fact while 58% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 82.8% respondents responded favorably, out of which 65.9% respondents agreed while 16.9% strongly agreed in this matter. 13.5% respondents replied negatively while 3.8% respondents remained balanced.
- Respondents who agreed upon the fact that they would frequently purchase environment friendly brands, majority respondents were from Ahmedabad (86%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.49)

Table 5.1.50: Table showing city wise frequency distribution about respondents' opinions on whether they would frequently search for brands those were known to offer environment friendly products.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	6	3.0	7	3.5	12	6.0	9	4.5	**34**	**4.3**
Disagree	12	6.0	17	8.5	22	11.0	27	13.5	**78**	**9.8**
Neutral	16	8.0	2	1.0	8	4.0	0	.0	**26**	**3.3**
Agree	132	66.0	129	64.5	129	64.5	126	63.0	**516**	**64.5**
Strongly Agree	34	17.0	45	22.5	29	14.5	38	19.0	**146**	**18.3**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 83% respondents responded promisingly about the fact whether they think that they would frequently search for brands those were known to offer environment friendly products. Out of that 66% agreed on the fact while 17% respondents strongly agreed. Only 9% respondents replied contrary with this while 8% were remained on the fence.
- In Ahmedabad, 87% respondents responded favorably in this regards out of which 64.5% agreed and 22.5% strongly agreed with the same fact. 1% remained silent while 12.0% responded contrasting.
- Respondents, from Surat City, gave 79% favorable reply with the same topic, out of which 64.5% agreed with the fact and 14.5% strongly agreed. 4% respondent remained silent and 17% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 19% strongly agreed on the fact while 63% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 82.8% respondents responded favorably, out of which 64.5% respondents agreed while 18.3% strongly agreed in this matter. 14.1% respondents replied negatively while 3.3% respondents remained balanced.
- Respondents who agreed upon the fact that they would frequently search for brands those were known to offer environment friendly products, majority respondents were from Ahmedabad (87%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.50)

Table 5.1.51: Table showing city wise frequency distribution about respondents' opinions on whether when shopping for environment friendly paints, they often read the labels or tags.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	6	3.0	8	4.0	12	6.0	8	4.0	**34**	**4.3**
Disagree	10	5.0	14	7.0	21	10.5	28	14.0	**73**	**9.1**
Neutral	23	11.5	2	1.0	8	4.0	0	.0	**33**	**4.1**
Agree	128	64.0	141	70.5	122	61.0	130	65.0	**521**	**65.1**
Strongly Agree	33	16.5	35	17.5	37	18.5	34	17.0	**139**	**17.4**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 80.5% respondents responded promisingly about the fact whether when shopping for environment friendly paints, they often read the labels or tags. Out of that 64% agreed on the fact while 16.5% respondents strongly agreed. Only 8% respondents replied contrary with this while 11.5% were remained on the fence.
- In Ahmedabad, 88% respondents responded favorably in this regards out of which 70.5% agreed and 17.5% strongly agreed with the same fact. 1% remained silent while 11% responded contrasting.
- Respondents, from Surat City, gave 79.5% favorable reply with the same topic, out of which 61% agreed with the fact and 18.5% strongly agreed. 4% respondent remained silent and 16.5% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 17% strongly agreed on the fact while 65% respondents agreed for the statement. 18% respondents did not agree with this while none remained neutral.
- Collectively, 82.5% respondents responded favorably, out of which 65.1% respondents agreed while 17.4% strongly agreed in this matter. 13.4% respondents replied negatively while 4.1% respondents remained balanced.
- Respondents who agreed upon the fact that when shopping for environment friendly paints, they often read the labels or tags, majority respondents were from Ahmedabad (88%) while majority respondents who disagreed to the fact were from Rajkot (18%). (Ref. Table 5.1.51)

Table 5.1.52: Table showing city wise frequency distribution about respondents' opinions on whether they put a lot of effort into purchasing paint that is environment friendly.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	4	2.0	4	2.0	11	5.5	4	2.0	**23**	**2.9**
Disagree	14	7.0	19	9.5	23	11.5	29	14.5	**85**	**10.6**
Neutral	12	6.0	1	.5	9	4.5	3	1.5	**25**	**3.1**
Agree	133	66.5	136	68.0	135	67.5	123	61.5	**527**	**65.9**
Strongly Agree	37	18.5	40	20.0	22	11.0	41	20.5	**140**	**17.5**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 85% respondents responded promisingly about the fact whether they would normally put a lot of effort into purchasing paint that is environment friendly. Out of that 66.5% agreed on the fact while 18.5% respondents strongly agreed. Only 9% respondents replied contrary with this while 6% were remained on the fence.
- In Ahmedabad, 88% respondents responded favorably in this regards out of which 68% agreed and 20% strongly agreed with the same fact. 0.5% remained silent while 11.5% responded contrasting.
- Respondents, from Surat City, gave 78.5% favorable reply with the same topic, out of which 67.5% agreed with the fact and 11% strongly agreed. 4.5% respondent remained silent and 17% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 20.5% strongly agreed on the fact while 61.5% respondents agreed for the statement. 16.5% respondents did not agree with this while 1.5% remained neutral.
- Collectively, 83.5% respondents responded favorably, out of which 65.9% respondents agreed while 17.5% strongly agreed in this matter. 13.5% respondents replied negatively while 3.1% respondents remained balanced.
- Respondents who agreed to the fact that they normally put a lot of effort into purchasing paint that is environment friendly; most prominent result was obtained in Ahmedabad with 88% positive responses. While, from Rajkot, 20.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat (17%) city. (Ref. Table 5.1.52)

Table 5.1.53: Table showing city wise frequency distribution about respondents' opinions on whether they always believe that paints claiming to be environment friendly are actually environment friendly and good for the environment.

Opinion	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Strongly Disagree	6	3.0	4	2.0	17	8.5	6	3.0	**33**	**4.1**
Disagree	11	5.5	18	9.0	13	6.5	29	14.5	**71**	**8.9**
Neutral	16	8.0	3	1.5	12	6.0	1	.5	**32**	**4.0**
Agree	113	56.5	138	69.0	131	65.5	129	64.5	**511**	**63.9**
Strongly Agree	54	27.0	37	18.5	27	13.5	35	17.5	**153**	**19.1**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, 83.5% respondents responded promisingly about the fact whether they always believed that paints claiming to be environment friendly are actually environment friendly and good for the environment. Out of that 56.5% agreed on the fact while 27% respondents strongly agreed. Only 8.5% respondents replied contrary with this while 8% were remained on the fence.
- In Ahmedabad, 87.5% respondents responded favorably in this regards out of which 69% agreed and 18.5% strongly agreed with the same fact. 1.5% remained silent while 11% responded contrasting.
- Respondents, from Surat City, gave 79% favorable reply with the same topic, out of which 65.5% agreed with the fact and 13.5% strongly agreed. 6% respondent remained silent and 15% respondents replied disapproving the fact.
- Data from Rajkot city showed that 82% of respondents responded favorably from which 17.5% strongly agreed on the fact while 64.5% respondents agreed for the statement. 17.5% respondents did not agree with this while 0.5% remained neutral.
- Collectively, 83% respondents responded favorably, out of which 63.9% respondents agreed while 19.1% strongly agreed in this matter. 13% respondents replied negatively while 4% respondents remained balanced.
- Respondents who agreed upon the fact that they always believe that paints claiming to be environment friendly are actually environment friendly and good for the environment., majority respondents were from Ahmedabad (87.5%) while majority respondents who disagreed to the fact were from Rajkot (17.5%). (Ref. Table 5.1.53)

Table 5.1.54: Table showing city wise frequency distribution about respondents' opinions on their preferences of shopping situation during purchase of paints.

Shopping Situation	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Mass Merchant	50	25.0	71	35.5	79	39.5	87	43.5	**287**	**35.9**
Specialty Store	106	53.0	97	48.5	91	45.5	85	42.5	**379**	**47.4**
Paint Agency	38	19.0	29	14.5	18	9.0	25	12.5	**110**	**13.8**
Online	6	3.0	3	1.5	12	6.0	3	1.5	**24**	**3.0**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

In all four cities of Gujarat state, respondents were asked about their best preferred shopping situation to buy paints out of given four different shopping situations i.e., Mass Merchant, specialty store, Paint Agency and online. Following responses were given by respondents from selected four cities of Gujarat.

- For purchasing decorative paints, specialty store was the highest preferred situation for three cities i.e., 53% respondents from Vadodara, 48.5% respondents from Ahmedabad and 45.5% respondents from Surat. While in Rajkot, 42.5% respondents preferred specialty store, second highest preference, to buy paints. Overall, specialty store remained highest preferred with 47.4% responses.
- Mass merchant was the second highest preferred situation for three cities i.e., 25% respondents from Vadodara, 35.5% respondents from Ahmedabad and 39.5% respondents from Surat. While in Rajkot, 43.5% respondents preferred, top preference, mass merchants to buy paints. Overall, mass merchant remained second most preferred situation with 35.9% responses.
- In Vadodara, 19% respondents had a preference of Paint Agency for paint purchase while 3% respondents went for online purchase of paints. In Ahmedabad, 14.5% respondents liked Paint Agency for paint purchase while 1.5% respondents went for online purchase of paints. In Surat, 9% respondents preferred Paint Agency for paint purchase while 6% respondents go for online purchase of paints. In Rajkot, 12.5% respondents favored Paint Agency for paint purchase while 1.5% respondents went for online purchase of paints. In overall, 13.8% respondents preferred Paint Agency for paint purchase while 3% respondents went for online purchase of paints. (Ref. Table 5.1.54)

Table 5.1.55: Table showing city wise frequency distribution about respondents' opinions on rate of recurrence of paints at their place.

Recurrence rate	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
1-3 years	13	6.5	26	13.0	72	36.0	27	13.5	**138**	**17.3**
4-5 years	111	55.5	56	28.0	66	33.0	106	53.0	**339**	**42.4**
5-10 years	64	32.0	86	43.0	35	17.5	56	28.0	**241**	**30.0**
>10 years	12	6.0	32	16.0	27	13.5	11	5.5	**82**	**10.3**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

Respondents were asked to give opinion on rate of changing paints, in term of years, at their place. They provided information about after how many years they change paints at their places. Responses were collected in four different groups which were 1-3 years, 4-5 years, 5-10 years and >10 years.

- In Vadodara city, 62% respondents declared that they change paint in their places before 5 years out of which 6.5% respondents change paints in 3 years and 55.5% keep paints for 4 to 5 years. 32% respondents repaint in 5 years to 10 years. Only 6% respondents replied that they repaint their places after 10 years.
- In Ahmedabad city, 41% respondents agreed that they repaint their places in 5 years out of which 13% respondents belonged to 1-3 years segment and 28% respondents belonged to 4-5 years group. 43% respondents acknowledged that they repaint in 5 to 10 years while only 16% respondents belonged to group who repaint their place after 10 years.
- In Surat city, 69% respondents accepted that they repaint their places in 5 years out of which 36% respondents belonged to 1-3 years segment and 33% respondents belonged to 4-5 years group. 17.5% respondents recognized that they repaint in 5 to 10 years while only 13.5% respondents belonged to group who repaint their place after 10 years.
- In Rajkot city, 66.5% respondents declared that they change paint in their places before 5 years out of which 13.5% respondents change paints in 3 years and 53% keep paints for 4 to 5 years. 28% respondents repaint in 5 years to 10 years. Only 5.5% respondents replied that they repaint their places after 10 years.
- In overall, 59.7% respondents declared that they change paint in their places before 5 years out of which 17.3% respondents change paints in 3 years and 42.4% keep paints for 4 to 5 years.

30% respondents repaint in 5 years to 10 years. Only 10.3% respondents replied that they repaint their places after 10 years.

- Above 60% of respondents from Vadodara, Surat and Rajkot believed in changing paint within its five year of life while in Ahmedabad, majority respondents believed to change paints after five years.(Ref. Table 5.1.55)

There are many types of decorative green paints and they are used for different applications. Decorative green paints, like distempers, emulsions, clear and opaque finish, are used to protect interior and exterior walls, wood surface and metals surface. These types of paints could be used at different intervals of pain lifecycle. To measure regularity of paint purchase, opinions of respondents from selected cities of Gujarat state were taken by giving five different levels of regularity, never, rarely, sometimes, often and always. Responses for, from selected cities of Gujarat state, green decorative distempers for exterior walls are as given below.

Table 5.1.56: Table showing city wise frequency distribution about respondents' opinions on consistency in purchase of exterior distemper paints.

Consistency in Purchase	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Never	28	14.0	52	26.0	55	27.5	63	31.5	**198**	**24.8**
Rarely	127	63.5	46	23.0	42	21.0	70	35.0	**285**	**35.6**
Sometimes	38	19.0	57	28.5	12	6.0	41	20.5	**148**	**18.5**
Often	6	3.0	28	14.0	70	35.0	20	10.0	**124**	**15.5**
Always	1	.5	17	8.5	21	10.5	6	3.0	**45**	**5.6**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- In Vadodara city, only 3% respondents agreed that they often purchase decorative green distempers for exterior walls and 0.5% agreed that they purchase this paint on their every paint purchase. 14% respondents went for never while 63.5% and 19% respondents went for purchase option rarely and sometimes respectively.
- In Ahmedabad city, only 14% respondents agreed that they often purchase decorative green distempers for exterior walls and 8.5% agreed that they purchase this paint on their every paint purchase. 26% respondents went for never while 23% and 28.5% respondents went for purchase option rarely and sometimes respectively.
- In Surat city, 35% respondents agreed that they often purchase decorative green distempers for exterior walls and 10.5% agreed that they purchase this paint on their every paint purchase. 27.5% respondents went for never while 21% and 6% respondents went for purchase option rarely and sometimes respectively.
- In Rajkot city, only 10% respondents agreed that they often purchase decorative green distempers for exterior walls and 3% agreed that they purchase this paint on their every paint

purchase. 31.5% respondents went for never while 35% and 20.5% respondents went for purchase option rarely and sometimes respectively.

- In an overall, 15.5% respondents agreed that they often purchase decorative green distempers for exterior walls and 5.6% agreed that they purchase this paint on their every paint purchase. 24.8% respondents went for never while 35.6% and 18.5% respondents went for purchase option rarely and sometimes respectively. (Ref. Table 5.1.56)

Table 5.1.57: Table showing city wise frequency distribution about respondents' opinions on consistency in purchase of exterior emulsion paints.

Consistency in Purchase	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Never	25	12.5	37	18.5	104	52.0	58	29.0	**224**	**28.0**
Rarely	31	15.5	51	25.5	80	40.0	22	11.0	**184**	**23.0**
Sometimes	120	60.0	67	33.5	2	1.0	101	50.5	**290**	**36.3**
Often	24	12.0	21	10.5	11	5.5	19	9.5	**75**	**9.4**
Always	0	.0	24	12.0	3	1.5	0	.0	**27**	**3.4**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- From the given table, it was observed that only 3.4% respondents, from all selected cities of Gujarat, used to paint green exterior emulsion paints always and frequently using respondents were 9.4% while 36.3% respondents were using same sometimes. 28% respondents had never used such paints and 23% respondents used it rarely.
- None of the respondents from Rajkot and Vadodara had used such paint every time while the same for Surat and Ahmedabad cities was 1.5% & 12% respectively.
- Respondents using green exterior emulsion paints frequently from Vadodara, Ahmedabad, Surat and Rajkot were 12%, 10.5%, 5.5% and 9.5% respectively.
- Percentage frequency of respondents using green exterior paints sometimes was 60% and 50.5% respondents from Vadodara and Rajkot respectively. The same for Ahmedabad and Surat was 33.5% and 1% respectively.
- Non-consumers of green exterior emulsions were 12.5%, 18.5% and 29% from Vadodara, Ahmedabad and Rajkot respectively while the same for Surat was 52%.
- 40% of respondents from Surat were using this paint very rarely and the contrasting figures were found for Vadodara, Ahmedabad and Rajkot, i.e., 15.5%, 25.5% and 11% respectively. (Ref. Table 5.1.57)

Table 5.1.58: Table showing city wise frequency distribution about respondents' opinions on consistency in purchase of interior paints.

Consistency in Purchase	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Never	23	11.5	28	14.0	36	18.0	37	18.5	**124**	**15.5**
Rarely	1	0.5	10	5.0	56	28.0	20	10.0	**87**	**10.9**
Sometimes	15	7.5	16	8.0	9	4.5	57	28.5	**97**	**12.1**
Often	140	70.0	117	58.5	43	21.5	31	15.5	**331**	**41.4**
Always	21	10.5	29	14.5	56	28.0	55	27.5	**161**	**20.1**
Total	**200**	**100**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- It was observed that majority respondents from Vadodara i.e., 70%, often buy interior paints for their houses while only 10.5% respondents always purchase interior paints. However, only 58.5% respondents from Ahmedabad, 21% respondents from Surat, and 15.5% respondents from Rajkot often preferred to buy interior paint.
- Total 46% respondents from Surat rarely or never buy interior paints for their houses while only 12% respondents from Vadodara, 19% respondents from Ahmedabad and 28.5% respondents from Rajkot preferred to buy interior paint rarely or never.
- Overall, 61.5% respondents always or often buy interior paint for their houses while 15.5% respondents never buy interior paints. (Ref. Table 5.1.58)

Table 5.1.59: Table showing city wise frequency distribution about respondents' opinions on consistency in purchase clear finish wood surface paints.

Consistency in Purchase	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Never	23	11.5	31	15.5	89	44.5	54	27.0	**197**	**24.6**
Rarely	8	4.0	17	8.5	6	3.0	64	32.0	**95**	**11.9**
Sometimes	57	28.5	54	27.0	50	25.0	24	12.0	**185**	**23.1**
Often	109	54.5	95	47.5	42	21.0	38	19.0	**284**	**35.5**
Always	3	1.5	3	1.5	13	6.5	20	10.0	**39**	**4.9**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- It was observed that majority respondents from Vadodara i.e., 54.5%, often buy clear finish wood surface paints for their houses while only 1.5% respondents always purchase clear finish wood surface paints. However, only 47.5% respondents from Ahmedabad, 21% respondents from Surat, and 19% respondents from Rajkot often preferred to buy clear finish wood surface paint.
- Total 47.5% respondents from Surat rarely or never buy clear finish wood surface paints for their houses while only 15.5% respondents from Vadodara, 24% respondents from Ahmedabad and 59% respondents from Rajkot preferred to buy clear finish wood surface paint rarely or never.
- Overall, 40.4% respondents always or often buy clear finish wood surface paint for their houses while 24.6% respondents never buy clear finish wood surface paints. (Ref. Table 5.1.59)

Table 5.1.60: Table showing city wise frequency distribution about respondents' opinions on consistency in purchase opaque finish wood surface paints.

Consistency in Purchase	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Never	27	13.5	33	16.5	58	29.0	56	28.0	**174**	**21.8**
Rarely	6	3.0	59	29.5	66	33.0	0	.0	**131**	**16.4**
Sometimes	64	32.0	40	20.0	12	6.0	9	4.5	**125**	**15.6**
Often	101	50.5	60	30.0	55	27.5	129	64.5	**345**	**43.1**
Always	2	1.0	8	4.0	9	4.5	6	3.0	**25**	**3.1**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- It was observed that majority respondents from Vadodara i.e., 50.5%, often buy opaque finish wood surface paints for their houses while only 1% respondents always purchase opaque finish wood surface paints. However, only 30% respondents from Ahmedabad, 27.5% respondents from Surat, and 64.5% respondents from Rajkot often preferred to buy opaque finish wood surface paint.
- Total 62% respondents from Surat rarely or never buy opaque finish wood surface paints for their houses while only 16.5% respondents from Vadodara, 46% respondents from Ahmedabad and 28% respondents from Rajkot preferred to buy opaque finish wood surface paint rarely or never.
- Overall, 46.2% respondents always or often buy opaque finish wood surface paint for their houses while 38.2% respondents never buy opaque finish wood surface paints. (Ref. Table 5.1.60)

Table 5.1.61: Table showing city wise frequency distribution about respondents' opinions on regularity of purchase of metal surface paints.

Consistency in Purchase	City									
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Never	38	19.0	53	26.5	36	18.0	60	30.0	**187**	**23.4**
Rarely	119	59.5	61	30.5	30	15.0	60	30.0	**270**	**33.8**
Sometimes	40	20.0	55	27.5	20	10.0	37	18.5	**152**	**19.0**
Often	2	1.0	23	11.5	62	31.0	23	11.5	**110**	**13.8**
Always	1	.5	8	4.0	52	26.0	20	10.0	**81**	**10.1**
Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- It was observed that majority respondents from Vadodara i.e., 1%, often buy metal surface paints for their houses while only 0.5% respondents always purchase metal surface paints. However, only 11.5% respondents from Ahmedabad, 31% respondents from Surat, and 11.5% respondents from Rajkot often preferred to buy metal surface paint.
- Total 33% respondents from Surat rarely or never buy metal surface paints for their houses while 78,5% respondents from Vadodara, 57% respondents from Ahmedabad and 60% respondents from Rajkot preferred to buy metal surface paint rarely or never.
- Overall, 23.9% respondents always or often buy metal surface paint for their houses while 57.2% respondents never buy metal surface paints. (Ref. Table 5.1.61)

Table 5.1.62: Table showing city wise frequency distribution about respondents' opinions on their information source for environment friendly paints.

Information Source	Opinion	City									
		Vadodara		Ahmedabad		Surat		Rajkot		Total	
		N	%	N	%	N	%	N	%	N	%
Family	**Yes**	73	36.5	51	25.5	104	52.0	128	64.0	**356**	**44.5**
	No	127	63.5	149	74.5	96	48.0	72	36.0	**444**	**55.5**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Newspaper or other print media	**Yes**	84	42.0	73	36.5	81	40.5	133	66.5	**371**	**46.4**
	No	116	58.0	127	63.5	119	59.5	67	33.5	**429**	**53.6**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Internet	**Yes**	33	16.5	70	35.0	68	34.0	117	58.5	**288**	**36.0**
	No	167	83.5	130	65.0	132	66.0	83	41.5	**512**	**64.0**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Friends/Peers	Yes	55	27.5	59	29.5	83	41.5	93	46.5	**290**	**36.3**
	No	145	72.5	141	70.5	117	58.5	107	53.5	**510**	**63.8**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Electronic Media	Yes	48	24.0	57	28.5	110	55.0	67	33.5	**282**	**35.3**
	No	152	76.0	143	71.5	90	45.0	133	66.5	**518**	**64.8**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Others	Yes	9	4.5	19	9.5	13	6.5	11	5.5	**52**	**6.5**
	No	191	95.5	181	90.5	187	93.5	189	94.5	**748**	**93.5**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

- To know awareness in consumers regarding eco-friendly paints, information source to consumer became necessary. Information transferred from parents, friends or peers as well as from sources like print media, electronic media and internet are the most basic sources of information regarding eco-friendly paints. Above table (Table no 5.1.62) is percentage frequency distribution of best possible source of information for respondents.
- Here, majority i.e., 64% respondents from Rajkot believed that their family provide them sufficient information about eco-friendly paints and other products while only 25.5% respondents from Ahmedabad believed alike.
- Moreover, 66.5% respondents from Rajkot also believed that newspaper and other print media, like magazines and paint brouchers, provide them sufficient information about eco-friendly paints and other products while only 36.5% respondents from Ahmedabad believed alike.
- Further, 58.5% respondents from Rajkot believed that internet could also provide them information about eco-friendly paints and other products while only 16.5% respondents from Vadodara believed the same.

- Furthermore, 46.5% respondents from Rajkot believed that their friends and peers provide them sufficient information about eco-friendly paints and other products while only 27.5% respondents from Vadodara believed alike. Majority i.e., 55% respondents who believed that electronic media like television and radio provided them information regarding eco-friendly paints were from Surat while only 24% respondents were from Vadodara.
- Respondents who believed that other information sources are also available to get information about eco-friendly paints, majority i.e., 9.5% respondents were from Ahmedabad. While, 4.5% from Vadodara, 5.5% respondents from Rajkot and 6.5% respondents from Surat also believed the same. Such respondents also mentioned those source in questionnaire. For e.g., education, seminars/webinars, paint drums and their labels, material safety data sheets and technical data sheets of the products as well as some respondents mentioned about place of purchase i.e. stores and vendors.(Ref. Table 5.1.62)

Table 5.1.63: Table showing city wise frequency distribution about respondents' opinions on influencing role in family decision making for the purchase of Environment Friendly Paints

Influencing Role in Family Decision		City									
		Vadodara		Ahmedabad		Surat		Rajkot		Total	
		N	%	N	%	N	%	N	%	N	%
My self	**Yes**	39	19.5	59	29.5	108	54.0	109	54.5	**315**	**39.4**
	No	161	80.5	141	70.5	92	46.0	91	45.5	**485**	**60.6**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
My Spouse	**Yes**	57	28.5	83	41.5	96	48.0	75	37.5	**311**	**38.9**
	No	143	71.5	117	58.5	104	52.0	125	62.5	**489**	**61.1**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
My Children	**Yes**	48	24.0	66	33.0	84	42.0	84	42.0	**282**	**35.3**
	No	152	76.0	134	67.0	116	58.0	116	58.0	**518**	**64.8**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
My Parents	**Yes**	51	25.5	66	33.0	149	74.5	72	36.0	**338**	**42.3**
	No	149	74.5	134	67.0	51	25.5	128	64.0	**462**	**57.8**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**
Others	**Yes**	12	6.0	7	3.5	20	10.0	6	3.0	**45**	**5.6**
	No	188	94.0	193	96.5	180	90.0	194	97.0	**755**	**94.4**
	Total	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**200**	**100.0**	**800**	**100.0**

Respondents were asked about their views on influencing role of a member in family decision making process having options of self, spouse, children, parents, other family members and others.

- In this regards, majority i.e., 54.5% respondents were from Rajkot who believed that themselves had major influence in family decision making process while only 19.5% respondents from Vadodara thought in the same way.
- Moreover, majority, i.e., 48% respondents were from Surat who believed that their spouse had major influence during family decision making to purchase eco-friendly paints. While, 42% respondents, from Surat and Rajkot each, believed that their children's decisions influence their family decisions during purchase of eco-friendly paints.
- Further, majority, i.e., 74.5% respondents were from Surat who believed that their parents had major influence during family decision making to purchase eco-friendly paints while only 25.5% respondents from Vadodara thought in the same manner.
- Others also had influences on some respondents' family decisions to purchase eco-friendly products like paints. From all four cities of Gujarat, in overall, 5.6% respondents had influence of other persons during their buying decision process while, in majority, 10% respondents from

Surat also had same thoughts regarding influence on buying decision process. Many respondents mentioned in filled questionnaire about other persons like neighbors, people who visits their places on regular intervals like relatives living in the same city etc. Some respondents also mentioned about allergic problems to their pets also influence their buying decisions. (Ref. Table 5.1.63)

5.2 Test of Hypotheses

Following hypotheses are tested and analysed in detail within this part of chapter.

H1: There are no demographic differences (Gender, age, income, education, occupation, family size, family type, marital status and number of children) between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.

Hypothesis 1 contains multiple demographic factors to test. Hence, this hypothesis was divided into ten sub hypotheses, which are as mentioned below -

- H1-1: There is no association of age group between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.
- H1-2: There is no association of gender between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.
- H1-3: There is no association of educational qualifications between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.
- H1-4: There is no association of occupation between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.
- H1-5: There is no association of marital status between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.
- H1-6: There is no association of monthly income between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.
- H1-7: There is no association of per capita income between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.
- H1-8: There is no association of family size between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.
- H1-9: There is no association of family type between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.
- H1-10: There is no association of number of children between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.

H2: There is no influence of consumer knowledge of green industry initiatives and green brands on motivation of consumers to purchase environment friendly decorative paints.

H3: There is no influence of consumer knowledge of green industry initiatives and green brands on attitudes of consumers toward environment friendly decorative paints.

H4: There is no influence of environmental consumer beliefs on consumers' motivation to purchase environment friendly decorative paints.

H5: There is no influence of environmental consumer beliefs on consumers' attitudes towards environment friendly decorative paints.

H6: There is no influence of subjective norms on consumers' motivation to purchase environment friendly decorative paints.

H7: There is no influence of subjective norms on consumers' attitudes toward environment friendly decorative paints.

H8: There is no influence of subjective norms on consumers' purchase intention to purchase environment friendly decorative paints.

H9: There is no influence of motivation of consumer to purchase environment friendly decorative paints on consumers' intention to purchase environment friendly decorative paints.

H10: There is no influence of attitude of consumer to purchase environment friendly decorative paints on consumers' intention to purchase environment friendly decorative paints.

H11: There is no association between consumers' motivational level and attitude towards purchase of eco-friendly paints.

H12: There is no influence of consumers' intention to purchase environment friendly decorative paint on consumers' purchase behavior.

Null Hypothesis H1-1_0: There is no difference in level of purchase intention of respondents of three different age groups i.e. below or equal to 37 years, 38 years to 46 years and above 46 years.

Table 5.2.1: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across age group of respondent.

City	Respondents' Age	Purchase Intention Level								Significance#	
		LOW		MODERATE		HIGH		Total			
		N	%	N	%	N	%	N	%	Chi Square	p value
VADODARA	<=37	23	32.4	31	41.3	20	37.0	74	37.0	14.998	0.005
	38-46	19	26.8	27	36.0	27	50.0	73	36.5		
	>46	29	40.8	17	22.7	7	13.0	53	26.5		
	Total	71	100	75	100	54	100	200	100		
AHMEDABAD	<=37	16	21.9	36	42.4	15	35.7	67	33.5	16.858	0.002
	38-46	17	23.3	26	30.6	16	38.1	59	29.5		
	>46	40	54.8	23	27.1	11	26.2	74	37.0		
	Total	73	100	85	100	42	100	200	100		
SURAT	<=37	35	31.0	26	36.6	6	37.5	67	33.5	12.041	0.017
	38-46	30	26.5	29	40.8	8	50.0	67	33.5		
	>46	48	42.5	16	22.5	2	12.5	66	33.0		
	Total	113	100	71	100	16	100	200	100		
RAJKOT	<=37	23	25.3	34	46.6	21	58.3	78	39.0	16.873	0.002
	38-46	26	28.6	20	27.4	8	22.2	54	27.0		
	>46	42	46.2	19	26.0	7	19.4	68	34.0		
	Total	91	100	73	100	36	100	200	100		
OVERALL	<=37	97	27.9	127	41.8	62	41.9	286	35.8	50.670	0.000
	38-46	92	26.4	102	33.6	59	39.9	253	31.6		
	>46	159	45.7	75	24.7	27	18.2	261	32.6		
	Total	347	100	304	100	148	100	800	100		
# 5% significance level											

- In overall, 45.7% respondents whose purchase intention level towards eco-friendly paint was low were of age more than 46 years. Only 18.2% respondents of this age had high intention level to buy green paints. While, 41.8% respondents whose purchase intention level was moderate were of age no more than 37. Moreover, 41.9% respondents whose purchase intention towards eco-friendly paints was high were also below or equal to 37 years of age. Furthermore, from table, it could be seen that there was a significant difference (Chi Square Value = 50.67 and significance level = 0.000) of level of purchase intention towards eco-friendly paints between respondents of three different age groups i.e. below or equal to 37 years, 38 years to 46 years and above 46 years.
- In Vadodara, 40.8% respondents were of age above 46 years and their level of purchase intention towards eco-friendly paint was low. Only 13% respondents were of age above 46 years whose intention to purchase green paints was high. Moreover, 41.3% respondents, whose age is below or equal to 37 years, had moderate intention level to buy eco-friendly paints.

While, among respondents with high intention to buy green paints 50% were of age between 38 years to 46 years and 37% respondents were less or equal to age of 37 years. Furthermore, from table, it could be seen that there was a significant difference (Chi Square Value = 14.998 and significance level = 0.005) of level of purchase intention towards eco-friendly paints between respondents of three different groups of age i.e. below or equal to 37 years, 38 years to 46 years and above 46 years.

- In Ahmedabad, 54.8% respondents whose level of purchase intention towards eco-friendly paint was low were of age above 46 years. 26.2% respondents were of age above 46 years whose intention to purchase green paints was high. Moreover, 42.4% respondents, whose age is below or equal to 37 years, had moderate intention level to buy eco-friendly paints. While, among respondents with high intention to buy green paints 38.1% were of age between 38 years to 46 years and 35.7% respondents were less or equal to age of 37 years. Furthermore, from table, it could be seen that there was a significant difference (Chi Square Value = 16.858 and significance level = 0.002) of level of purchase intention towards eco-friendly paints between respondents of three different groups of age from Ahmedabad i.e. below or equal to 37 years, 38 years to 46 years and above 46 years.
- In Surat, 42.5% respondents whose purchase intention level towards eco-friendly paint was low were of age more than 46 years. Only 12.5% respondents of this age had high intention level to buy green paints. While, 36.6% respondents whose purchase intention level was moderate were of age no more than 37. Moreover, 37.5% respondents whose purchase intention towards eco-friendly paints was high were also below or equal to 37 years of age. Furthermore, from table, it could be seen that there was a significant difference (Chi Square Value = 12.041 and significance level = 0.017) of level of purchase intention towards eco-friendly paints between respondents of three different age groups from Surat i.e. below or equal to 37 years, 38 years to 46 years and above 46 years.
- In Rajkot, 46.2% respondents were of age above 46 years and their level of purchase intention towards eco-friendly paint was low. Only 19.4% respondents were of age above 46 years whose intention to purchase green paints was high. Moreover, 46.6% respondents, whose age is below or equal to 37 years, had moderate intention level to buy eco-friendly paints. While, among respondents with high intention to buy green paints only 22.2% were of age between 38 years to 46 years and 58.3% respondents were less or equal to age of 37 years. Furthermore,

from table, it could be seen that there was a significant difference (Chi Square Value = 16.873 and significance level = 0.002) of level of purchase intention towards eco-friendly paints between respondents of three different groups of age i.e. below or equal to 37 years, 38 years to 46 years and above 46 years.

- It was observed that there was a significant difference in level of purchase intention towards eco-friendly paints between respondents from three different groups of age i.e. below or equal to 37 years, 38 years to 46 years and above 46 years in all selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
    - Hence, null hypothesis was rejected and it was observed that younger respondents were more intend to purchase eco-friendly paints compared to respondents with higher age. (Ref. Table 5.2.1)

Null Hypothesis H1-2_0: There is no difference in purchase intention level, towards eco-friendly paints, of male and female respondents from selected cities of Gujarat state.

Table 5.2.2: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across gender of respondents.

CITY	Gender	Purchase Intention								Significance#	
		LOW		MODERATE		HIGH		Total			
		N	%	N	%	N	%	N	%	Chi Square	p value
VADODARA	Male	40	56.3	61	81.3	41	75.9	142	71.0	11.939	0.003
	Female	31	43.7	14	18.7	13	24.1	58	29.0		
	Total	**71**	**100**	**75**	**100**	**54**	**100**	**200**	**100**		
AHMEDABAD	Male	57	78.1	64	75.3	31	73.8	152	76.0	0.307	0.858
	Female	16	21.9	21	24.7	11	26.2	48	24.0		
	Total	**73**	**100**	**85**	**100**	**42**	**100**	**200**	**100**		
SURAT	Male	80	70.8	48	67.6	13	81.3	141	70.5	1.180	0.554
	Female	33	29.2	23	32.4	3	18.8	59	29.5		
	Total	**113**	**100**	**71**	**100**	**16**	**100**	**200**	**100**		
RAJKOT	Male	75	82.4	47	64.4	23	63.9	145	72.5	8.240	0.016
	Female	16	17.6	26	35.6	13	36.1	55	27.5		
	Total	**91**	**100**	**73**	**100**	**36**	**100**	**200**	**100**		
OVERALL	Male	252	72.4	220	72.4	108	73.0	580	72.5	0.021	0.990
	Female	96	27.6	84	27.6	40	27.0	220	27.5		
	Total	**347**	**100**	**304**	**100**	**148**	**100**	**800**	**100**		
# 5% significance level											

- In overall, 72.4% respondents whose purchase intention towards eco-friendly paints was low, were male and 27.4% were female respondents. Likewise, respondents whose purchase intention was moderate, 72.4% were male and 27.6% were female respondents. Moreover, 73% respondents whose purchase intention towards green paints was high were male and remaining were female respondents i.e., 27%. Which was almost similar to total male and female respondents i.e. 72.5% and 27.5% respectively. Furthermore, it could be seen from the above table that there was no significant difference (Chi Square value = 0.021 and p value = 0.990) between opinion of male and female respondents from selected cities of Gujarat state.
- In parallel to overall result, in Ahmedabad and Surat cities, there was no significant difference between male and female respondents' purchase intention level. Which could be seen from above table, for Ahmedabad city, Chi square value is 0.307 and significance value is 0.858 and, for Surat city, Chi square value is 1.180 and significance value is 0.554.
    - In Ahmedabad, respondents whose purchase intention towards green paint was low, 78.1% respondents were male while 21.9% respondents were female. Similarly, respondents whose purchase intention was moderate, 75.3% respondents were male and respondents whose purchase intention was high, 73.8% respondents were male.

  - In Surat also, respondents whose purchase intention towards green paint was low, 70.8% respondents were male while 29.2% respondents were female. Similarly, respondents whose purchase intention was moderate, 67.6% respondents were male and respondents whose purchase intention was high, 81.3% respondents were male.

- However, in Vadodara and Rajkot cities, there was a significant difference between male and female respondents' purchase intention level. Which could be seen from above table, for Vadodara city Chi square value is 11.393 and significance value is 0.003 and for Rajkot city Chi square value is 8.240 and significance value is 0.016.
  - In Vadodara, 56.3% respondents whose purchase intention towards green paint was low, were male while 43.7% respondents were female. Similarly, from respondents whose purchase intention was moderate, 81.3% respondents were male and from respondents whose purchase intention was high, 75.9% respondents were male.
  - In Rajkot, 82.4% respondents whose purchase intention towards green paint was low, were male while 17.6% respondents were female. Similarly, from respondents whose purchase intention was moderate, 64.4% respondents were male and from respondents whose purchase intention was high, 63.9% respondents were male.
- It was observed that there was no significant difference between purchase intention level of male and female respondents in overall from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was not rejected and it was observed that, in overall, male and female respondents from Gujarat state were equally intended to purchase eco-friendly paints. (Ref. Table 5.2.2)

Null Hypothesis H1-3$_0$: There is no difference in purchase intention level, towards eco-friendly paints, of respondents with different educational qualifications i.e., undergraduate, graduate and postgraduate from selected cities of Gujarat state.

Table 5.2.3: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across educational qualifications of respondents.

City	Education	Purchase Intention								Significance#	
		LOW		MODERATE		HIGH		Total			
		N	%	N	%	N	%	N	%	Chi Square	p value
VADODARA	UG*	11	15.5	1	1.3	2	3.7	14	7.0	15.487	0.004
	Graduates	29	40.8	33	44.0	17	31.5	79	39.5		
	PG**	31	43.7	41	54.7	35	64.8	107	53.5		
	Total	71	100	75	100	54	100	200	100		
AHMEDABAD	UG	20	27.4	9	10.6	6	14.3	35	17.5	11.416	0.022
	Graduates	37	50.7	45	52.9	27	64.3	109	54.5		
	PG	16	21.9	31	36.5	9	21.4	56	28.0		
	Total	73	100	85	100	42	100	200	100		
SURAT	UG	22	19.5	14	19.7	2	12.5	38	19.0	0.918	0.922
	Graduates	66	58.4	41	57.7	9	56.3	116	58.0		
	PG	25	22.1	16	22.5	5	31.3	46	23.0		
	Total	113	100	71	100	16	100	200	100		
RAJKOT	UG	22	24.2	9	12.3	4	11.1	35	17.5	5.949	0.203
	Graduates	51	56.0	46	63.0	21	58.3	118	59.0		
	PG	18	19.8	18	24.7	11	30.6	47	23.5		
	Total	91	100	73	100	36	100	200	100		
OVERALL	UG	75	21.6	33	10.9	14	9.5	122	15.3	24.767	0.000
	Graduates	183	52.6	165	54.3	74	50.0	422	52.8		
	PG	90	25.9	106	34.9	60	40.5	256	32.0		
	Total	347	100	304	100	148	100	800	100		

* UG = Under Graduate; ** PG = Postgraduate

 # 5% significance level

- In overall, 52.6% respondents whose purchase intention towards eco-friendly paints was low were graduates while 21.6% respondents were undergraduates. Moreover, only 10.9% respondents whose purchase intention level was moderate and 9.5% respondents whose purchase intention level was high were undergraduates. While, 40.5% respondents whose purchase intention level was high and 34.9% respondents whose purchase intention level was moderate were postgraduate. Further, 54.3% respondents whose purchase intention level was moderate were graduates. It could be seen from the table that there was a significant difference (Chi Square = 24.767 and p value = 0.000) in purchase intention level of respondents with different educational qualifications i.e., undergraduate, graduate and postgraduate from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.
- In parallel to overall result, in Vadodara and Ahmedabad cities, there was a significant difference between purchase intention levels of respondents with different educational

qualifications. Which could be seen from above table, for Vadodara city, Chi square value is 15.484 and significance value is 0.004 and, for Ahmedabad city, Chi square value is 11.416 and significance value is 0.022.

- In Vadodara, from respondents whose purchase intention towards green paint was low, 15.5% respondents were undergraduate, 40.8% were graduate and 43.7% were postgraduates. Similarly, from respondents whose purchase intention was moderate, 54.7% respondents were postgraduates and respondents whose purchase intention was high, 64.8% respondents were postgraduates.
- In Ahmedabad also, 27.4% respondents whose purchase intention towards green paint was low were under graduates while 50.7% respondents whose purchase intention towards green paint was low were graduates. Similarly, 52.9% respondents whose purchase intention was moderate and 64.3% respondents whose purchase intention was high were graduates.

- However, in Surat and Rajkot cities, there was no significant difference between purchase intention levels of respondents with different educational qualifications. Which could be seen from above table, for Surat city, Chi square value is 0.918 and significance value is 0.922 and for Rajkot city, Chi square value is 5.949 and significance value is 0.203.
  - In Surat, 19.5% respondents whose purchase intention towards green paint was low, were undergraduates while 58.4% respondents were graduates. Similarly, from respondents whose purchase intention was moderate, 57.7% respondents and from respondents whose purchase intention was high, 56.3% respondents were graduates.
  - In Rajkot, 24.2% respondents whose purchase intention towards green paint was low, were undergraduates while 56% respondents were graduates. Similarly, from respondents whose purchase intention was moderate, 63% respondents and from respondents whose purchase intention was high, 58.3% respondents were graduates.
- It was observed that, in overall, there was a strong significant difference between purchase intention level of respondents with different educational qualifications i.e. undergraduate, graduate and post graduate, from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was rejected and it was observed that, in overall, respondents with different educational qualifications i.e. undergraduate, graduate and post graduate,

from Gujarat state had different level of intentions to purchase eco-friendly paints. In a nutshell, respondent with higher educational level were more intended to purchase green paints compared to lesser educated respondent. (Ref. Table 5.2.3)

Null Hypothesis H1-4$_0$: There is no difference in purchase intention level, towards eco-friendly paints, of respondents with different occupation i.e., service class, business class and professionals, from selected cities of Gujarat state.

Table 5.2.4: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across occupation of respondents.

City	Occupation	Purchase Intention								Significance#	
		LOW		MODERATE		HIGH		Total			
		N	%	N	%	N	%	N	%	Chi Square	p value
VADODARA	Service	33	46.5	24	32.0	23	42.6	80	40.0	28.233	0.000
	Business	6	8.5	32	42.7	22	40.7	60	30.0		
	Profession	32	45.1	19	25.3	9	16.7	60	30.0		
	Total	**71**	**100**	**75**	**100**	**54**	**100**	**200**	**100**		
AHMEDABAD	Service	37	50.7	33	38.8	10	23.8	80	40.0	16.840	0.002
	Business	13	17.8	34	40.0	13	31.0	60	30.0		
	Profession	23	31.5	18	21.2	19	45.2	60	30.0		
	Total	**73**	**100**	**85**	**100**	**42**	**100**	**200**	**100**		
SURAT	Service	52	46.0	23	32.4	5	31.3	80	40.0	4.140	0.387
	Business	30	26.5	25	35.2	5	31.3	60	30.0		
	Profession	31	27.4	23	32.4	6	37.5	60	30.0		
	Total	**113**	**100**	**71**	**100**	**16**	**100**	**200**	**100**		
RAJKOT	Service	40	44.0	27	37.0	13	36.1	80	40.0	2.712	0.607
	Business	28	30.8	23	31.5	9	25.0	60	30.0		
	Profession	23	25.3	23	31.5	14	38.9	60	30.0		
	Total	**91**	**100**	**73**	**100**	**36**	**100**	**200**	**100**		
OVERALL	Service	162	46.6	107	35.2	51	34.5	320	40.0	21.223	0.000
	Business	77	22.1	114	37.5	49	33.1	240	30.0		
	Profession	109	31.3	83	27.3	48	32.4	240	30.0		
	Total	**347**	**100**	**304**	**100**	**148**	**100**	**800**	**100**		
# 5% significance level											

- In overall, 46.6% respondents whose purchase intention towards eco-friendly paints was low were service class respondents while 31.3% respondents were professionals. Moreover, 37.5% respondents whose purchase intention level was moderate and 33.1% respondents whose purchase intention level was high were business class people. While, 32.4% respondents whose purchase intention level was high and 27.3% respondents whose purchase intention level was moderate were professionals. It could be seen from the table that there was a significant difference (Chi Square = 21.223 and p value = 0.000) in purchase intention level of respondents with different occupation i.e., service class, business class and professionals, from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.
- In parallel to overall result, in Vadodara and Ahmedabad cities, there was a significant difference between purchase intention levels of respondents with different occupation i.e., service class, business class and professionals. Which could be seen from above table, for

Vadodara city, Chi square value is 28.233 and significance value is 0.000 and, for Ahmedabad city, Chi square value is 16.840 and significance value is 0.002.

- In Vadodara, from respondents whose purchase intention towards green paint was low, only 8.5% respondents were business class people, 46.5% were service class people and 45.1% were professionals. Similarly, from respondents whose purchase intention was moderate, 42.7% respondents were business class and respondents whose purchase intention was high, 40.7% respondents were business class respondents.
- In Ahmedabad, 50.7% respondents whose purchase intention towards green paint was low were service class people while only 17.8% respondents whose purchase intention towards green paint was low were business class people. Similarly, 40% respondents whose purchase intention was moderate were business class people and 45.2% respondents whose purchase intention was high were professionals.

- However, in Surat and Rajkot cities, there was no significant difference between purchase intention levels of respondents with different occupation i.e., service class, business class and professionals. Which could be seen from table, for Surat city, Chi square value is 4.140 and significance value is 0.387 and for Rajkot city, Chi square value is 2.712 and significance value is 0.607.
  - In Surat, 46% respondents whose purchase intention towards green paint was low, were service class people while 27.4% respondents were professionals. Similarly, from respondents whose purchase intention was moderate, 35.2% respondents and from respondents whose purchase intention was high, 31.3% respondents were business class people.
  - In Rajkot, 44% respondents whose purchase intention towards green paint was low, were service class people while 25.3% respondents were professionals. Similarly, from respondents whose purchase intention was moderate, 31.5% respondents and from respondents whose purchase intention was high, 38.9% respondents were also professionals.
- It was observed that, in overall, there was a strong significant difference between purchase intention level of respondents with different occupation i.e., service class, business class and professionals, from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.

- Hence, null hypothesis was rejected and it was observed that, in overall, respondents with different occupation i.e., service class, business class and professionals, from Gujarat state had different level of intentions to purchase eco-friendly paints. In a nutshell, business class respondent were more intended to purchase green paints compared to professionals and service class respondents. (Ref. Table 5.2.4)

Null Hypothesis H1-5$_0$: There is no difference in purchase intention level, towards eco-friendly paints, of married and unmarried respondents from selected cities of Gujarat state.

Table 5.2.5: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across marital status of respondents.

CITY	Marital Status	Purchase Intention								Significance#	
		LOW		MODERATE		HIGH		Total			
		N	%	N	%	N	%	N	%	Chi Square	p value
VADODARA	Married	53	74.6	67	89.3	51	94.4	171	85.5	11.118	0.004
	Unmarried	18	25.4	8	10.7	3	5.6	29	14.5		
	Total	**71**	**100**	**75**	**100**	**54**	**100**	**200**	**100**		
AHMEDABAD	Married	57	78.1	77	90.6	38	90.5	172	86.0	5.986	0.051
	Unmarried	16	21.9	8	9.4	4	9.5	28	14.0		
	Total	**73**	**100**	**85**	**100**	**42**	**100**	**200**	**100**		
SURAT	Married	101	89.4	66	93.0	15	93.8	182	91.0	0.842	0.656
	Unmarried	12	10.6	5	7.0	1	6.3	18	9.0		
	Total	**113**	**100**	**71**	**100**	**16**	**100**	**200**	**100**		
RAJKOT	Married	80	87.9	53	72.6	24	66.7	157	78.5	9.268	0.010
	Unmarried	11	12.1	20	27.4	12	33.3	43	21.5		
	Total	**91**	**100**	**73**	**100**	**36**	**100**	**200**	**100**		
OVERALL	Married	291	83.6	263	86.5	128	86.5	682	85.2	1.300	0.522
	Unmarried	57	16.4	41	13.5	20	13.5	118	14.8		
	Total	**347**	**100**	**304**	**100**	**148**	**100**	**800**	**100**		
# 5% significance level											

- In overall, 83.6% respondents whose purchase intention towards eco-friendly paints was low, were married and 16.4% were unmarried respondents. Likewise, respondents whose purchase intention was moderate, 86.5% were married and 13.5% were unmarried respondents. Moreover, 86.5% respondents whose purchase intention towards green paints was high were married and remaining were unmarried respondents i.e., 13.5%. Which was almost similar to total married and unmarried respondents i.e. 85.2% and 14.8% respectively. Furthermore, it could be seen from the above table that there was no significant difference (Chi Square value = 1.300 and p value = 0.522) between opinion of married and unmarried respondents from selected cities of Gujarat state.
- In parallel to overall result, in Ahmedabad and Surat cities, there was no significant difference between married and unmarried respondents' purchase intention level. Which could be seen from above table, for Ahmedabad city, Chi square value is 5.986 and significance value is 0.051 and, for Surat city, Chi square value is 0.842 and significance value is 0.656.
    - In Ahmedabad, respondents whose purchase intention towards green paint was low, 78.1% respondents were married while 21.9% respondents were unmarried. Similarly,

respondents whose purchase intention was moderate, 90.6% respondents were married and respondents whose purchase intention was high, 90.5% respondents were married.

- In Surat also, respondents whose purchase intention towards green paint was low, 89.4% respondents were married while 10.6% respondents were unmarried. Similarly, respondents whose purchase intention was moderate, 93% respondents were married and respondents whose purchase intention was high, 93.8% respondents were married.

- However, in Vadodara and Rajkot cities, there was a significant difference between married and unmarried respondents' purchase intention level. Which could be seen from above table, for Vadodara city Chi square value is 11.118 and significance value is 0.004 and for Rajkot city Chi square value is 9.268 and significance value is 0.010.
  - In Vadodara, 74.6% respondents whose purchase intention towards green paint was low, were married while 25.4% respondents were unmarried. Similarly, from respondents whose purchase intention was moderate, 89.3% respondents were married and from respondents whose purchase intention was high, 94.4% respondents were married.
  - In Rajkot, 87.9% respondents whose purchase intention towards green paint was low, were married while 12.1% respondents were unmarried. Similarly, from respondents whose purchase intention was moderate, 72.6% respondents were married and from respondents whose purchase intention was high, 66.7% respondents were married.
- It was observed that, in overall, there was no significant difference between purchase intention level of married and unmarried respondents from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was not rejected and it was observed that, in overall, married and unmarried respondents from Gujarat state were equally intended to purchase eco-friendly paints. (Ref. Table 5.2.5)

Null Hypothesis H1-6_0: There is no difference in level of purchase intention of respondents of three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250.

Table 5.2.6: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across monthly income groups of respondents.

City	Monthly Income*	Purchase Intention								Significance#	
		LOW		MODERATE		HIGH		Total			
		N	%	N	%	N	%	N	%	Chi Square	p value
VADODARA	MI – 1	32	45.1	25	33.3	22	40.7	79	39.5	2.966	0.564
	MI – 2	23	32.4	25	33.3	16	29.6	64	32.0		
	MI – 3	16	22.5	25	33.3	16	29.6	57	28.5		
	Total	71	100	75	100	54	100	200	100		
AHMEDABAD	MI – 1	39	53.4	42	49.4	16	38.1	97	48.5	3.542	0.471
	MI – 2	12	16.4	18	21.2	8	19.0	38	19.0		
	MI – 3	22	30.1	25	29.4	18	42.9	65	32.5		
	Total	73	100	85	100	42	100	200	100		
SURAT	MI – 1	43	38.1	16	22.5	3	18.8	62	31.0	6.554	0.161
	MI – 2	33	29.2	24	33.8	5	31.2	62	31.0		
	MI – 3	37	32.7	31	43.7	8	50.0	76	38.0		
	Total	113	100	71	100	16	100	200	100		
RAJKOT	MI – 1	15	16.5	14	19.2	5	13.9	34	17.0	1.658	0.798
	MI – 2	42	46.2	38	52.1	18	50.0	98	49.0		
	MI – 3	34	37.4	21	28.8	13	36.1	68	34.0		
	Total	91	100	73	100	36	100	200	100		
OVERALL	MI – 1	129	37.1	97	31.9	46	31.1	272	34.0	3.285	0.511
	MI – 2	110	31.6	105	34.5	47	31.8	262	32.8		
	MI – 3	109	31.3	102	33.6	55	37.2	266	33.3		
	Total	347	100	304	100	148	100	800	100		
* MI – 1: <=29166.67, MI – 2: 29166.68-46250.00, MI – 3: >46250.00											
# 5% significance level											

- In overall, from respondents whose purchase intention level towards eco-friendly paint was low, 37.1% respondents' monthly income was no more than Rs.29166.67, 31.6% respondents' monthly income was between Rs.29166.68 and Rs.46250 and 31.3% respondents' monthly income was more than Rs.46250. While, 34.5% respondents whose purchase intention level was moderate had monthly income between Rs.29166.68 and Rs.46250 Moreover, 37.2% respondents whose purchase intention towards eco-friendly paints was high had monthly income more than Rs.46250. Furthermore, from table, it could be seen that there was no significant difference (Chi Square Value = 3.285 and significance level = 0.511) of level of purchase intention towards eco-friendly paints between respondents of three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250.
- In Vadodara, 45.1% respondents had monthly income no more than Rs.29166.67 and their level of purchase intention towards eco-friendly paint was low. Only 22.5% respondents had

monthly income more than Rs.46250 whose intention to purchase green paints was high. Moreover, 40.7% respondents, whose monthly income was less or equal to Rs.29166.67, had high intention level to buy eco-friendly paints. While, among respondents with moderate intention to buy green paints, 33.3% respondents were from each monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250. Furthermore, from table, it could be seen that there was no significant difference (Chi Square Value = 2.966 and significance level = 0.564) of level of purchase intention towards eco-friendly paints between respondents of three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250.

- In Ahmedabad, 53.4% respondents whose level of purchase intention towards eco-friendly paint was low had monthly income less than or equal to Rs.29166.67. Only 16.4% respondents had monthly income between Rs.29166.68 to Rs.46250, whose intention to purchase green paints was low. Moreover, 49.4% respondents, whose monthly income was no more than Rs.29166.67, had moderate intention level to buy eco-friendly paints. While, among respondents with high intention to buy green paints 42.9% had monthly income more than Rs.42650. Furthermore, from table, it could be seen that there was no significant difference (Chi Square Value = 3.542 and significance level = 0.471) of level of purchase intention towards eco-friendly paints between respondents of three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250.
- In Surat, 38.1% respondents whose level of purchase intention towards eco-friendly paint was low had monthly income less than or equal to Rs.29166.67. 29.2% respondents had monthly income between Rs.29166.68 to Rs.46250, whose intention to purchase green paints was low. Moreover, only 22.5% respondents, whose monthly income was no more than Rs.29166.67, had moderate intention level to buy eco-friendly paints. While, among respondents with high intention to buy green paints 50% had monthly income more than Rs.42650. Furthermore, from table, it could be seen that there was no significant difference (Chi Square Value = 6.554 and significance level = 0.161) of level of purchase intention towards eco-friendly paints between respondents of three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250.
- In Rajkot, only 16.5% respondents whose level of purchase intention towards eco-friendly paint was low had monthly income less than or equal to Rs.29166.67. While, 46.2%

respondents had monthly income between Rs.29166.68 to Rs.46250, whose intention to purchase green paints was low. Moreover, only 13.9% respondents, whose monthly income was no more than Rs.29166.67, had high intention level to buy eco-friendly paints. While, among respondents with high intention to buy green paints 36.1% had monthly income more than Rs.42650. Furthermore, from table, it could be seen that there was no significant difference (Chi Square Value = 1.658 and significance level = 0.798) of level of purchase intention towards eco-friendly paints between respondents of three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250.

- It was observed that there was no significant difference in level of purchase intention towards eco-friendly paints between respondents from three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250.in all selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
    - Hence, null hypothesis was not rejected and it was observed that all income group respondents were equally intend to purchase eco-friendly paints. (Ref. Table 5.2.6)

Null Hypothesis H1-7_0: There is no difference in level of purchase intention of respondents of three per capita income groups i.e. low, moderate and high per capita income.

Table 5.2.7: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across per capita income of respondents.

City	Per capita Income	Purchase Intention								Significance#	
		LOW		MODERATE		HIGH		Total			
		N	%	N	%	N	%	N	%	Chi Square	p value
VADODARA	LOW	27	38.0	22	29.3	20	37.0	69	34.5	3.607	0.462
	MODERATE	24	33.8	21	28.0	16	29.6	61	30.5		
	HIGH	20	28.2	32	42.7	18	33.3	70	35.0		
	Total	**71**	**100**	**75**	**100**	**54**	**100**	**200**	**100**		
AHMEDABAD	LOW	42	57.5	39	45.9	13	31.0	94	47.0	12.224	0.016
	MODERATE	14	19.2	23	27.1	8	19.0	45	22.5		
	HIGH	17	23.3	23	27.1	21	50.0	61	30.5		
	Total	**73**	**100**	**85**	**100**	**42**	**100**	**200**	**100**		
SURAT	LOW	43	38.1	18	25.4	4	25.0	65	32.5	4.011	0.405
	MODERATE	30	26.5	25	35.2	6	37.5	61	30.5		
	HIGH	40	35.4	28	39.4	6	37.5	74	37.0		
	Total	**113**	**100**	**71**	**100**	**16**	**100**	**200**	**100**		
RAJKOT	LOW	26	28.6	15	20.5	8	22.2	49	24.5	4.553	0.336
	MODERATE	41	45.1	40	54.8	14	38.9	95	47.5		
	HIGH	24	26.4	18	24.7	14	38.9	56	28.0		
	Total	**91**	**100**	**73**	**100**	**36**	**100**	**200**	**100**		
OVERALL	LOW	138	39.7	94	30.9	45	30.4	277	34.6	9.828	0.043
	MODERATE	109	31.3	109	35.9	44	29.7	262	32.8		
	HIGH	101	29.0	101	33.2	59	39.9	261	32.6		
	Total	**347**	**100**	**304**	**100**	**148**	**100**	**800**	**100**		
# 5% significance level											

- In overall, from respondents whose purchase intention level towards eco-friendly paint was low, 39.7% respondents' per capita income was low, 31.3% respondents' per capita income was moderate and 29% respondents' per capita income was high. While, 35.9% respondents whose purchase intention level was moderate had moderate per capita income. Moreover, 39.9% respondents whose purchase intention towards eco-friendly paints was high had high per capita income. Furthermore, from table, it could be seen that there was a significant difference (Chi Square Value = 9.828 and significance level = 0.043) of level of purchase intention towards eco-friendly paints between respondents of three per capita income groups i.e. low, moderate and high per capita income.
- In Vadodara, 38% respondents had low per capita income and their level of purchase intention towards eco-friendly paint was low. While 33.3% respondents had high per capita income level whose intention to purchase green paints was high. Moreover, 37% respondents, whose per capita income was low, had high intention level to buy eco-friendly paints. While, among

respondents with moderate intention to buy green paints, 42.7% respondents had high level of per capita income. Furthermore, from table, it could be seen that there was no significant difference (Chi Square Value = 3.607 and significance level = 0.462) of level of purchase intention towards eco-friendly paints between respondents of three per capita income groups i.e. low, moderate and high per capita income.

- In Ahmedabad, 57.5% respondents whose level of purchase intention towards eco-friendly paint was low had low level of per capita income. Only 19.2% respondents had moderate per capita income, whose intention to purchase green paints was low. Moreover, 45.9% respondents, who's per capita income level was low, had moderate intention level to buy eco-friendly paints. While, among respondents with high intention to buy green paints 50% had high per capita income level. Furthermore, from table, it could be seen that there was a significant difference (Chi Square Value = 12.224 and significance level = 0.016) of level of purchase intention towards eco-friendly paints between respondents of three per capita income groups i.e. low, moderate and high per capita income.
- In Surat, 38.1% respondents had low per capita income and their level of purchase intention towards eco-friendly paint was low. While 37.5% respondents had high per capita income level whose intention to purchase green paints was high. Moreover, 35.4% respondents, who's per capita income was low, had high intention level to buy eco-friendly paints. While, among respondents with moderate intention to buy green paints, 39.4% respondents had high level of per capita income. Furthermore, from table, it could be seen that there was no significant difference (Chi Square Value = 4.011 and significance level = 0.405) of level of purchase intention towards eco-friendly paints between respondents of three per capita income groups i.e. low, moderate and high per capita income.
- In Rajkot, 45.1% respondents had moderate per capita income and their level of purchase intention towards eco-friendly paint was low. While 38.9% respondents had high per capita income level whose intention to purchase green paints was high. Moreover, 22.2% respondents, who's per capita income was low, had high intention level to buy eco-friendly paints. While, among respondents with moderate intention to buy green paints, 54.8% respondents had moderate level of per capita income. Furthermore, from table, it could be seen that there was no significant difference (Chi Square Value = 4.553 and significance level =

0.336) of level of purchase intention towards eco-friendly paints between respondents of three per capita income groups i.e. low, moderate and high per capita income.

- It was observed that there was a significant difference in level of purchase intention towards eco-friendly paints between respondents from three per capita income groups i.e. low, moderate and high per capita income in all selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
    - Hence, null hypothesis was rejected and it was observed that all per capita income group respondents had different level of intention to purchase eco-friendly paints. (Ref. Table 5.2.7)

Null Hypothesis H1-8_0: There is no difference in purchase intention level, towards eco-friendly paints, of respondents with family members up to 4 and respondents with family member more than 4.

Table 5.2.8: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across family size of respondents.

CITY	Family Size	Purchase Intention								Significance#	
		LOW		MODERATE		HIGH		Total			
		N	%	N	%	N	%	N	%	Chi Square	p value
VADODARA	1-4	53	74.6	59	78.7	42	77.8	154	77.0	0.358	0.836
	4+	18	25.4	16	21.3	12	22.2	46	23.0		
	Total	71	100	75	100	54	100	200	100		
AHMEDABAD	1-4	51	69.9	61	71.8	35	83.3	147	73.5	2.712	0.258
	4+	22	30.1	24	28.2	7	16.7	53	26.5		
	Total	73	100	85	100	42	100	200	100		
SURAT	1-4	70	61.9	43	60.6	11	68.8	124	62.0	0.372	0.830
	4+	43	38.1	28	39.4	5	31.3	76	38.0		
	Total	113	100	71	100	16	100	200	100		
RAJKOT	1-4	41	45.1	42	57.5	32	88.9	115	57.5	20.282	0.000
	4+	50	54.9	31	42.5	4	11.1	85	42.5		
	Total	91	100	73	100	36	100	200	100		
OVERALL	1-4	215	61.8	205	67.4	120	81.1	540	67.5	17.631	0.000
	4+	133	38.2	99	32.6	28	18.9	260	32.5		
	Total	347	100	304	100	148	100	800	100		
# 5% significance level											

- In overall, 61.8% respondents whose purchase intention towards eco-friendly paints was low, had family members no more than 4. Likewise, respondents whose purchase intention was moderate, 67.4% had family members no more than 4. While, 81.1% respondents whose purchase intention towards green paints was high had family members no more than 4. Furthermore, it could be seen from the table that there was a strong significant difference (Chi Square value = 17.631 and p value = 0.000) between opinion of respondents with family members up to 4 and respondents with family member more than 4 from selected cities of Gujarat state i.e., Vadodara, Ahmedabad, Surat and Rajkot.
- In parallel to overall result, in Rajkot, there was a significant difference in purchase intention level of respondents with family members up to 4 and respondents with family member more than 4. Which could be seen from table, for Rajkot city, Chi square value is 20.282 and significance value is 0.000.
    - In Rajkot, respondents whose purchase intention towards green paint was low, only 45.1% respondents had no more than 4 family members while 54.9% respondents had family members more than 4. Similarly, respondents whose purchase intention was

moderate, 57.5% respondents had family members less or equal to 4. While, respondents whose purchase intention was high, 88.9% respondents' family size was up to 4.

- However, in Vadodara, Ahmedabad and Surat cities, there was no significant difference between purchase intention level, towards eco-friendly paints, of respondents with family members up to 4 and respondents with family member more than 4. Which could be seen from above table, for Vadodara city Chi square value is 0.358 and significance value is 0.836, for Ahmedabad chi square value is 2.712 and significance value is 0.258 and for Rajkot city Chi square value is 0.372 and significance value is 0.830.
    - In Vadodara, 74.6% respondents whose purchase intention towards green paint was low, had family size no more than 4. Similarly, from respondents whose purchase intention was moderate, 78.7% respondents had family size no more than 4 and from respondents whose purchase intention was high, 77.8% respondents had family size no more than 4.
    - In Ahmedabad, 69.9% respondents whose purchase intention towards green paint was low, had family size no more than 4. Similarly, from respondents whose purchase intention was moderate, 71.8% respondents had family size no more than 4 and from respondents whose purchase intention was high, 83.3% respondents had family size no more than 4.
    - In Surat, 61.9% respondents whose purchase intention towards green paint was low, had family size no more than 4. Similarly, from respondents whose purchase intention was moderate, 60.6% respondents had family size no more than 4 and from respondents whose purchase intention was high, 68.8% respondents had family size no more than 4.
- It was observed that, in overall, there was a significant difference in purchase intention level, towards eco-friendly paints, of respondents with family members up to 4 and respondents with family member more than 4 from selected cities of Gujarat state.
    - Hence, null hypothesis was rejected and it was observed that, in overall, respondents with family size less or equal to 4 were more intended to purchase eco-friendly paints compared to respondents with family members more than 4. (Ref. Table 5.2.8)

Null Hypothesis H1-9_0: There is no difference in purchase intention level, towards eco-friendly paints, of respondents with nuclear family and joint family, from selected cities of Gujarat state i.e., Vadodara, Ahmedabad, Surat and Rajkot.

Table 5.2.9: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across family type of respondents.

CITY	Family Type	Purchase Intention								Significance#	
		LOW		MODERATE		HIGH		Total			
		N	%	N	%	N	%	N	%	Chi Square	p value
VADODARA	Nuclear	43	60.6	53	70.7	42	77.8	138	69.0	4.405	0.111
	Joint	28	39.4	22	29.3	12	22.2	62	31.0		
	Total	**71**	**100**	**75**	**100**	**54**	**100**	**200**	**100**		
AHMEDABAD	Nuclear	48	65.8	64	75.3	35	83.3	147	73.5	4.475	0.107
	Joint	25	34.2	21	24.7	7	16.7	53	26.5		
	Total	**73**	**100**	**85**	**100**	**42**	**100**	**200**	**100**		
SURAT	Nuclear	70	61.9	47	66.2	12	75.0	129	64.5	1.181	0.554
	Joint	43	38.1	24	33.8	4	25.0	71	35.5		
	Total	**113**	**100**	**71**	**100**	**16**	**100**	**200**	**100**		
RAJKOT	Nuclear	36	39.6	50	68.5	35	97.2	121	60.5	38.963	0.000
	Joint	55	60.4	23	31.5	1	2.8	79	39.5		
	Total	**91**	**100**	**73**	**100**	**36**	**100**	**200**	**100**		
OVERALL	Nuclear	197	56.6	214	70.4	124	83.8	535	66.9	37.357	0.000
	Joint	151	43.4	90	29.6	24	16.2	265	33.1		
	Total	**347**	**100**	**304**	**100**	**148**	**100**	**800**	**100**		
# 5% significance level											

- In overall, 56.6% respondents whose purchase intention towards eco-friendly paints was low, had nuclear family type. Likewise, respondents whose purchase intention was moderate, 70.4% had nuclear family. While, 83.8% respondents whose purchase intention towards green paints was high had nuclear family type. Furthermore, it could be seen from the table that there was a strong significant difference (Chi Square value = 37.357 and p value = 0.000) between opinions of respondents with nuclear family and joint family, from selected cities of Gujarat state i.e., Vadodara, Ahmedabad, Surat and Rajkot.
- In parallel to overall result, in Rajkot, there was a significant difference in purchase intention level, towards eco-friendly paints, of respondents with nuclear family and joint family. Which could be seen from table, for Rajkot city, Chi square value is 38.963 and significance value is 0.000.
    - In Rajkot, respondents whose purchase intention towards green paint was low, only 39.6% respondents had nuclear family while 60.4% respondents had joint family. Similarly, respondents whose purchase intention was moderate, 68.5% respondents had

nuclear. While, respondents whose purchase intention was high, 97.2% respondents had nuclear family.

- However, in Vadodara, Ahmedabad and Surat cities, there was no significant difference between purchase intention level, towards eco-friendly paints, of respondents with nuclear family and joint family. Which could be seen from above table, for Vadodara city Chi square value is 4.405 and significance value is 0.111, for Ahmedabad chi square value is 4.475 and significance value is 0.107 and for Rajkot city Chi square value is 1.181 and significance value is 0.554.
    - In Vadodara, 60.6% respondents whose purchase intention towards green paint was low, had nuclear family. Similarly, from respondents whose purchase intention was moderate, 70.7% respondents had nuclear family type and from respondents whose purchase intention was high, 77.8% respondents had nuclear family type.
    - In Ahmedabad, 65.8% respondents whose purchase intention towards green paint was low, had nuclear family. Similarly, from respondents whose purchase intention was moderate, 75.3% respondents had nuclear family type and from respondents whose purchase intention was high, 83.3% respondents had nuclear family type.
    - In Surat, 61.9% respondents whose purchase intention towards green paint was low, had nuclear family. Similarly, from respondents whose purchase intention was moderate, 66.2% respondents had nuclear family type and from respondents whose purchase intention was high, 75% respondents had nuclear family type.
- It was observed that, in overall, there was a significant difference in purchase intention level, towards eco-friendly paints, of respondents with family members up to 4 and respondents with family member more than 4 from selected cities of Gujarat state.
    - Hence, null hypothesis was rejected and it was observed that, in overall, respondents with family size less or equal to 4 were more intended to purchase eco-friendly paints compared to respondents with family members more than 4. (Ref. Table 5.2.9)

Null Hypothesis H1-10$_0$: There is no difference in purchase intention level, towards eco-friendly paints, of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from selected cities of Gujarat state.

Table 5.2.10: City wise association between consumers' purchase intention level towards eco-friendly decorative paints across children of respondents.

		Purchase Intention									
CITY	**Number of children**	**LOW**		**MODERATE**		**HIGH**		**Total**		**Significance#**	
		N	**%**	**N**	**%**	**N**	**%**	**N**	**%**	**Chi Square**	**p value**
VADODARA	**No child**	22	31.0	10	13.3	4	7.4	36	18.0	**15.009**	**0.005**
	1 child	18	25.4	23	30.7	13	24.1	54	27.0		
	2 child	31	43.7	42	56.0	37	68.5	110	55.0		
	3+ child	0	.0	0	.0	0	.0	0	.0		
	Total	**71**	**100**	**75**	**100**	**54**	**100**	**200**	**100**		
AHMEDABAD	**No child**	17	23.3	17	20.0	7	16.7	41	20.5	**9.398**	**0.152**
	1 child	11	15.1	15	17.6	14	33.3	40	20.0		
	2 child	39	53.4	49	57.6	21	50.0	109	54.5		
	3+ child	6	8.2	4	4.7	0	.0	10	5.0		
	Total	**73**	**100**	**85**	**100**	**42**	**100**	**200**	**100**		
SURAT	**No child**	13	11.5	6	8.5	1	6.3	20	10.0	**2.334**	**0.887**
	1 child	22	19.5	11	15.5	3	18.8	36	18.0		
	2 child	75	66.4	50	70.4	11	68.8	136	68.0		
	3+ child	3	2.7	4	5.6	1	6.3	8	4.0		
	Total	**113**	**100**	**71**	**100**	**16**	**100**	**200**	**100**		
RAJKOT	**No child**	13	14.3	25	34.2	15	41.7	53	26.5	**16.949**	**0.009**
	1 child	7	7.7	1	1.4	2	5.6	10	5.0		
	2 child	68	74.7	44	60.3	19	52.8	131	65.5		
	3+ child	3	3.3	3	4.1	0	.0	6	3.0		
	Total	**91**	**100**	**73**	**100**	**36**	**100**	**200**	**100**		
OVERALL	**No child**	65	18.7	58	19.1	27	18.2	150	18.8	**5.145**	**0.525**
	1 child	58	16.7	50	16.4	32	21.6	140	17.5		
	2 child	213	61.2	185	60.9	88	59.5	486	60.8		
	3+ child	12	3.4	11	3.6	1	.7	24	3.0		
	Total	**347**	**100**	**304**	**100**	**148**	**100**	**800**	**100**		
# 5% significance level											

- In overall, 61.2% respondents whose purchase intention towards eco-friendly paints was low, had 2 children and 18.7% respondents had no child. Similarly, respondents whose purchase intention was moderate, 60.9% had 2 children and 3.6% respondents had 3 or more children. Moreover, 59.5% respondents whose purchase intention towards green paints was high had 2 children and remaining 18.2% respondents had no child, 21.6% respondents had 1 child and 0.7% respondents had 3 or more children. Which was almost similar to total 18.8% respondents with no child, 17.5% respondents with one child, 60.8% respondents had 2 children and 3% respondents had 3 or more children. Furthermore, it could be seen from the above table that there was no significant difference (Chi Square value = 5.145 and p value = 0.525) between

opinion of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from selected cities of Gujarat state.

- In parallel to overall result, in Ahmedabad and Surat cities, there was no significant difference between green paint purchase intention of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children. Which could be seen from above table, for Ahmedabad city, Chi square value is 9.398 and significance value is 0.152 and, for Surat city, Chi square value is 2.334 and significance value is 0.887.
    - In Ahmedabad, respondents whose purchase intention towards green paint was low, 53.4% respondents had 2 children, 8.2% respondents had 3 or more children. Similarly, respondents whose purchase intention was moderate, 57.6% respondents and respondents whose purchase intention was high, 50% respondents had 2 children. While, respondents whose purchase intention was moderate, 20% respondents had no child and respondents whose purchase intention was high, 33.3% respondents had only one child.
    - In Surat also, respondents whose purchase intention towards green paint was low, 66.4% respondents had 2 children, 2.7% respondents had 3 or more children. Similarly, respondents whose purchase intention was moderate, 70.4% respondents and respondents whose purchase intention was high, 68.8% respondents had 2 children. While, respondents whose purchase intention was moderate, 8.5% respondents had no child and respondents whose purchase intention was high, 18.8% respondents had only one child.
- However, in Vadodara and Rajkot cities, there was a significant difference between green paint purchase intention of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children. Which could be seen from above table, for Vadodara city Chi square value is 15.009 and significance value is 0.005 and for Rajkot city Chi square value is 16.949 and significance value is 0.009.
    - In Vadodara, respondents whose purchase intention towards green paint was low, 43.7% respondents had 2 children, 0% respondents had 3 or more children. Similarly, respondents whose purchase intention was moderate, 56% respondents and respondents whose purchase intention was high, 68.5% respondents had 2 children. While, respondents whose purchase intention was moderate, 13.3% respondents had no child

and respondents whose purchase intention was high, 24.1% respondents had only one child.

- In Rajkot, respondents whose purchase intention towards green paint was low, 74.7% respondents had 2 children, 3.4% respondents had 3 or more children. Similarly, respondents whose purchase intention was moderate, 60.9% respondents and respondents whose purchase intention was high, 59.5% respondents had 2 children. While, respondents whose purchase intention was moderate, 19.1% respondents had no child and respondents whose purchase intention was high, 21.6% respondents had only one child.

- It was observed that, in overall, there was no significant difference between purchase intention level, towards eco-friendly paints, of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from selected cities of Gujarat state.
  - Hence, null hypothesis was not rejected and it was observed that, in overall, purchase intention level, towards eco-friendly paints, of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, were equally intended to purchase eco-friendly paints. (Ref. Table 5.2.10)

- In a nutshell, Hypothesis 1 i.e., there are no demographic differences (Gender, age, income, education, occupation, family size, family type, marital status and number of children) between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not, is partially rejected because of the following reasons. That means, hypothesis was rejected for some of the demographic factors while in some demographic factors it was not rejected. Moreover, city wise purchase intention differences were also came into picture across all demographic factors. Summary of outcomes of hypothesis one is given below.
    - In all regions, there was a different level of purchase intention toward eco-friendly paints between respondents with different age groups.
    - In Vadodara and Rajkot, there was a difference between male and female consumers level of intention to purchase environment friendly decorative paints. In Ahmedabad, Surat and Overall, male and female respondents had same level of purchase intention.
    - In Vadodara, Ahmedabad and Overall, there was a difference between consumers with different education in their intention to purchase environment friendly paints. In Surat and Rajkot, respondents with different educational qualifications had same level of purchase intention.
    - In Vadodara, Ahmedabad and Overall, there was a difference between consumers with different occupation in their intention to purchase environment friendly paints. In Surat and Rajkot, respondents with different occupation had same level of purchase intention
    - In Vadodara and Rajkot, there was a difference between married and unmarried consumers level of intention to purchase environment friendly decorative paints. In Ahmedabad, Surat and Overall, married and unmarried respondents had same level of purchase intention.
    - In all regions, respondents with different monthly income level had same level of purchase intention

Null Hypothesis $H2_0$: there is no association between consumers' environmental knowledge and their motivation level towards purchase of eco-friendly paints.

Table 5.2.11: Table showing respondents' opinions on whether there is significant positive relationship between consumers' environmental knowledge and their motivation to purchase green paints.

		Motivation to Purchase Green Paints													
CITY*	EK**	LOW			MODERATE			HIGH			Total			Significance#	
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%	Chi Square	p value
V*	L**	54	71.1	47.0	46	49.5	40.0	15	48.4	13.0	115	57.5	100.0	11.549	0.021
	M**	11	14.5	26.8	20	21.5	48.8	10	32.3	24.4	41	20.5	100.0		
	H**	11	14.5	25.0	27	29.0	61.4	6	19.4	13.6	44	22.0	100.0		
	Total	**76**	**100.0**	**38.0**	**93**	**100.0**	**46.5**	**31**	**100.0**	**15.5**	**200**	**100.0**	**100.0**		
A*	L**	50	63.3	51.5	39	40.2	40.2	8	33.3	8.2	97	48.5	100.0	15.607	0.004
	M**	9	11.4	23.7	20	20.6	52.6	9	37.5	23.7	38	19.0	100.0		
	H**	20	25.3	30.8	38	39.2	58.5	7	29.2	10.8	65	32.5	100.0		
	Total	**79**	**100.0**	**39.5**	**97**	**100.0**	**48.5**	**24**	**100.0**	**12.0**	**200**	**100.0**	**100.0**		
S*	L**	54	63.5	49.5	45	47.9	41.3	10	47.6	9.2	109	54.5	100.0	14.951	0.007
	M**	11	12.9	32.4	19	20.2	55.9	4	19.0	11.8	34	17.0	100.0		
	H**	20	23.5	35.1	30	31.9	52.6	7	33.3	12.3	57	28.5	100.0		
	Total	**85**	**100.0**	**42.5**	**94**	**100.0**	**47.0**	**21**	**100.0**	**10.5**	**200**	**100.0**	**100.0**		
R*	L**	40	74.1	56.3	21	19.1	29.6	10	27.8	14.1	71	35.5	100.0	49.682	0.000
	M**	5	9.3	13.2	27	24.5	71.1	6	16.7	15.8	38	19.0	100.0		
	H**	9	16.7	9.9	62	56.4	68.1	20	55.6	22.0	91	45.5	100.0		
	Total	**54**	**100.0**	**27.0**	**110**	**100.0**	**55.0**	**36**	**100.0**	**18.0**	**200**	**100.0**	**100.0**		
O*	L**	198	67.3	50.5	151	38.3	38.5	43	38.4	11.0	392	49.0	100.0	63.848	0.000
	M**	36	12.2	23.8	86	21.8	57.0	29	25.9	19.2	151	18.9	100.0		
	H**	60	20.4	23.3	157	39.8	61.1	40	35.7	15.6	257	32.1	100.0		
	Total	**294**	**100.0**	**36.8**	**394**	**100.0**	**49.3**	**112**	**100.0**	**14.0**	**800**	**100.0**	**100.0**		
*** V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;**															
**** EK= Environmental Knowledge, L = Low, M=Moderate, H=High**															
# 5% significance level															

- In overall, 50.5% respondents whose environmental knowledge was low had low level of motivation to purchase green paints. Moreover, 57% respondents whose environmental knowledge was of moderate level and 61.1% respondents with high level of environmental knowledge had moderate level of motivation to purchase green paints. 15.6% Respondents with high environmental knowledge had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 63.848 and p value = 0.000) between respondents' environmental knowledge and their motivation level to buy green paints.
- In Vadodara, 47% respondents whose environmental knowledge was low had low level of motivation to purchase green paints. Moreover, 48.8% respondents whose environmental knowledge was of moderate level and 61.4% respondents with high level of environmental knowledge had moderate level of motivation to purchase green paints. 13.6% Respondents

with high environmental knowledge had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 11.549 and p value = 0.021) between respondents' environmental knowledge and their motivation level to buy green paints.

- In Ahmedabad, 51.5% respondents whose environmental knowledge was low had low level of motivation to purchase green paints. Moreover, 52.6% respondents whose environmental knowledge was of moderate level and 58.5% respondents with high level of environmental knowledge had moderate level of motivation to purchase green paints. 10.8% Respondents with high environmental knowledge had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 15.607 and p value = 0.004) between respondents' environmental knowledge and their motivation level to buy green paints.
- In Surat, 49.5% respondents whose environmental knowledge was low had low level of motivation to purchase green paints. Moreover, 55.9% respondents whose environmental knowledge was of moderate level and 52.6% respondents with high level of environmental knowledge had moderate level of motivation to purchase green paints. 12.3% Respondents with high environmental knowledge had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 14.951 and p value = 0.007) between respondents' environmental knowledge and their motivation level to buy green paints.
- In Rajkot, 56.3% respondents whose environmental knowledge was low had low level of motivation to purchase green paints. Moreover, 71.1% respondents whose environmental knowledge was of moderate level and 68.1% respondents with high level of environmental knowledge had moderate level of motivation to purchase green paints. 22% Respondents with high environmental knowledge had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 49.682 and p value = 0.000) between respondents' environmental knowledge and their motivation level to buy green paints.
- It was observed that there was a significant association between respondents' motivation level and their environmental knowledge. Hence, it could be said that there was a strong association between consumers' environmental knowledge and their level of motivation to purchase green

paints for all selected cities i.e. Vadodara (chi square = 11.549, p value = 0.021), Ahmedabad (chi square = 15.607, p value = 0.004), Surat (chi square = 14.951, p value = 0.007) and Rajkot (chi square = 49.682, p value = 0.000). In overall (chi square = 63.848, p value = 0.000) also, it was observed there was strong association between consumers' environmental knowledge and their motivation level to buy green paints.

- Hence, we did not accept null hypothesis and it was observed that as environmental knowledge of consumer increases consumers' motivation to purchase eco-friendly paint increases. (Ref. Table 5.2.11)

Null Hypothesis $H3_0$: there is no association between consumers' environmental knowledge and their attitude towards purchase of eco-friendly paints.

Table 5.2.12: Table showing respondents' opinions on whether there is significant positive relationship between consumers' environmental knowledge and their attitude towards green paints.

		Attitude to Purchase Green Paints													
CITY*	EK**	LOW			MODERATE			HIGH			Total			Significance#	
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%	Chi Square	p value
V*	L**	45	73.8	39.1	51	49.0	44.3	19	54.3	16.5	115	57.5	100.0	13.521	0.009
	M**	5	8.2	12.2	30	28.8	73.2	6	17.1	14.6	41	20.5	100.0		
	H**	11	18.0	25.0	23	22.1	52.3	10	28.6	22.7	44	22.0	100.0		
	Total	61	100.0	30.5	104	100.0	52.0	35	100.0	17.5	200	100.0	100.0		
A*	L**	51	67.1	52.6	41	41.4	42.3	5	20.0	5.2	97	48.5	100.0	20.800	0.000
	M**	9	11.8	23.7	21	21.2	55.3	8	32.0	21.1	38	19.0	100.0		
	H**	16	21.1	24.6	37	37.4	56.9	12	48.0	18.5	65	32.5	100.0		
	Total	76	100.0	38.0	99	100.0	49.5	25	100.0	12.5	200	100.0	100.0		
S*	L**	57	71.3	52.3	43	46.7	39.4	9	32.1	8.3	109	54.5	100.0	23.240	0.000
	M**	14	17.5	41.2	13	14.1	38.2	7	25.0	20.6	34	17.0	100.0		
	H**	9	11.3	15.8	36	39.1	63.2	12	42.9	21.1	57	28.5	100.0		
	Total	80	100.0	40.0	92	100.0	46.0	28	100.0	14.0	200	100.0	100.0		
R*	L**	45	58.4	63.4	23	21.9	32.4	3	16.7	4.2	71	35.5	100.0	34.805	0.000
	M**	15	19.5	39.5	18	17.1	47.4	5	27.8	13.2	38	19.0	100.0		
	H**	17	22.1	18.7	64	61.0	70.3	10	55.6	11.0	91	45.5	100.0		
	Total	77	100.0	38.5	105	100.0	52.5	18	100.0	9.0	200	100.0	100.0		
O*	L**	198	67.3	50.5	158	39.5	40.3	36	34.0	9.2	392	49.0	100.0	66.4390	0.000
	M**	43	14.6	28.5	82	20.5	54.3	26	24.5	17.2	151	18.9	100.0		
	H**	53	18.0	20.6	160	40.0	62.3	44	41.5	17.1	257	32.1	100.0		
	Total	294	100.0	36.8	400	100.0	50.0	106	100.0	13.3	800	100.0	100.0		
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;															
** EK= Environmental Knowledge, L = Low, M=Moderate, H=High															
# 5% significance level															

- In overall, 50.5% respondents whose environmental knowledge was low had low level of positive attitude to purchase green paints. Moreover, 54.3% respondents whose environmental knowledge was of moderate level and 62.3% respondents with high level of environmental knowledge had moderate level of positive attitude to purchase green paints. 17.1% respondents with high environmental knowledge had high level of positive attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 66.439 and p value = 0.000) between respondents' environmental knowledge and their attitudinal level to buy green paints.
- In Vadodara, 39.1% respondents whose environmental knowledge was low had low level of positive attitude to purchase green paints. Moreover, 73.2% respondents whose environmental knowledge was of moderate level and 52.3% respondents with high level of environmental

knowledge had moderate level of positive attitude to purchase green paints. While, 22.7% respondents with high environmental knowledge had high attitudinal level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 13.521 and p value = 0.009) between respondents' environmental knowledge and their attitude to buy green paints.

- In Ahmedabad, 52.6% respondents whose environmental knowledge was low had low level of attitude to purchase green paints. Moreover, 55.3% respondents whose environmental knowledge was of moderate level and 56.9% respondents with high level of environmental knowledge had moderate level of attitude to purchase green paints. 18.5% respondents with high environmental knowledge had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 20.800 and p value = 0.000) between respondents' environmental knowledge and their level of attitude to buy green paints.
- In Surat, 52.3% respondents whose environmental knowledge was low had low level of positive attitude to purchase green paints. Moreover, 38.2% respondents whose environmental knowledge was of moderate level and 63.2% respondents with high level of environmental knowledge had moderate level of positive attitude towards purchase of green paints. 21.1% respondents with high environmental knowledge had high level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 23.240 and p value = 0.000) between respondents' environmental knowledge and their attitude level to buy green paints.
- In Rajkot, 58.4% respondents whose environmental knowledge was low had low level of positive attitude to purchase green paints. Moreover, 47.4% respondents whose environmental knowledge was of moderate level and 70.3% respondents with high level of environmental knowledge had moderate level of attitude to purchase green paints. 11% respondents with high environmental knowledge had high level attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 34.805 and p value = 0.000) between respondents' environmental knowledge and their attitudinal level to buy green paints.
- It was observed that there was a significant association between respondents' attitude level and their environmental knowledge. Hence, it could be said that there was a strong association between consumers' environmental knowledge and their level of attitude to purchase green

paints for all selected cities i.e. Vadodara (chi square = 16.667, p value = 0.009), Ahmedabad (chi square = 20.800, p value = 0.000), Surat (chi square = 23.240, p value = 0.000) and Rajkot (chi square = 34.805, p value = 0.000). In overall (chi square = 66.439, p value = 0.000) also, it was observed there was strong association between consumers' environmental knowledge and their level of attitude to buy green paints.

- Hence, we did not accept null hypothesis and it was observed that as environmental knowledge of consumer increases consumers' positive attitude to purchase eco-friendly paint increases. (Ref. Table 5.2.12)

Null Hypothesis $H4_0$: There is no association between consumers' environmental belief and their motivation level towards purchase of eco-friendly paints.

Table 5.2.13: Table showing respondents' opinions on relationship between consumers' environmental belief and their motivation to purchase green paints.

		Motivation to Purchase Green Paints												Significance#	
CITY*	EB**	LOW			MODERATE			HIGH			Total			Chi Square	p value
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%		
V*	L**	55	72.4	56.7	31	33.3	32.0	11	35.5	11.3	97	48.5	100.0	30.004	0.000
	M**	18	23.7	24.7	42	45.2	57.5	13	41.9	17.8	73	36.5	100.0		
	H**	3	3.9	10.0	20	21.5	66.7	7	22.6	23.3	30	15.0	100.0		
	Total	76	100.0	38.0	93	100.0	46.5	31	100.0	15.5	200	100.0	100.0		
A*	L**	41	51.9	63.1	19	19.6	29.2	5	20.8	7.7	65	32.5	100.0	38.305	0.000
	M**	31	39.2	39.2	43	44.3	54.4	5	20.8	6.3	79	39.5	100.0		
	H**	7	8.9	12.5	35	36.1	62.5	14	58.3	25.0	56	28.0	100.0		
	Total	79	100.0	39.5	97	100.0	48.5	24	100.0	12.0	200	100.0	100.0		
S*	L**	46	54.1	60.5	24	25.5	31.6	6	28.6	7.9	76	38.0	100.0	16.827	0.002
	M**	25	29.4	30.5	46	48.9	56.1	11	52.4	13.4	82	41.0	100.0		
	H**	14	16.5	33.3	24	25.5	57.1	4	19.0	9.5	42	21.0	100.0		
	Total	85	100.0	42.5	94	100.0	47.0	21	100.0	10.5	200	100.0	100.0		
R*	L**	39	72.2	66.1	14	12.7	23.7	6	16.7	10.2	59	29.5	100.0	65.181	0.000
	M**	10	18.5	10.9	62	56.4	67.4	20	55.6	21.7	92	46.0	100.0		
	H**	5	9.3	10.2	34	30.9	69.4	10	27.8	20.4	49	24.5	100.0		
	Total	54	100.0	27.0	110	100.0	55.0	36	100.0	18.0	200	100.0	100.0		
O*	L**	181	61.6	60.9	88	22.3	29.6	28	25.0	9.4	297	37.1	100.0	124.299	0.000
	M**	84	28.6	25.8	193	49.0	59.2	49	43.8	15.0	326	40.8	100.0		
	H**	29	9.9	16.4	113	28.7	63.8	35	31.3	19.8	177	22.1	100.0		
	Total	294	100.0	36.8	394	100.0	49.3	112	100.0	14.0	800	100.0	100.0		
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;															
** EB= Environmental Belief, L = Low, M=Moderate, H=High															
# 5% significance level															

- In overall, 60.9% respondents whose environmental belief was low had low level of motivation to purchase green paints. Moreover, 59.2% respondents whose environmental belief was of moderate level and 63.8% respondents with high level of environmental belief had moderate level of motivation to purchase green paints. 19.8% Respondents with high environmental knowledge had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 124.299 and p value = 0.000) between respondents' environmental belief and their motivation level to buy green paints.
- In Vadodara, 56.7% respondents whose environmental belief was low had low level of motivation to purchase green paints. Moreover, 57.5% respondents whose environmental belief was of moderate level and 66.7% respondents with high level of environmental belief had moderate level of motivation to purchase green paints. 23.3% Respondents with high environmental belief had high motivational level to buy eco-friendly paints. Moreover, there

was a high significant association (chi square value = 30.004 and p value = 0.000) between respondents' environmental belief and their motivation level to buy green paints.

- In Ahmedabad, 63.1% respondents whose environmental belief was low had low level of motivation to purchase green paints. Moreover, 54.4% respondents whose environmental belief was of moderate level and 62.5% respondents with high level of environmental belief had moderate level of motivation to purchase green paints. 25% respondents with high environmental belief had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 38.305 and p value = 0.000) between respondents' environmental belief and their motivation level to buy green paints.
- In Surat, 60.5% respondents whose environmental belief was low had low level of motivation to purchase green paints. Moreover, 56.1% respondents whose environmental belief was of moderate level and 57.1% respondents with high level of environmental belief had moderate level of motivation to purchase green paints. 9.5% Respondents with high environmental belief had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 16.827 and p value = 0.002) between respondents' environmental belief and their motivation level to buy green paints.
- In Rajkot, 66.1% respondents whose environmental belief was low had low level of motivation to purchase green paints. Moreover, 67.4% respondents whose environmental belief was of moderate level and 69.4% respondents with high level of environmental belief had moderate level of motivation to purchase green paints. 20.4% respondents with high environmental belief had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 64.181 and p value = 0.000) between respondents' environmental belief and their motivation level to buy green paints.
- It was observed that there was a significant association between respondents' motivation level and their environmental belief. Hence, it could be said that there was a strong association between consumers' environmental belief and their level of motivation to purchase green paints for all selected cities i.e. Vadodara (chi square = 30.004, p value = 0.000), Ahmedabad (chi square = 38.305, p value = 0.000), Surat (chi square = 16.827, p value = 0.002) and Rajkot (chi square = 65.181, p value = 0.000). In overall (chi square = 124.299, p value = 0.000) also, it was observed there was strong association between consumers' environmental belief and their motivation level to buy green paints.

- Hence, we reject null hypothesis and it was observed that as positive environmental belief of consumer increases consumers' motivation to purchase eco-friendly paint increases. (Ref. Table 5.2.13)

Null Hypothesis $H5_0$: there is no association between consumers' environmental belief and their attitude towards purchase of eco-friendly paints.

Table 5.2.14: Table showing respondents' opinions on whether there is significant positive relationship between consumers' environmental belief and their attitude towards green paints.

		Attitude towards Environment Friendly Paint													
CITY*	EB**	LOW			MODERATE			HIGH			Total			Significance#	
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%	Chi Square	p value
V*	L**	41	67.2	42.3	47	45.2	48.5	9	25.7	9.3	97	48.5	100.0	16.667	0.002
	M**	13	21.3	17.8	41	39.4	56.2	19	54.3	26.0	73	36.5	100.0		
	H**	7	11.5	23.3	16	15.4	53.3	7	20.0	23.3	30	15.0	100.0		
	Total	61	100.0	30.5	104	100.0	52.0	35	100.0	17.5	200	100.0	100.0		
A*	L**	41	53.9	63.1	20	20.2	30.8	4	16.0	6.2	65	32.5	100.0	31.256	0.000
	M**	26	34.2	32.9	44	44.4	55.7	9	36.0	11.4	79	39.5	100.0		
	H**	9	11.8	16.1	35	35.4	62.5	12	48.0	21.4	56	28.0	100.0		
	Total	61	100.0	30.5	104	100.0	52.0	35	100.0	17.5	200	100.0	100.0		
S*	L**	44	55.0	57.9	23	25.0	30.3	9	32.1	11.8	76	38.0	100.0	17.589	0.001
	M**	25	31.3	30.5	46	50.0	56.1	11	39.3	13.4	82	41.0	100.0		
	H**	11	13.8	26.2	23	25.0	54.8	8	28.6	19.0	42	21.0	100.0		
	Total	80	100.0	40.0	92	100.0	46.0	28	100.0	14.0	200	100.0	100.0		
R*	L**	42	54.5	71.2	10	9.5	16.9	7	38.9	11.9	59	29.5	100.0	48.671	0.000
	M**	18	23.4	19.6	68	64.8	73.9	6	33.3	6.5	92	46.0	100.0		
	H**	17	22.1	34.7	27	25.7	55.1	5	27.8	10.2	49	24.5	100.0		
	Total	77	100.0	38.5	105	100.0	52.5	18	100.0	9.0	200	100.0	100.0		
O*	L**	168	57.1	56.6	100	25.0	33.7	29	27.4	9.8	297	37.1	100.0	81.944	0.000
	M**	82	27.9	25.2	199	49.8	61.0	45	42.5	13.8	326	40.8	100.0		
	H**	44	15.0	24.9	101	25.3	57.1	32	30.2	18.1	177	22.1	100.0		
	Total	294	100.0	36.8	400	100.0	50.0	106	100.0	13.3	800	100.0	100.0		
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;															
** EB= Environmental Belief, L = Low, M=Moderate, H=High															
# 5% significance level															

- In overall, 56.6% respondents whose environmental belief was low had low level of positive attitude to purchase green paints. Moreover, 61% respondents whose environmental belief was of moderate level and 57.1% respondents with high level of environmental belief had moderate level of positive attitude to purchase green paints. 18.1% respondents with high environmental belief had high level of positive attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 81.944 and p value = 0.000) between respondents' environmental belief and their attitudinal level to buy green paints.
- In Vadodara, 42.3% respondents whose environmental belief was low had low level of positive attitude to purchase green paints. Moreover, 56.2% respondents whose environmental belief was of moderate level and 53.3% respondents with high level of environmental belief had moderate level of positive attitude to purchase green paints. While, 17.5% respondents with

high environmental belief had high attitudinal level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 16.667 and p value = 0.002) between respondents' environmental belief and their attitude to buy green paints.

- In Ahmedabad, 63.1% respondents whose environmental belief was low had low level of attitude to purchase green paints. Moreover, 55.7% respondents whose environmental belief was of moderate level and 62.5% respondents with high level of environmental belief had moderate level of attitude to purchase green paints. 21.4% respondents with high environmental belief had high attitude level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 31.256 and p value = 0.000) between respondents' environmental belief and their level of attitude to buy green paints.
- In Surat, 57.9% respondents whose environmental belief was low had low level of positive attitude to purchase green paints. Moreover, 56.1% respondents whose environmental belief was of moderate level and 54.8% respondents with high level of environmental belief had moderate level of positive attitude towards purchase of green paints. 19% respondents with high environmental belief had high level attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 17.589 and p value = 0.001) between respondents' environmental belief and their attitude level to buy green paints.
- In Rajkot, 71.2% respondents whose environmental belief was low had low level of positive attitude to purchase green paints. Moreover, 73.9% respondents whose environmental beilef was of moderate level and 55.1% respondents with high level of environmental belief had moderate level of attitude to purchase green paints. 10.2% respondents with high environmental belief had high level attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 48.671 and p value = 0.000) between respondents' environmental belief and their attitudinal level to buy green paints.
- It was observed that there was a significant difference between respondents' attitude level and their environmental belief. Hence, it could be said that there was a strong association between consumers' environmental belief and their level of attitude to purchase green paints for all selected cities i.e. Vadodara (chi square = 16.667, p value = 0.002), Ahmedabad (chi square = 31.256, p value = 0.000), Surat (chi square = 17.589, p value = 0.001) and Rajkot (chi square = 48.671, p value = 0.000). In overall (chi square = 81.944, p value = 0.000) also, it was

observed there was strong association between consumers' environmental belief and their level of attitude to buy green paints.

- Hence, we did not accept null hypothesis and it was observed that as positive environmental belief of consumer increases consumers' positive attitude to purchase eco-friendly paint increases. (Ref. Table 5.2.14)

Null Hypothesis $H6_0$: there is no association between consumers' social norms and their motivation towards purchase of eco-friendly paints.

Table 5.2.15: Table showing respondents' opinions on whether there is significant positive relationship between consumers' social norms and their motivation to purchase green paints.

		Motivation towards Environment Friendly Paint													
CITY*	SN**	LOW			MODERATE			HIGH			Total			Significance#	
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%	Chi Square	p value
V*	L**	42	55.3	41.6	50	53.8	49.5	9	29.0	8.9	101	50.5	100.0	12.667	0.022
	M**	17	22.4	33.3	21	22.6	41.2	13	41.9	25.5	51	25.5	100.0		
	H**	17	22.4	35.4	22	23.7	45.8	9	29.0	18.8	48	24.0	100.0		
	Total	**76**	**100.0**	**38.0**	**93**	**100.0**	**46.5**	**31**	**100.0**	**15.5**	**200**	**100.0**	**100.0**		
A*	L**	50	63.3	48.5	42	43.3	40.8	11	45.8	10.7	103	51.5	100.0	17.352	0.001
	M**	13	16.5	30.2	24	24.7	55.8	6	25.0	14.0	43	21.5	100.0		
	H**	16	20.3	29.6	31	32.0	57.4	7	29.2	13.0	54	27.0	100.0		
	Total	**79**	**100.0**	**39.5**	**97**	**100.0**	**48.5**	**24**	**100.0**	**12.0**	**200**	**100.0**	**100.0**		
S*	L**	56	65.9	52.8	39	41.5	36.8	11	52.4	10.4	106	53.0	100.0	14.196	0.007
	M**	19	22.4	36.5	30	31.9	57.7	3	14.3	5.8	52	26.0	100.0		
	H**	10	11.8	23.8	25	26.6	59.5	7	33.3	16.7	42	21.0	100.0		
	Total	**85**	**100.0**	**42.5**	**94**	**100.0**	**47.0**	**21**	**100.0**	**10.5**	**200**	**100.0**	**100.0**		
R*	L**	47	87.0	37.6	60	54.5	48.0	18	50.0	14.4	125	62.5	100.0	19.600	0.001
	M**	3	5.6	7.0	29	26.4	67.4	11	30.6	25.6	43	21.5	100.0		
	H**	4	7.4	12.5	21	19.1	65.6	7	19.4	21.9	32	16.0	100.0		
	Total	**54**	**100.0**	**27.0**	**110**	**100.0**	**55.0**	**36**	**100.0**	**18.0**	**200**	**100.0**	**100.0**		
O*	L**	195	66.3	44.8	191	48.5	43.9	49	43.8	11.3	435	54.4	100.0	27.603	0.000
	M**	52	17.7	27.5	104	26.4	55.0	33	29.5	17.5	189	23.6	100.0		
	H**	47	16.0	26.7	99	25.1	56.3	30	26.8	17.0	176	22.0	100.0		
	Total	**294**	**100.0**	**36.8**	**394**	**100.0**	**49.3**	**112**	**100.0**	**14.0**	**800**	**100.0**	**100.0**		
*** V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;**															
**** SN = Social Norms, L = Low, M=Moderate, H=High**															
# 5% significance level															

- In overall, 44.8% respondents whose social influence level was low had low level of positive attitude to purchase green paints. Moreover, 55% respondents whose social influence level was of moderate level and 56.3% respondents with high level of social influence level had moderate level of positive attitude to purchase green paints. 17% respondents with high social influence level had high level of positive attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 27.603 and p value = 0.000) between respondents' social influence level and their attitudinal level to buy green paints.
- In Vadodara, 41.6% respondents whose social influence level was low had low level of positive attitude to purchase green paints. Moreover, 41.2% respondents whose social influence level was of moderate level and 45.8% respondents with high level of social influence level had moderate level of positive attitude to purchase green paints. While, 18.8% respondents with

high social influence level had high attitudinal level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 12.667 and p value = 0.022) between respondents' social influence level and their attitude to buy green paints.

- In Ahmedabad, 48.5% respondents whose social influence level was low had low level of attitude to purchase green paints. Moreover, 55.8% respondents whose social influence level was of moderate level and 57.4% respondents with high level of social influence level had moderate level of attitude to purchase green paints. Only13% respondents with high social influence level had high attitude level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 17.352 and p value = 0.001) between respondents' social influence level and their level of attitude to buy green paints.
- In Surat, 52.8% respondents whose social influence level was low had low level of positive attitude to purchase green paints. Moreover, 57.7% respondents whose social influence level was of moderate level and 59.5% respondents with high level of social influence level had moderate level of positive attitude towards purchase of green paints. 16.7% respondents with high social influence level had high level attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 14.196 and p value = 0.007) between respondents' social influence level and their attitude level to buy green paints.
- In Rajkot, 87% respondents whose social influence level was low had low level of positive attitude to purchase green paints. Moreover, 67.4% respondents whose environmental beilef was of moderate level and 65.6% respondents with high level of social influence level had moderate level of attitude to purchase green paints. 21.9% respondents with high social influence level had high level attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 19.600 and p value = 0.001) between respondents' social influence level and their attitudinal level to buy green paints.
- It was observed that there was a significant difference between respondents' motivation level and their social influence level. Hence, it could be said that there was a strong association between consumers' social influence level and their level of motivation to purchase green paints for all selected cities i.e. Vadodara (chi square = 12.667, p value = 0.022), Ahmedabad (chi square = 17.352, p value = 0.001), Surat (chi square = 14.196, p value = 0.007) and Rajkot (chi square = 19.600, p value = 0.001). In overall (chi square = 27.603, p value = 0.000) also,

it was observed there was strong association between consumers' social influence level and their level of motivation to buy green paints.

- Hence, we did not accept null hypothesis and it was observed that as positive social influence level of consumer increases consumers' motivation to purchase eco-friendly paint increases. (Ref. Table 5.2.15)

Null Hypothesis $H7_0$: there is no association between consumers' social norms and their attitude towards purchase of eco-friendly paints.

Table 5.2.16: Table showing respondents' opinions on whether there is significant positive relationship between consumers' social influence level and their attitude towards green paints.

		Attitude towards Environment Friendly Paint													
CITY*	SN**	LOW			MODERATE			HIGH			Total			Significance#	
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%	Chi Square	p value
V*	L**	38	62.3	37.6	44	42.3	43.6	19	54.3	18.8	101	50.5	100.0	14.250	0.009
	M**	12	19.7	23.5	33	31.7	64.7	6	17.1	11.8	51	25.5	100.0		
	H**	11	18.0	22.9	27	26.0	56.3	10	28.6	20.8	48	24.0	100.0		
	Total	**61**	**100.0**	**30.5**	**104**	**100.0**	**52.0**	**35**	**100.0**	**17.5**	**200**	**100.0**	**100.0**		
A*	L**	44	57.9	42.7	46	46.5	44.7	13	52.0	12.6	103	51.5	100.0	33.880	0.000
	M**	14	18.4	32.6	22	22.2	51.2	7	28.0	16.3	43	21.5	100.0		
	H**	18	23.7	33.3	31	31.3	57.4	5	20.0	9.3	54	27.0	100.0		
	Total	**76**	**100.0**	**38.0**	**99**	**100.0**	**49.5**	**25**	**100.0**	**12.5**	**200**	**100.0**	**100.0**		
S*	L**	56	70.0	52.8	37	40.2	34.9	13	46.4	12.3	106	53.0	100.0	19.697	0.001
	M**	15	18.8	28.8	32	34.8	61.5	5	17.9	9.6	52	26.0	100.0		
	H**	9	11.3	21.4	23	25.0	54.8	10	35.7	23.8	42	21.0	100.0		
	Total	**80**	**100.0**	**40.0**	**92**	**100.0**	**46.0**	**28**	**100.0**	**14.0**	**200**	**100.0**	**100.0**		
R*	L**	58	75.3	46.4	56	53.3	44.8	11	61.1	8.8	125	62.5	100.0	9.898	0.042
	M**	11	14.3	25.6	27	25.7	62.8	5	27.8	11.6	43	21.5	100.0		
	H**	8	10.4	25.0	22	21.0	68.8	2	11.1	6.3	32	16.0	100.0		
	Total	**77**	**100.0**	**38.5**	**105**	**100.0**	**52.5**	**18**	**100.0**	**9.0**	**200**	**100.0**	**100.0**		
O*	L**	196	66.7	45.1	183	45.8	42.1	56	52.8	12.9	435	54.4	100.0	30.799	0.000
	M**	52	17.7	27.5	114	28.5	60.3	23	21.7	12.2	189	23.6	100.0		
	H**	46	15.6	26.1	103	25.8	58.5	27	25.5	15.3	176	22.0	100.0		
	Total	**294**	**100.0**	**36.8**	**400**	**100.0**	**50.0**	**106**	**100.0**	**13.3**	**800**	**100.0**	**100.0**		
*** V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;**															
**** SN = Social Influence level, L = Low, M=Moderate, H=High**															
# 5% significance level															

- In overall, 45.1% respondents whose social influence level was low had low level of positive attitude to purchase green paints. Moreover, 60.3% respondents whose social influence level was of moderate level and 58.5% respondents with high level of social influence level had moderate level of positive attitude to purchase green paints. 15.3% respondents with high social influence level had high level of positive attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 30.799 and p value = 0.000) between respondents' social influence level and their attitudinal level to buy green paints.
- In Vadodara, 37.6% respondents whose social influence level was low had low level of positive attitude to purchase green paints. Moreover, 64.7% respondents whose social influence level was of moderate level and 56.3% respondents with high level of social influence level had moderate level of positive attitude to purchase green paints. 20.8% respondents with high

social influence level had high level of positive attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 14.250 and p value = 0.009) between respondents' social influence level and their attitudinal level to buy green paints.

- In Ahmedabad, 42.7% respondents whose social influence level was low had low level of attitude to purchase green paints. Moreover, 51.2% respondents whose social influence level was of moderate level and 57.4% respondents with high level of social influence level had moderate level of attitude to purchase green paints. 9.3% respondents with high social influence level had high attitude level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 33.880 and p value = 0.000) between respondents' social influence level and their level of attitude to buy green paints.
- In Surat, 52.8% respondents whose social influence level was low had low level of positive attitude to purchase green paints. Moreover, 61.5% respondents whose social influence level was of moderate level and 54.8% respondents with high level of social influence level had moderate level of positive attitude towards purchase of green paints. 23.8% respondents with high social influence level had high level attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 19.697 and p value = 0.001) between respondents' social influence level and their attitude level to buy green paints.
- In Rajkot, 46.4% respondents whose social influence level was low had low level of positive attitude to purchase green paints. Moreover, 62.8% respondents whose social influence level was of moderate level and 68.8% respondents with high level of social influence level had moderate level of attitude to purchase green paints. 6.3% respondents with high social influence level had high level attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 9.898 and p value = 0.042) between respondents' social influence level and their attitudinal level to buy green paints.
- It was observed that there was a significant difference between respondents' attitude level and their social influence level. Hence, it could be said that there was a strong association between consumers' social influence level and their level of attitude to purchase green paints for all selected cities i.e. Vadodara (chi square = 14.250, p value = 0.009), Ahmedabad (chi square = 33.880, p value = 0.000), Surat (chi square = 19.697, p value = 0.001) and Rajkot (chi square = 9.898, p value = 0.042). In overall (chi square = 30.799, p value = 0.000) also, it was observed

there was strong association between consumers' social influence level and their level of attitude to buy green paints.

- Hence, we did not accept null hypothesis and it was observed that as positive social influence level of consumer increases consumers' positive attitude to purchase eco-friendly paint increases. (Ref. Table 5.2.16)

Null Hypothesis $H8_0$: there is no association between consumers' social norms and their intention to purchase eco-friendly paints.

Table 5.2.17: Table showing respondents' opinions on whether there is significant positive relationship between consumers' social influence level and their intention to buy eco-friendly paints.

		Purchase Intention towards Environment Friendly Paint													
CITY*	SN**	LOW			MODERATE			HIGH			Total			Significance#	
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%	Chi Square	p value
V*	L**	46	64.8	45.5	36	48.0	35.6	19	35.2	18.8	101	50.5	100.0	12.531	0.014
	M**	10	14.1	19.6	22	29.3	43.1	19	35.2	37.3	51	25.5	100.0		
	H**	15	21.1	31.3	17	22.7	35.4	16	29.6	33.3	48	24.0	100.0		
	Total	**71**	**100.0**	**35.5**	**75**	**100.0**	**37.5**	**54**	**100.0**	**27.0**	**200**	**100.0**	**100.0**		
A*	L**	45	61.6	43.7	38	44.7	36.9	20	47.6	19.4	103	51.5	100.0	13.256	0.010
	M**	10	13.7	23.3	24	28.2	55.8	9	21.4	20.9	43	21.5	100.0		
	H**	18	24.7	33.3	23	27.1	42.6	13	31.0	24.1	54	27.0	100.0		
	Total	**73**	**100.0**	**36.5**	**85**	**100.0**	**42.5**	**42**	**100.0**	**21.0**	**200**	**100.0**	**100.0**		
S*	L**	64	56.6	60.4	35	49.3	33.0	7	43.8	6.6	106	53.0	100.0	9.258	0.041
	M**	31	27.4	59.6	17	23.9	32.7	4	25.0	7.7	52	26.0	100.0		
	H**	18	15.9	42.9	19	26.8	45.2	5	31.3	11.9	42	21.0	100.0		
	Total	**113**	**100.0**	**56.5**	**71**	**100.0**	**35.5**	**16**	**100.0**	**8.0**	**200**	**100.0**	**100.0**		
R*	L**	65	71.4	52.0	41	56.2	32.8	19	52.8	15.2	125	62.5	100.0	8.989	0.048
	M**	15	16.5	34.9	18	24.7	41.9	10	27.8	23.3	43	21.5	100.0		
	H**	11	12.1	34.4	14	19.2	43.8	7	19.4	21.9	32	16.0	100.0		
	Total	**91**	**100.0**	**45.5**	**73**	**100.0**	**36.5**	**36**	**100.0**	**18.0**	**200**	**100.0**	**100.0**		
O*	L**	220	63.2	50.6	150	49.3	34.5	65	43.9	14.9	435	54.4	100.0	20.701	0.000
	M**	66	19.0	34.9	81	26.6	42.9	42	28.4	22.2	189	23.6	100.0		
	H**	62	17.8	35.2	73	24.0	41.5	41	27.7	23.3	176	22.0	100.0		
	Total	**348**	**100.0**	**43.5**	**304**	**100.0**	**38.0**	**148**	**100.0**	**18.5**	**800**	**100.0**	**100.0**		
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;															
** SN = Social Influence level, L = Low, M=Moderate, H=High															
# 5% significance level															

- In overall, 50.6% respondents whose social influence level was low had low level of positive intention to purchase green paints. Moreover, 42.9% respondents whose social influence level was of moderate level and 41.5% respondents with high level of social influence level had moderate level of positive intention to purchase green paints. 23.3% respondents with high social influence level had high level of positive intention to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 20.701 and p value = 0.000) between respondents' social influence level and their attitudinal level to buy green paints.
- In Vadodara, 45.5% respondents whose social influence level was low had low level of positive intention to purchase green paints. Moreover, 43.1% respondents whose social influence level was of moderate level and 35.4% respondents with high level of social influence level had moderate level of positive intention to purchase green paints. While, 33.3% respondents with

high social influence level had high attitudinal level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 12.531 and p value = 0.014) between respondents' social influence level and their intention to buy green paints.

- In Ahmedabad, 43.7% respondents whose social influence level was low had low level of intention to purchase green paints. Moreover, 55.8% respondents whose social influence level was of moderate level and 42.6% respondents with high level of social influence level had moderate level of intention to purchase green paints. 24.1% respondents with high social influence level had high intention level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 13.256 and p value = 0.010) between respondents' social influence level and their level of intention to buy green paints.
- In Surat, 60.4% respondents whose social influence level was low had low level of positive intention to purchase green paints. Moreover, 32.7% respondents whose social influence level was of moderate level and 45.2% respondents with high level of social influence level had moderate level of positive intention towards purchase of green paints. 11.9% respondents with high social influence level had high level intention to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 9.258 and p value = 0.041) between respondents' social influence level and their intention level to buy green paints.
- In Rajkot, 52% respondents whose social influence level was low had low level of positive intention to purchase green paints. Moreover, 41.9% respondents whose social influence level was of moderate level and 43.8% respondents with high level of social influence level had moderate level of intention to purchase green paints. 21.9% respondents with high social influence level had high level intention to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 8.989 and p value = 0.048) between respondents' social influence level and their attitudinal level to buy green paints.
- It was observed that there was a significant difference between respondents' intention level and their social influence level. Hence, it could be said that there was a strong association between consumers' social influence level and their level of intention to purchase green paints for all selected cities i.e. Vadodara (chi square = 12.531, p value = 0.014), Ahmedabad (chi square = 13.256, p value = 0.010), Surat (chi square = 9.258, p value = 0.041) and Rajkot (chi square = 8.989, p value = 0.048). In overall (chi square = 20.701, p value = 0.000) also, it was

observed there was strong association between consumers' social influence level and their level of intention to buy green paints.

- Hence, we did not accept null hypothesis and it was observed that as positive social influence level of consumer increases consumers' positive intention to purchase eco-friendly paint increases. (Ref. Table 5.2.17)

Null Hypothesis $H9_0$: There is no association between consumers' motivational level and purchase intention towards purchase of eco-friendly paints.

Table 5.2.18: Table showing respondents' opinions on whether there is significant positive relationship between consumers' motivation to purchase green paints and their purchase intention towards green paints.

		Purchase Intention towards Environment Friendly Paint													
CITY*	Mo**	LOW			MODERATE			HIGH			Total			Significance#	
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%	Chi Square	p value
V*	L**	37	52.1	48.7	20	26.7	26.3	19	35.2	25.0	76	38.0	100.0	13.918	0.008
	M**	29	40.8	31.2	37	49.3	39.8	27	50.0	29.0	93	46.5	100.0		
	H**	5	7.0	16.1	18	24.0	58.1	8	14.8	25.8	31	15.5	100.0		
	Total	**71**	**100.0**	**35.5**	**75**	**100.0**	**37.5**	**54**	**100.0**	**27.0**	**200**	**100.0**	**100.0**		
A*	L**	48	65.8	60.8	24	28.2	30.4	7	16.7	8.9	79	39.5	100.0	36.806	0.000
	M**	17	23.3	17.5	51	60.0	52.6	29	69.0	29.9	97	48.5	100.0		
	H**	8	11.0	33.3	10	11.8	41.7	6	14.3	25.0	24	12.0	100.0		
	Total	**73**	**100.0**	**36.5**	**85**	**100.0**	**42.5**	**42**	**100.0**	**21.0**	**200**	**100.0**	**100.0**		
S*	L**	60	53.1	70.6	20	28.2	23.5	5	31.3	5.9	85	42.5	100.0	20.432	0.000
	M**	49	43.4	52.1	38	53.5	40.4	7	43.8	7.4	94	47.0	100.0		
	H**	4	3.5	19.0	13	18.3	61.9	4	25.0	19.0	21	10.5	100.0		
	Total	**113**	**100.0**	**56.5**	**71**	**100.0**	**35.5**	**16**	**100.0**	**8.0**	**200**	**100.0**	**100.0**		
R*	L**	41	45.1	75.9	8	11.0	14.8	5	13.9	9.3	54	27.0	100.0	31.669	0.000
	M**	41	45.1	37.3	44	60.3	40.0	25	69.4	22.7	110	55.0	100.0		
	H**	9	9.9	25.0	21	28.8	58.3	6	16.7	16.7	36	18.0	100.0		
	Total	**91**	**100.0**	**45.5**	**73**	**100.0**	**36.5**	**36**	**100.0**	**18.0**	**200**	**100.0**	**100.0**		
O*	L**	186	53.4	63.3	72	23.7	24.5	36	24.3	12.2	294	36.8	100.0	79.924	0.000
	M**	136	39.1	34.5	170	55.9	43.1	88	59.5	22.3	394	49.3	100.0		
	H**	26	7.5	23.2	62	20.4	55.4	24	16.2	21.4	112	14.0	100.0		
	Total	**348**	**100.0**	**43.5**	**304**	**100.0**	**38.0**	**148**	**100.0**	**18.5**	**800**	**100.0**	**100.0**		
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;															
** Mo= Motivation to purchase Green Paints, L = Low, M=Moderate, H=High															
# 5% significance level															

- In overall, 63.3% respondents whose motivation towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 43.1% respondents whose motivation towards eco-friendly paint purchase was of moderate level and 55.4% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of intention to purchase green paints. 21.4% respondents with high motivation towards eco-friendly paint purchase had high level of intention to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 79.924 and p value = 0.000) between respondents' motivation towards eco-friendly paint purchase and their intention to buy green paints.
- In Vadodara, 48.7% respondents whose motivation towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 39.8% respondents whose

motivation towards eco-friendly paint purchase was of moderate level and 58.1% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of intention to purchase green paints. While, 25.8% respondents with high motivation towards eco-friendly paint purchase had high intention level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 13.918 and p value = 0.008) between respondents' motivation towards eco-friendly paint purchase and their intention to buy green paints.

- In Ahmedabad, 60.8% respondents whose motivation towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 52.6% respondents whose motivation towards eco-friendly paint purchase was of moderate level and 41.7% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of intention to purchase green paints. 25% respondents with high motivation towards eco-friendly paint purchase had high intention level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 36.806 and p value = 0.000) between respondents' motivation towards eco-friendly paint purchase and their level of intention to buy green paints.
- In Surat, 70.6% respondents whose motivation towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 40.4% respondents whose motivation towards eco-friendly paint purchase was of moderate level and 61.9% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of intention towards purchase of green paints. 19% respondents with high motivation towards eco-friendly paint purchase had high intention to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 20.432 and p value = 0.000) between respondents' motivation towards eco-friendly paint purchase and their intention level to buy green paints.
- In Rajkot, 75.9% respondents whose motivation towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 40% respondents whose motivation towards eco-friendly paint purchase was of moderate level and 58.3% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of intention to purchase green paints. 16.7% respondents with high motivation towards eco-friendly paint purchase had high level intention to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 31.669 and p value = 0.000) between

respondents' motivation towards eco-friendly paint purchase and their intention level to buy green paints.

- It was observed that there was a significant difference between respondents' purchase intention level and their motivation towards eco-friendly paint purchase. Hence, it could be said that there was a strong association between consumers' motivation towards eco-friendly paint purchase and their level of intention to purchase green paints for all selected cities i.e. Vadodara (chi square = 13.918, p value = 0.008), Ahmedabad (chi square = 36.806, p value = 0.000), Surat (chi square = 20.432, p value = 0.001) and Rajkot (chi square = 31.669, p value = 0.000). In overall (chi square = 79.924, p value = 0.000) also, it was observed there was strong association between consumers' motivation towards eco-friendly paint purchase and their level of intention to buy green paints.
    - Hence, we did not accept null hypothesis and it was observed that as positive motivation towards eco-friendly paint purchase of consumer increases consumers' intention to purchase eco-friendly paint increases. (Ref. Table 5.2.18)

Null Hypothesis H10$_0$: There is no association between consumers' attitude and purchase intention towards purchase of eco-friendly paints.

Table 5.1.19: Table showing respondents' opinions on whether there is significant positive relationship between consumers' attitude and their purchase intention towards green paints.

		Purchase Intention towards Environment Friendly Paint													
CITY*	At**	LOW			MODERATE			HIGH			Total			Significance#	
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%	Chi Square	p value
V*	L**	39	54.9	63.9	11	14.7	18.0	11	20.4	18.0	61	30.5	100.0	33.227	0.000
	M**	27	38.0	26.0	47	62.7	45.2	30	55.6	28.8	104	52.0	100.0		
	H**	5	7.0	14.3	17	22.7	48.6	13	24.1	37.1	35	17.5	100.0		
	Total	**71**	**100.0**	**35.5**	**75**	**100.0**	**37.5**	**54**	**100.0**	**27.0**	**200**	**100.0**	**100.0**		
A*	L**	40	54.8	52.6	21	24.7	27.6	15	35.7	19.7	76	38.0	100.0	15.456	0.004
	M**	27	37.0	27.3	50	58.8	50.5	22	52.4	22.2	99	49.5	100.0		
	H**	6	8.2	24.0	14	16.5	56.0	5	11.9	20.0	25	12.5	100.0		
	Total	**73**	**100.0**	**36.5**	**85**	**100.0**	**42.5**	**42**	**100.0**	**21.0**	**200**	**100.0**	**100.0**		
S*	L**	63	55.8	78.8	16	22.5	20.0	1	6.3	1.3	80	40.0	100.0	28.661	0.000
	M**	39	34.5	42.4	41	57.7	44.6	12	75.0	13.0	92	46.0	100.0		
	H**	11	9.7	39.3	14	19.7	50.0	3	18.8	10.7	28	14.0	100.0		
	Total	**113**	**100.0**	**56.5**	**71**	**100.0**	**35.5**	**16**	**100.0**	**8.0**	**200**	**100.0**	**100.0**		
R*	L**	50	54.9	64.9	19	26.0	24.7	8	22.2	10.4	77	38.5	100.0	19.224	0.001
	M**	35	38.5	33.3	46	63.0	43.8	24	66.7	22.9	105	52.5	100.0		
	H**	6	6.6	33.3	8	11.0	44.4	4	11.1	22.2	18	9.0	100.0		
	Total	**91**	**100.0**	**45.5**	**73**	**100.0**	**36.5**	**36**	**100.0**	**18.0**	**200**	**100.0**	**100.0**		
O*	L**	192	55.2	65.3	67	22.0	22.8	35	23.6	11.9	294	36.8	100.0	91.109	0.000
	M**	128	36.8	32.0	184	60.5	46.0	88	59.5	22.0	400	50.0	100.0		
	H**	28	8.0	26.4	53	17.4	50.0	25	16.9	23.6	106	13.3	100.0		
	Total	**348**	**100.0**	**43.5**	**304**	**100.0**	**38.0**	**148**	**100.0**	**18.5**	**800**	**100.0**	**100.0**		
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;															
** At= Attitude towards Green Paints, L = Low, M=Moderate, H=High															
# 5% significance level															

- In overall, 65.3% respondents whose positive attitude towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 46% respondents whose attitude towards eco-friendly paint purchase was of moderate level and 50% respondents with high level of attitude towards eco-friendly paint purchase had moderate level of intention to purchase green paints. 23.6% respondents with positive attitude towards eco-friendly paint purchase had high level of intention to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 91.109 and p value = 0.000) between respondents' positive attitude towards eco-friendly paint purchase and their intention to buy green paints.
- In Vadodara, 63.9% respondents whose attitude towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 45.2% respondents whose attitude towards eco-friendly paint purchase was of moderate level and 48.6% respondents

with high level of attitude towards eco-friendly paint purchase had moderate level of intention to purchase green paints. While, 24.1% respondents with high attitude towards eco-friendly paint purchase had high intention level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 33.227 and p value = 0.000) between respondents' attitude towards eco-friendly paint purchase and their intention to buy green paints.

- In Ahmedabad, 52.6% respondents whose attitude towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 50.5% respondents whose attitude towards eco-friendly paint purchase was of moderate level and 56% respondents with high level of attitude towards eco-friendly paint purchase had moderate level of intention to purchase green paints. While, 20% respondents with high attitude towards eco-friendly paint purchase had high intention level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 15.456 and p value = 0.004) between respondents' attitude towards eco-friendly paint purchase and their intention to buy green paints.
- In Surat, 78.8% respondents whose attitude towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 44.6% respondents whose attitude towards eco-friendly paint purchase was of moderate level and 50% respondents with high level of attitude towards eco-friendly paint purchase had moderate level of intention to purchase green paints. While, 10.7% respondents with high attitude towards eco-friendly paint purchase had high intention level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 28.661 and p value = 0.000) between respondents' attitude towards eco-friendly paint purchase and their intention to buy green paints.
- In Rajkot, 64.9% respondents whose attitude towards eco-friendly paint purchase was low had low level of intention to purchase green paints. Moreover, 43.8% respondents whose attitude towards eco-friendly paint purchase was of moderate level and 44.4% respondents with high level of attitude towards eco-friendly paint purchase had moderate level of intention to purchase green paints. 22.2% respondents with high attitude towards eco-friendly paint purchase had high level intention to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 19.224 and p value = 0.001) between respondents' attitude towards eco-friendly paint purchase and their intention level to buy green paints.
- It was observed that there was a significant difference between respondents' purchase intention level and their attitude towards eco-friendly paint purchase. Hence, it could be said that there

was a strong association between consumers' attitude towards eco-friendly paint purchase and their level of intention to purchase green paints for all selected cities i.e. Vadodara (chi square = 33.227, p value = 0.000), Ahmedabad (chi square = 11.456, p value = 0.004), Surat (chi square = 28.661, p value = 0.000) and Rajkot (chi square = 19.224, p value = 0.001). In overall (chi square = 91.109, p value = 0.000) also, it was observed there was strong association between consumers' attitude towards eco-friendly paint purchase and their level of intention to buy green paints.

- Hence, we did not accept null hypothesis and it was observed that as positive attitude towards eco-friendly paint purchase of consumer increases consumers' intention to purchase eco-friendly paint increases. (Ref. Table 5.2.19)

Null Hypothesis $H11_0$: There is no association between consumers' motivational level and attitude towards purchase of eco-friendly paints.

Table 5.2.20: Table showing respondents' opinions on whether there is significant positive relationship between consumers' motivation to purchase green paints and their attitude towards green paints.

		Attitude towards Environment Friendly Paint													
CITY*	Mo**	LOW			MODERATE			HIGH			Total			Significance#	
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%	Chi Square	p value
V*	L**	33	54.1	43.4	31	29.8	40.8	12	34.3	15.8	76	38.0	100.0	10.062	0.039
	M**	21	34.4	22.6	54	51.9	58.1	18	51.4	19.4	93	46.5	100.0		
	H**	7	11.5	22.6	19	18.3	61.3	5	14.3	16.1	31	15.5	100.0		
	Total	**61**	**100.0**	**30.5**	**104**	**100.0**	**52.0**	**35**	**100.0**	**17.5**	**200**	**100.0**	**100.0**		
A*	L**	44	57.9	55.7	29	29.3	36.7	6	24.0	7.6	79	39.5	100.0	22.768	0.000
	M**	28	36.8	28.9	57	57.6	58.8	12	48.0	12.4	97	48.5	100.0		
	H**	4	5.3	16.7	13	13.1	54.2	7	28.0	29.2	24	12.0	100.0		
	Total	**76**	**100.0**	**38.0**	**99**	**100.0**	**49.5**	**25**	**100.0**	**12.5**	**200**	**100.0**	**100.0**		
S*	L**	49	61.3	57.6	25	27.2	29.4	11	39.3	12.9	85	42.5	100.0	22.474	0.000
	M**	28	35.0	29.8	52	56.5	55.3	14	50.0	14.9	94	47.0	100.0		
	H**	3	3.8	14.3	15	16.3	71.4	3	10.7	14.3	21	10.5	100.0		
	Total	**80**	**100.0**	**40.0**	**92**	**100.0**	**46.0**	**28**	**100.0**	**14.0**	**200**	**100.0**	**100.0**		
R*	L**	42	54.5	77.8	11	10.5	20.4	1	5.6	1.9	54	27.0	100.0	49.983	0.000
	M**	28	36.4	25.5	71	67.6	64.5	11	61.1	10.0	110	55.0	100.0		
	H**	7	9.1	19.4	23	21.9	63.9	6	33.3	16.7	36	18.0	100.0		
	Total	**77**	**100.0**	**38.5**	**105**	**100.0**	**52.5**	**18**	**100.0**	**9.0**	**200**	**100.0**	**100.0**		
O*	L**	168	57.1	57.1	96	24.0	32.7	30	28.3	10.2	294	36.8	100.0	86.989	0.000
	M**	105	35.7	26.6	234	58.5	59.4	55	51.9	14.0	394	49.3	100.0		
	H**	21	7.1	18.8	70	17.5	62.5	21	19.8	18.7	112	14.0	100.0		
	Total	**294**	**100.0**	**36.8**	**400**	**100.0**	**50.0**	**106**	**100.0**	**13.3**	**800**	**100.0**	**100.0**		
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;															
** Mo= Motivation to purchase Green Paints, L = Low, M=Moderate, H=High															
# 5% significance level															

- In overall, 57.1% respondents whose motivation towards eco-friendly paint purchase was low had low level of positive attitude to purchase green paints. Moreover, 59.4% respondents whose motivation towards eco-friendly paint purchase was of moderate level and 62.5% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of positive attitude to purchase green paints. 18.7% respondents with high motivation towards eco-friendly paint purchase had high level of positive attitude to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 86.989 and p value = 0.000) between respondents' motivation towards eco-friendly paint purchase and their attitudinal level to buy green paints.
- In Vadodara, 43.4% respondents whose motivation towards eco-friendly paint purchase was low had low level of positive attitude to purchase green paints. Moreover, 58.1% respondents

whose motivation towards eco-friendly paint purchase was of moderate level and 61.3% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of positive attitude to purchase green paints. While, 16.1% respondents with high motivation towards eco-friendly paint purchase had high attitudinal level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 10.062 and p value = 0.039) between respondents' motivation towards eco-friendly paint purchase and their attitude to buy green paints.

- In Ahmedabad, 55.7% respondents whose motivation towards eco-friendly paint purchase was low had low level of attitude to purchase green paints. Moreover, 58.8% respondents whose motivation towards eco-friendly paint purchase was of moderate level and 54.2% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of attitude to purchase green paints. 29.2% respondents with high motivation towards eco-friendly paint purchase had high motivational level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 22.768 and p value = 0.000) between respondents' motivation towards eco-friendly paint purchase and their level of attitude to buy green paints.
- In Surat, 57.6% respondents whose motivation towards eco-friendly paint purchase was low had low level of positive attitude to purchase green paints. Moreover, 55.3% respondents whose motivation towards eco-friendly paint purchase was of moderate level and 71.4% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of positive attitude towards purchase of green paints. 14.3% respondents with high motivation towards eco-friendly paint purchase had high level to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 22.474 and p value = 0.000) between respondents' motivation towards eco-friendly paint purchase and their attitude level to buy green paints.
- In Rajkot, 77.8% respondents whose motivation towards eco-friendly paint purchase was low had low level of positive attitude to purchase green paints. Moreover, 64.5% respondents whose motivation towards eco-friendly paint purchase was of moderate level and 63.9% respondents with high level of motivation towards eco-friendly paint purchase had moderate level of attitude to purchase green paints. 16.7% respondents with high motivation towards eco-friendly paint purchase had high level attitude to buy eco-friendly paints. Moreover, there

was a high significant association (chi square value = 49.983 and p value = 0.000) between respondents' motivation towards eco-friendly paint purchase and their attitudinal level to buy green paints.

- It was observed that there was a significant difference between respondents' attitude level and their motivation towards eco-friendly paint purchase. Hence, it could be said that there was a strong association between consumers' motivation towards eco-friendly paint purchase and their level of attitude to purchase green paints for all selected cities i.e. Vadodara (chi square = 10.062, p value = 0.039), Ahmedabad (chi square = 22.768, p value = 0.000), Surat (chi square = 22.474, p value = 0.000) and Rajkot (chi square = 49.983, p value = 0.000). In overall (chi square = 86.989, p value = 0.000) also, it was observed there was strong association between consumers' motivation towards eco-friendly paint purchase and their level of attitude to buy green paints.
    - Hence, we did not accept null hypothesis and it was observed that as positive motivation towards eco-friendly paint purchase of consumer increases consumers' positive attitude to purchase eco-friendly paint increases. (Ref. Table 5.2.20)

Null Hypothesis $H12_0$: There is no association between consumers' purchase intention towards eco-friendly paints and their actual purchase behaviour

Table 5.2.21: Table showing respondents' opinions on relationship between consumers' purchase intention towards green paints and their actual purchase.

		Purchase Intention towards Environment Friendly Paint												Significance#	
CITY*	PB**	LOW			MODERATE			HIGH			Total			Chi Square	p value
		N	C%	R%	N	C%	R%	N	C%	R%	N	C%	R%		
V*	L**	48	67.6	50.0	25	33.3	26.0	23	42.6	24.0	96	48.0	100.0	19.235	0.001
	M**	14	19.7	21.2	30	40.0	45.5	22	40.7	33.3	66	33.0	100.0		
	H**	9	12.7	23.7	20	26.7	52.6	9	16.7	23.7	38	19.0	100.0		
	Total	**71**	**100.0**	**35.5**	**75**	**100.0**	**37.5**	**54**	**100.0**	**27.0**	**200**	**100.0**	**100.0**		
A*	L**	47	64.4	53.4	31	36.5	35.2	10	23.8	11.4	88	44.0	100.0	23.510	0.000
	M**	18	24.7	29.5	27	31.8	44.3	16	38.1	26.2	61	30.5	100.0		
	H**	8	11.0	15.7	27	31.8	52.9	16	38.1	31.4	51	25.5	100.0		
	Total	**73**	**100.0**	**36.5**	**85**	**100.0**	**42.5**	**42**	**100.0**	**21.0**	**200**	**100.0**	**100.0**		
S*	L**	73	64.6	67.6	31	43.7	28.7	4	25.0	3.7	108	54.0	100.0	16.124	0.003
	M**	26	23.0	45.6	22	31.0	38.6	9	56.3	15.8	57	28.5	100.0		
	H**	14	12.4	40.0	18	25.4	51.4	3	18.8	8.6	35	17.5	100.0		
	Total	**113**	**100.0**	**56.5**	**71**	**100.0**	**35.5**	**16**	**100.0**	**8.0**	**200**	**100.0**	**100.0**		
R*	L**	57	62.6	67.9	24	32.9	28.6	3	8.3	3.6	84	42.0	100.0	37.805	0.000
	M**	22	24.2	36.1	24	32.9	39.3	15	41.7	24.6	61	30.5	100.0		
	H**	12	13.2	21.8	25	34.2	45.5	18	50.0	32.7	55	27.5	100.0		
	Total	**91**	**100.0**	**45.5**	**73**	**100.0**	**36.5**	**36**	**100.0**	**18.0**	**200**	**100.0**	**100.0**		
O*	L**	168	57.1	57.1	96	24.0	32.7	30	28.3	10.2	294	36.8	100.0	84.296	0.000
	M**	105	35.7	26.6	234	58.5	59.4	55	51.9	14.0	394	49.3	100.0		
	H**	21	7.1	18.8	70	17.5	62.5	21	19.8	18.8	112	14.0	100.0		
	Total	**294**	**100.0**	**36.7**	**400**	**100.0**	**50.0**	**106**	**100.0**	**13.3**	**800**	**100.0**	**100.0**		
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;															
** PB= Actual Purchase of Green paints, L = Low, M=Moderate, H=High															
# 5% significance level															

- In overall, 57.1% respondents whose intention towards eco-friendly paint purchase was low had low level of positive behaviour to purchase green paints. Moreover, 58.5% respondents whose intention towards eco-friendly paint purchase was of moderate level and 51.9% respondents with high level of intention towards eco-friendly paint purchase had moderate level of positive behaviour to purchase green paints. 19.8% respondents with high intention towards eco-friendly paint purchase had high level of behaviour to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 84.296 and p value = 0.000) between respondents' intention towards eco-friendly paint purchase and their behaviour to buy green paints.
- In Vadodara, 67.6% respondents whose intention towards eco-friendly paint purchase was low had low level of positive behaviour to purchase green paints. Moreover, 40% respondents whose intention towards eco-friendly paint purchase was of moderate level and 40.7%

respondents with high level of intention towards eco-friendly paint purchase had moderate level of positive behaviour to purchase green paints. 16.7% respondents with high intention towards eco-friendly paint purchase had high level of behaviour to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 19.235 and p value = 0.001) between respondents' intention towards eco-friendly paint purchase and their behaviour to buy green paints.

- In Ahmedabad, 64.4% respondents whose intention towards eco-friendly paint purchase was low had low level of positive behaviour to purchase green paints. Moreover, 31.8% respondents whose intention towards eco-friendly paint purchase was of moderate level and 38.1% respondents with high level of intention towards eco-friendly paint purchase had moderate level of positive behaviour to purchase green paints. 38.1% respondents with high intention towards eco-friendly paint purchase had high level of behaviour to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 23.510 and p value = 0.000) between respondents' intention towards eco-friendly paint purchase and their behaviour to buy green paints.
- In Surat, 64.6% respondents whose intention towards eco-friendly paint purchase was low had low level of positive behaviour to purchase green paints. Moreover, 31% respondents whose intention towards eco-friendly paint purchase was of moderate level and 56.3% respondents with high level of intention towards eco-friendly paint purchase had moderate level of positive behaviour to purchase green paints. 18.8% respondents with high intention towards eco-friendly paint purchase had high level of behaviour to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 16.124 and p value = 0.003) between respondents' intention towards eco-friendly paint purchase and their behaviour to buy green paints.
- In Rajkot, 62.6% respondents whose intention towards eco-friendly paint purchase was low had low level of positive behaviour to purchase green paints. Moreover, 32.9% respondents whose intention towards eco-friendly paint purchase was of moderate level and 41.7% respondents with high level of intention towards eco-friendly paint purchase had moderate level of positive behaviour to purchase green paints. 50% respondents with high intention towards eco-friendly paint purchase had high level of behaviour to buy eco-friendly paints. Moreover, there was a high significant association (chi square value = 37.805 and p value =

0.000) between respondents' intention towards eco-friendly paint purchase and their behaviour to buy green paints.

- It was observed that there was a significant difference between respondents' purchase intention level and their behaviour towards eco-friendly paint purchase. Hence, it could be said that there was a strong association between consumers' behaviour towards eco-friendly paint purchase and their level of intention to purchase green paints for all selected cities i.e. Vadodara (chi square = 19.235, p value = 0.001), Ahmedabad (chi square = 23.510, p value = 0.000), Surat (chi square = 16.124, p value = 0.003) and Rajkot (chi square = 37.805, p value = 0.000). In overall (chi square = 84.296, p value = 0.000) also, it was observed there was strong association between consumers' behaviour towards eco-friendly paint purchase and their level of intention to buy green paints.
    - Hence, we did not accept null hypothesis and it was observed that as positive behaviour towards eco-friendly paint purchase of consumer increases consumers' intention to purchase eco-friendly paint increases. (Ref. Table 5.2.21)

5.3 Test of Model Hypotheses

In this part of chapter, regression analysis of the operational model (Ref. Figure 4.2) was performed and analysis of regression statistics is depicted. Hypotheses, proposed for collective effects of psychographic factors on consumers' purchase intention and then on their actual purchase behavior, are tested in this part. Following are model hypotheses: -

H13: There is no association between consumers' environmental knowledge, belief and social norms with consumers' motivation to purchase green paints.

H14: There is no association of consumers' environmental knowledge, belief and social norms with consumers' attitude towards purchase of green paints.

H15: There is no association of consumers' social norms, attitude and motivation towards eco-friendly paints with consumers' intention towards purchase of green paints.

H16: There is no association of consumers' intention towards purchase of green paints and their actual purchase behaviour.

Table 5.3.1: Correlation of independent variables: consumers' environmental knowledge, belief and social norms

City	Variable	Consumer Belief	Environmental Knowledge	Social Norms
Overall	Consumer Belief	1	0.892**(0.000)	0.777**(0.000)
	Environmental Knowledge	--	1	0.837**(0.000)
	Social Norms	--	--	1
Vadodara	Consumer Belief	1	0.824**(0.000)	0.675** (0.000)
	Environmental Knowledge	--	1	0.795** (0.000)
	Social Norms	--	--	1
Ahmedabad	Consumer Belief	1	0.887**(0.000)	0.688**(0.000)
	Environmental Knowledge	--	1	0.716**(0.000)
	Social Norms	--	--	1
Surat	Consumer Belief	1	0.918**(0.000)	0.867**(0.000)
	Environmental Knowledge	--	1	0.895**(0.000)
	Social Norms	--	--	1
Rajkot	Consumer Belief	1	0.924**(0.000)	0.866**(0.000)
	Environmental Knowledge	--	1	0.893**(0.000)
	Social Norms	--	--	1
**. Correlation is significant at the 0.01 level (2-tailed)				

- In overall and for each city i.e. Vadodara, Ahmedabad, Surat and Rajkot individually, strong positive relationship was found between consumer belief and their environmental knowledge, consumer belief and their social norms as well as environmental knowledge of consumer and their social norms. It could be said because the correlation coefficient is much closer to 1.00 than it is to 0.00. Notice, however, that the correlation coefficient is not 1.00. Therefore, it is not a perfect relationship. (Ref. Table 5.3.1)
- Hence, it could be said that, respondents with strong positive belief towards eco-friendly paints had immense knowledge of environmental issues and eco-friendly paints as well as their social norms were strongly supportive towards their eco-friendly paint purchase. Moreover, respondents with vast knowledge of environmental issues and eco-friendly paints had strong positive norms towards their purchase of green paints.
- Furthermore, high significant level of correlation (0.000 – 0.01 level for 2 tail) between consumers' environmental knowledge, belief and social norms could be used to predict motivation level and respondents attitude towards purchase of green paints collectively.

Null Hypothesis $H13_0$: There is no association of consumers' environmental knowledge, belief and social norms with consumers' motivation to purchase green paints.

Table 5.3.2: Table showing respondents' opinions on whether there is significant collective association of consumers' environmental knowledge, belief and social norms with consumers' motivation towards green paints.

CITY*	Independent Variable	R	R^2	F value (Significance)	S.C. β**	t Value	Significance Level#
V	EK +	0.919	0.845	350.817 (0.000)	0.441	7.297	0.000
	Belief				0.408	8.200	0.000
	Social Norms				0.136	2.922	0.004
A	EK +	0.947	0.897	571.045 (0.000)	0.499	9.576	0.000
	Belief				0.362	7.210	0.000
	Social Norms				0.145	4.363	0.000
S	EK +	0.950	0.902	604.016 (0.000)	0.566	8.711	0.000
	Belief				0.175	3.004	0.003
	Social Norms				0.238	4.591	0.000
R	EK +	0.965	0.932	892.661 (0.000)	0.680	12.216	0.000
	Belief				0.228	4.551	0.000
	Social Norms				0.077	1.809	0.072
O	EK +	0.946	0.895	2266.296 (0.000)	0.553	18.828	0.000
	Belief				0.297	11.599	0.000
	Social Norms				0.137	6.472	0.000
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;							
** β = SC = Standardized Coefficient; + EK = Environmental Knowledge							
Dependent Variable: Motivation to purchase Eco-friendly paints							
# 5% significance level; F Value significant at 0.01 level.							

- In overall, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.895) obtained could elucidate that 89.5% motivation towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (2266.296) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H13_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict motivation to purchase green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with motivation to purchase green paint. Hence, it could be understood that as environmental knowledge (t value = 18.828, p value = 0.000), consumer belief (t value = 11.599, p value =

0.000) and social norms (t value = 6.472, p value = 0.000) increases, level of motivation to purchase increases. Here, environmental knowledge (β = 0.553) of consumer had superior association with consumers' motivation to purchase green paints compared to social norms (β = 0.137) and consumer belief (β = 0.297).

- In Vadodara, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.845) obtained could elucidate that 84.5% motivation towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (350.817) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H13_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict motivation to purchase green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with motivation to purchase green paint. Hence, it could be understood that as environmental knowledge (t value = 7.297, p value = 0.000), consumer belief (t value = 8.200, p value = 0.000) and social norms (t value = 2.922, p value = 0.004) increases, level of motivation to purchase increases. Here, environmental knowledge (β = 0.441) and belief (β = 0.408) of consumer had superior association with consumers' motivation to purchase green paints compared to social norms (β = 0.136).
- In Ahmedabad, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.897) obtained could elucidate that 89.7% motivation towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (571.045) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H13_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict motivation to purchase green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with motivation to purchase green paint. Hence, it could be understood that as environmental knowledge (t value = 9.576, p value = 0.000), consumer belief (t value = 7.210, p value = 0.000) and social norms (t value = 4.363, p value = 0.000) increases, level of motivation to

purchase increases. Here, environmental knowledge (β = 0.499) of consumer had superior association with consumers' motivation to purchase green paints compared to social norms (β = 0.145) and consumer belief (β = 0.362).

- In Surat, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.902) obtained could elucidate that 90.2% motivation towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (604.016) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H13_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict motivation to purchase green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with motivation to purchase green paint. Hence, it could be understood that as environmental knowledge (t value = 8.711, p value = 0.000), consumer belief (t value = 3.004, p value = 0.003) and social norms (t value = 4.591, p value = 0.000) increases, level of motivation to purchase increases. Here, environmental knowledge (β = 0.566) of consumer had superior association with consumers' motivation to purchase green paints compared to social norms (β = 0.238) and consumer belief (β = 0.175).
- In Rajkot, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.932) obtained could elucidate that 93.2% motivation towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (892.661) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H13_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict motivation to purchase green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with motivation to purchase green paint. Hence, it could be understood that as environmental knowledge (t value = 12.216, p value = 0.000) and consumer belief (t value = 4.551, p value = 0.000) increases, level of motivation to purchase increases. While, individually, social norms (t value = 1.809, p value = 0.072) had no significant association with motivation level of

consumers from Rajkot. Here, environmental knowledge (β = 0.553) and consumer belief (β = 0.228) had superior association with consumers' motivation to purchase green paints compared to social norms (β = 0.077).

- 93.2% motivational level of respondents to buy green paints from Rajkot city could be observed by their environmental knowledge, belief and social norms which was comparatively higher than all other three cities i.e. Vadodara (84.5%), Ahmedabad (89.7%) and Surat (90.2%).
- Moreover, in Rajkot city, individually, social norms (p = 0.072) had no association with respondents motivational level to buy green paints.
- Strong association of consumers' environmental knowledge, belief and social norms was observed with consumers' motivation to purchase green paints in each city individually as well as overall in four selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
- Environmental knowledge of respondent had superior association with respondents' motivation to purchase eco-friendly paint compared to social norms and consumers' social norms. (Ref. Table 5.3.2)

Null Hypothesis $H14_0$: There is no association of consumers' environmental knowledge, belief and social norms with consumers' attitude towards purchase of green paints.

Table 5.3.3: Table showing respondents' opinions on whether there is significant aggregate association of consumers' environmental knowledge, belief and social norms with consumers' attitude towards green paints.

CITY*	Independent Variable	R	R^2	F value (Significance)	S.C. β**	t Value	Significance Level#
V	EK +	0.939	0.881	361.167 (0.000)	0.233	3.287	0.001
	Belief				0.123	2.577	0.011
	Social Norms				0.016	0.379	0.705
A	EK +	0.948	0.898	430.494 (0.000)	0.394	5.105	0.000
	Belief				0.212	3.820	0.000
	Social Norms				0.044	1.298	0.196
S	EK +	0.950	0.902	448.194 (0.000)	0.149	1.762	0.080
	Belief				0.011	0.181	0.856
	Social Norms				0.116	2.159	0.032
R	EK +	0.970	0.941	771.598 (0.000)	0.492	5.942	0.000
	Belief				0.027	0.535	0.593
	Social Norms				0.033	0.833	0.406
O	EK +	0.951	0.904	1898.112 (0.000)	0.267	6.902	0.000
	Belief				0.068	2.642	0.008
	Social Norms				0.066	3.184	0.002
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;							
** β = SC = Standardized Coefficient; + EK = Environmental Knowledge							
Dependent Variable: Attitude towards purchase of eco-friendly paints							
# 5% significance level; F Value significant at 0.01 level							

- In overall, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.904) obtained could elucidate that 90.4% attitude towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (1898.112) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H14_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict attitude towards purchase of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with

attitude towards purchase of green paint. Hence, it could be understood that as environmental knowledge (t value = 6.902, p value = 0.000), consumer belief (t value = 2.642, p value = 0.008) and social norms (t value = 3.184, p value = 0.002) increases, level of attitude towards purchase increases. Here, environmental knowledge (β = 0.267) of consumer had superior association with consumers' attitude towards purchase of green paints compared to social norms (β = 0.066) and consumer belief (β = 0.068).

- In Vadodara, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.881) obtained could elucidate that 88.1% attitude towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (361.167) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H14_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict attitude towards purchase of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with attitude towards purchase of green paint. Hence, it could be understood that as environmental knowledge (t value = 3.287, p value = 0.001), and consumer belief (t value = 2.577, p value = 0.011) increases, level of attitude towards purchase increases. While, no association was found between social norms (t value = 0.379, p value = 0.705) and respondents' attitude towards green paint purchase. Here, environmental knowledge (β = 0.233) of consumer had superior association with consumers' attitude towards purchase of green paints compared to social norms (β = 0.016) and consumer belief (β = 0.123).
- In Ahmedabad, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.898) obtained could elucidate that 89.8% attitude towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (430.494) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H14_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict attitude towards purchase of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables

with attitude towards purchase of green paint. Hence, it could be understood that as environmental knowledge (t value = 5.105, p value = 0.000), and consumer belief (t value = 3.820, p value = 0.000) increases, level of attitude towards purchase increases. While, no association was found between social norms (t value = 1.298, p value = 0.196) and respondents' attitude towards green paint purchase. Here, environmental knowledge (β = 0.394) of consumer had superior association with consumers' attitude towards purchase of green paints compared to social norms (β = 0.044) and consumer belief (β = 0.212).

- In Surat, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.902) obtained could elucidate that 90.2% attitude towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (448.194) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H14_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict attitude towards purchase of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with attitude towards purchase of green paint. Hence, it could be understood that as social norms (t value = 2.159, p value = 0.032) increases, level of attitude towards purchase increases. While, there was no association of environmental knowledge (t value = 1.762, p value = 0.080) and consumer belief (t value = 0.181, p value = 0.856) with attitude towards purchase of green paints. Here, environmental knowledge (β = 0.149) and social norms (β = 0.116) of consumer had superior association with consumers' attitude towards purchase of green paints compared to consumer belief (β = 0.011).
- In Rajkot, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.941) obtained could elucidate that 94.1% attitude towards purchase of eco-friendly paints could be explained by consumers' environmental knowledge, belief and social norms. From ANOVA results, it could be seen that F value (771.598) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H14_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict attitude towards purchase of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with

high significance level, there was strong positive relationship of all dependent variables with attitude towards purchase of green paint. Hence, it could be understood that as environmental knowledge (t value = 5.942, p value = 0.000) increases, level of attitude towards purchase increases. While, there was no association of social norms (t value = 0.833, p value = 0.406) and consumer belief (t value = 0.535, p value = 0.593) with attitude towards purchase of green paints. Here, environmental knowledge (β = 0.492) of consumer had superior association with consumers' attitude towards purchase of green paints compared to consumer belief (β = 0.027) and social norms (β = 0.033).

- 94.1% attitude of respondents to buy green paints from Rajkot city could be observed by their environmental knowledge, belief and social norms which was comparatively higher than all other three cities i.e. Vadodara (88.1%), Ahmedabad (89.8%) and Surat (90.2%).
- Moreover, in Vadodara (p = 0.705), Ahmedabad (p = 0.196) and Rajkot (p = 0.406) cities, individually, social norms had no association with respondents attitude to buy green paints. Further, in Surat (p = 0.856) and Rajkot (p = 0.593) cities, individually, consumer belief had no association with respondents attitude to buy green paints.
- Collectively, strong association of consumers' environmental knowledge, belief and social norms was observed with consumers' attitude to purchase green paints in each city individually as well as overall in four selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
- Environmental knowledge of respondent had superior association with respondents' attitude to purchase eco-friendly paint compared to social norms and consumers' social norms. (Ref. Table 5.3.3)

Table 5.3.4: Correlation of independent variables: consumers' social norms, attitude towards green paints and motivation to purchase green paints

City	Variable	Social Norms	Motivation to purchase	Attitude
Overall	Social Norms	1	0.726**(0.000)	0.739**(0.000)
	Motivation to purchase	--	1	0.914**(0.000)
	Attitude	--	--	1
Vadodara	Social Norms	1	0.912**(0.000)	0.765** (0.000)
	Motivation to purchase	--	1	0.876** (0.000)
	Attitude	--	--	1
Ahmedabad	Social Norms	1	0.887**(0.000)	0.688**(0.000)
	Motivation to purchase	--	1	0.919**(0.000)
	Attitude	--	--	1
Surat	Social Norms	1	0.915**(0.000)	0.850**(0.000)
	Motivation to purchase	--	1	0.900**(0.000)
	Attitude	--	--	1
Rajkot	Social Norms	1	0.921**(0.000)	0.850**(0.000)
	Motivation to purchase	--	1	0.950**(0.000)
	Attitude	--	--	1
**. Correlation is significant at the 0.01 level (2-tailed).				

- In overall and for each city i.e. Vadodara, Ahmedabad, Surat and Rajkot individually, strong positive relationship was found between consumers' social norms, attitude towards green paints and motivation to purchase green paints. It could be said because the correlation coefficient is much closer to 1.00 than it is to 0.00. Notice, however, that the correlation coefficient is not 1.00. Therefore, it is not a perfect relationship.
- Hence, it could be said that, respondents with strong positive attitude towards eco-friendly paints were strongly motivated towards eco-friendly paints as well as their social norms were strongly supportive towards their eco-friendly paint purchase. Moreover, respondents with positive attitude towards environmental issues and eco-friendly paints had strong positive norms towards their purchase of green paints.
- Furthermore, high significant level of correlation (0.000 – 0.01 level for 2 tail) between consumers' social norms, attitude towards green paints and motivation to purchase green paints could be used to predict respondents intention towards purchase of green paints collectively. (Ref. Table 5.3.4)

Null Hypothesis $H15_0$: There is no association of consumers' social norms, attitude and motivation towards eco-friendly paints with consumers' intention towards purchase of green paints.

Table 5.3.5: Table showing respondents' opinions on whether there is significant collective association of consumers' social norms, attitude towards green paints and motivation to purchase green paints with consumers' purchase intention towards green paints.

CITY*	Independent Variable	R	R^2	F value (Significance)	S.C. β**	t Value	Significance Level#
V	Motivation	0.951	0.904	616.019 (0.000)	0.350	7.360	0.000
	Attitude				0.548	10.901	0.000
	Social Norms				0.096	2.463	0.015
A	Motivation	0.969	0.939	1008.231 (0.000)	0.535	10.341	0.000
	Attitude				0.391	7.330	0.000
	Social Norms				0.066	2.091	0.038
S	Motivation	0.969	0.939	1010.750 (0.000)	0.430	9.359	0.000
	Attitude				0.513	12.620	0.000
	Social Norms				0.060	2.011	0.049
R	Motivation	0.974	0.948	1197.672 (0.000)	0.428	7.594	0.000
	Attitude				0.473	8.332	0.000
	Social Norms				0.094	2.898	0.004
O	Motivation	0.964	0.929	3484.533 (0.000)	0.432	17.743	0.000
	Attitude				0.508	21.177	0.000
	Social Norms				0.054	3.473	0.001
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;							
** β = SC = Standardized Coefficient;							
# 5% significance level; F Value significant at 0.01 level							

- In overall, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.929) obtained could elucidate that 92.9% intention towards purchase of eco-friendly paints could be explained by consumers' social norms, attitude and motivation towards eco-friendly paints. From ANOVA results, it could be seen that F value (3484.533) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H15_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict purchase intention of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with purchase intention towards green paint. Hence, it could be understood that as attitude towards green paint purchase (t value = 21.177, p value = 0.000), consumers' motivation (t value = 17.743, p value = 0.008) and social norms (t value = 3.473, p value = 0.001) increases,

level of intention towards purchase increases. Here, attitude towards green paint purchase (β = 0.508) of consumer had superior association with consumers' intention towards purchase of green paints compared to social norms (β = 0.054) and consumers' motivation (β = 0.432).

- In Vadodara, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.904) obtained could elucidate that 90.4% intention towards purchase of eco-friendly paints could be explained by consumers' social norms, attitude and motivation towards eco-friendly paints. From ANOVA results, it could be seen that F value (616.019) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H15_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict purchase intention of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with purchase intention towards green paint. Hence, it could be understood that as attitude towards green paint purchase (t value = 10.901, p value = 0.000), consumers' motivation (t value = 7.360, p value = 0.008) and social norms (t value = 2.463, p value = 0.015) increases, level of intention towards purchase increases. Here, attitude towards green paint purchase (β = 0.548) of consumer had superior association with consumers' intention towards purchase of green paints compared to social norms (β = 0.096) and consumers' motivation (β = 0.350).
- In Ahmedabad, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.939) obtained could elucidate that 93.9% intention towards purchase of eco-friendly paints could be explained by consumers' social norms, attitude and motivation towards eco-friendly paints. From ANOVA results, it could be seen that F value (1008.231) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H15_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict purchase intention of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with purchase intention towards green paint. Hence, it could be understood that as attitude towards green paint purchase (t value = 7.330, p value = 0.000), consumers' motivation (t value = 10.341, p value = 0.000) and social norms (t value = 2.091, p value = 0.038) increases, level of intention towards purchase increases. Here, motivation towards green

paint purchase (β = 0.535) of consumer had superior association with consumers' intention towards purchase of green paints compared to social norms (β = 0.066) and consumers' attitude (β = 0.391).

- In Surat, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.939) obtained could elucidate that 93.9% intention towards purchase of eco-friendly paints could be explained by consumers' social norms, attitude and motivation towards eco-friendly paints. From ANOVA results, it could be seen that F value (1010.750) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H15_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict purchase intention of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with purchase intention towards green paint. Hence, it could be understood that as attitude towards green paint purchase (t value = 12.620, p value = 0.000), consumers' motivation (t value = 9.359, p value = 0.000) and social norms (t value = 2.011, p value = 0.049) increases, level of intention towards purchase increases. Here, attitude towards green paint purchase (β = 0.513) and consumers' motivation (β = 0.430) of consumer had superior association with consumers' intention towards purchase of green paints compared to social norms (β = 0.060).
- In Rajkot, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.948) obtained could elucidate that 94.8% intention towards purchase of eco-friendly paints could be explained by consumers' social norms, attitude and motivation towards eco-friendly paints. From ANOVA results, it could be seen that F value (1197.672) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H15_0$) was rejected. This result exerts that independent variables of model could be used sufficiently to predict purchase intention of green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of all dependent variables with purchase intention towards green paint. Hence, it could be understood that as attitude towards green paint purchase (t value = 8.332, p value = 0.000), consumers' motivation (t value = 7.594, p value = 0.000) and social norms (t value = 2.898, p value = 0.004) increases, level of attitude towards purchase increases. Here, attitude towards green paint purchase (β = 0.473)

and consumers' motivation (β = 0.428) of consumer had superior association with consumers' intention towards purchase of green paints compared to social norms (β = 0.066).

- 94.8% intention level of respondents to buy green paints from Rajkot city could be observed by their social norms, attitude and motivation towards eco-friendly paints which was comparatively higher than all other three cities i.e. Vadodara (90.4%), Ahmedabad (93.9%) and Surat (93.9%).
- Moreover, social norms was least associated with respondents' intention to purchase green paints compared to attitude and motivational level to buy green paints.
    - Strong association of consumers' social norms, attitude and motivation towards eco-friendly paints was observed with consumers' intention to purchase green paints in each city individually as well as overall in four selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
- Consumers' attitude had superior association with respondents' intention to purchase eco-friendly paint compared to social norms and consumers' motivation to buy green paints. (Ref. Table 5.3.5)

Table 5.3.6: Correlation between consumers' purchase intention towards green paints and their actual purchase behaviour.

City	Variable	Actual Purchase Behaviour
Overall	**Purchase Intention**	0.945**(0.000)
Vadodara		0.924**(0.000)
Ahmedabad		0.950**(0.000)
Surat		0.936**(0.000)
Rajkot		0.925**(0.000)
Correlation is significant at 0.01 level (2 tailed)		

- In overall and for each city i.e. Vadodara, Ahmedabad, Surat and Rajkot individually, strong positive relationship was found between consumers' purchase intention and purchase behaviour towards eco-friendly paints. It could be said because the correlation coefficient is much closer to 1.00 than it is to 0.00. Notice, however, that the correlation coefficient is not 1.00. Therefore, it is not a perfect relationship.
- Hence, it could be said that, respondents with strong purchase intention towards eco-friendly paints had shown positive purchase behaviour. Furthermore, high significant level of correlation (0.000 – 0.01 level for 2 tail) between consumers' intention to purchase green paints could be used to predict respondents behaviour towards purchase of green paints collectively. (Ref. Table 5.3.6)

Null Hypothesis $H16_0$: There is no association of consumers' intention towards purchase of green paints and their actual purchase behaviour.

Table 5.3.7: Relationship of consumers' purchase intention towards green paints and their actual purchase behaviour

CITY*	Independent Variable	R	R^2	F value (Significance)	S.C. β**	t Value	Significance Level#
V	**Purchase Intention**	0.924	0.853	1149.507 (0.000)	0.924	33.904	0.000
A		0.950	0.903	2006.178 (0.000)	0.950	44.790	0.000
S		0.936	0.876	2121.938 (0.000)	0.936	46.065	0.000
R		0.925	0.856	3466.290 (0.000)	0.925	58.875	0.000
O		0.945	0.893	7922.077 (0.000)	0.945	89.006	0.000
* V = Vadodara, A=Ahmedabad, S=Surat, R=Rajkot, O= Overall;							
** β = SC = Standardized Coefficient;							
Dependent Variable : Purchase Behaviour							
# 5% significance level; F Value significant at 0.01 level							

- In overall, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.893) obtained could elucidate that 89.3% behaviour towards purchase of eco-friendly paints could be explained by consumers' purchase intention towards eco-friendly paints. From ANOVA results, it could be seen that F value (7922.077) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H16_0$) was rejected. This result exerts that independent variable i.e., purchase intention, of model could be used sufficiently to predict purchase behaviour towards green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of purchase intention with respondents' purchase of green paint. Hence, it could be understood that as intention towards green paint purchase (t value = 89.006, p value = 0.000), increases, level of positive behaviour towards purchase increases.
- In Vadodara, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.853) obtained could elucidate that 85.3% behaviour towards purchase of

eco-friendly paints could be explained by consumers' purchase intention towards eco-friendly paints. From ANOVA results, it could be seen that F value (1149.507) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H16_0$) was rejected. This result exerts that independent variable i.e., purchase intention, of model could be used sufficiently to predict purchase behaviour towards green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of purchase intention with respondents' purchase of green paint. Hence, it could be understood that as intention towards green paint purchase (t value = 33.904, p value = 0.000), increases, level of positive behaviour towards purchase increases.

- In Ahmedabad, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.903) obtained could elucidate that 90.3% behaviour towards purchase of eco-friendly paints could be explained by consumers' purchase intention towards eco-friendly paints. From ANOVA results, it could be seen that F value (2006.178) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H16_0$) was rejected. This result exerts that independent variable i.e., purchase intention, of model could be used sufficiently to predict purchase behaviour towards green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of purchase intention with respondents' purchase of green paint. Hence, it could be understood that as intention towards green paint purchase (t value = 44.790, p value = 0.000), increases, level of positive behaviour towards purchase increases.
- In Surat, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.876) obtained could elucidate that 87.6% behaviour towards purchase of eco-friendly paints could be explained by consumers' purchase intention towards eco-friendly paints. From ANOVA results, it could be seen that F value (2121.938) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H16_0$) was rejected. This result exerts that independent variable i.e., purchase intention, of model could be used sufficiently to predict purchase behaviour towards green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of purchase

intention with respondents' purchase of green paint. Hence, it could be understood that as intention towards green paint purchase (t value = 46.065, p value = 0.000), increases, level of positive behaviour towards purchase increases.

- In Rajkot, looking to statistics given in above table, the model's coefficient of determination or R square (R^2 =0.856) obtained could elucidate that 85.6% behaviour towards purchase of eco-friendly paints could be explained by consumers' purchase intention towards eco-friendly paints. From ANOVA results, it could be seen that F value (3466.290) for the linear model was very high showing extremely significant relationship (Sig. =0.000), hence null hypothesis ($H16_0$) was rejected. This result exerts that independent variable i.e., purchase intention, of model could be used sufficiently to predict purchase behaviour towards green paints. It was observed from coefficients of regression model that, because of positive beta values and higher t values with high significance level, there was strong positive relationship of purchase intention with respondents' purchase of green paint. Hence, it could be understood that as intention towards green paint purchase (t value = 58.875, p value = 0.000), increases, level of positive behaviour towards purchase increases.
- 90.3% purchase behaviour of respondents towards green paints from Ahmedabad city could be observed by their purchase intention towards eco-friendly paints which was comparatively higher than all other three cities i.e. Vadodara (85.3%), Ahmedabad (87.6%) and Surat (85.6%).
- Strong association of consumers' intention to purchase green paints and purchase behaviour was found in each city individually as well as overall in four selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot. That means, as purchase intention of respondents increases confident behaviour to purchase green paints. (Ref. Table 5.3.7)