

Questionnaire

Please answer the following questions for classification purposes.

1. **Name:** _____

2. **Address:** _____

3. **Contact Information:**

Tele. /Mob. : _____ / _____

Email ID : _____@_____

4. **What is your occupation?**

Service []

Business []

Profession []

5. **Gender:** Male [] Female []

6. **Age (Years):** _____ Years

7. **What is your highest level of education achieved?**

Under Graduate []

Graduate []

Post Graduate []

8. **What is your annual household income? Rs.** _____ **per annum**

9. **Marital Status:** Married [] Unmarried []

10. **Family Type:** Nuclear [] Joint []

11. **A) Total number of family members:** _____

B) Number of Children: No child [] : 1 child [] : 2 children [] : 3 or more children []

12. Among the following brands, which offer environmental products? Please check yes or no beside the brand name.				
Asian Paints	Dulux	Nerolac	Berger	Shalimar
Yes [] No []	Yes [] No []	Yes [] No []	Yes [] No []	Yes [] No []
13. Some companies are considered environment friendly. Please rate the following companies on how whether you believe they are environment friendly or not.				
Asian Paints Ltd	AkzoNobel India	Kansai Nerolac Paints Ltd	Berger Paints India Ltd	Shalimar Paints Ltd.
Yes [] No []	Yes [] No []	Yes [] No []	Yes [] No []	Yes [] No []

Please indicate how strongly you agree or disagree with each by using the scale to the right of the statement.						
Rate the following statements as		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
14	I have a lot of knowledge about how to select the best brand that offers environment friendly products.					
15	I have a clear idea about which product categories offer environment friendly products.					
16	I have no knowledge on where to go to find environment friendly paints.					
17	I am very knowledgeable on environment friendly paints.					
18	Traditional paints contain lead and other harmful substances.					
19	Lead is a carcinogen					
20	Volatile Organic Compounds (VOCs) are injurious to health					
21	Fumes emitted from traditional paints cause problems of respiratory system					
22. How harmful do you believe breathing VOCs are? ☐ very harmful ☐ harmful ☐ somewhat harmful ☐ not harmful ☐ I don't know.						
23. How important is it to you to have items in your home such as decorative paints that are harmful chemical free? ☐ extremely important ☐ important ☐ Neutral ☐ not important ☐ I don't know						
24. What would deter you from purchasing an item with toxic compounds in it (for your home)? ☐ my own health ☐ my children's health ☐ other's health ☐ my pet's health ☐ all of the above ☐ none of the above.						

Please indicate how strongly you agree or disagree with each by using the scale to the right of the statement.						
Rate the following statements as		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
25	We should not slow down industry progress because of concern for the environment.					
26	A well-known brand is always a safe product to buy.					
27	The price of environment friendly products is usually more expensive than other products.					
28	Paint companies are generally doing a good job in helping protect the environment.					
29	Companies should place a higher priority on reducing pollution than on increasing their own profitability.					
30	I would be willing to pay higher prices for environment friendly paints.					
31	I often search for paint brands that are environment friendly.					
32	I am never motivated to buy environmental products.					
33	I would be willing to switch brands for one that is more environment friendly.					
34	If a paint brand does not offer an environmental product, I will not buy that brand.					

Please answer the following questions using the five point scale not at all to very often to the right of the question.									
Rate the following statements as		Not at all	Very Little	Sometimes	Often	Very Often			
		1	2	3	4	5			
35	Does your family (parents, siblings, extended family) have an influence on your green purchasing?								
36	Do your friends/peers have any influence on your green purchasing?								
37	Do the media (newspaper, internet, television, radio) influence your green purchasing?								
Please indicate your response by ticking [✓] only one alternative from 1 to 5 that best express your likelihood.									
Items			1	2	3	4	5		
38	Most people who are important to me think that I	should						Should not	buy green paints.
39	The people in my life whose opinions I value would	approve						disapprove	me to buy green paints
40	It is expected from me that I purchase green paints.	Extremely Likely						Extremely Dislike	
41	Most people who are important to me buy green paints.	Completely True						Completely False	
42	Most people in my life whose opinions I value	buy						do not buy	Green paints

Please indicate how strongly you agree or disagree with each by using the scale to the right of the statement.						
Rate the following statements as		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
43	Compared to other traditional paints, I prefer green paints.					
44	I think that buying green product is good for me.					
45	I think that buying green product is good for the community.					
46	I think recyclable paint is a good idea.					
47	I think that there is too much hype on environment friendly products.					
48	For future purchases, I plan to seek out environment friendly products.					
49	It is important to me that paints should not contain Volatile Organic Compounds					
50	It is important to me that paints should not contain Lead material.					
51	I avoid paints containing substances which are harmful to human kind.					
52	When making purchases, I pay attention to whether the paints contain unhealthy substances.					
53	Health issues play an important role for me when I make up my purchase decisions.					
54	When making purchases, I would primarily buy paints which do not emit harmful fumes.					
55	For future purchases, I plan to buy environment friendly paints for myself.					
56	I plan to spend time searching company websites to learn more about environment friendly options.					
57	For future purchases, I will take more time to search for environment friendly alternatives to products that I typically buy.					
58	I frequently purchase environment friendly brands.					
59	I frequently search for brands that are known to offer environment friendly products.					
60	When shopping for environment friendly paints, I often read the labels or tags.					
61	I normally put a lot of effort into purchasing paint that is environment friendly.					
62	I always believe that paints claiming to be environment friendly are actually environment friendly and good for the environment.					

63. Where do you buy MOST of your paints from?

Mass Merchants ☐ Specialty Stores ☐ Agency Stores ☐
Online ☐

64. How often do you change (Interior/Exterior) paints of your home?

1-3 years ☐ 4-5 Years ☐ 5-10 Years ☐ More than 10 years ☐

65. How consistently do you purchase environment friendly paint in the following product categories? Please indicate how often you purchase by using the scale to the right of the statement.						
		Never	Rarely	Sometimes	Often	Always
Exterior Paints	Distempers	☐	☐	☐	☐	☐
	Emulsions	☐	☐	☐	☐	☐
Interior Paints		☐	☐	☐	☐	☐
Wood Surface	Clear Finish	☐	☐	☐	☐	☐
	Opaque Finish	☐	☐	☐	☐	☐
Metal Surface		☐	☐	☐	☐	☐

66. Are you commonly exposed to information related to environmental responsibility?

Yes ☐ No ☐ Can't Say ☐

67. If you answered yes to the previous question, where do you get this information? (Please check all that apply)

Family ☐ Newspaper or other Print Media ☐ Internet ☐
 Friends/peers ☐ Electronic Media ☐ Other (Specify) ☐

68. Who plays the influencing role in family decision making for the purchase of Environment Friendly Paints? (Please check all that apply)

☐ Myself ☐ My Spouse ☐ My Children ☐ My parents
☐ Other family members ☐ Other people _____

69. In future, if you decide to paint, would you prefer environment friendly paint?

Yes ☐ No ☐ Can't Say ☐

70. Which of the following brand will you prefer? (Rank the interior paint brands as well as exterior paint brands as per your likelihood: (1 Most preferred to 5: Least preferred)

	Asian Paints Ltd	AkzoNobel India	Kansai Nerolac Paints Ltd	Berger Paints India Ltd	Shalimar Paints Ltd.
Interior Paint Brands	Royale/Premium	Pentalite/ Pearl Glow/ Supreme	Impressions Eco Clean	Breathe Easy	Superlac
Exterior Paint Brands	Apex/Ultima	Weather shield	Excel	Weather Coat	Xtra

71. Rank the following influencing reasons for brands preferences. (1: Most Influencing and 8:Least Influencing)

Value for money	Quality	Price	Performance	Safety	Designs and Patterns	Maintenance	Environment friendly

ANNEXURES

Annexure A1

Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands across four selected cities of Gujarat State i.e., Vadodara, Ahmedabad, Surat and Rajkot

Dependent Variable	City	City	Mean Difference	Standard Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	Vadodara	Ahmedabad	-.700*	.103	.000	-.99	-.41
		Surat	-.715*	.103	.000	-1.00	-.43
		Rajkot	-.800*	.103	.000	-1.09	-.51
	Ahmedabad	Vadodara	.700*	.103	.000	.41	.99
		Surat	-.015	.103	.999	-.30	.27
		Rajkot	-.100	.103	.813	-.39	.19
	Surat	Vadodara	.715*	.103	.000	.43	1.00
		Ahmedabad	.015	.103	.999	-.27	.30
		Rajkot	-.085	.103	.876	-.37	.20
	Rajkot	Vadodara	.800*	.103	.000	.51	1.09
		Ahmedabad	.100	.103	.813	-.19	.39
		Surat	.085	.103	.876	-.20	.37
Pentalite	Vadodara	Ahmedabad	.460*	.100	.000	.18	.74
		Surat	-.165	.100	.438	-.45	.12
		Rajkot	.375*	.100	.003	.09	.66
	Ahmedabad	Vadodara	-.460*	.100	.000	-.74	-.18
		Surat	-.625*	.100	.000	-.91	-.34
		Rajkot	-.085	.100	.868	-.37	.20
	Surat	Vadodara	.165	.100	.438	-.12	.45
		Ahmedabad	.625*	.100	.000	.34	.91
		Rajkot	.540*	.100	.000	.26	.82
	Rajkot	Vadodara	-.375*	.100	.003	-.66	-.09
		Ahmedabad	.085	.100	.868	-.20	.37
		Surat	-.540*	.100	.000	-.82	-.26
Impression Eco Clean	Vadodara	Ahmedabad	.010	.106	1.000	-.29	.31
		Surat	.245	.106	.153	-.05	.54
		Rajkot	-.660*	.106	.000	-.96	-.36
	Ahmedabad	Vadodara	-.010	.106	1.000	-.31	.29
		Surat	.235	.106	.183	-.06	.53
		Rajkot	-.670*	.106	.000	-.97	-.37
	Surat	Vadodara	-.245	.106	.153	-.54	.05
		Ahmedabad	-.235	.106	.183	-.53	.06
		Rajkot	-.905*	.106	.000	-1.20	-.61
	Rajkot	Vadodara	.660*	.106	.000	.36	.96
		Ahmedabad	.670*	.106	.000	.37	.97
		Surat	.905*	.106	.000	.61	1.20
Superlac	Vadodara	Ahmedabad	.340*	.097	.006	.07	.61
		Surat	.570*	.097	.000	.30	.84
		Rajkot	1.020*	.097	.000	.75	1.29
	Ahmedabad	Vadodara	-.340*	.097	.006	-.61	-.07
		Surat	.230	.097	.130	-.04	.50
		Rajkot	.680*	.097	.000	.41	.95
	Surat	Vadodara	-.570*	.097	.000	-.84	-.30
		Ahmedabad	-.230	.097	.130	-.50	.04
		Rajkot	.450*	.097	.000	.18	.72
	Rajkot	Vadodara	-1.020*	.097	.000	-1.29	-.75
		Ahmedabad	-.680*	.097	.000	-.95	-.41
		Surat	-.450*	.097	.000	-.72	-.18

* The mean difference is significant at the 0.05 level.

Annexure A2

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Educational Qualification of the Respondents from Gujarat**

Dependent Variable	Education	Education	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	UG	Gr	.056	.110	.879	-.21	.33
		PG	.261	.118	.085	-.03	.55
	Gr	UG	-.056	.110	.879	-.33	.21
		PG	.206	.085	.053	.00	.41
	PG	UG	-.261	.118	.085	-.55	.03
		Gr	-.206	.085	.053	-.41	.00
Pentalite	UG	Gr	.155	.106	.346	-.11	.41
		PG	.047	.114	.918	-.23	.33
	Gr	UG	-.155	.106	.346	-.41	.11
		PG	-.108	.082	.422	-.31	.09
	PG	UG	-.047	.114	.918	-.33	.23
		Gr	.108	.082	.422	-.09	.31
Impression Eco Clean	UG	Gr	.064	.115	.854	-.22	.35
		PG	.152	.123	.464	-.15	.45
	Gr	UG	-.064	.115	.854	-.35	.22
		PG	.088	.088	.611	-.13	.30
	PG	UG	-.152	.123	.464	-.45	.15
		Gr	-.088	.088	.611	-.30	.13
Breathe Easy	UG	Gr	-.144	.111	.429	-.42	.13
		PG	-.092	.119	.742	-.38	.20
	Gr	UG	.144	.111	.429	-.13	.42
		PG	.053	.085	.827	-.16	.26
	PG	UG	.092	.119	.742	-.20	.38
		Gr	-.053	.085	.827	-.26	.16
Superlac	UG	Gr	-.125	.105	.498	-.38	.13
		PG	-.361*	.113	.006	-.64	-.08
	Gr	UG	.125	.105	.498	-.13	.38
		PG	-.236*	.081	.015	-.44	-.04
	PG	UG	.361*	.113	.006	.08	.64
		Gr	.236*	.081	.015	.04	.44
*. The mean difference is significant at the 0.05 level.							
G = Graduate; UG = Undergraduate; PG = Postgraduate							

Annexure A3

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Occupation of the Respondents from Gujarat**

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	Service	Business	.274*	.091	.011	.05	.50
		Profession	.099	.091	.555	-.12	.32
	Business	Service	-.274*	.091	.011	-.50	-.05
		Profession	-.175	.097	.200	-.41	.06
	Profession	Service	-.099	.091	.555	-.32	.12
		Business	.175	.097	.200	-.06	.41
Pentalite	Service	Business	-.219*	.088	.046	-.43	.00
		Profession	-.119	.088	.402	-.33	.10
	Business	Service	.219*	.088	.046	.00	.43
		Profession	.100	.094	.568	-.13	.33
	Profession	Service	.119	.088	.402	-.10	.33
		Business	-.100	.094	.568	-.33	.13
Impression Eco Clean	Service	Business	-.382*	.094	.000	-.61	-.15
		Profession	-.024	.094	.968	-.26	.21
	Business	Service	.382*	.094	.000	.15	.61
		Profession	.358*	.101	.002	.11	.61
	Profession	Service	.024	.094	.968	-.21	.26
		Business	-.358*	.101	.002	-.61	-.11
Breathe Easy	Service	Business	.604*	.090	.000	.38	.82
		Profession	.288*	.090	.006	.07	.51
	Business	Service	-.604*	.090	.000	-.82	-.38
		Profession	-.317*	.096	.004	-.55	-.08
	Profession	Service	-.288*	.090	.006	-.51	-.07
		Business	.317*	.096	.004	.08	.55
Superlac	Service	Business	-.281*	.088	.006	-.50	-.07
		Profession	-.248*	.088	.019	-.46	-.03
	Business	Service	.281*	.088	.006	.07	.50
		Profession	.033	.094	.939	-.20	.26
	Profession	Service	.248*	.088	.019	.03	.46
		Business	-.033	.094	.939	-.26	.20
*. The mean difference is significant at the 0.05 level.							
G = Graduate; UG = Undergraduate; PG = Postgraduate							

Annexure A4

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Occupation of the Respondents from Ahmedabad**

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	Service	Business	.712*	.180	.001	.27	1.16
		Profession	-.087	.180	.889	-.53	.36
	Business	Service	-.712*	.180	.001	-1.16	-.27
		Profession	-.800*	.192	.000	-1.27	-.33
	Profession	Service	.087	.180	.889	-.36	.53
		Business	.800*	.192	.000	.33	1.27
Pentalite	Service	Business	-1.075*	.181	.000	-1.52	-.63
		Profession	-.225	.181	.463	-.67	.22
	Business	Service	1.075*	.181	.000	.63	1.52
		Profession	.850*	.194	.000	.37	1.33
	Profession	Service	.225	.181	.463	-.22	.67
		Business	-.850*	.194	.000	-1.33	-.37
Impression Eco Clean	Service	Business	.604*	.150	.000	.24	.97
		Profession	.954*	.150	.000	.59	1.32
	Business	Service	-.604*	.150	.000	-.97	-.24
		Profession	.350	.160	.094	-.04	.74
	Profession	Service	-.954*	.150	.000	-1.32	-.59
		Business	-.350	.160	.094	-.74	.04
Breathe Easy	Service	Business	.596*	.162	.001	.20	1.00
		Profession	.296	.162	.193	-.10	.70
	Business	Service	-.596*	.162	.001	-1.00	-.20
		Profession	-.300	.174	.227	-.73	.13
	Profession	Service	-.296	.162	.193	-.70	.10
		Business	.300	.174	.227	-.13	.73
Superlac	Service	Business	-.837*	.137	.000	-1.18	-.50
		Profession	-.938*	.137	.000	-1.28	-.60
	Business	Service	.837*	.137	.000	.50	1.18
		Profession	-.100	.147	.793	-.46	.26
	Profession	Service	.938*	.137	.000	.60	1.28
		Business	.100	.147	.793	-.26	.46
* The mean difference is significant at the 0.05 level.							

Annexure A5

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Occupation of the Respondents from Surat**

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	Service	Business	.292	.169	.227	-.12	.71
		Profession	.825*	.169	.000	.41	1.24
	Business	Service	-.292	.169	.227	-.71	.12
		Profession	.533*	.180	.014	.09	.98
	Profession	Service	-.825*	.169	.000	-1.24	-.41
		Business	-.533*	.180	.014	-.98	-.09
Pentalite	Service	Business	.046	.138	.946	-.29	.39
		Profession	-.471*	.138	.003	-.81	-.13
	Business	Service	-.046	.138	.946	-.39	.29
		Profession	-.517*	.147	.003	-.88	-.15
	Profession	Service	.471*	.138	.003	.13	.81
		Business	.517*	.147	.003	.15	.88
Impression Eco Clean	Service	Business	-.879*	.164	.000	-1.28	-.47
		Profession	-.612*	.164	.001	-1.02	-.21
	Business	Service	.879*	.164	.000	.47	1.28
		Profession	.267	.176	.318	-.17	.70
	Profession	Service	.612*	.164	.001	.21	1.02
		Business	-.267	.176	.318	-.70	.17
Breathe Easy	Service	Business	1.112*	.193	.000	.64	1.59
		Profession	.346	.193	.204	-.13	.82
	Business	Service	-1.112*	.193	.000	-1.59	-.64
		Profession	-.767*	.206	.001	-1.28	-.26
	Profession	Service	-.346	.193	.204	-.82	.13
		Business	.767*	.206	.001	.26	1.28
Superlac	Service	Business	-.588*	.170	.003	-1.01	-.17
		Profession	-.088	.170	.877	-.51	.33
	Business	Service	.588*	.170	.003	.17	1.01
		Profession	.500*	.182	.025	.05	.95
	Profession	Service	.088	.170	.877	-.33	.51
		Business	-.500*	.182	.025	-.95	-.05
* The mean difference is significant at the 0.05 level							

Annexure A6

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Occupation of the Respondents from Rajkot**

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	Service	Business	-.033	.215	.988	-.56	.50
		Profession	-.383	.215	.207	-.91	.15
	Business	Service	.033	.215	.988	-.50	.56
		Profession	-.350	.230	.316	-.92	.22
	Profession	Service	.383	.215	.207	-.15	.91
		Business	.350	.230	.316	-.22	.92
Pentalite	Service	Business	.254	.212	.488	-.27	.78
		Profession	.204	.212	.629	-.32	.73
	Business	Service	-.254	.212	.488	-.78	.27
		Profession	-.050	.226	.976	-.61	.51
	Profession	Service	-.204	.212	.629	-.73	.32
		Business	.050	.226	.976	-.51	.61
Impression Eco Clean	Service	Business	-1.371*	.220	.000	-1.91	-.83
		Profession	-.388	.220	.216	-.93	.16
	Business	Service	1.371*	.220	.000	.83	1.91
		Profession	.983*	.236	.000	.40	1.56
	Profession	Service	.388	.220	.216	-.16	.93
		Business	-.983*	.236	.000	-1.56	-.40
Breathe Easy	Service	Business	.758*	.199	.001	.27	1.25
		Profession	.592*	.199	.013	.10	1.08
	Business	Service	-.758*	.199	.001	-1.25	-.27
		Profession	-.167	.213	.737	-.69	.36
	Profession	Service	-.592*	.199	.013	-1.08	-.10
		Business	.167	.213	.737	-.36	.69
Superlac	Service	Business	.392	.218	.201	-.15	.93
		Profession	-.025	.218	.993	-.56	.51
	Business	Service	-.392	.218	.201	-.93	.15
		Profession	-.417	.233	.204	-.99	.16
	Profession	Service	.025	.218	.993	-.51	.56
		Business	.417	.233	.204	-.16	.99
* The mean difference is significant at the 0.05 level.							

Annexure A7

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Monthly Income Groups of the Respondents from Gujarat**

Dependent Variable	Monthly Income (Indian Rupee)	Monthly Income (Indian Rupee)	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	<=29166.67	29166.68-46250	.060	.093	.814	-.17	.29
		>46250.00	.118	.093	.444	-.11	.34
	29166.68-46250.00	<=29166.67	-.060	.093	.814	-.29	.17
		>46250.00	.058	.093	.823	-.17	.29
	>46250.00	<=29166.67	-.118	.093	.444	-.34	.11
		29166.68-46250	-.058	.093	.823	-.29	.17
Pentalite	<=29166.67	29166.68-46250	-.069	.089	.746	-.29	.15
		>46250.00	-.119	.089	.412	-.34	.10
	29166.68-46250.00	<=29166.67	.069	.089	.746	-.15	.29
		>46250.00	-.050	.090	.856	-.27	.17
	>46250.00	<=29166.67	.119	.089	.412	-.10	.34
		29166.68-46250	.050	.090	.856	-.17	.27
Impression Eco Clean	<=29166.67	29166.68-46250	-.108	.097	.536	-.34	.13
		>46250.00	-.061	.096	.819	-.30	.18
	29166.68-46250.00	<=29166.67	.108	.097	.536	-.13	.34
		>46250.00	.047	.097	.889	-.19	.29
	>46250.00	<=29166.67	.061	.096	.819	-.18	.30
		29166.68-46250	-.047	.097	.889	-.29	.19
Breathe Easy	<=29166.67	29166.68-46250	.017	.093	.984	-.21	.24
		>46250.00	.235*	.093	.040	.01	.46
	29166.68-46250.00	<=29166.67	-.017	.093	.984	-.24	.21
		>46250.00	.219	.093	.065	-.01	.45
	>46250.00	<=29166.67	-.235*	.093	.040	-.46	.00
		29166.68-46250	-.219	.093	.065	-.45	.01
Superlac	<=29166.67	29166.68-46250	.104	.089	.506	-.11	.32
		>46250.00	-.174	.089	.146	-.39	.04
	29166.68-46250.00	<=29166.67	-.104	.089	.506	-.32	.11
		>46250.00	-.278*	.089	.008	-.50	-.06
	>46250.00	<=29166.67	.174	.089	.146	-.04	.39
		29166.68-46250	.278*	.089	.008	.06	.50

*. The mean difference is significant at the 0.05 level.

Annexure A8

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Monthly Income Groups of the Respondents from Ahmedabad**

Dependent Variable	Monthly Income	Monthly income	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	<=29166.67	29166.68-46250	-.090	.212	.913	-.61	.43
		>46250.00	.103	.178	.846	-.34	.54
	29166.68-46250.00	<=29166.67	.090	.212	.913	-.43	.61
		>46250.00	.193	.226	.695	-.37	.75
	>46250.00	<=29166.67	-.103	.178	.846	-.54	.34
		29166.68-46250	-.193	.226	.695	-.75	.37
Pentalite	<=29166.67	29166.68-46250	-.085	.221	.929	-.63	.46
		>46250.00	-.201	.185	.554	-.66	.25
	29166.68-46250.00	<=29166.67	.085	.221	.929	-.46	.63
		>46250.00	-.116	.235	.885	-.70	.46
	>46250.00	<=29166.67	.201	.185	.554	-.25	.66
		29166.68-46250	.116	.235	.885	-.46	.70
Impression Eco Clean	<=29166.67	29166.68-46250	.544*	.180	.012	.10	.99
		>46250.00	.314	.151	.118	-.06	.69
	29166.68-46250.00	<=29166.67	-.544*	.180	.012	-.99	-.10
		>46250.00	-.230	.192	.490	-.70	.24
	>46250.00	<=29166.67	-.314	.151	.118	-.69	.06
		29166.68-46250	.230	.192	.490	-.24	.70
Breathe Easy	<=29166.67	29166.68-46250	-.376	.184	.126	-.83	.08
		>46250.00	.229	.154	.333	-.15	.61
	29166.68-46250.00	<=29166.67	.376	.184	.126	-.08	.83
		>46250.00	.604*	.196	.010	.12	1.09
	>46250.00	<=29166.67	-.229	.154	.333	-.61	.15
		29166.68-46250	-.604*	.196	.010	-1.09	-.12
Superlac	<=29166.67	29166.68-46250	.007	.171	.999	-.41	.43
		>46250.00	-.444*	.143	.009	-.80	-.09
	29166.68-46250.00	<=29166.67	-.007	.171	.999	-.43	.41
		>46250.00	-.451*	.182	.049	-.90	.00
	>46250.00	<=29166.67	.444*	.143	.009	.09	.80
		29166.68-46250	.451*	.182	.049	.00	.90

*. The mean difference is significant at the 0.05 level.

Annexure A9

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Monthly Income Groups of the Respondents from Surat**

Dependent Variable	Monthly Income	Monthly Income	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	<=29166.67	29166.68-46250	.548*	.180	.011	.10	.99
		>46250.00	.678*	.172	.001	.25	1.10
	29166.68-46250	<=29166.67	-.548*	.180	.011	-.99	-.10
		>46250.00	.130	.172	.752	-.29	.55
	>46250.00	<=29166.67	-.678*	.172	.001	-1.10	-.25
		29166.68-46250.00	-.130	.172	.752	-.55	.29
Pentalite	<=29166.67	29166.68-46250	-.226	.149	.321	-.59	.14
		>46250.00	-.087	.142	.831	-.44	.26
	29166.68-46250	<=29166.67	.226	.149	.321	-.14	.59
		>46250.00	.139	.142	.621	-.21	.49
	>46250.00	<=29166.67	.087	.142	.831	-.26	.44
		29166.68-46250.00	-.139	.142	.621	-.49	.21
Impression Eco Clean	<=29166.67	29166.68-46250	-.290	.184	.288	-.74	.16
		>46250.00	-.382	.175	.095	-.81	.05
	29166.68-46250	<=29166.67	.290	.184	.288	-.16	.74
		>46250.00	-.091	.175	.873	-.52	.34
	>46250.00	<=29166.67	.382	.175	.095	-.05	.81
		29166.68-46250.00	.091	.175	.873	-.34	.52
Breathe Easy	<=29166.67	29166.68-46250	.194	.217	.672	-.34	.73
		>46250.00	.464	.207	.083	-.05	.97
	29166.68-46250	<=29166.67	-.194	.217	.672	-.73	.34
		>46250.00	.270	.207	.427	-.24	.78
	>46250.00	<=29166.67	-.464	.207	.083	-.97	.05
		29166.68-46250	-.270	.207	.427	-.78	.24
Superlac	<=29166.67	29166.68-46250	-.210	.178	.501	-.65	.23
		>46250.00	-.658*	.170	.001	-1.08	-.24
	29166.68-46250	<=29166.67	.210	.178	.501	-.23	.65
		>46250.00	-.448*	.170	.032	-.87	-.03
	>46250.00	<=29166.67	.658*	.170	.001	.24	1.08
		29166.68-46250	.448*	.170	.032	.03	.87

*. The mean difference is significant at the 0.05 level.

Annexure A10

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Per-Capita Income Groups of the Respondents from Gujarat**

Dependent Variable	PER CAPITA INCOME	PER CAPITA INCOME	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	LOW	MODERATE	.104	.092	.528	-.12	.33
		HIGH	.201	.092	.095	-.03	.43
	MODERATE	LOW	-.104	.092	.528	-.33	.12
		HIGH	.096	.094	.590	-.13	.33
	HIGH	LOW	-.201	.092	.095	-.43	.03
		MODERATE	-.096	.094	.590	-.33	.13
Pentalite	LOW	MODERATE	-.236*	.089	.029	-.45	-.02
		HIGH	-.069	.089	.742	-.29	.15
	MODERATE	LOW	.236*	.089	.029	.02	.45
		HIGH	.167	.090	.178	-.05	.39
	HIGH	LOW	.069	.089	.742	-.15	.29
		MODERATE	-.167	.090	.178	-.39	.05
Impression Eco Clean	LOW	MODERATE	-.166	.096	.224	-.40	.07
		HIGH	.028	.096	.957	-.21	.26
	MODERATE	LOW	.166	.096	.224	-.07	.40
		HIGH	.195	.097	.136	-.04	.43
	HIGH	LOW	-.028	.096	.957	-.26	.21
		MODERATE	-.195	.097	.136	-.43	.04
Breathe Easy	LOW	MODERATE	.166	.093	.204	-.06	.39
		HIGH	.114	.093	.470	-.11	.34
	MODERATE	LOW	-.166	.093	.204	-.39	.06
		HIGH	-.051	.094	.862	-.28	.18
	HIGH	LOW	-.114	.093	.470	-.34	.11
		MODERATE	.051	.094	.862	-.18	.28
Superlac	LOW	MODERATE	.136	.088	.303	-.08	.35
		HIGH	-.275*	.088	.008	-.49	-.06
	MODERATE	LOW	-.136	.088	.303	-.35	.08
		HIGH	-.411*	.089	.000	-.63	-.19
	HIGH	LOW	.275*	.088	.008	.06	.49
		MODERATE	.411*	.089	.000	.19	.63

*. The mean difference is significant at the 0.05 level.

Annexure A11

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Per-Capita Income Groups of the Respondents from Vadodara**

Dependent Variable	PER CAPITA INCOME	PER CAPITA INCOME	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	LOW	MODERATE	.098	.097	.598	-.14	.34
		HIGH	.063	.093	.799	-.17	.29
	MODERATE	LOW	-.098	.097	.598	-.34	.14
		HIGH	-.036	.096	.934	-.27	.20
	HIGH	LOW	-.063	.093	.799	-.29	.17
		MODERATE	.036	.096	.934	-.20	.27
Pentalite	LOW	MODERATE	-.124	.119	.583	-.42	.17
		HIGH	.090	.115	.735	-.19	.37
	MODERATE	LOW	.124	.119	.583	-.17	.42
		HIGH	.214	.119	.199	-.08	.51
	HIGH	LOW	-.090	.115	.735	-.37	.19
		MODERATE	-.214	.119	.199	-.51	.08
Impression Eco Clean	LOW	MODERATE	-.096	.133	.769	-.42	.23
		HIGH	.100	.128	.739	-.22	.42
	MODERATE	LOW	.096	.133	.769	-.23	.42
		HIGH	.196	.132	.336	-.13	.52
	HIGH	LOW	-.100	.128	.739	-.42	.22
		MODERATE	-.196	.132	.336	-.52	.13
Breathe Easy	LOW	MODERATE	.047	.149	.952	-.32	.42
		HIGH	-.323	.144	.084	-.68	.03
	MODERATE	LOW	-.047	.149	.952	-.42	.32
		HIGH	-.370*	.149	.048	-.74	.00
	HIGH	LOW	.323	.144	.084	-.03	.68
		MODERATE	.370*	.149	.048	.00	.74
Superlac	LOW	MODERATE	.075	.079	.640	-.12	.27
		HIGH	.056	.077	.765	-.13	.25
	MODERATE	LOW	-.075	.079	.640	-.27	.12
		HIGH	-.019	.079	.972	-.21	.18
	HIGH	LOW	-.056	.077	.765	-.25	.13
		MODERATE	.019	.079	.972	-.18	.21

*. The mean difference is significant at the 0.05 level.

Annexure A12

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Per-Capita Income Groups of the Respondents from Ahmedabad**

Dependent Variable	PER CAPITA INCOME	PER CAPITA INCOME	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	LOW	MODERATE	.130	.201	.810	-.37	.63
		HIGH	.031	.182	.986	-.42	.48
	MODERATE	LOW	-.130	.201	.810	-.63	.37
		HIGH	-.099	.218	.901	-.64	.44
	HIGH	LOW	-.031	.182	.986	-.48	.42
		MODERATE	.099	.218	.901	-.44	.64
Pentalite	LOW	MODERATE	-.378	.208	.194	-.89	.13
		HIGH	-.081	.188	.912	-.55	.38
	MODERATE	LOW	.378	.208	.194	-.13	.89
		HIGH	.297	.225	.420	-.26	.85
	HIGH	LOW	.081	.188	.912	-.38	.55
		MODERATE	-.297	.225	.420	-.85	.26
Impression Eco Clean	LOW	MODERATE	.491*	.170	.017	.07	.91
		HIGH	.399*	.155	.038	.02	.78
	MODERATE	LOW	-.491*	.170	.017	-.91	-.07
		HIGH	-.092	.185	.883	-.55	.36
	HIGH	LOW	-.399*	.155	.038	-.78	-.02
		MODERATE	.092	.185	.883	-.36	.55
Breathe Easy	LOW	MODERATE	-.039	.178	.976	-.48	.40
		HIGH	.136	.161	.701	-.26	.53
	MODERATE	LOW	.039	.178	.976	-.40	.48
		HIGH	.175	.193	.663	-.30	.65
	HIGH	LOW	-.136	.161	.701	-.53	.26
		MODERATE	-.175	.193	.663	-.65	.30
Superlac	LOW	MODERATE	-.204	.162	.451	-.60	.19
		HIGH	-.485*	.147	.005	-.85	-.12
	MODERATE	LOW	.204	.162	.451	-.19	.60
		HIGH	-.281	.175	.281	-.71	.15
	HIGH	LOW	.485*	.147	.005	.12	.85
		MODERATE	.281	.175	.281	-.15	.71
* The mean difference is significant at the 0.05 level							

Annexure A13

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Per-Capita Income Groups of the Respondents from Surat**

Dependent Variable	PER CAPITA INCOME	PER CAPITA INCOME	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	LOW	MODERATE	.466*	.181	.038	.02	.91
		HIGH	.589*	.172	.003	.16	1.01
	MODERATE	LOW	-.466*	.181	.038	-.91	-.02
		HIGH	.124	.175	.780	-.31	.56
	HIGH	LOW	-.589*	.172	.003	-1.01	-.16
		MODERATE	-.124	.175	.780	-.56	.31
Pentalite	LOW	MODERATE	-.337	.147	.074	-.70	.02
		HIGH	-.007	.140	.999	-.35	.34
	MODERATE	LOW	.337	.147	.074	-.02	.70
		HIGH	.329	.142	.071	-.02	.68
	HIGH	LOW	.007	.140	.999	-.34	.35
		MODERATE	-.329	.142	.071	-.68	.02
Impression Eco Clean	LOW	MODERATE	-.246	.182	.401	-.70	.20
		HIGH	-.411	.173	.063	-.84	.02
	MODERATE	LOW	.246	.182	.401	-.20	.70
		HIGH	-.165	.176	.647	-.60	.27
	HIGH	LOW	.411	.173	.063	-.02	.84
		MODERATE	.165	.176	.647	-.27	.60
Breathe Easy	LOW	MODERATE	.239	.217	.545	-.30	.77
		HIGH	.276	.207	.413	-.23	.79
	MODERATE	LOW	-.239	.217	.545	-.77	.30
		HIGH	.036	.211	.985	-.48	.56
	HIGH	LOW	-.276	.207	.413	-.79	.23
		MODERATE	-.036	.211	.985	-.56	.48
Superlac	LOW	MODERATE	-.106	.181	.841	-.55	.34
		HIGH	-.431*	.172	.046	-.86	.00
	MODERATE	LOW	.106	.181	.841	-.34	.55
		HIGH	-.325	.175	.182	-.76	.11
	HIGH	LOW	.431*	.172	.046	.01	.86
		MODERATE	.325	.175	.182	-.11	.76
* . The mean difference is significant at the 0.05 level.							

Annexure A14

**Post hoc analysis of average mean score assigned to Interior Decorative Paint Brands
across Per-Capita Income Groups of the Respondents from Rajkot**

Dependent Variable	PER CAPITA INCOME	PER CAPITA INCOME	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Royale	LOW	MODERATE	-.087	.223	.926	-.64	.46
		HIGH	.066	.248	.965	-.55	.68
	MODERATE	LOW	.087	.223	.926	-.46	.64
		HIGH	.154	.214	.772	-.37	.68
	HIGH	LOW	-.066	.248	.965	-.68	.55
		MODERATE	-.154	.214	.772	-.68	.37
Pentalite	LOW	MODERATE	-.163	.219	.757	-.70	.38
		HIGH	-.128	.243	.872	-.73	.47
	MODERATE	LOW	.163	.219	.757	-.38	.70
		HIGH	.036	.209	.986	-.48	.55
	HIGH	LOW	.128	.243	.872	-.47	.73
		MODERATE	-.036	.209	.986	-.55	.48
Impression Eco Clean	LOW	MODERATE	-.310	.247	.457	-.92	.30
		HIGH	-.010	.275	.999	-.69	.67
	MODERATE	LOW	.310	.247	.457	-.30	.92
		HIGH	.300	.237	.450	-.28	.88
	HIGH	LOW	.010	.275	.999	-.67	.69
		MODERATE	-.300	.237	.450	-.88	.28
Breathe Easy	LOW	MODERATE	.336	.212	.286	-.19	.86
		HIGH	.408	.236	.225	-.17	.99
	MODERATE	LOW	-.336	.212	.286	-.86	.19
		HIGH	.072	.203	.939	-.43	.57
	HIGH	LOW	-.408	.236	.225	-.99	.17
		MODERATE	-.072	.203	.939	-.57	.43
Superlac	LOW	MODERATE	.225	.223	.602	-.32	.77
		HIGH	-.337	.248	.399	-.95	.27
	MODERATE	LOW	-.225	.223	.602	-.77	.32
		HIGH	-.562*	.213	.033	-1.09	-.04
	HIGH	LOW	.337	.248	.399	-.27	.95
		MODERATE	.562*	.213	.033	.04	1.09
* . The mean difference is significant at the 0.05 level.							

Annexure A15

Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands across four selected cities of Gujarat State i.e., Vadodara, Ahmedabad, Surat and Rajkot

Dependent Variable	City	City	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	Vadodara	Ahmedabad	-.010	.121	1.000	-.35	.33
		Surat	-.470*	.121	.002	-.81	-.13
		Rajkot	.560*	.121	.000	.22	.90
	Ahmedabad	Vadodara	.010	.121	1.000	-.33	.35
		Surat	-.460*	.121	.002	-.80	-.12
		Rajkot	.570*	.121	.000	.23	.91
	Surat	Vadodara	.470*	.121	.002	.13	.81
		Ahmedabad	.460*	.121	.002	.12	.80
		Rajkot	1.030*	.121	.000	.69	1.37
	Rajkot	Vadodara	-.560*	.121	.000	-.90	-.22
		Ahmedabad	-.570*	.121	.000	-.91	-.23
		Surat	-1.030*	.121	.000	-1.37	-.69
Weather Shield	Vadodara	Ahmedabad	-.015	.122	1.000	-.36	.33
		Surat	-.045	.122	.987	-.39	.30
		Rajkot	-.545*	.122	.000	-.89	-.20
	Ahmedabad	Vadodara	.015	.122	1.000	-.33	.36
		Surat	-.030	.122	.996	-.37	.31
		Rajkot	-.530*	.122	.000	-.87	-.19
	Surat	Vadodara	.045	.122	.987	-.30	.39
		Ahmedabad	.030	.122	.996	-.31	.37
		Rajkot	-.500*	.122	.001	-.84	-.16
	Rajkot	Vadodara	.545*	.122	.000	.20	.89
		Ahmedabad	.530*	.122	.000	.19	.87
		Surat	.500*	.122	.001	.16	.84
Excel	Vadodara	Ahmedabad	-.105	.130	.884	-.47	.26
		Surat	.090	.130	.923	-.27	.45
		Rajkot	.495*	.130	.002	.13	.86
	Ahmedabad	Vadodara	.105	.130	.884	-.26	.47
		Surat	.195	.130	.522	-.17	.56
		Rajkot	.600*	.130	.000	.24	.96
	Surat	Vadodara	-.090	.130	.923	-.45	.27
		Ahmedabad	-.195	.130	.522	-.56	.17
		Rajkot	.405*	.130	.022	.04	.77
	Rajkot	Vadodara	-.495*	.130	.002	-.86	-.13
		Ahmedabad	-.600*	.130	.000	-.96	-.24
		Surat	-.405*	.130	.022	-.77	-.04
Weather Coat	Vadodara	Ahmedabad	-.205	.127	.455	-.56	.15
		Surat	-.520*	.127	.001	-.87	-.17
		Rajkot	-.570*	.127	.000	-.92	-.22
	Ahmedabad	Vadodara	.205	.127	.455	-.15	.56
		Surat	-.315	.127	.104	-.67	.04
		Rajkot	-.365*	.127	.041	-.72	-.01
	Surat	Vadodara	.520*	.127	.001	.17	.87
		Ahmedabad	.315	.127	.104	-.04	.67
		Rajkot	-.050	.127	.984	-.40	.30
	Rajkot	Vadodara	.570*	.127	.000	.22	.92
		Ahmedabad	.365*	.127	.041	.01	.72
		Surat	.050	.127	.984	-.30	.40

Annexure A15 cont...

Annexure A15 cont...

Dependent Variable	City	City	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Xtra	Vadodara	Ahmedabad	.330	.123	.065	-.01	.67
		Surat	.950*	.123	.000	.61	1.29
		Rajkot	.050	.123	.983	-.29	.39
	Ahmedabad	Vadodara	-.330	.123	.065	-.67	.01
		Surat	.620*	.123	.000	.28	.96
		Rajkot	-.280	.123	.157	-.62	.06
	Surat	Vadodara	-.950*	.123	.000	-1.29	-.61
		Ahmedabad	-.620*	.123	.000	-.96	-.28
		Rajkot	-.900*	.123	.000	-1.24	-.56
	Rajkot	Vadodara	-.050	.123	.983	-.39	.29
		Ahmedabad	.280	.123	.157	-.06	.62
		Surat	.900*	.123	.000	.56	1.24

*. The mean difference is significant at the 0.05 level.

Annexure A16

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across different age group of respondents from Rajkot**

Dependent Variable	Respondent Age	Respondent Age	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	<=37	38-46	-.124	.159	.737	-.52	.27
		>46	-.380*	.149	.040	-.75	-.01
	38-46	<=37	.124	.159	.737	-.27	.52
		>46	-.257	.163	.293	-.66	.15
	>46	<=37	.380*	.149	.040	.01	.75
		38-46	.257	.163	.293	-.15	.66
Weather Shield	<=37	38-46	-.274	.170	.277	-.69	.15
		>46	-.262	.159	.262	-.66	.13
	38-46	<=37	.274	.170	.277	-.15	.69
		>46	.011	.175	.998	-.42	.44
	>46	<=37	.262	.159	.262	-.13	.66
		38-46	-.011	.175	.998	-.44	.42
Excel	<=37	38-46	.161	.195	.712	-.32	.64
		>46	.165	.183	.667	-.29	.62
	38-46	<=37	-.161	.195	.712	-.64	.32
		>46	.004	.201	1.000	-.49	.50
	>46	<=37	-.165	.183	.667	-.62	.29
		38-46	-.004	.201	1.000	-.50	.49
Weather Coat	<=37	38-46	.013	.196	.998	-.47	.50
		>46	.390	.184	.108	-.06	.84
	38-46	<=37	-.013	.196	.998	-.50	.47
		>46	.377	.202	.178	-.12	.88
	>46	<=37	-.390	.184	.108	-.84	.06
		38-46	-.377	.202	.178	-.88	.12
Xtra	<=37	38-46	.236	.194	.478	-.24	.72
		>46	.100	.182	.859	-.35	.55
	38-46	<=37	-.236	.194	.478	-.72	.24
		>46	-.136	.200	.793	-.63	.36
	>46	<=37	-.100	.182	.859	-.55	.35
		38-46	.136	.200	.793	-.36	.63

*. The mean difference is significant at the 0.05 level.

Annexure A17

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across Educational Qualifications of respondents from Gujarat**

Dependent Variable	Education	Education	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	UG	Gr	0.05	0.129	0.702	-0.20	0.30
		PG	-0.24	.138	0.083	-0.51	0.03
	Gr	UG	-0.05	0.129	0.702	-0.30	0.20
		PG	0.29	0.099	0.004	0.09	0.48
	PG	UG	.024	0.138	0.083	-0.03	0.51
		Gr	0.29*	0.099	0.004	0.09	0.48
Weather Shield	UG	Gr	-.02	0.127	0.871	-.27	.23
		PG	0.00	.136	0.989	-.26	.27
	Gr	UG	0.02	.127	.871	-.23	.27
		PG	0.02	0.098	.818	-.17	.21
	PG	UG	.00	.136	.989	-.27	.26
		Gr	-.02	0.98	.818	-.21	.17
Excel	UG	Gr	-.14	.135	.313	-.40	.13
		PG	-.12	.145	.406	-.41	.16
	Gr	UG	.14	.135	.313	-.13	.40
		PG	.02	.104	.877	-.19	.22
	PG	UG	.12	.145	.406	-.16	.41
		Gr	-.02	.104	.877	-.22	.19
Weather Coat	UG	Gr	.18	.131	.171	-.08	.44
		PG	.43	.141	.002	.15	.71
	Gr	UG	-.18	.131	.171	-.44	.08
		PG	.25	.101	.013	.05	.45
	PG	UG	-.43	.141	.002	-.71	-.15
		Gr	-.25	.101	.013	-.45	-.05
Xtra	UG	Gr	-.07	.132	.610	-.33	.19
		PG	-.07	.141	.605	-.35	.20
	Gr	UG	.07	.132	.610	-.19	.33
		PG	-.01	.102	.956	-.20	.19
	PG	UG	.07	.141	.605	-.20	.35
		Gr	.01	.102	.956	-.19	.20
*. The mean difference is significant at the 0.05 level.							
G = Graduate; UG = Undergraduate; PG = Postgraduate							

Annexure A18

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across Educational Qualifications of respondents from Vadodara**

Dependent Variable	Education	Education	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	UG	Gr	.076	.374	.980	-.85	1.00
		PG	-.449	.367	.475	-1.35	.46
	Gr	UG	-.076	.374	.980	-1.00	.85
		PG	-.525*	.191	.025	-1.00	-.05
	PG	UG	.449	.367	.475	-.46	1.35
		Gr	.525*	.191	.025	.05	1.00
Weather Shield	UG	Gr	.249	.377	.805	-.68	1.18
		PG	.137	.370	.934	-.77	1.05
	Gr	UG	-.249	.377	.805	-1.18	.68
		PG	-.112	.193	.845	-.59	.36
	PG	UG	-.137	.370	.934	-1.05	.77
		Gr	.112	.193	.845	-.36	.59
Excel	UG	Gr	-.242	.358	.795	-1.12	.64
		PG	-.095	.350	.964	-.96	.77
	Gr	UG	.242	.358	.795	-.64	1.12
		PG	.148	.183	.723	-.30	.60
	PG	UG	.095	.350	.964	-.77	.96
		Gr	-.148	.183	.723	-.60	.30
Weather Coat	UG	Gr	-.136	.362	.932	-1.03	.76
		PG	.105	.355	.957	-.77	.98
	Gr	UG	.136	.362	.932	-.76	1.03
		PG	.241	.185	.431	-.22	.70
	PG	UG	-.105	.355	.957	-.98	.77
		Gr	-.241	.185	.431	-.70	.22
Xtra	UG	Gr	.053	.337	.988	-.78	.89
		PG	.310	.331	.644	-.51	1.13
	Gr	UG	-.053	.337	.988	-.89	.78
		PG	.257	.173	.332	-.17	.68
	PG	UG	-.310	.331	.644	-1.13	.51
		Gr	-.257	.173	.332	-.68	.17
*. The mean difference is significant at the 0.05 level.							
G = Graduate; UG = Undergraduate; PG = Postgraduate							

Annexure A19

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across Educational Qualifications of respondents from Rajkot**

Dependent Variable	Education	Education	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	UG	Gr	.030	.175	.985	-.40	.46
		PG	-.045	.203	.976	-.55	.46
	Gr	UG	-.030	.175	.985	-.46	.40
		PG	-.075	.157	.892	-.46	.31
	PG	UG	.045	.203	.976	-.46	.55
		Gr	.075	.157	.892	-.31	.46
Weather Shield	UG	Gr	-.391	.185	.109	-.85	.06
		PG	-.304	.214	.367	-.83	.22
	Gr	UG	.391	.185	.109	-.06	.85
		PG	.087	.165	.871	-.32	.50
	PG	UG	.304	.214	.367	-.22	.83
		Gr	-.087	.165	.871	-.50	.32
Excel	UG	Gr	-.005	.212	1.000	-.53	.52
		PG	-.205	.246	.706	-.81	.40
	Gr	UG	.005	.212	1.000	-.52	.53
		PG	-.200	.190	.575	-.67	.27
	PG	UG	.205	.246	.706	-.40	.81
		Gr	.200	.190	.575	-.27	.67
Weather Coat	UG	Gr	.073	.216	.944	-.46	.61
		PG	-.044	.251	.984	-.66	.57
	Gr	UG	-.073	.216	.944	-.61	.46
		PG	-.118	.194	.832	-.60	.36
	PG	UG	.044	.251	.984	-.57	.66
		Gr	.118	.194	.832	-.36	.60
Xtra	UG	Gr	.322	.208	.307	-.19	.84
		PG	.627*	.242	.037	.03	1.22
	Gr	UG	-.322	.208	.307	-.84	.19
		PG	.306	.187	.264	-.16	.77
	PG	UG	-.627*	.242	.037	-1.22	-.03
		Gr	-.306	.187	.264	-.77	.16
*. The mean difference is significant at the 0.05 level.							
G = Graduate; UG = Undergraduate; PG = Postgraduate							

Annexure A20

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across Occupation of respondents from Gujarat**

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	Service	Business	-.045	.107	.916	-.31	.22
		Profession	-.307*	.107	.017	-.57	-.04
	Business	Service	.045	.107	.916	-.22	.31
		Profession	-.262	.114	.072	-.54	.02
	Profession	Service	.307*	.107	.017	.04	.57
		Business	.262	.114	.072	-.02	.54
Weather Shield	Service	Business	-.005	.105	.999	-.26	.25
		Profession	-.114	.105	.560	-.37	.14
	Business	Service	.005	.105	.999	-.25	.26
		Profession	-.108	.113	.630	-.38	.17
	Profession	Service	.114	.105	.560	-.14	.37
		Business	.108	.113	.630	-.17	.38
Excel	Service	Business	-.354*	.112	.007	-.63	-.08
		Profession	-.079	.112	.779	-.35	.20
	Business	Service	.354*	.112	.007	.08	.63
		Profession	.275	.120	.072	-.02	.57
	Profession	Service	.079	.112	.779	-.20	.35
		Business	-.275	.120	.072	-.57	.02
Weather Coat	Service	Business	.155	.109	.362	-.11	.42
		Profession	.455*	.109	.000	.19	.72
	Business	Service	-.155	.109	.362	-.42	.11
		Profession	.300*	.116	.036	.01	.59
	Profession	Service	-.455*	.109	.000	-.72	-.19
		Business	-.300*	.116	.036	-.59	-.01
Xtra	Service	Business	.246	.109	.079	-.02	.51
		Profession	.046	.109	.915	-.22	.31
	Business	Service	-.246	.109	.079	-.51	.02
		Profession	-.200	.117	.230	-.49	.09
	Profession	Service	-.046	.109	.915	-.31	.22
		Business	.200	.117	.230	-.09	.49
* The mean difference is significant at the 0.05 level.							

Annexure A21

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across Occupation of respondents from Vadodara**

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	Service	Business	-.479	.215	.085	-1.01	.05
		Profession	-.929*	.215	.000	-1.46	-.40
	Business	Service	.479	.215	.085	-.05	1.01
		Profession	-.450	.230	.149	-1.02	.12
	Profession	Service	.929*	.215	.000	.40	1.46
		Business	.450	.230	.149	-.12	1.02
Weather Shield	Service	Business	-.129	.222	.844	-.68	.42
		Profession	-.246	.222	.542	-.79	.30
	Business	Service	.129	.222	.844	-.42	.68
		Profession	-.117	.237	.886	-.70	.47
	Profession	Service	.246	.222	.542	-.30	.79
		Business	.117	.237	.886	-.47	.70
Excel	Service	Business	-.163	.210	.741	-.68	.35
		Profession	.204	.210	.623	-.31	.72
	Business	Service	.163	.210	.741	-.35	.68
		Profession	.367	.224	.265	-.19	.92
	Profession	Service	-.204	.210	.623	-.72	.31
		Business	-.367	.224	.265	-.92	.19
Weather Coat	Service	Business	.229	.214	.563	-.30	.76
		Profession	.179	.214	.704	-.35	.71
	Business	Service	-.229	.214	.563	-.76	.30
		Profession	-.050	.228	.976	-.61	.51
	Profession	Service	-.179	.214	.704	-.71	.35
		Business	.050	.228	.976	-.51	.61
Xtra	Service	Business	.542*	.191	.019	.07	1.01
		Profession	.808*	.191	.000	.34	1.28
	Business	Service	-.542*	.191	.019	-1.01	-.07
		Profession	.267	.204	.428	-.24	.77
	Profession	Service	-.808*	.191	.000	-1.28	-.34
		Business	-.267	.204	.428	-.77	.24
* The mean difference is significant at the 0.05 level.							

Annexure A22

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across Occupation of respondents from Ahmedabad**

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	Service	Business	.100	.218	.900	-.44	.64
		Profession	-.333	.218	.314	-.87	.21
	Business	Service	-.100	.218	.900	-.64	.44
		Profession	-.433	.233	.181	-1.01	.14
	Profession	Service	.333	.218	.314	-.21	.87
		Business	.433	.233	.181	-.14	1.01
Weather Shield	Service	Business	.204	.216	.641	-.33	.74
		Profession	.037	.216	.985	-.50	.57
	Business	Service	-.204	.216	.641	-.74	.33
		Profession	-.167	.231	.772	-.74	.40
	Profession	Service	-.037	.216	.985	-.57	.50
		Business	.167	.231	.772	-.40	.74
Excel	Service	Business	-1.408*	.225	.000	-1.96	-.85
		Profession	-.608*	.225	.028	-1.16	-.05
	Business	Service	1.408*	.225	.000	.85	1.96
		Profession	.800*	.240	.005	.21	1.39
	Profession	Service	.608*	.225	.028	.05	1.16
		Business	-.800*	.240	.005	-1.39	-.21
Weather Coat	Service	Business	.579*	.201	.017	.08	1.07
		Profession	.813*	.201	.000	.32	1.31
	Business	Service	-.579*	.201	.017	-1.07	-.08
		Profession	.233	.215	.555	-.30	.76
	Profession	Service	-.813*	.201	.000	-1.31	-.32
		Business	-.233	.215	.555	-.76	.30
Xtra	Service	Business	.525	.221	.061	-.02	1.07
		Profession	.092	.221	.917	-.45	.64
	Business	Service	-.525	.221	.061	-1.07	.02
		Profession	-.433	.236	.188	-1.01	.15
	Profession	Service	-.092	.221	.917	-.64	.45
		Business	.433	.236	.188	-.15	1.01
* The mean difference is significant at the 0.05 level							

Annexure A23

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across Occupation of respondents from Surat**

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	Service	Business	.337	.216	.298	-.20	.87
		Profession	.521	.216	.057	-.01	1.05
	Business	Service	-.337	.216	.298	-.87	.20
		Profession	.183	.231	.730	-.39	.75
	Profession	Service	-.521	.216	.057	-1.05	.01
		Business	-.183	.231	.730	-.75	.39
Weather Shield	Service	Business	-.017	.223	.997	-.57	.53
		Profession	.200	.223	.670	-.35	.75
	Business	Service	.017	.223	.997	-.53	.57
		Profession	.217	.239	.663	-.37	.81
	Profession	Service	-.200	.223	.670	-.75	.35
		Business	-.217	.239	.663	-.81	.37
Excel	Service	Business	-.121	.241	.882	-.71	.47
		Profession	-.288	.241	.491	-.88	.31
	Business	Service	.121	.241	.882	-.47	.71
		Profession	-.167	.257	.811	-.80	.47
	Profession	Service	.288	.241	.491	-.31	.88
		Business	.167	.257	.811	-.47	.80
Weather Coat	Service	Business	-.033	.246	.991	-.64	.57
		Profession	.500	.246	.130	-.11	1.11
	Business	Service	.033	.246	.991	-.57	.64
		Profession	.533	.263	.131	-.12	1.18
	Profession	Service	-.500	.246	.130	-1.11	.11
		Business	-.533	.263	.131	-1.18	.12
Xtra	Service	Business	-.162	.215	.753	-.69	.37
		Profession	-.946*	.215	.000	-1.48	-.41
	Business	Service	.162	.215	.753	-.37	.69
		Profession	-.783*	.230	.004	-1.35	-.22
	Profession	Service	.946*	.215	.000	.41	1.48
		Business	.783*	.230	.004	.22	1.35
* The mean difference is significant at the 0.05 level.							

Annexure A24

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across Occupation of respondents from Rajkot**

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	Service	Business	-.138	.152	.663	-.51	.24
		Profession	-.488*	.152	.006	-.86	-.11
	Business	Service	.138	.152	.663	-.24	.51
		Profession	-.350	.162	.100	-.75	.05
	Profession	Service	.488*	.152	.006	.11	.86
		Business	.350	.162	.100	-.05	.75
Weather Shield	Service	Business	-.079	.162	.888	-.48	.32
		Profession	-.446*	.162	.025	-.85	-.05
	Business	Service	.079	.162	.888	-.32	.48
		Profession	-.367	.174	.110	-.79	.06
	Profession	Service	.446*	.162	.025	.05	.85
		Business	.367	.174	.110	-.06	.79
Excel	Service	Business	.275	.187	.340	-.19	.74
		Profession	.375	.187	.136	-.09	.84
	Business	Service	-.275	.187	.340	-.74	.19
		Profession	.100	.200	.882	-.39	.59
	Profession	Service	-.375	.187	.136	-.84	.09
		Business	-.100	.200	.882	-.59	.39
Weather Coat	Service	Business	-.154	.189	.718	-.62	.31
		Profession	.329	.189	.223	-.14	.80
	Business	Service	.154	.189	.718	-.31	.62
		Profession	.483	.202	.060	-.02	.98
	Profession	Service	-.329	.189	.223	-.80	.14
		Business	-.483	.202	.060	-.98	.02
Xtra	Service	Business	.079	.187	.915	-.38	.54
		Profession	.229	.187	.475	-.23	.69
	Business	Service	-.079	.187	.915	-.54	.38
		Profession	.150	.200	.756	-.34	.64
	Profession	Service	-.229	.187	.475	-.69	.23
		Business	-.150	.200	.756	-.64	.34
* The mean difference is significant at the 0.05 level.							

Annexure A25

**Post hoc analysis of average mean score assigned to Exterior Decorative Paint Brands
across monthly income level of respondents from Ahmedabad**

Dependent Variable	Monthly income	Monthly income	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Apex/Ultima	<=29166.67	29166.68-46250.00	.000	.246	1.000	-.61	.61
		>46250.00	.212	.206	.591	-.30	.72
	29166.68-46250.00	<=29166.67	.001	.246	1.000	-.61	.61
		>46250.00	.213	.263	.721	-.44	.86
	>46250.00	<=29166.67	-.212	.206	.591	-.72	.30
		29166.68-46250.00	-.213	.263	.721	-.86	.44
Weather Shield	<=29166.67	29166.68-46250.00	-.314	.241	.431	-.91	.28
		>46250.00	.128	.202	.819	-.37	.63
	29166.68-46250.00	<=29166.67	.314	.241	.431	-.28	.91
		>46250.00	.441	.257	.232	-.19	1.08
	>46250.00	<=29166.67	-.128	.202	.819	-.63	.37
		29166.68-46250.00	-.441	.257	.232	-1.08	.19
Excel	<=29166.67	29166.68-46250.00	.116	.268	.911	-.55	.78
		>46250.00	-.669*	.225	.013	-1.22	-.11
	29166.68-46250.00	<=29166.67	-.116	.268	.911	-.78	.55
		>46250.00	-.785*	.286	.025	-1.49	-.08
	>46250.00	<=29166.67	.669*	.225	.013	.11	1.22
		29166.68-46250.00	.785*	.286	.025	.08	1.49
Weather Coat	<=29166.67	29166.68-46250.00	.012	.234	.999	-.56	.59
		>46250.00	.264	.196	.406	-.22	.75
	29166.68-46250.00	<=29166.67	-.012	.234	.999	-.59	.56
		>46250.00	.252	.250	.602	-.36	.87
	>46250.00	<=29166.67	-.264	.196	.406	-.75	.22
		29166.68-46250.00	-.252	.250	.602	-.87	.36
Xtra	<=29166.67	29166.68-46250.00	.186	.251	.759	-.43	.80
		>46250.00	.066	.210	.952	-.45	.58
	29166.68-46250.00	<=29166.67	-.186	.251	.759	-.80	.43
		>46250.00	-.120	.267	.904	-.78	.54
	>46250.00	<=29166.67	-.066	.210	.952	-.58	.45
		29166.68-46250.00	.120	.267	.904	-.54	.78

*. The mean difference is significant at the 0.05 level.

Annexure A26

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across all four selected cities of Gujarat

Dependent Variable	City	City	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value For Money	Vadodara	Ahmedabad	-.665*	.213	.021	-1.26	-.07
		Surat	-.790*	.213	.003	-1.39	-.19
		Rajkot	.010	.213	1.000	-.59	.61
	Ahmedabad	Vadodara	.665*	.213	.021	.07	1.26
		Surat	-.125	.213	.951	-.72	.47
		Rajkot	.675*	.213	.019	.08	1.27
	Surat	Vadodara	.790*	.213	.003	.19	1.39
		Ahmedabad	.125	.213	.951	-.47	.72
		Rajkot	.800*	.213	.003	.20	1.40
	Rajkot	Vadodara	-.010	.213	1.000	-.61	.59
		Ahmedabad	-.675*	.213	.019	-1.27	-.08
		Surat	-.800*	.213	.003	-1.40	-.20
Quality	Vadodara	Ahmedabad	-.115	.188	.945	-.64	.41
		Surat	-.730*	.188	.002	-1.26	-.20
		Rajkot	-.110	.188	.952	-.64	.42
	Ahmedabad	Vadodara	.115	.188	.945	-.41	.64
		Surat	-.615*	.188	.014	-1.14	-.09
		Rajkot	.005	.188	1.000	-.52	.53
	Surat	Vadodara	.730*	.188	.002	.20	1.26
		Ahmedabad	.615*	.188	.014	.09	1.14
		Rajkot	.620*	.188	.013	.09	1.15
	Rajkot	Vadodara	.110	.188	.952	-.42	.64
		Ahmedabad	-.005	.188	1.000	-.53	.52
		Surat	-.620*	.188	.013	-1.15	-.09
Price	Vadodara	Ahmedabad	-.050	.189	.995	-.58	.48
		Surat	.375	.189	.269	-.15	.90
		Rajkot	-.190	.189	.798	-.72	.34
	Ahmedabad	Vadodara	.050	.189	.995	-.48	.58
		Surat	.425	.189	.168	-.10	.95
		Rajkot	-.140	.189	.908	-.67	.39
	Surat	Vadodara	-.375	.189	.269	-.90	.15
		Ahmedabad	-.425	.189	.168	-.95	.10
		Rajkot	-.565*	.189	.031	-1.09	-.04
	Rajkot	Vadodara	.190	.189	.798	-.34	.72
		Ahmedabad	.140	.189	.908	-.39	.67
		Surat	.565*	.189	.031	.04	1.09
Performance	Vadodara	Ahmedabad	.060	.175	.990	-.43	.55
		Surat	-.145	.175	.876	-.63	.34
		Rajkot	-.395	.175	.164	-.88	.09
	Ahmedabad	Vadodara	-.060	.175	.990	-.55	.43
		Surat	-.205	.175	.711	-.69	.28
		Rajkot	-.455	.175	.080	-.94	.03
	Surat	Vadodara	.145	.175	.876	-.34	.63
		Ahmedabad	.205	.175	.711	-.28	.69
		Rajkot	-.250	.175	.562	-.74	.24
	Rajkot	Vadodara	.395	.175	.164	-.09	.88
		Ahmedabad	.455	.175	.080	-.03	.94
		Surat	.250	.175	.562	-.24	.74
Safety	Vadodara	Ahmedabad	.310	.212	.545	-.28	.90
		Surat	.230	.212	.759	-.36	.82
		Rajkot	.235	.212	.746	-.36	.83
	Ahmedabad	Vadodara	-.310	.212	.545	-.90	.28
		Surat	-.080	.212	.986	-.67	.51
		Rajkot	-.075	.212	.989	-.67	.52
	Surat	Vadodara	-.230	.212	.759	-.82	.36
		Ahmedabad	.080	.212	.986	-.51	.67
		Rajkot	.005	.212	1.000	-.59	.60

Designs and Patterns	Rajkot	Vadodara	-.235	.212	.746	-.83	.36
		Ahmedabad	.075	.212	.989	-.52	.67
		Surat	-.005	.212	1.000	-.60	.59
	Vadodara	Ahmedabad	.155	.172	.847	-.33	.64
		Surat	.070	.172	.983	-.41	.55
		Rajkot	.515*	.172	.031	.03	1.00
	Ahmedabad	Vadodara	-.155	.172	.847	-.64	.33
		Surat	-.085	.172	.970	-.57	.40
		Rajkot	.360	.172	.225	-.12	.84
	Surat	Vadodara	-.070	.172	.983	-.55	.41
		Ahmedabad	.085	.172	.970	-.40	.57
		Rajkot	.445	.172	.084	-.04	.93
	Rajkot	Vadodara	-.515*	.172	.031	-1.00	-.03
		Ahmedabad	-.360	.172	.225	-.84	.12
		Surat	-.445	.172	.084	-.93	.04
Maintenance	Vadodara	Ahmedabad	.395	.184	.204	-.12	.91
		Surat	1.135*	.184	.000	.62	1.65
		Rajkot	-.005	.184	1.000	-.52	.51
	Ahmedabad	Vadodara	-.395	.184	.204	-.91	.12
		Surat	.740*	.184	.001	.22	1.26
		Rajkot	-.400	.184	.194	-.92	.12
	Surat	Vadodara	-1.135*	.184	.000	-1.65	-.62
		Ahmedabad	-.740*	.184	.001	-1.26	-.22
		Rajkot	-1.140*	.184	.000	-1.66	-.62
	Rajkot	Vadodara	.005	.184	1.000	-.51	.52
		Ahmedabad	.400	.184	.194	-.12	.92
		Surat	1.140*	.184	.000	.62	1.66
Environment Friendliness	Vadodara	Ahmedabad	-.045	.180	.996	-.55	.46
		Surat	-.145	.180	.886	-.65	.36
		Rajkot	-.060	.180	.991	-.57	.45
	Ahmedabad	Vadodara	.045	.180	.996	-.46	.55
		Surat	-.100	.180	.959	-.61	.41
		Rajkot	-.015	.180	1.000	-.52	.49
	Surat	Vadodara	.145	.180	.886	-.36	.65
		Ahmedabad	.100	.180	.959	-.41	.61
		Rajkot	.085	.180	.974	-.42	.59
	Rajkot	Vadodara	.060	.180	.991	-.45	.57
		Ahmedabad	.015	.180	1.000	-.49	.52
		Surat	-.085	.180	.974	-.59	.42

*. The mean difference is significant at the 0.05 level.

Annexure A27

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across different age groups of respondents from Vadodara

Dependent Variable	Respondent Age	Respondent Age	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	<=37	38-46	.125	.308	.920	-.63	.88
		>46	.191	.336	.851	-.64	1.02
	38-46	<=37	-.125	.308	.920	-.88	.63
		>46	.066	.337	.981	-.76	.90
	>46	<=37	-.191	.336	.851	-1.02	.64
		38-46	-.066	.337	.981	-.90	.76
Quality	<=37	38-46	-.366	.305	.488	-1.12	.39
		>46	-.704	.333	.109	-1.53	.12
	38-46	<=37	.366	.305	.488	-.39	1.12
		>46	-.338	.334	.600	-1.16	.49
	>46	<=37	.704	.333	.109	-.12	1.53
		38-46	.338	.334	.600	-.49	1.16
Price	<=37	38-46	.108	.311	.941	-.66	.88
		>46	-.094	.340	.962	-.93	.74
	38-46	<=37	-.108	.311	.941	-.88	.66
		>46	-.202	.341	.838	-1.04	.64
	>46	<=37	.094	.340	.962	-.74	.93
		38-46	.202	.341	.838	-.64	1.04
Performance	<=37	38-46	-.369	.277	.414	-1.05	.31
		>46	-.151	.302	.882	-.90	.59
	38-46	<=37	.369	.277	.414	-.31	1.05
		>46	.217	.303	.773	-.53	.96
	>46	<=37	.151	.302	.882	-.59	.90
		38-46	-.217	.303	.773	-.96	.53
Safety	<=37	38-46	.171	.335	.878	-.66	1.00
		>46	.751	.366	.125	-.15	1.65
	38-46	<=37	-.171	.335	.878	-1.00	.66
		>46	.579	.367	.290	-.33	1.48
	>46	<=37	-.751	.366	.125	-1.65	.15
		38-46	-.579	.367	.290	-1.48	.33
Designs and Patterns	<=37	38-46	.129	.270	.891	-.54	.79
		>46	-.106	.294	.937	-.83	.62
	38-46	<=37	-.129	.270	.891	-.79	.54
		>46	-.236	.295	.727	-.96	.49
	>46	<=37	.106	.294	.937	-.62	.83
		38-46	.236	.295	.727	-.49	.96
Maintenance	<=37	38-46	.222	.261	.695	-.42	.86
		>46	1.034*	.284	.002	.33	1.74
	38-46	<=37	-.222	.261	.695	-.86	.42
		>46	.812*	.285	.019	.11	1.52
	>46	<=37	-1.034*	.284	.002	-1.74	-.33
		38-46	-.812*	.285	.019	-1.52	-.11
Environment Friendliness	<=37	38-46	-.076	.294	.967	-.80	.65
		>46	-.947*	.321	.014	-1.74	-.16
	38-46	<=37	.076	.294	.967	-.65	.80
		>46	-.871*	.322	.027	-1.66	-.08
	>46	<=37	.947*	.321	.014	.16	1.74
		38-46	.871*	.322	.027	.08	1.66

*. The mean difference is significant at the 0.05 level.

Annexure A28

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across different age groups of respondents from Surat

Dependent Variable	Respondent Age	Respondent Age	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	<=37	38-46	-.164	.428	.929	-1.22	.89
		>46	.641	.430	.332	-.42	1.70
	38-46	<=37	.164	.428	.929	-.89	1.22
		>46	.805	.430	.176	-.26	1.87
	>46	<=37	-.641	.430	.332	-1.70	.42
		38-46	-.805	.430	.176	-1.87	.26
Quality	<=37	38-46	.254	.325	.737	-.55	1.05
		>46	.183	.326	.854	-.62	.99
	38-46	<=37	-.254	.325	.737	-1.05	.55
		>46	-.071	.326	.977	-.87	.73
	>46	<=37	-.183	.326	.854	-.99	.62
		38-46	.071	.326	.977	-.73	.87
Price	<=37	38-46	-.731	.304	.057	-1.48	.02
		>46	-.761*	.305	.047	-1.51	.00
	38-46	<=37	.731	.304	.057	-.02	1.48
		>46	-.029	.305	.995	-.78	.72
	>46	<=37	.761*	.305	.047	.01	1.51
		38-46	.029	.305	.995	-.72	.78
Performance	<=37	38-46	.567	.282	.135	-.13	1.26
		>46	.054	.283	.982	-.64	.75
	38-46	<=37	-.567	.282	.135	-1.26	.13
		>46	-.513	.283	.195	-1.21	.18
	>46	<=37	-.054	.283	.982	-.75	.64
		38-46	.513	.283	.195	-.18	1.21
Safety	<=37	38-46	-.179	.378	.894	-1.11	.75
		>46	.061	.380	.987	-.88	1.00
	38-46	<=37	.179	.378	.894	-.75	1.11
		>46	.240	.380	.819	-.70	1.18
	>46	<=37	-.061	.380	.987	-1.00	.88
		38-46	-.240	.380	.819	-1.18	.70
Designs and Patterns	<=37	38-46	.328	.290	.528	-.39	1.04
		>46	.564	.291	.156	-.15	1.28
	38-46	<=37	-.328	.290	.528	-1.04	.39
		>46	.236	.291	.721	-.48	.95
	>46	<=37	-.564	.291	.156	-1.28	.15
		38-46	-.236	.291	.721	-.95	.48
Maintenance	<=37	38-46	.015	.360	.999	-.87	.90
		>46	-.185	.362	.877	-1.08	.71
	38-46	<=37	-.015	.360	.999	-.90	.87
		>46	-.200	.362	.858	-1.09	.69
	>46	<=37	.185	.362	.877	-.71	1.08
		38-46	.200	.362	.858	-.69	1.09
Environment Friendliness	<=37	38-46	-.090	.317	.961	-.87	.69
		>46	-.557	.318	.217	-1.34	.23
	38-46	<=37	.090	.317	.961	-.69	.87
		>46	-.468	.318	.340	-1.25	.32
	>46	<=37	.557	.318	.217	-.23	1.34
		38-46	.468	.318	.340	-.32	1.25

*. The mean difference is significant at the 0.05 level.

Annexure A29

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across Educational Qualification of respondents from Gujarat

Dependent Variable	Education	Education	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	UG	Gr	.037	.222	.986	-.51	.58
		PG	.062	.238	.967	-.52	.64
	Gr	UG	-.037	.222	.986	-.58	.51
		PG	.025	.171	.990	-.39	.44
	PG	UG	-.062	.238	.967	-.64	.52
		Gr	-.025	.171	.990	-.44	.39
Quality	UG	Gr	.334	.194	.229	-.14	.81
		PG	.109	.208	.871	-.40	.62
	Gr	UG	-.334	.194	.229	-.81	.14
		PG	-.225	.150	.325	-.59	.14
	PG	UG	-.109	.208	.871	-.62	.40
		Gr	.225	.150	.325	-.14	.59
Price	UG	Gr	.004	.195	1.000	-.47	.48
		PG	-.049	.209	.973	-.56	.46
	Gr	UG	-.004	.195	1.000	-.48	.47
		PG	-.054	.150	.939	-.42	.32
	PG	UG	.049	.209	.973	-.46	.56
		Gr	.054	.150	.939	-.32	.42
Performance	UG	Gr	-.078	.180	.911	-.52	.36
		PG	.015	.193	.997	-.46	.49
	Gr	UG	.078	.180	.911	-.36	.52
		PG	.093	.139	.798	-.25	.43
	PG	UG	-.015	.193	.997	-.49	.46
		Gr	-.093	.139	.798	-.43	.25
Safety	UG	Gr	-.273	.218	.456	-.81	.26
		PG	-.108	.233	.898	-.68	.46
	Gr	UG	.273	.218	.456	-.26	.81
		PG	.165	.168	.619	-.25	.58
	PG	UG	.108	.233	.898	-.46	.68
		Gr	-.165	.168	.619	-.58	.25
Designs and Patterns	UG	Gr	.074	.178	.916	-.36	.51
		PG	.090	.191	.895	-.38	.56
	Gr	UG	-.074	.178	.916	-.51	.36
		PG	.015	.137	.994	-.32	.35
	PG	UG	-.090	.191	.895	-.56	.38
		Gr	-.015	.137	.994	-.35	.32
Maintenance	UG	Gr	-.750*	.193	.001	-1.22	-.28
		PG	-.687*	.207	.004	-1.19	-.18
	Gr	UG	.750*	.193	.001	.28	1.22
		PG	.063	.149	.915	-.30	.43
	PG	UG	.687*	.207	.004	.18	1.19
		Gr	-.063	.149	.915	-.43	.30
Environment Friendliness	UG	Gr	.560*	.184	.010	.11	1.01
		PG	.498*	.197	.042	.01	.98
	Gr	UG	-.560*	.184	.010	-1.01	-.11
		PG	-.061	.142	.911	-.41	.29
	PG	UG	-.498*	.197	.042	-.98	-.01
		Gr	.061	.142	.911	-.29	.41
*. The mean difference is significant at the 0.05 level.							
G = Graduate; UG = Undergraduate; PG = Postgraduate							

Annexure A30

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across Educational Qualification of respondents from Vadodara

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	UG	Gr	.385	.531	.769	-.93	1.70
		PG	-.360	.521	.787	-1.65	.92
	Gr	UG	-.385	.531	.769	-1.70	.93
		PG	-.746*	.272	.025	-1.42	-.08
	PG	UG	.360	.521	.787	-.92	1.65
		Gr	.746*	.272	.025	.08	1.42
Quality	UG	Gr	.030	.541	.998	-1.30	1.36
		PG	-.249	.530	.896	-1.56	1.06
	Gr	UG	-.030	.541	.998	-1.36	1.30
		PG	-.279	.277	.603	-.96	.40
	PG	UG	.249	.530	.896	-1.06	1.56
		Gr	.279	.277	.603	-.40	.96
Price	UG	Gr	.521	.546	.635	-.83	1.87
		PG	.534	.535	.609	-.79	1.85
	Gr	UG	-.521	.546	.635	-1.87	.83
		PG	.013	.279	.999	-.68	.70
	PG	UG	-.534	.535	.609	-1.85	.79
		Gr	-.013	.279	.999	-.70	.68
Performance	UG	Gr	-.933	.483	.158	-2.12	.26
		PG	-1.063	.473	.083	-2.23	.11
	Gr	UG	.933	.483	.158	-.26	2.12
		PG	-.130	.247	.871	-.74	.48
	PG	UG	1.063	.473	.083	-.11	2.23
		Gr	.130	.247	.871	-.48	.74
Safety	UG	Gr	-.175	.591	.957	-1.63	1.28
		PG	.376	.579	.810	-1.05	1.80
	Gr	UG	.175	.591	.957	-1.28	1.63
		PG	.550	.302	.194	-.20	1.30
	PG	UG	-.376	.579	.810	-1.80	1.05
		Gr	-.550	.302	.194	-1.30	.20
Designs and Patterns	UG	Gr	.456	.473	.629	-.71	1.62
		PG	.533	.464	.518	-.61	1.68
	Gr	UG	-.456	.473	.629	-1.62	.71
		PG	.077	.242	.951	-.52	.67
	PG	UG	-.533	.464	.518	-1.68	.61
		Gr	-.077	.242	.951	-.67	.52
Maintenance	UG	Gr	-1.150*	.466	.050	-2.30	.00
		PG	-.728	.456	.283	-1.85	.40
	Gr	UG	1.150*	.466	.050	.00	2.30
		PG	.422	.238	.210	-.16	1.01
	PG	UG	.728	.456	.283	-.40	1.85
		Gr	-.422	.238	.210	-1.01	.16
Environment Friendliness	UG	Gr	.866	.525	.259	-.43	2.16
		PG	.957	.515	.180	-.31	2.23
	Gr	UG	-.866	.525	.259	-2.16	.43
		PG	.091	.269	.944	-.57	.75
	PG	UG	-.957	.515	.180	-2.23	.31
		Gr	-.091	.269	.944	-.75	.57
*. The mean difference is significant at the 0.05 level.							
G = Graduate; UG = Undergraduate; PG = Postgraduate							

Annexure A31

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across Educational Qualification of respondents from Ahmedabad

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	UG	Gr	.226	.436	.875	-.85	1.30
		PG	.407	.484	.702	-.79	1.60
	Gr	UG	-.226	.436	.875	-1.30	.85
		PG	.181	.369	.887	-.73	1.09
	PG	UG	-.407	.484	.702	-1.60	.79
		Gr	-.181	.369	.887	-1.09	.73
Quality	UG	Gr	.423	.365	.513	-.48	1.32
		PG	.425	.405	.578	-.57	1.42
	Gr	UG	-.423	.365	.513	-1.32	.48
		PG	.002	.309	1.000	-.76	.76
	PG	UG	-.425	.405	.578	-1.42	.57
		Gr	-.002	.309	1.000	-.76	.76
Price	UG	Gr	-.580	.365	.284	-1.48	.32
		PG	-.457	.404	.529	-1.45	.54
	Gr	UG	.580	.365	.284	-.32	1.48
		PG	.123	.309	.923	-.64	.88
	PG	UG	.457	.404	.529	-.54	1.45
		Gr	-.123	.309	.923	-.88	.64
Performance	UG	Gr	.003	.339	1.000	-.83	.84
		PG	.229	.376	.831	-.70	1.16
	Gr	UG	-.003	.339	1.000	-.84	.83
		PG	.225	.287	.735	-.48	.93
	PG	UG	-.229	.376	.831	-1.16	.70
		Gr	-.225	.287	.735	-.93	.48
Safety	UG	Gr	-.526	.415	.450	-1.55	.50
		PG	-.714	.460	.302	-1.85	.42
	Gr	UG	.526	.415	.450	-.50	1.55
		PG	-.189	.351	.866	-1.05	.68
	PG	UG	.714	.460	.302	-.42	1.85
		Gr	.189	.351	.866	-.68	1.05
Designs and Patterns	UG	Gr	.313	.350	.669	-.55	1.18
		PG	-.029	.388	.997	-.98	.93
	Gr	UG	-.313	.350	.669	-1.18	.55
		PG	-.342	.296	.514	-1.07	.39
	PG	UG	.029	.388	.997	-.93	.98
		Gr	.342	.296	.514	-.39	1.07
Maintenance	UG	Gr	-1.020*	.380	.029	-1.96	-.08
		PG	-.943	.422	.085	-1.98	.10
	Gr	UG	1.020*	.380	.029	.08	1.96
		PG	.077	.322	.972	-.72	.87
	PG	UG	.943	.422	.085	-.10	1.98
		Gr	-.077	.322	.972	-.87	.72
Environment Friendliness	UG	Gr	.885*	.319	.023	.10	1.67
		PG	.861	.354	.054	-.01	1.73
	Gr	UG	-.885*	.319	.023	-1.67	-.10
		PG	-.025	.270	.996	-.69	.64
	PG	UG	-.861	.354	.054	-1.73	.01
		Gr	.025	.270	.996	-.64	.69
*. The mean difference is significant at the 0.05 level.							
G = Graduate; UG = Undergraduate; PG = Postgraduate							

Annexure A32

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across Educational Qualification of respondents from Surat

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	UG	Gr	-.725	.465	.299	-1.87	.42
		PG	-.657	.546	.486	-2.00	.69
	Gr	UG	.725	.465	.299	-.42	1.87
		PG	.068	.434	.988	-1.00	1.14
	PG	UG	.657	.546	.486	-.69	2.00
		Gr	-.068	.434	.988	-1.14	1.00
Quality	UG	Gr	.405	.349	.511	-.46	1.26
		PG	-.178	.409	.909	-1.19	.83
	Gr	UG	-.405	.349	.511	-1.26	.46
		PG	-.583	.325	.202	-1.38	.22
	PG	UG	.178	.409	.909	-.83	1.19
		Gr	.583	.325	.202	-.22	1.38
Price	UG	Gr	.282	.334	.700	-.54	1.10
		PG	-.114	.391	.958	-1.08	.85
	Gr	UG	-.282	.334	.700	-1.10	.54
		PG	-.396	.311	.446	-1.16	.37
	PG	UG	.114	.391	.958	-.85	1.08
		Gr	.396	.311	.446	-.37	1.16
Performance	UG	Gr	-.211	.303	.784	-.96	.53
		PG	.585	.355	.260	-.29	1.46
	Gr	UG	.211	.303	.784	-.53	.96
		PG	.796*	.282	.020	.10	1.49
	PG	UG	-.585	.355	.260	-1.46	.29
		Gr	-.796*	.282	.020	-1.49	-.10
Safety	UG	Gr	.201	.409	.886	-.81	1.21
		PG	.315	.480	.807	-.87	1.50
	Gr	UG	-.201	.409	.886	-1.21	.81
		PG	.113	.382	.957	-.83	1.05
	PG	UG	-.315	.480	.807	-1.50	.87
		Gr	-.113	.382	.957	-1.05	.83
Designs and Patterns	UG	Gr	.314	.316	.610	-.46	1.09
		PG	.389	.370	.577	-.52	1.30
	Gr	UG	-.314	.316	.610	-1.09	.46
		PG	.075	.294	.968	-.65	.80
	PG	UG	-.389	.370	.577	-1.30	.52
		Gr	-.075	.294	.968	-.80	.65
Maintenance	UG	Gr	-.790	.386	.126	-1.74	.16
		PG	-.598	.453	.419	-1.72	.52
	Gr	UG	.790	.386	.126	-.16	1.74
		PG	.192	.360	.868	-.70	1.08
	PG	UG	.598	.453	.419	-.52	1.72
		Gr	-.192	.360	.868	-1.08	.70
Environment Friendliness	UG	Gr	.515	.343	.327	-.33	1.36
		PG	.281	.403	.784	-.71	1.27
	Gr	UG	-.515	.343	.327	-1.36	.33
		PG	-.234	.320	.767	-1.02	.56
	PG	UG	-.281	.403	.784	-1.27	.71
		Gr	.234	.320	.767	-.56	1.02
*. The mean difference is significant at the 0.05 level.							
G = Graduate; UG = Undergraduate; PG = Postgraduate							

Annexure A33

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across Occupation of respondents from Gujarat

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	Service	Business	.323	.182	.208	-.12	.77
		Profession	-.565*	.182	.008	-1.01	-.12
	Business	Service	-.323	.182	.208	-.77	.12
		Profession	-.888*	.195	.000	-1.36	-.41
	Profession	Service	.565*	.182	.008	.12	1.01
		Business	.888*	.195	.000	.41	1.36
Quality	Service	Business	-.274	.160	.231	-.67	.12
		Profession	-.741*	.160	.000	-1.13	-.35
	Business	Service	.274	.160	.231	-.12	.67
		Profession	-.467*	.171	.024	-.89	-.05
	Profession	Service	.741*	.160	.000	.35	1.13
		Business	.467*	.171	.024	.05	.89
Price	Service	Business	-.231	.162	.360	-.63	.17
		Profession	-.319	.162	.144	-.72	.08
	Business	Service	.231	.162	.360	-.17	.63
		Profession	-.088	.173	.880	-.51	.34
	Profession	Service	.319	.162	.144	-.08	.72
		Business	.088	.173	.880	-.34	.51
Performance	Service	Business	.132	.149	.675	-.23	.50
		Profession	-.289	.149	.154	-.65	.08
	Business	Service	-.132	.149	.675	-.50	.23
		Profession	-.421*	.159	.031	-.81	-.03
	Profession	Service	.289	.149	.154	-.08	.65
		Business	.421*	.159	.031	.03	.81
Safety	Service	Business	-.082	.173	.893	-.51	.34
		Profession	1.343*	.173	.000	.92	1.77
	Business	Service	.082	.173	.893	-.34	.51
		Profession	1.425*	.185	.000	.97	1.88
	Profession	Service	-1.343*	.173	.000	-1.77	-.92
		Business	-1.425*	.185	.000	-1.88	-.97
Designs and Patterns	Service	Business	-.567*	.146	.001	-.93	-.21
		Profession	.025	.146	.985	-.33	.38
	Business	Service	.567*	.146	.001	.21	.93
		Profession	.592*	.156	.001	.21	.97
	Profession	Service	-.025	.146	.985	-.38	.33
		Business	-.592*	.156	.001	-.97	-.21
Maintenance	Service	Business	.017	.162	.995	-.38	.41
		Profession	-.004	.162	1.000	-.40	.39
	Business	Service	-.017	.162	.995	-.41	.38
		Profession	-.021	.173	.993	-.45	.40
	Profession	Service	.004	.162	1.000	-.39	.40
		Business	.021	.173	.993	-.40	.45
Environment Friendliness	Service	Business	.675*	.152	.000	.30	1.05
		Profession	.542*	.152	.002	.17	.91
	Business	Service	-.675*	.152	.000	-1.05	-.30
		Profession	-.133	.162	.714	-.53	.26
	Profession	Service	-.542*	.152	.002	-.91	-.17
		Business	.133	.162	.714	-.26	.53

*. The mean difference is significant at the 0.05 level.

Annexure A34

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across Occupation of respondents from Vadodara

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	Service	Business	-.946*	.309	.010	-1.71	-.18
		Profession	-.946*	.309	.010	-1.71	-.18
	Business	Service	.946*	.309	.010	.18	1.71
		Profession	.000	.330	1.000	-.81	.81
	Profession	Service	.946*	.309	.010	.18	1.71
		Business	.000	.330	1.000	-.81	.81
Quality	Service	Business	-.817*	.304	.029	-1.57	-.07
		Profession	-1.350*	.304	.000	-2.10	-.60
	Business	Service	.817*	.304	.029	.07	1.57
		Profession	-.533	.325	.263	-1.34	.27
	Profession	Service	1.350*	.304	.000	.60	2.10
		Business	.533	.325	.263	-.27	1.34
Price	Service	Business	.013	.322	.999	-.78	.81
		Profession	-.071	.322	.976	-.87	.72
	Business	Service	-.013	.322	.999	-.81	.78
		Profession	-.083	.345	.971	-.93	.77
	Profession	Service	.071	.322	.976	-.72	.87
		Business	.083	.345	.971	-.77	.93
Performance	Service	Business	-.629	.272	.071	-1.30	.04
		Profession	-1.346*	.272	.000	-2.02	-.68
	Business	Service	.629	.272	.071	-.04	1.30
		Profession	-.717*	.290	.050	-1.43	.00
	Profession	Service	1.346*	.272	.000	.68	2.02
		Business	.717*	.290	.050	.00	1.43
Safety	Service	Business	1.204*	.324	.001	.40	2.00
		Profession	1.838*	.324	.000	1.04	2.64
	Business	Service	-1.204*	.324	.001	-2.00	-.40
		Profession	.633	.347	.191	-.22	1.49
	Profession	Service	-1.838*	.324	.000	-2.64	-1.04
		Business	-.633	.347	.191	-1.49	.22
Designs and Patterns	Service	Business	-.008	.275	1.000	-.69	.67
		Profession	.642	.275	.068	-.04	1.32
	Business	Service	.008	.275	1.000	-.67	.69
		Profession	.650	.294	.089	-.07	1.37
	Profession	Service	-.642	.275	.068	-1.32	.04
		Business	-.650	.294	.089	-1.37	.07
Maintenance	Service	Business	.546	.268	.128	-.11	1.21
		Profession	1.112*	.268	.000	.45	1.77
	Business	Service	-.546	.268	.128	-1.21	.11
		Profession	.567	.286	.143	-.14	1.27
	Profession	Service	-1.112*	.268	.000	-1.77	-.45
		Business	-.567	.286	.143	-1.27	.14
Environment Friendliness	Service	Business	.667	.308	.099	-.09	1.43
		Profession	.133	.308	.911	-.63	.89
	Business	Service	-.667	.308	.099	-1.43	.09
		Profession	-.533	.330	.272	-1.35	.28
	Profession	Service	-.133	.308	.911	-.89	.63
		Business	.533	.330	.272	-.28	1.35

*. The mean difference is significant at the 0.05 level.

Annexure A35

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across Occupation of respondents from Ahmedabad

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	Service	Business	2.162*	.352	.000	1.29	3.03
		Profession	.979*	.352	.022	.11	1.85
	Business	Service	-2.162*	.352	.000	-3.03	-1.29
		Profession	-1.183*	.376	.008	-2.11	-.26
	Profession	Service	-.979*	.352	.022	-1.85	-.11
		Business	1.183*	.376	.008	.26	2.11
Quality	Service	Business	1.029*	.310	.005	.27	1.79
		Profession	-.204	.310	.805	-.97	.56
	Business	Service	-1.029*	.310	.005	-1.79	-.27
		Profession	-1.233*	.331	.001	-2.05	-.42
	Profession	Service	.204	.310	.805	-.56	.97
		Business	1.233*	.331	.001	.42	2.05
Price	Service	Business	-.054	.322	.986	-.85	.74
		Profession	.163	.322	.881	-.63	.96
	Business	Service	.054	.322	.986	-.74	.85
		Profession	.217	.344	.821	-.63	1.07
	Profession	Service	-.163	.322	.881	-.96	.63
		Business	-.217	.344	.821	-1.07	.63
Performance	Service	Business	-.200	.292	.791	-.92	.52
		Profession	-.867*	.292	.013	-1.59	-.15
	Business	Service	.200	.292	.791	-.52	.92
		Profession	-.667	.312	.105	-1.44	.10
	Profession	Service	.867*	.292	.013	.15	1.59
		Business	.667	.312	.105	-.10	1.44
Safety	Service	Business	-1.587*	.341	.000	-2.43	-.75
		Profession	.246	.341	.772	-.60	1.09
	Business	Service	1.587*	.341	.000	.75	2.43
		Profession	1.833*	.365	.000	.93	2.73
	Profession	Service	-.246	.341	.772	-1.09	.60
		Business	-1.833*	.365	.000	-2.73	-.93
Designs and Patterns	Service	Business	-.996*	.299	.004	-1.73	-.26
		Profession	-.813*	.299	.027	-1.55	-.08
	Business	Service	.996*	.299	.004	.26	1.73
		Profession	.183	.319	.848	-.60	.97
	Profession	Service	.813*	.299	.027	.08	1.55
		Business	-.183	.319	.848	-.97	.60
Maintenance	Service	Business	-1.958*	.310	.000	-2.72	-1.19
		Profession	-1.192*	.310	.001	-1.96	-.43
	Business	Service	1.958*	.310	.000	1.19	2.72
		Profession	.767	.331	.071	-.05	1.58
	Profession	Service	1.192*	.310	.001	.43	1.96
		Business	-.767	.331	.071	-1.58	.05
Environment Friendliness	Service	Business	1.475*	.255	.000	.85	2.10
		Profession	1.592*	.255	.000	.96	2.22
	Business	Service	-1.475*	.255	.000	-2.10	-.85
		Profession	.117	.273	.913	-.56	.79
	Profession	Service	-1.592*	.255	.000	-2.22	-.96
		Business	-.117	.273	.913	-.79	.56

*. The mean difference is significant at the 0.05 level.

Annexure A36

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across Occupation of respondents from Surat

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	Service	Business	.883	.395	.085	-.09	1.86
		Profession	-1.533*	.395	.001	-2.51	-.56
	Business	Service	-.883	.395	.085	-1.86	.09
		Profession	-2.417*	.423	.000	-3.46	-1.37
	Profession	Service	1.533*	.395	.001	.56	2.51
		Business	2.417*	.423	.000	1.37	3.46
Quality	Service	Business	-.337	.320	.574	-1.13	.45
		Profession	.112	.320	.940	-.68	.90
	Business	Service	.337	.320	.574	-.45	1.13
		Profession	.450	.342	.423	-.39	1.29
	Profession	Service	-.112	.320	.940	-.90	.68
		Business	-.450	.342	.423	-1.29	.39
Price	Service	Business	-.621	.302	.124	-1.37	.13
		Profession	-.521	.302	.229	-1.27	.23
	Business	Service	.621	.302	.124	-.13	1.37
		Profession	.100	.323	.953	-.70	.90
	Profession	Service	.521	.302	.229	-.23	1.27
		Business	-.100	.323	.953	-.90	.70
Performance	Service	Business	.133	.280	.893	-.56	.82
		Profession	.450	.280	.277	-.24	1.14
	Business	Service	-.133	.280	.893	-.82	.56
		Profession	.317	.299	.573	-.42	1.06
	Profession	Service	-.450	.280	.277	-1.14	.24
		Business	-.317	.299	.573	-1.06	.42
Safety	Service	Business	-1.271*	.337	.001	-2.10	-.44
		Profession	1.163*	.337	.003	.33	1.99
	Business	Service	1.271*	.337	.001	.44	2.10
		Profession	2.433*	.361	.000	1.54	3.32
	Profession	Service	-1.163*	.337	.003	-1.99	-.33
		Business	-2.433*	.361	.000	-3.32	-1.54
Designs and Patterns	Service	Business	.004	.281	1.000	-.69	.70
		Profession	.904*	.281	.006	.21	1.60
	Business	Service	-.004	.281	1.000	-.70	.69
		Profession	.900*	.300	.012	.16	1.64
	Profession	Service	-.904*	.281	.006	-1.60	-.21
		Business	-.900*	.300	.012	-1.64	-.16
Maintenance	Service	Business	.942*	.333	.020	.12	1.76
		Profession	-.958*	.333	.017	-1.78	-.14
	Business	Service	-.942*	.333	.020	-1.76	-.12
		Profession	-1.900*	.356	.000	-2.78	-1.02
	Profession	Service	.958*	.333	.017	.14	1.78
		Business	1.900*	.356	.000	1.02	2.78
Environment Friendliness	Service	Business	.296	.314	.643	-.48	1.07
		Profession	.396	.314	.454	-.38	1.17
	Business	Service	-.296	.314	.643	-1.07	.48
		Profession	.100	.336	.957	-.73	.93
	Profession	Service	-.396	.314	.454	-1.17	.38
		Business	-.100	.336	.957	-.93	.73

*. The mean difference is significant at the 0.05 level.

Annexure A37

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across Occupation of respondents from Rajkot

Dependent Variable	Occupation	Occupation	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	Service	Business	-.808*	.313	.037	-1.58	-.04
		Profession	-.758	.313	.055	-1.53	.01
	Business	Service	.808*	.313	.037	.04	1.58
		Profession	.050	.334	.989	-.77	.87
	Profession	Service	.758	.313	.055	-.01	1.53
		Business	-.050	.334	.989	-.87	.77
Quality	Service	Business	-.971*	.305	.007	-1.72	-.22
		Profession	-1.521*	.305	.000	-2.27	-.77
	Business	Service	.971*	.305	.007	.22	1.72
		Profession	-.550	.326	.243	-1.35	.25
	Profession	Service	1.521*	.305	.000	.77	2.27
		Business	.550	.326	.243	-.25	1.35
Price	Service	Business	-.263	.339	.741	-1.10	.57
		Profession	-.846*	.339	.047	-1.68	.00
	Business	Service	.263	.339	.741	-.57	1.10
		Profession	-.583	.362	.276	-1.48	.31
	Profession	Service	.846*	.339	.047	.01	1.68
		Business	.583	.362	.276	-.31	1.48
Performance	Service	Business	1.225*	.316	.001	.44	2.01
		Profession	.608	.316	.160	-.17	1.39
	Business	Service	-1.225*	.316	.001	-2.01	-.44
		Profession	-.617	.338	.192	-1.45	.22
	Profession	Service	-.608	.316	.160	-1.39	.17
		Business	.617	.338	.192	-.22	1.45
Safety	Service	Business	1.325*	.329	.000	.51	2.14
		Profession	2.125*	.329	.000	1.31	2.94
	Business	Service	-1.325*	.329	.000	-2.14	-.51
		Profession	.800	.351	.078	-.07	1.67
	Profession	Service	-2.125*	.329	.000	-2.94	-1.31
		Business	-.800	.351	.078	-1.67	.07
Designs and Patterns	Service	Business	-1.267*	.290	.000	-1.98	-.55
		Profession	-.633	.290	.095	-1.35	.08
	Business	Service	1.267*	.290	.000	.55	1.98
		Profession	.633	.310	.127	-.13	1.40
	Profession	Service	.633	.290	.095	-.08	1.35
		Business	-.633	.310	.127	-1.40	.13
Maintenance	Service	Business	.538	.270	.141	-.13	1.20
		Profession	1.021*	.270	.001	.35	1.69
	Business	Service	-.538	.270	.141	-1.20	.13
		Profession	.483	.289	.249	-.23	1.20
	Profession	Service	-1.021*	.270	.001	-1.69	-.35
		Business	-.483	.289	.249	-1.20	.23
Environment Friendliness	Service	Business	.263	.322	.718	-.53	1.06
		Profession	.046	.322	.990	-.75	.84
	Business	Service	-.263	.322	.718	-1.06	.53
		Profession	-.217	.345	.821	-1.07	.63
	Profession	Service	-.046	.322	.990	-.84	.75
		Business	.217	.345	.821	-.63	1.07

*. The mean difference is significant at the 0.05 level.

Annexure A38

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across monthly income level of respondents from Gujarat

Dependent Variable	(I) Monthly income	(J) Monthly income	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	<=29166.67	29166.68-46250.00	-.186	.187	.608	-.64	.27
		>46250.00	.077	.186	.918	-.38	.53
	29166.68-46250.00	<=29166.67	.186	.187	.608	-.27	.64
		>46250.00	.263	.188	.374	-.20	.72
	>46250.00	<=29166.67	-.077	.186	.918	-.53	.38
		29166.68-46250.00	-.263	.188	.374	-.72	.20
Quality	<=29166.67	29166.68-46250.00	-.139	.164	.698	-.54	.26
		>46250.00	-.300	.163	.185	-.70	.10
	29166.68-46250.00	<=29166.67	.139	.164	.698	-.26	.54
		>46250.00	-.161	.165	.620	-.57	.24
	>46250.00	<=29166.67	.300	.163	.185	-.10	.70
		29166.68-46250.00	.161	.165	.620	-.24	.57
Price	<=29166.67	29166.68-46250.00	-.043	.164	.966	-.45	.36
		>46250.00	-.019	.164	.993	-.42	.38
	29166.68-46250.00	<=29166.67	.043	.164	.966	-.36	.45
		>46250.00	.024	.165	.990	-.38	.43
	>46250.00	<=29166.67	.019	.164	.993	-.38	.42
		29166.68-46250.00	-.024	.165	.990	-.43	.38
Performance	<=29166.67	29166.68-46250.00	-.388*	.151	.038	-.76	-.02
		>46250.00	-.330	.151	.091	-.70	.04
	29166.68-46250.00	<=29166.67	.388*	.151	.038	.02	.76
		>46250.00	.058	.152	.930	-.31	.43
	>46250.00	<=29166.67	.330	.151	.091	-.04	.70
		29166.68-46250.00	-.058	.152	.930	-.43	.31
Safety	<=29166.67	29166.68-46250.00	.240	.183	.424	-.21	.69
		>46250.00	.277	.183	.317	-.17	.73
	29166.68-46250.00	<=29166.67	-.240	.183	.424	-.69	.21
		>46250.00	.037	.184	.980	-.42	.49
	>46250.00	<=29166.67	-.277	.183	.317	-.73	.17
		29166.68-46250.00	-.037	.184	.980	-.49	.42
Designs and Patterns	<=29166.67	29166.68-46250.00	.170	.150	.526	-.20	.54
		>46250.00	-.147	.149	.614	-.51	.22
	29166.68-46250.00	<=29166.67	-.170	.150	.526	-.54	.20
		>46250.00	-.317	.150	.109	-.69	.05
	>46250.00	<=29166.67	.147	.149	.614	-.22	.51
		29166.68-46250.00	.317	.150	.109	-.05	.69
Maintenance	<=29166.67	29166.68-46250.00	-.172	.164	.575	-.57	.23
		>46250.00	.124	.163	.751	-.28	.52
	29166.68-46250.00	<=29166.67	.172	.164	.575	-.23	.57
		>46250.00	.296	.165	.200	-.11	.70
	>46250.00	<=29166.67	-.124	.163	.751	-.52	.28
		29166.68-46250.00	-.296	.165	.200	-.70	.11
Environment Friendliness	<=29166.67	29166.68-46250.00	.504*	.155	.005	.12	.88
		>46250.00	.300	.154	.152	-.08	.68
	29166.68-46250.00	<=29166.67	-.504*	.155	.005	-.88	-.12
		>46250.00	-.204	.156	.425	-.59	.18
	>46250.00	<=29166.67	-.300	.154	.152	-.68	.08
		29166.68-46250.00	.204	.156	.425	-.18	.59

*. The mean difference is significant at the 0.05 level.

Annexure A39

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across monthly income level of respondents from Vadodara

Dependent Variable	(I) Monthly income	(J) Monthly income	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	<=29166.67	29166.68-46250.00	-.355	.308	.516	-1.11	.40
		>46250.00	-.918*	.318	.017	-1.70	-.13
	29166.68-46250.00	<=29166.67	.355	.308	.516	-.40	1.11
		>46250.00	-.564	.333	.241	-1.39	.26
	>46250.00	<=29166.67	.918*	.318	.017	.13	1.70
		29166.68-46250.00	.564	.333	.241	-.26	1.39
Quality	<=29166.67	29166.68-46250.00	-.670	.310	.100	-1.43	.09
		>46250.00	-.622	.320	.154	-1.41	.17
	29166.68-46250.00	<=29166.67	.670	.310	.100	-.09	1.43
		>46250.00	.047	.336	.990	-.78	.88
	>46250.00	<=29166.67	.622	.320	.154	-.17	1.41
		29166.68-46250.00	-.047	.336	.990	-.88	.78
Price	<=29166.67	29166.68-46250.00	-.122	.317	.929	-.90	.66
		>46250.00	-.188	.328	.848	-1.00	.62
	29166.68-46250.00	<=29166.67	.122	.317	.929	-.66	.90
		>46250.00	-.066	.344	.982	-.91	.78
	>46250.00	<=29166.67	.188	.328	.848	-.62	1.00
		29166.68-46250.00	.066	.344	.982	-.78	.91
Performance	<=29166.67	29166.68-46250.00	-.446	.282	.288	-1.14	.25
		>46250.00	-.358	.291	.472	-1.08	.36
	29166.68-46250.00	<=29166.67	.446	.282	.288	-.25	1.14
		>46250.00	.088	.305	.959	-.66	.84
	>46250.00	<=29166.67	.358	.291	.472	-.36	1.08
		29166.68-46250.00	-.088	.305	.959	-.84	.66
Safety	<=29166.67	29166.68-46250.00	.589	.341	.228	-.25	1.43
		>46250.00	.726	.353	.123	-.14	1.60
	29166.68-46250.00	<=29166.67	-.589	.341	.228	-1.43	.25
		>46250.00	.137	.370	.934	-.78	1.05
	>46250.00	<=29166.67	-.726	.353	.123	-1.60	.14
		29166.68-46250.00	-.137	.370	.934	-1.05	.78
Designs and Patterns	<=29166.67	29166.68-46250.00	.529	.272	.155	-.14	1.20
		>46250.00	.372	.282	.420	-.32	1.07
	29166.68-46250.00	<=29166.67	-.529	.272	.155	-1.20	.14
		>46250.00	-.157	.295	.868	-.89	.57
	>46250.00	<=29166.67	-.372	.282	.420	-1.07	.32
		29166.68-46250.00	.157	.295	.868	-.57	.89
Maintenance	<=29166.67	29166.68-46250.00	-.144	.273	.870	-.82	.53
		>46250.00	.393	.282	.379	-.30	1.09
	29166.68-46250.00	<=29166.67	.144	.273	.870	-.53	.82
		>46250.00	.537	.295	.193	-.19	1.27
	>46250.00	<=29166.67	-.393	.282	.379	-1.09	.30
		29166.68-46250.00	-.537	.295	.193	-1.27	.19
Environment Friendliness	<=29166.67	29166.68-46250.00	.659	.303	.096	-.09	1.41
		>46250.00	.639	.313	.127	-.13	1.41
	29166.68-46250.00	<=29166.67	-.659	.303	.096	-1.41	.09
		>46250.00	-.020	.328	.998	-.83	.79
	>46250.00	<=29166.67	-.639	.313	.127	-1.41	.13
		29166.68-46250.00	.020	.328	.998	-.79	.83

*. The mean difference is significant at the 0.05 level.

Annexure A40

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across monthly income level of respondents from Ahmedabad

Dependent Variable	(I) Monthly income	(J) Monthly income	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	<=29166.67	29166.68-46250.00	.035	.416	.996	-.99	1.06
		>46250.00	1.225*	.349	.003	.36	2.08
	29166.68-46250.00	<=29166.67	-.035	.416	.996	-1.06	.99
		>46250.00	1.189*	.444	.030	.09	2.28
		<=29166.67	-1.225*	.349	.003	-2.08	-.36
Quality	<=29166.67	29166.68-46250.00	.415	.360	.516	-.47	1.30
		>46250.00	.202	.301	.800	-.54	.95
	29166.68-46250.00	<=29166.67	-.415	.360	.516	-1.30	.47
		>46250.00	-.213	.384	.858	-1.16	.73
	>46250.00	<=29166.67	-.202	.301	.800	-.95	.54
Price	<=29166.67	29166.68-46250.00	.213	.384	.858	-.73	1.16
		>46250.00	.202	.361	.856	-.69	1.09
	29166.68-46250.00	<=29166.67	.021	.302	.997	-.72	.77
		>46250.00	-.202	.361	.856	-1.09	.69
	>46250.00	<=29166.67	-.180	.385	.897	-1.13	.77
Performance	<=29166.67	29166.68-46250.00	-.021	.302	.997	-.77	.72
		>46250.00	.180	.385	.897	-.77	1.13
	29166.68-46250.00	<=29166.67	-.295	.331	.672	-1.11	.52
		>46250.00	-.555	.277	.138	-1.24	.13
	>46250.00	<=29166.67	.295	.331	.672	-.52	1.11
Safety	<=29166.67	29166.68-46250.00	-.260	.353	.764	-1.13	.61
		>46250.00	-.555	.277	.138	-1.13	1.24
	29166.68-46250.00	<=29166.67	.260	.353	.764	-.61	1.13
		>46250.00	.496	.410	.482	-.51	1.51
	>46250.00	<=29166.67	.413	.437	.641	-.67	1.49
Designs and Patterns	<=29166.67	29166.68-46250.00	.083	.343	.971	-.76	.93
		>46250.00	-.413	.437	.641	-1.49	.67
	29166.68-46250.00	<=29166.67	-.201	.338	.837	-1.03	.63
		>46250.00	-.861*	.283	.011	-1.56	-.16
	>46250.00	<=29166.67	.201	.338	.837	-.63	1.03
Maintenance	<=29166.67	29166.68-46250.00	-.660	.360	.190	-1.55	.23
		>46250.00	.861*	.283	.011	.16	1.56
	29166.68-46250.00	<=29166.67	.660	.360	.190	-.23	1.55
		>46250.00	-.236	.375	.821	-1.16	.69
	>46250.00	<=29166.67	-.812*	.314	.038	-1.59	-.04
Environment Friendliness	<=29166.67	29166.68-46250.00	.236	.375	.821	-.69	1.16
		>46250.00	-.576	.401	.358	-1.56	.41
	29166.68-46250.00	<=29166.67	.576	.401	.358	-.41	1.56
		>46250.00	.812*	.314	.038	.04	1.59
	>46250.00	<=29166.67	.521	.313	.254	-.25	1.29
	<=29166.67	29166.68-46250.00	.781*	.262	.013	.13	1.43
		>46250.00	-.521	.313	.254	-1.29	.25
	29166.68-46250.00	<=29166.67	.260	.334	.740	-.56	1.08
		>46250.00	-.781*	.262	.013	-1.43	-.13
	>46250.00	<=29166.67	-.260	.334	.740	-1.08	.56

*. The mean difference is significant at the 0.05 level.

Annexure A41

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across monthly income level of respondents from Surat

Dependent Variable	(I) Monthly income	(J) Monthly income	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	<=29166.67	29166.68-46250.00	-.403	.447	.666	-1.51	.70
		>46250.00	.253	.426	.838	-.80	1.30
	29166.68-46250.00	<=29166.67	.403	.447	.666	-.70	1.51
		>46250.00	.656	.426	.308	-.39	1.71
	>46250.00	<=29166.67	-.253	.426	.838	-1.30	.80
		29166.68-46250.00	-.656	.426	.308	-1.71	.39
Quality	<=29166.67	29166.68-46250.00	.339	.337	.604	-.49	1.17
		>46250.00	-.037	.321	.993	-.83	.75
	29166.68-46250.00	<=29166.67	-.339	.337	.604	-1.17	.49
		>46250.00	-.376	.321	.505	-1.17	.42
	>46250.00	<=29166.67	.037	.321	.993	-.75	.83
		29166.68-46250.00	.376	.321	.505	-.42	1.17
Price	<=29166.67	29166.68-46250.00	.274	.321	.694	-.52	1.07
		>46250.00	-.126	.306	.918	-.88	.63
	29166.68-46250.00	<=29166.67	-.274	.321	.694	-1.07	.52
		>46250.00	-.401	.306	.425	-1.15	.35
	>46250.00	<=29166.67	.126	.306	.918	-.63	.88
		29166.68-46250.00	.401	.306	.425	-.35	1.15
Performance	<=29166.67	29166.68-46250.00	-.339	.296	.520	-1.07	.39
		>46250.00	-.146	.282	.874	-.84	.55
	29166.68-46250.00	<=29166.67	.339	.296	.520	-.39	1.07
		>46250.00	.193	.282	.791	-.50	.89
	>46250.00	<=29166.67	.146	.282	.874	-.55	.84
		29166.68-46250.00	-.193	.282	.791	-.89	.50
Safety	<=29166.67	29166.68-46250.00	.290	.392	.761	-.68	1.26
		>46250.00	-.139	.374	.933	-1.06	.78
	29166.68-46250.00	<=29166.67	-.290	.392	.761	-1.26	.68
		>46250.00	-.429	.374	.519	-1.35	.49
	>46250.00	<=29166.67	.139	.374	.933	-.78	1.06
		29166.68-46250.00	.429	.374	.519	-.49	1.35
Designs and Patterns	<=29166.67	29166.68-46250.00	.468	.302	.303	-.28	1.21
		>46250.00	.008	.288	1.000	-.70	.72
	29166.68-46250.00	<=29166.67	-.468	.302	.303	-1.21	.28
		>46250.00	-.460	.288	.281	-1.17	.25
	>46250.00	<=29166.67	-.008	.288	1.000	-.72	.70
		29166.68-46250.00	.460	.288	.281	-.25	1.17
Maintenance	<=29166.67	29166.68-46250.00	-.645	.369	.220	-1.56	.27
		>46250.00	.214	.352	.831	-.65	1.08
	29166.68-46250.00	<=29166.67	.645	.369	.220	-.27	1.56
		>46250.00	.859	.352	.053	.00	1.73
	>46250.00	<=29166.67	-.214	.352	.831	-1.08	.65
		29166.68-46250.00	-.859	.352	.053	-1.73	.01
Environment Friendliness	<=29166.67	29166.68-46250.00	.016	.332	.999	-.80	.83
		>46250.00	-.026	.316	.997	-.81	.75
	29166.68-46250.00	<=29166.67	-.016	.332	.999	-.83	.80
		>46250.00	-.042	.316	.991	-.82	.74
	>46250.00	<=29166.67	.026	.316	.997	-.75	.81
		29166.68-46250.00	.042	.316	.991	-.74	.82

*. The mean difference is significant at the 0.05 level.

Annexure A42

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across monthly income level of respondents from Rajkot

Dependent Variable	(I) Monthly income	(J) Monthly income	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	<=29166.67	29166.68-46250.00	-1.206*	.362	.005	-2.10	-.31
		>46250.00	-1.059*	.382	.023	-2.00	-.12
	29166.68-46250.00	<=29166.67	1.206*	.362	.005	.31	2.10
		>46250.00	.147	.287	.877	-.56	.86
	>46250.00	<=29166.67	1.059*	.382	.023	.12	2.00
		29166.68-46250.00	-.147	.287	.877	-.86	.56
Quality	<=29166.67	29166.68-46250.00	-.774	.373	.118	-1.69	.14
		>46250.00	-.912	.393	.071	-1.88	.06
	29166.68-46250.00	<=29166.67	.774	.373	.118	-.14	1.69
		>46250.00	-.137	.296	.898	-.87	.59
	>46250.00	<=29166.67	.912	.393	.071	-.06	1.88
		29166.68-46250.00	.137	.296	.898	-.59	.87
Price	<=29166.67	29166.68-46250.00	-.253	.400	.818	-1.24	.73
		>46250.00	.176	.422	.916	-.86	1.22
	29166.68-46250.00	<=29166.67	.253	.400	.818	-.73	1.24
		>46250.00	.430	.317	.400	-.35	1.21
	>46250.00	<=29166.67	-.176	.422	.916	-1.22	.86
		29166.68-46250.00	-.430	.317	.400	-1.21	.35
Performance	<=29166.67	29166.68-46250.00	.119	.382	.953	-.82	1.06
		>46250.00	.162	.404	.923	-.83	1.16
	29166.68-46250.00	<=29166.67	-.119	.382	.953	-1.06	.82
		>46250.00	.043	.303	.990	-.71	.79
	>46250.00	<=29166.67	-.162	.404	.923	-1.16	.83
		29166.68-46250.00	-.043	.303	.990	-.79	.71
Safety	<=29166.67	29166.68-46250.00	.777	.418	.180	-.25	1.81
		>46250.00	.985	.441	.085	-.10	2.07
	29166.68-46250.00	<=29166.67	-.777	.418	.180	-1.81	.25
		>46250.00	.208	.332	.822	-.61	1.03
	>46250.00	<=29166.67	-.985	.441	.085	-2.07	.10
		29166.68-46250.00	-.208	.332	.822	-1.03	.61
Designs and Patterns	<=29166.67	29166.68-46250.00	-.446	.353	.451	-1.32	.42
		>46250.00	-.368	.372	.615	-1.29	.55
	29166.68-46250.00	<=29166.67	.446	.353	.451	-.42	1.32
		>46250.00	.078	.280	.962	-.61	.77
	>46250.00	<=29166.67	.368	.372	.615	-.55	1.29
		29166.68-46250.00	-.078	.280	.962	-.77	.61
Maintenance	<=29166.67	29166.68-46250.00	1.137*	.314	.002	.36	1.91
		>46250.00	1.191*	.331	.002	.37	2.01
	29166.68-46250.00	<=29166.67	-1.137*	.314	.002	-1.91	-.36
		>46250.00	.054	.249	.977	-.56	.67
	>46250.00	<=29166.67	-1.191*	.331	.002	-2.01	-.37
		29166.68-46250.00	-.054	.249	.977	-.67	.56
Environment Friendliness	<=29166.67	29166.68-46250.00	.646	.368	.218	-.26	1.55
		>46250.00	-.176	.389	.902	-1.14	.78
	29166.68-46250.00	<=29166.67	-.646	.368	.218	-1.55	.26
		>46250.00	-.822*	.292	.021	-1.54	-.10
	>46250.00	<=29166.67	.176	.389	.902	-.78	1.14
		29166.68-46250.00	.822*	.292	.021	.10	1.54

*. The mean difference is significant at the 0.05 level.

Annexure A43

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across per-capita income level of respondents from Gujarat

Dependent Variable	PER CAPITA INCOME	PER CAPITA INCOME	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	LOW	MODERATE	-.081	.186	.909	-.54	.37
		HIGH	.190	.186	.594	-.27	.65
	MODERATE	LOW	.081	.186	.909	-.37	.54
		HIGH	.271	.189	.356	-.19	.73
	HIGH	LOW	-.190	.186	.594	-.65	.27
		MODERATE	-.271	.189	.356	-.73	.19
Quality	LOW	MODERATE	.081	.163	.884	-.32	.48
		HIGH	-.203	.163	.462	-.60	.20
	MODERATE	LOW	-.081	.163	.884	-.48	.32
		HIGH	-.284	.166	.230	-.69	.12
	HIGH	LOW	.203	.163	.462	-.20	.60
		MODERATE	.284	.166	.230	-.12	.69
Price	LOW	MODERATE	.042	.164	.967	-.36	.44
		HIGH	.004	.164	1.000	-.40	.41
	MODERATE	LOW	-.042	.164	.967	-.44	.36
		HIGH	-.038	.166	.974	-.45	.37
	HIGH	LOW	-.004	.164	1.000	-.41	.40
		MODERATE	.038	.166	.974	-.37	.45
Performance	LOW	MODERATE	-.198	.151	.423	-.57	.17
		HIGH	-.226	.151	.327	-.60	.14
	MODERATE	LOW	.198	.151	.423	-.17	.57
		HIGH	-.028	.153	.984	-.40	.35
	HIGH	LOW	.226	.151	.327	-.14	.60
		MODERATE	.028	.153	.984	-.35	.40
Safety	LOW	MODERATE	.126	.183	.787	-.32	.57
		HIGH	-.046	.183	.969	-.49	.40
	MODERATE	LOW	-.126	.183	.787	-.57	.32
		HIGH	-.172	.186	.650	-.63	.28
	HIGH	LOW	.046	.183	.969	-.40	.49
		MODERATE	.172	.186	.650	-.28	.63
Designs and Patterns	LOW	MODERATE	.111	.149	.759	-.25	.48
		HIGH	-.155	.149	.584	-.52	.21
	MODERATE	LOW	-.111	.149	.759	-.48	.25
		HIGH	-.265	.151	.215	-.64	.11
	HIGH	LOW	.155	.149	.584	-.21	.52
		MODERATE	.265	.151	.215	-.11	.64
Maintenance	LOW	MODERATE	-.168	.163	.591	-.57	.23
		HIGH	.043	.164	.967	-.36	.44
	MODERATE	LOW	.168	.163	.591	-.23	.57
		HIGH	.210	.166	.448	-.20	.62
	HIGH	LOW	-.043	.164	.967	-.44	.36
		MODERATE	-.210	.166	.448	-.62	.20
Environment Friendliness	LOW	MODERATE	.035	.155	.975	-.34	.41
		HIGH	.368	.155	.060	-.01	.75
	MODERATE	LOW	-.035	.155	.975	-.41	.34
		HIGH	.333	.157	.106	-.05	.72
	HIGH	LOW	-.368	.155	.060	-.75	.01
		MODERATE	-.333	.157	.106	-.72	.05

*. The mean difference is significant at the 0.05 level.

Annexure A44

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across per-capita income level of respondents from Ahmedabad

Dependent Variable	PER CAPITA INCOME	PER CAPITA INCOME	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	LOW	MODERATE	.221	.400	.858	-.77	1.21
		HIGH	1.006*	.363	.023	.11	1.90
	MODERATE	LOW	-.221	.400	.858	-1.21	.77
		HIGH	.785	.433	.196	-.28	1.85
	HIGH	LOW	-1.006*	.363	.023	-1.90	-.11
		MODERATE	-.785	.433	.196	-1.85	.28
Quality	LOW	MODERATE	.325	.341	.635	-.52	1.16
		HIGH	-.153	.309	.885	-.91	.61
	MODERATE	LOW	-.325	.341	.635	-1.16	.52
		HIGH	-.478	.369	.435	-1.39	.43
	HIGH	LOW	.153	.309	.885	-.61	.91
		MODERATE	.478	.369	.435	-.43	1.39
Price	LOW	MODERATE	.489	.340	.358	-.35	1.33
		HIGH	.015	.309	.999	-.75	.78
	MODERATE	LOW	-.489	.340	.358	-1.33	.35
		HIGH	-.474	.369	.440	-1.38	.44
	HIGH	LOW	-.015	.309	.999	-.78	.75
		MODERATE	.474	.369	.440	-.44	1.38
Performance	LOW	MODERATE	-.183	.315	.846	-.96	.60
		HIGH	-.384	.286	.407	-1.09	.32
	MODERATE	LOW	.183	.315	.846	-.60	.96
		HIGH	-.201	.342	.841	-1.04	.64
	HIGH	LOW	.384	.286	.407	-.32	1.09
		MODERATE	.201	.342	.841	-.64	1.04
Safety	LOW	MODERATE	-.697	.386	.199	-1.65	.26
		HIGH	-.254	.350	.770	-1.12	.61
	MODERATE	LOW	.697	.386	.199	-.26	1.65
		HIGH	.443	.419	.572	-.59	1.48
	HIGH	LOW	.254	.350	.770	-.61	1.12
		MODERATE	-.443	.419	.572	-1.48	.59
Designs and Patterns	LOW	MODERATE	-.010	.325	.999	-.81	.79
		HIGH	-.471	.295	.282	-1.20	.26
	MODERATE	LOW	.010	.325	.999	-.79	.81
		HIGH	-.460	.352	.428	-1.33	.41
	HIGH	LOW	.471	.295	.282	-.26	1.20
		MODERATE	.460	.352	.428	-.41	1.33
Maintenance	LOW	MODERATE	-.618	.356	.224	-1.50	.26
		HIGH	-.761	.323	.064	-1.56	.04
	MODERATE	LOW	.618	.356	.224	-.26	1.50
		HIGH	-.143	.386	.933	-1.09	.81
	HIGH	LOW	.761	.323	.064	-.04	1.56
		MODERATE	.143	.386	.933	-.81	1.09
Environment Friendliness	LOW	MODERATE	.322	.295	.553	-.41	1.05
		HIGH	.911*	.268	.004	.25	1.57
	MODERATE	LOW	-.322	.295	.553	-1.05	.41
		HIGH	.589	.320	.186	-.20	1.38
	HIGH	LOW	-.911*	.268	.004	-1.57	-.25
		MODERATE	-.589	.320	.186	-1.38	.20

*. The mean difference is significant at the 0.05 level.

Annexure A45

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across per-capita income level of respondents from Surat

Dependent Variable	PER CAPITA INCOME	PER CAPITA INCOME	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	LOW	MODERATE	-.267	.445	.835	-1.36	.83
		HIGH	.285	.424	.797	-.76	1.33
	MODERATE	LOW	.267	.445	.835	-.83	1.36
		HIGH	.552	.431	.442	-.51	1.62
	HIGH	LOW	-.285	.424	.797	-1.33	.76
		MODERATE	-.552	.431	.442	-1.62	.51
Quality	LOW	MODERATE	.756	.329	.073	-.05	1.57
		HIGH	-.112	.313	.938	-.88	.66
	MODERATE	LOW	-.756	.329	.073	-1.57	.05
		HIGH	-.868*	.319	.026	-1.65	-.08
	HIGH	LOW	.112	.313	.938	-.66	.88
		MODERATE	.868*	.319	.026	.08	1.65
Price	LOW	MODERATE	.002	.320	1.000	-.79	.79
		HIGH	.047	.305	.988	-.70	.80
	MODERATE	LOW	-.002	.320	1.000	-.79	.79
		HIGH	.046	.310	.989	-.72	.81
	HIGH	LOW	-.047	.305	.988	-.80	.70
		MODERATE	-.046	.310	.989	-.81	.72
Performance	LOW	MODERATE	.035	.294	.993	-.69	.76
		HIGH	-.055	.281	.981	-.75	.64
	MODERATE	LOW	-.035	.294	.993	-.76	.69
		HIGH	-.090	.285	.952	-.79	.61
	HIGH	LOW	.055	.281	.981	-.64	.75
		MODERATE	.090	.285	.952	-.61	.79
Safety	LOW	MODERATE	-.042	.390	.994	-1.00	.92
		HIGH	-.243	.372	.809	-1.16	.68
	MODERATE	LOW	.042	.390	.994	-.92	1.00
		HIGH	-.201	.379	.869	-1.13	.73
	HIGH	LOW	.243	.372	.809	-.68	1.16
		MODERATE	.201	.379	.869	-.73	1.13
Designs and Patterns	LOW	MODERATE	.167	.301	.857	-.57	.91
		HIGH	-.189	.287	.805	-.90	.52
	MODERATE	LOW	-.167	.301	.857	-.91	.57
		HIGH	-.356	.292	.476	-1.08	.36
	HIGH	LOW	.189	.287	.805	-.52	.90
		MODERATE	.356	.292	.476	-.36	1.08
Maintenance	LOW	MODERATE	-.566	.369	.309	-1.48	.34
		HIGH	.084	.351	.972	-.78	.95
	MODERATE	LOW	.566	.369	.309	-.34	1.48
		HIGH	.651	.358	.193	-.23	1.53
	HIGH	LOW	-.084	.351	.972	-.95	.78
		MODERATE	-.651	.358	.193	-1.53	.23
Environment Friendliness	LOW	MODERATE	-.149	.329	.903	-.96	.66
		HIGH	.151	.313	.891	-.62	.92
	MODERATE	LOW	.149	.329	.903	-.66	.96
		HIGH	.299	.319	.645	-.49	1.09
	HIGH	LOW	-.151	.313	.891	-.92	.62
		MODERATE	-.299	.319	.645	-1.09	.49

*. The mean difference is significant at the 0.05 level.

Annexure A46

Post hoc analysis of average mean score assigned to factors influencing preference of a specific decorative paint brand across per-capita income level of respondents from Rajkot

Dependent Variable	PER CAPITA INCOME	PER CAPITA INCOME	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value for Money	LOW	MODERATE	-.654	.325	.135	-1.46	.15
		HIGH	-.166	.362	.900	-1.06	.73
	MODERATE	LOW	.654	.325	.135	-.15	1.46
		HIGH	.489	.311	.294	-.28	1.26
	HIGH	LOW	.166	.362	.900	-.73	1.06
		MODERATE	-.489	.311	.294	-1.26	.28
Quality	LOW	MODERATE	-.354	.333	.569	-1.18	.47
		HIGH	-.408	.370	.546	-1.32	.50
	MODERATE	LOW	.354	.333	.569	-.47	1.18
		HIGH	-.054	.319	.986	-.84	.73
	HIGH	LOW	.408	.370	.546	-.50	1.32
		MODERATE	.054	.319	.986	-.73	.84
Price	LOW	MODERATE	.084	.355	.972	-.79	.96
		HIGH	.059	.394	.989	-.91	1.03
	MODERATE	LOW	-.084	.355	.972	-.96	.79
		HIGH	-.026	.340	.997	-.86	.81
	HIGH	LOW	-.059	.394	.989	-1.03	.91
		MODERATE	.026	.340	.997	-.81	.86
Performance	LOW	MODERATE	-.015	.338	.999	-.85	.82
		HIGH	.079	.376	.978	-.85	1.01
	MODERATE	LOW	.015	.338	.999	-.82	.85
		HIGH	.095	.324	.958	-.70	.89
	HIGH	LOW	-.079	.376	.978	-1.01	.85
		MODERATE	-.095	.324	.958	-.89	.70
Safety	LOW	MODERATE	.702	.371	.169	-.21	1.62
		HIGH	.375	.412	.662	-.64	1.39
	MODERATE	LOW	-.702	.371	.169	-1.62	.21
		HIGH	-.327	.355	.655	-1.20	.55
	HIGH	LOW	-.375	.412	.662	-1.39	.64
		MODERATE	.327	.355	.655	-.55	1.20
Designs and Patterns	LOW	MODERATE	-.360	.312	.514	-1.13	.41
		HIGH	-.408	.347	.501	-1.26	.45
	MODERATE	LOW	.360	.312	.514	-.41	1.13
		HIGH	-.048	.299	.987	-.78	.69
	HIGH	LOW	.408	.347	.501	-.45	1.26
		MODERATE	.048	.299	.987	-.69	.78
Maintenance	LOW	MODERATE	.779*	.282	.024	.08	1.47
		HIGH	.750	.314	.060	-.02	1.52
	MODERATE	LOW	-.779*	.282	.024	-1.47	-.08
		HIGH	-.029	.270	.994	-.70	.64
	HIGH	LOW	-.750	.314	.060	-1.52	.02
		MODERATE	.029	.270	.994	-.64	.70
Environment Friendliness	LOW	MODERATE	-.182	.332	.861	-1.00	.64
		HIGH	-.281	.369	.750	-1.19	.63
	MODERATE	LOW	.182	.332	.861	-.64	1.00
		HIGH	-.099	.318	.953	-.88	.69
	HIGH	LOW	.281	.369	.750	-.63	1.19
		MODERATE	.099	.318	.953	-.69	.88

*. The mean difference is significant at the 0.05 level.