

LIST OF TABLES

Table No	Particulars	Page No
1.2.1	Table showing population of the four selected cities of Gujarat state.	4
2.6.1	Summary of Literature in the field of consumer buying behavior, theory of reasoned action and theory of planned behavior	67
2.6.2	Summary of Literature in the field of green supply chain management practices and consumers	76
3.1	Table showing demographic profile of respondents regarding occupation in Gujarat	82
3.2	Table showing demographic distribution of respondents regarding age groups in Gujarat	84
3.3	Table showing demographic distribution of respondents regarding gender in Gujarat	86
3.4	Table showing demographic distribution of respondents regarding educational qualification in Gujarat	88
3.5.1	Table showing demographic distribution of respondents regarding monthly income group in Gujarat	90
3.5.2	Table showing demographic distribution of respondents regarding per capita income group in Gujarat	92
3.6	Table showing demographic profile of respondents regarding family type in Gujarat	94
3.7	Table showing demographic profile of respondents regarding family size in Gujarat	95
3.8	Table showing demographic profile of respondents regarding marital status in Gujarat	96
3.9	Table showing demographic profile of respondents regarding number of children in Gujarat	98
4.2.1	Questionnaire response rate	101
4.3.1	Table showing percentile score of responses for all variables	112
4.5.1	Rules of thumb about Cronbach's alpha (α) coefficient size	116
4.5.2	Table showing test of reliability of data through Cronbach's Alpha of all variables for selected cities of Gujarat	116
5.1.1	Table showing percentage frequency distribution about the opinions of respondents regarding which brand provides green paints.	122
5.1.2	Table showing percentage frequency distribution on the opinions of respondents regarding which company are environment friendly.	123
5.1.3	Table showing fractional frequency distribution on the favorable opinions of respondents regarding which brand provides green paints.	124
5.1.4	Table showing fractional frequency distribution on the favorable opinions of respondents regarding environment friendly paint manufacturer.	125
5.1.5	Table showing city wise frequency distribution about respondents' opinions on whether they have a lot of knowledge about how to select the best brand that offers environment friendly paint.	126
5.1.6	Table showing city wise frequency distributions regarding respondents' opinions on whether they have a clear idea about which product categories offer environment friendly products.	127
5.1.7	Table showing city wise frequency distribution with reference to respondents' opinions on whether they have knowledge on where to go to find environment friendly paints.	128

5.1.8	Table showing city wise frequency distribution vis-à-vis respondents' opinions on whether they are very knowledgeable on environment friendly paints.	129
5.1.9	Table showing city wise frequency distribution regarding respondents' opinions on whether traditional paints contain lead and other harmful substances.	130
5.1.10	Table showing city wise frequency distribution about respondents' opinions on whether Lead is a carcinogen.	131
5.1.11	Table showing city wise frequency distribution vis-à-vis respondents' opinions on whether Volatile Organic Compounds (VOCs) are injurious to health.	132
5.1.12	Table showing city wise frequency distribution about respondents' opinions on whether fumes emitted from traditional paints cause problems of respiratory system.	133
5.1.13	Table showing city wise frequency distribution about respondents' opinions regarding harmfulness of VOCs.	134
5.1.14	Table showing city wise frequency distribution about respondents' opinions regarding importance to have items used in your home such as decorative paints that are harmful chemical free	136
5.1.15	Table showing city wise frequency distribution about respondents' opinions on factors which deter them from purchasing an item with toxic compounds in it.	138
5.1.16	Table showing city wise frequency distribution about respondents' opinions on whether we should slow down industry progress because of concern for the environment.	140
5.1.17	Table showing city wise frequency distribution about respondents' opinions on whether a well-known brand is always a safe product to buy.	141
5.1.18	Table showing city wise frequency distribution about respondents' opinions on whether the price of environment friendly products is usually higher than other products.	142
5.1.19	Table showing city wise frequency distribution about respondents' opinions on whether paint companies are generally doing a good job in helping protect the environment.	143
5.1.20	Table showing city wise frequency distribution about respondents' opinions on whether companies should place a higher priority on reducing pollution than on increasing their own profitability.	144
5.1.21	Table showing city wise frequency distribution about respondents' opinions on whether they would be willing to pay higher prices for environment friendly paints.	145
5.1.22	Table showing city wise frequency distribution about respondents' opinions on whether they often search for paint brands that are environment friendly.	146
5.1.23	Table showing city wise frequency distribution about respondents' opinions on whether they are motivated to buy environmental products.	147
5.1.24	Table showing city wise frequency distribution about respondents' opinions on whether they would be willing to switch brands for one that is more environment friendly.	148
5.1.25	Table showing city wise frequency distribution about respondents' opinions on either if a paint brand offers an environmental product or they will not buy that brand.	149
5.1.26	Table showing city wise frequency distribution about respondents' opinions on whether their family members (children, spouse, parents, siblings, extended family) have an influence on their green purchasing.	150
5.1.27	Table showing city wise frequency distribution about respondents' opinions on whether their friends/peers have any influence on their green purchasing.	152

5.1.28	Table showing city wise frequency distribution about respondents' opinions on whether the media (newspaper, internet, television, radio) influence their green purchasing.	154
5.1.29	Table showing city wise frequency distribution about respondents' opinions on whether most people who are important to them think that they should/should not buy green paints.	156
5.1.30	Table showing city wise frequency distribution about respondents' opinions on whether the people in their life whose opinions they value would approve/disapprove their opinion to purchase green paints.	158
5.1.31	Table showing city wise frequency distribution about respondents' opinions on whether it is expected (extremely likely/ extremely dislike) of them that they would purchase green paints.	159
5.1.32	Table showing city wise frequency distribution about respondents' opinions on whether it is true/false that most people, who are important to them, buy green paints.	160
5.1.33	Table showing city wise frequency distribution about respondents' opinions on whether most people in their life whose opinions they value buy/do not buy green paints.	161
5.1.34	Table showing city wise frequency distribution about respondents' opinions on whether compared to other traditional paints, they prefer green paints.	162
5.1.35	Table showing city wise frequency distribution about respondents' opinions on whether they think that buying green products would be good for them.	163
5.1.36	Table showing city wise frequency distribution about respondents' opinions on whether they think that buying green products would be good for the community.	164
5.1.37	Table showing city wise frequency distribution about respondents' opinions on whether they think recyclable paint would be a good idea.	165
5.1.38	Table showing city wise frequency distribution about respondents' opinions on whether they think that there was too much hype on environmental products.	166
5.1.39	Table showing city wise frequency distribution about respondents' opinions on whether for future purchases; they would plan to seek out environment friendly products.	167
5.1.40	Table showing city wise frequency distribution about respondents' opinions on whether it should be important to them that paints contain no Volatile Organic Compounds.	168
5.1.41	Table showing city wise frequency distribution about respondents' opinions on whether it should be important to them that paint contains no Lead material.	169
5.1.42	Table showing city wise frequency distribution about respondents' opinions on whether they avoid paints containing substances which might be harmful to human kind.	170
5.1.43	Table showing city wise frequency distribution about respondents' opinions on whether they pay attention on the paints contain unhealthy substances.	171
5.1.44	Table showing city wise frequency distribution about respondents' opinions on whether health issues would play an important role for them when they would make up their purchase decisions.	172
5.1.45	Table showing city wise frequency distribution about respondents' opinions on whether they would primarily buy paints which do not emit harmful fumes.	173
5.1.46	Table showing city wise frequency distribution about respondents' opinions on whether for future purchases; they would plan to buy environmental friendly paints for them.	174

5.1.47	Table showing city wise frequency distribution about respondents' opinions on whether they would plan to spend time searching company websites to learn more about environment friendly options.	175
5.1.48	Table showing city wise frequency distribution about respondents' opinions on whether for future purchases; they would take more time to search for environment friendly alternatives to products that they typically buy	176
5.1.49	Table showing city wise frequency distribution about respondents' opinions on whether they would frequently purchase environment friendly brands.	177
5.1.50	Table showing city wise frequency distribution about respondents' opinions on whether they would frequently search for brands those were known to offer environment friendly products.	178
5.1.51	Table showing city wise frequency distribution about respondents' opinions on whether when shopping for environment friendly paints, they often read the labels or tags.	179
5.1.52	Table showing city wise frequency distribution about respondents' opinions on whether they put a lot of effort into purchasing paint that is environment friendly.	180
5.1.53	Table showing city wise frequency distribution about respondents' opinions on whether they always believe that paints claiming to be environment friendly are actually environment friendly and good for the environment.	181
5.1.54	Table showing city wise frequency distribution about respondents' opinions on their preferences of shopping situation during purchase of paints.	182
5.1.55	Table showing city wise frequency distribution about respondents' opinions on rate of recurrence of paints at their place.	183
5.1.56	Table showing city wise frequency distribution about respondents' opinions on consistency in purchase of exterior distemper paints.	185
5.1.57	Table showing city wise frequency distribution about respondents' opinions on consistency in purchase of exterior emulsion paints.	187
5.1.58	Table showing city wise frequency distribution about respondents' opinions on consistency in purchase of interior paints.	188
5.1.59	Table showing city wise frequency distribution about respondents' opinions on consistency in purchase clear finish wood surface paints.	189
5.1.60	Table showing city wise frequency distribution about respondents' opinions on consistency in purchase opaque finish wood surface paints.	190
5.1.61	Table showing city wise frequency distribution about respondents' opinions on regularity of purchase of metal surface paints.	191
5.1.62	Table showing city wise frequency distribution about respondents' opinions on their information source for environment friendly paints.	192
5.1.63	Table showing city wise frequency distribution about respondents' opinions on influencing role in family decision making for the purchase of Environment Friendly Paints	194
5.2.1	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across age group of respondent.	198
5.2.2	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across gender of respondents.	201
5.2.3	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across educational qualifications of respondents.	203
5.2.4	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across occupation of respondents.	206

5.2.5	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across marital status of respondents.	209
5.2.6	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across monthly income groups of respondents.	211
5.2.7	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across per capita income of respondents.	214
5.2.8	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across family size of respondents.	217
5.2.9	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across family type of respondents.	219
5.2.10	City wise association between consumers' purchase intention level towards eco-friendly decorative paints across children of respondents.	221
5.2.11	Table showing respondents' opinions on whether there is significant positive relationship between consumers' environmental knowledge and their motivation to purchase green paints.	225
5.2.12	Table showing respondents' opinions on whether there is significant positive relationship between consumers' environmental knowledge and their attitude towards green paints.	228
5.2.13	Table showing respondents' opinions on relationship between consumers' environmental belief and their motivation to purchase green paints.	231
5.2.14	Table showing respondents' opinions on whether there is significant positive relationship between consumers' environmental belief and their attitude towards green paints.	234
5.2.15	Table showing respondents' opinions on whether there is significant positive relationship between consumers' social norms and their motivation to purchase green paints.	237
5.2.16	Table showing respondents' opinions on whether there is significant positive relationship between consumers' social influence level and their attitude towards green paints.	240
5.2.17	Table showing respondents' opinions on whether there is significant positive relationship between consumers' social influence level and their intention to buy ecofriendly paints.	243
5.2.18	Table showing respondents' opinions on whether there is significant positive relationship between consumers' motivation to purchase green paints and their purchase intention towards green paints.	246
5.2.19	Table showing respondents' opinions on whether there is significant positive relationship between consumers' attitude and their purchase intention towards green paints.	249
5.2.20	Table showing respondents' opinions on whether there is significant positive relationship between consumers' motivation to purchase green paints and their attitude towards green paints.	252
5.2.21	Table showing respondents' opinions on relationship between consumers' purchase intention towards green paints and their actual purchase.	255
5.3.1	Correlation of independent variables: consumers' environmental knowledge, belief and social norms	259
5.3.2	Table showing respondents' opinions on whether there is significant collective association of consumers' environmental knowledge, belief and social norms with consumers' motivation towards green paints.	260

5.3.3	Table showing respondents' opinions on whether there is significant aggregate association of consumers' environmental knowledge, belief and social norms with consumers' attitude towards green paints.	264
5.3.4	Correlation of independent variables: consumers' social norms, attitude towards green paints and motivation to purchase green paints	268
5.3.5	Table showing respondents' opinions on whether there is significant collective association of consumers' social norms, attitude towards green paints and motivation to purchase green paints with consumers' purchase intention towards green paints.	269
5.3.6	Correlation between consumers' purchase intention towards green paints and their actual purchase behaviour.	273
5.3.7	Relationship of consumers' purchase intention towards green paints and their actual purchase behaviour	274
5.4.1	Table showing respondents' opinions on harmfulness of breathing VOCs across four cities.	277
5.4.2	Table showing city wise opinions on harmfulness of breathing VOCs across respondents' age groups.	278
5.4.3	Table showing city wise opinions on harmfulness of breathing VOCs across respondents' gender.	281
5.4.4	Table showing city wise opinions on harmfulness of breathing VOCs across educational qualification of respondents	283
5.4.5	Table showing city wise opinions on harmfulness of breathing VOCs across occupation of respondent.	286
5.4.6	Table showing city wise opinions on harmfulness of breathing VOCs across monthly income groups of respondents	289
5.4.7	Table showing city wise opinions on harmfulness of breathing VOCs across per capita Income groups of respondents	292
5.4.8	Table showing city wise opinions on harmfulness of breathing VOCs across marital status of respondents	295
5.4.9	Table showing city wise opinions on harmfulness of breathing VOCs across family size of respondents	297
5.4.10	Table showing city wise opinions on harmfulness of breathing VOCs across family type of respondents	300
5.4.11	Table showing city wise opinions on harmfulness of breathing VOCs across children group of respondents	302
5.4.12	Respondents' opinions, on importance of having harmful chemicals free items such as decorative paints in their houses, across four cities.	305
5.4.13	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their age groups	306
5.4.14	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their gender	309
5.4.15	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their educational qualification.	311
5.4.16	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their occupation	314
5.4.17	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their monthly income groups	317
5.4.18	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their Per Capita Income groups	320

5.4.19	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their marital status	323
5.4.20	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their family size	325
5.4.21	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their family type	327
5.4.22	Respondents' city wise opinions on importance of having harmful chemicals free items such as decorative paints in houses across their children group	330
5.4.23	Respondents' opinions on factor deterring from purchase of item containing toxic material in it across four cities.	332
5.4.24	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their age groups	333
5.4.25	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their gender	337
5.4.26	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their Educational Qualification	340
5.4.27	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their Occupation	343
5.4.28	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their Monthly Income groups	346
5.4.29	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their Per Capita Income groups	349
5.4.30	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their Marital Status	352
5.4.31	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their Family Size	355
5.4.32	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their Family Type	358
5.4.33	Respondents' city wise opinions on factor deterring from purchase of item containing toxic material in it across their Children groups.	361
5.4.34	Respondents' opinion regarding their preference of shopping situation for purchasing decorative paints across four selected cities of Gujarat	364
5.4.35	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Age Groups	365
5.4.36	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Gender	367
5.4.37	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Educational Qualification	369
5.4.38	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Occupation	371
5.4.39	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Monthly Income Groups	373
5.4.40	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Per Capita Income Groups	376
5.4.41	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Marital Status	378
5.4.42	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Size of Family	380
5.4.43	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Family Type	382

5.4.44	Respondents' city wise opinion regarding their preference of Shopping Situation for purchasing Decorative Paints across their Children Group	384
5.4.45	Respondents' opinion regarding their frequency of purchasing Decorative Paints across four selected cities of Gujrat	387
5.4.46	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Age Groups	388
5.4.47	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Gender	390
5.4.48	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Educational Qualification	392
5.4.49	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Occupation	395
5.4.50	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Monthly Income Group	398
5.4.51	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Per Capita Income Groups	401
5.4.52	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Marital Status	404
5.4.53	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Family Size	406
5.4.54	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Family Type	408
5.4.55	Respondents' city wise opinion regarding their Frequency of Purchasing Decorative Paints across their Children Group	410
5.4.56	Respondents' opinion regarding their Consistency of Purchasing Distemper Paints across four selected cities of Gujarat	413
5.4.57	Respondents' city wise opinion regarding their Consistency of Purchasing Distemper Paints across their Age Group	414
5.4.58	Respondents' city wise opinion regarding their Consistency of Purchasing distemper paints across their Gender	417
5.4.59	Respondents' city wise opinion regarding their Consistency of Purchasing Distemper Paints across their Educational Qualifications	419
5.4.60	Respondents' city wise opinion regarding their Consistency of Purchasing distemper paints across their Occupation	422
5.4.61	Respondents' city wise opinion regarding their Consistency of Purchasing Distemper Paints across their Monthly Income	425
5.4.62	Respondents' city wise opinion regarding their Consistency of Purchasing Distemper Paints across their Age Group	428
5.4.63	Respondents' city wise opinion regarding their Consistency of Purchasing distemper paints across their Marital Status	430
5.4.64	Respondents' city wise opinion regarding their Consistency of Purchasing distemper paints across their Family Size	432
5.4.65	Respondents' city wise opinion regarding their Consistency of Purchasing Distemper Paints across their Family Type	434
5.4.66	Respondents' city wise opinion regarding their Consistency of Purchasing distemper paints across their Children Group	436
5.4.67	Respondents' opinion regarding their Consistency of Purchasing Emulsion Paints across four selected Cities of Gujarat	439
5.4.68	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across their Age Groups	440

5.4.69	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across their Gender	443
5.4.70	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across their Educational Qualification	445
5.4.71	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across their Occupation	448
5.4.72	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across their Monthly Income Groups	451
5.4.73	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across their Per Capita Income Groups	454
5.4.74	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across their Marital Status	456
5.4.75	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across their Family Size	458
5.4.76	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across their Family Type	460
5.4.77	Respondents' city wise opinion regarding their Consistency of Purchasing Emulsion Paints across Children Groups	462
5.4.78	Respondents' opinion regarding their Consistency of Purchasing Interior Paints across Four Cities of Gujarat	465
5.4.79	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across their Age Groups	466
5.4.80	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across Gender	469
5.4.81	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across Educational Qualifications	471
5.4.82	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across their Occupation	474
5.4.83	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across Monthly Income Groups	477
5.4.84	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across their Per Capita Income	480
5.4.85	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across Marital Status	482
5.4.86	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across Family Size	484
5.4.87	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across Family Type	486
5.4.88	Respondents' city wise opinion regarding their Consistency of Purchasing Interior Paints across their Children Group	488
5.4.89	Respondents' opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across four Selected Cities of Gujarat	491
5.4.90	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Age Groups	492
5.4.91	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Gender	495
5.4.92	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Educational Qualification	497
5.4.93	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Occupation	500

5.4.94	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Monthly Income groups	503
5.4.95	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Per Capita Income Groups	506
5.4.96	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Marital Status	509
5.4.97	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Family Size	511
5.4.98	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Family Type	513
5.4.99	Respondents' city wise opinion regarding their Consistency of Purchasing Clear Finish Wood Surface Paints across their Children Groups	515
5.4.100	Respondents' opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across four Selected Cities of Gujarat	518
5.4.101	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across their Age Group	519
5.4.102	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across their Gender	522
5.4.103	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across their Educational Qualifications	524
5.4.104	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across their Occupation	527
5.4.105	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across their Monthly Income Group	530
5.4.106	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across their Per Capita Income	533
5.4.107	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across their Marital Status	536
5.4.108	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across their Family Size	538
5.4.109	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across their Family Size	540
5.4.110	Respondents' city wise opinion regarding their Consistency of Purchasing Opaque Finish Wood Surface Paints across Children Group	542
5.4.111	Respondents' opinion regarding their Consistency of Purchasing Metal Surface Paints across Selected Cities of Gujarat	545
5.4.112	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Age Group	546
5.4.113	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Gender	549
5.4.114	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Educational Qualifications	551
5.4.115	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Occupation	554
5.4.116	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Monthly Income Group	557
5.4.117	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Per Capita Income	560
5.4.118	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Marital Status	562

5.4.119	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Family Size	564
5.4.120	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Family Type	566
5.4.121	Respondents' city wise opinion regarding their Consistency of Purchasing Metal Surface Paints across Children Group	568
5.4.122	Respondents' opinions on whether they were commonly exposed to information related to environmental responsibility with reference to their demographic characteristics.	571
5.4.123	Respondents' opinions on whether they would prefer environment friendly paint in future across all demographic factors from all four cities of Gujarat.	574
5.4.124	Table showing mean comparison of average preference rank assign to effecting interior paint brand regarding intention of purchasing environment friendly paints across four selected cities.	577
5.4.125	Table showing mean comparison of average preference rank assign to effecting interior paint brand regarding intention of purchasing environment friendly paints across age groups of respondents.	580
5.4.126	Table showing mean comparison of average preference rank assign to effecting interior paint brand regarding intention of purchasing environment friendly paints across gender.	583
5.4.127	Table showing mean comparison of average preference rank assign to effecting interior paint brand regarding intention of purchasing environment friendly paints across educational qualifications.	586
5.4.128	Table showing mean comparison of average preference rank assign to effecting interior paint brand regarding intention of purchasing environment friendly paints across occupation.	589
5.4.129	Table showing mean comparison of average preference rank assign to effecting interior paint brand regarding intention of purchasing environment friendly paints across marital status of respondents.	595
5.4.130	Table showing mean comparison of average preference rank assign to effecting interior paint brand regarding intention of purchasing environment friendly paints across monthly income group of respondents.	597
5.4.131	Table showing mean comparison of average preference rank assign to effecting interior paint brand regarding intention of purchasing environment friendly paints across per capita income groups of respondents.	601
5.4.132	Table showing mean comparison of average preference rank assign to effecting interior brand regarding intention of purchasing environment friendly paints across family size of respondents.	605
5.4.133	Table showing mean comparison of average preference rank assign to effecting interior paint brand regarding intention of purchasing environment friendly paints across family type of respondents.	608
5.4.134	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across four selected cities of Gujarat.	610
5.4.135	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across age group of respondents	612
5.4.136	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across gender of respondents	615

5.4.137	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across educational qualifications of respondents	617
5.4.138	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across occupation of respondents	620
5.4.139	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across marital status of respondents	625
5.4.140	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across monthly income groups of respondents	628
5.4.141	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across per capita income of respondents	631
5.4.142	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across family size of respondents	634
5.4.143	Table showing mean comparison of average preference rank assign to effecting exterior paint brand regarding intention of purchasing environment friendly paints across family type of respondents	636
5.4.144	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand overall	639
5.4.145	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand across four selected cities of Gujarat	640
5.4.146	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand across age group of respondents.	643
5.4.147	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand across gender of respondents	647
5.4.148	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand across educational qualifications of respondents.	649
5.4.149	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand with respect to occupation of respondents.	653
5.4.150	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand across marital status of respondents.	660
5.4.151	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand across monthly income groups of respondents.	662
5.4.152	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand across per capita income groups of respondents.	668
5.4.153	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand across family size of respondents.	673

5.4.154	Mean comparison of average preference rank assigned to effecting factors regarding attitude towards selection of environment friendly paint brand across family types of respondents.	675
6.1.1	Summary of Hypothesis 1 - There are no demographic differences (Gender, age, income, education, occupation, family size, family type, marital status and number of children) between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.	691
6.1.2	Summary of Hypothesis 2 to Hypothesis 16	700