

LIST OF FIGURES

Figure No	Particulars	Page No
1.5.1	Stylized Stage Model (S Ratneshwar, 2005)	10
1.6.1	The theory of Reasoned Action	11
1.6.2	Theory of Planned Behaviour	13
2.5.1	Theory of Reasoned Action	46
2.5.2	Theory of Planned Behavior	49
2.5.3	Theoretical framework in study of Chan R.	56
2.5.4	Theory of Planned Behaviour used in retail theft study of Bailey A. A.	57
2.5.5	Theoretical framework in study of Kim & Chung	61
2.5.6	Theoretical framework in study of Sudayanti S	63
2.5.7	Theoretical framework in study of Sampson, L. K.	64
2.5.8	The proposed model of the study	65
4.2.1	Operational model	102

LIST OF CHARTS

Chart No	Particulars	Page No
2.3.1	Indian Chemical Industry Classification	28
2.3.2	Growth of Indian Paint Industry	29
2.3.3	Paint sales distribution in India	30
2.3.4	Market share of decorative paints in India	31
3.1	Chart showing demographic profile of respondents regarding occupation in Gujarat	82
3.2	Chart showing demographic distribution of respondents regarding age groups in Gujarat	84
3.3	Chart showing demographic distribution of respondents regarding gender in Gujarat	86
3.4	Chart showing demographic distribution of respondents regarding education qualification in Gujarat	88
3.5.1	Chart showing demographic distribution of respondents regarding monthly income group in Gujarat	91
3.5.2	Chart showing demographic distribution of respondents regarding per capita income group in Gujarat	92
3.6	Chart showing demographic profile of respondents regarding family type in Gujarat	94
3.7	Chart showing demographic profile of respondents regarding family size in Gujarat	95
3.8	Chart showing demographic profile of respondents regarding marital status in Gujarat	96
3.9	Chart showing demographic profile of respondents regarding number of children in Gujarat	98