

Preface

This study is divided in two volumes. Looking to in-depth analysis and length of interpretation, this division was necessary for ease of printing and binding part.

Volume I: Volume I of this study covers chapter 1 to 4 and it also covers some parts of chapter 5. In this volume, introduction of the study, objectives and rationale of this study is covered. This volume also consists of demographic profile of respondents across all four selected cities of Gujarat and overall from Gujarat. Research methods, design, operational model of this study and questionnaire design are explained in this volume. Moreover, in this part, statistical methods, reliability of data and hypotheses of this study are also included. Further, this volume covers analysis part covering percentage frequency distribution, hypotheses tests and model hypotheses. All required tables, figures and charts are given at their respective description.

Volume II: In this volume, analysis part of additional factors like, place of purchase, frequency and consistency in purchase of different types of decorative paints. Moreover, analysis of information source regarding eco-friendly paints and other products, preference of eco-friendly decorative paints brand for interior and exterior applications and factors influencing preference of specific brand is covered in this volume. Further, detailed findings, conclusion and limitation of this study are also given in this volume. Future research directions are also covered in this volume. Bibliography, questionnaire and annexure of post-hoc analysis are also given in this volume.