CHAPTER – 5
DATA ANALYSIS AND INTERPRETATION

5.1 INTRODUCTION

The present study focuses upon the influence of brand equity dimensions such as brand awareness, brand loyalty, perceived quality and brand association on selected durable as well as non-durable products. To achieve the research objectives and framed hypotheses, various tests are used by the researcher such as frequency distribution, mean, standard deviation, factor analysis, correlation, regression and analysis of variance (ANOVA). This chapter provides in depth analysis of above statistical computations. Researcher has used IBM SPSS Statistics version 21 for the analysis of the primary data.

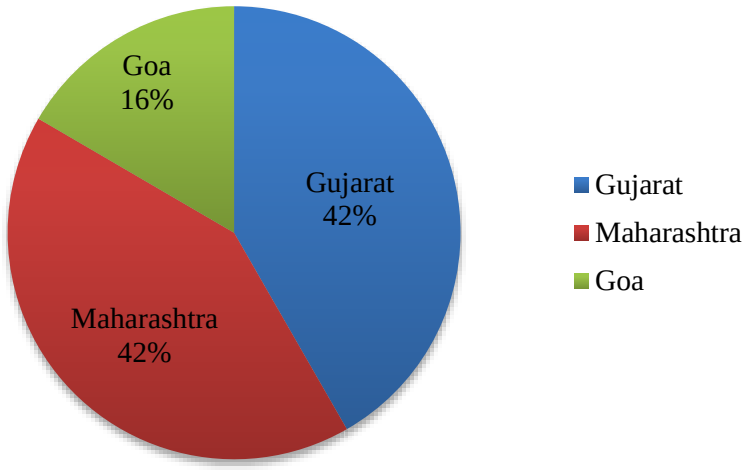
5.2 DEMOGRAPHIC PROFILE OF RESPONDENTS

Data comprises information collected from 1200 customers from different cities of selected State of Western India viz. Gujarat, Maharashtra and Goa.

Table-5.1: State Wise Distribution of Respondents

Name of States	Frequency	Percentage
Gujarat	500	42
Maharashtra	500	42
Goa	200	16

Graph-5.1: State wise Distribution of Respondents



Interpretation: From table 5.1, can be seen that 42.0% of respondents belong to Gujarat and Maharashtra each and 16.0% of the respondents belong to state Goa.

Table-5.2: Gender Profile of Respondents

Gender	Frequency	Percentage
Male	776	64.7
Female	424	35.3
Total	1200	100

Interpretation: Table 5.2 reveals that out of the total respondents, 64.7% of the respondents were males and 35.3% were females. It indicates that percentage of males is higher than females.

Table-5.3: Age Wise Distribution of Respondents

Age Groups	Frequency	Percentage
Below 20	98	8.2
21 to 35	513	42.8
36 to 50	381	31.8
51 to 65	176	14.7
Above 65	32	2.7
Total	1200	100

Interpretation: The above table indicates the age profile of the respondents. Total 1200 respondents are classified into five age groups. The first group comprises those below 20 years, Second age group ~~is~~ comprises those from age range of 21 to 35 years, the third age group is of age 36 to 50 years, the fourth from 51 to 65 years and the last age group if of respondents above 65 years, 98 respondents belonged to the age below 20 years, 513 respondents belonged to 21 to 35 years, age group, 381 respondents belonged to age group 36 to 50, 51 to 65 age group had 176 respondents and 32 respondents are above 65 years.

Table-5.4: Marital Status of Respondents

Marital Status	Frequency	Percentage
Unmarried	304	25.3
Married	896	74.7
Total	1200	100.0

Interpretation: Table 5.4 shows that 25.3% of the respondents were unmarried and 74.7% were married. It indicates that percentage of married is higher than unmarried.

Table-5.5: Family Type of Respondents

Family Type	Frequency	Percentage
Joint	620	51.7
Nuclear	580	48.3
Total	1200	100.0

Interpretation: Table 5.5 shows that 51.7% of the respondents were living in joint family and 48.3% were living in nuclear family. It indicates that percentage of joint family is higher than nuclear family.

Table-5.6: Educational Qualification of Respondents

Qualification	Frequency	Percentage
Primary	41	3.4
Secondary	240	20.0
Graduation	337	28.1
Post-Graduation	304	25.3
Diploma	156	13.0
Professional	122	10.2
Total	1200	100.0

Interpretation: The above table indicates educational qualification of the respondents. 41 respondents had only Primary Education, 240 respondents had Secondary Education, 337 respondents were Graduation, 304 were Post-Graduates, 156 responses were from Diploma holders and 122 respondents were professionals.

Table-5.7: Monthly Income of Respondents

Income Class	Frequency	Percentage
Below 10000 ₹	121	10.1
₹ 10001 to ₹ 30000	194	16.2
₹ 30001 to ₹ 60000	353	29.4
₹ 60001 to ₹ 90000	403	33.6
₹ 90001 to ₹ 120000	55	4.6
Above ₹ 120000	74	6.2
Total	1200	100.0

Interpretation: From the above table, it is found that 10.1% of the respondents' income is below ₹ 10,000, 16.2% of the respondents' are from income range between ₹ 10,001 to ₹ 30,000, 29.4% of respondents' income ranges between ₹ 30,001 to ₹ 60,000. 33.6% and 4.6% of the respondents' income ranges between ₹ 60,001 to ₹ 90,000 and ₹ 90,001 to ₹1,20,000 respectively. Lastly, 6.2% of respondents' are getting income above ₹ 1, 20,000 per month.

Table-5.8: Family Size of Respondents

Family Size	Frequency	Percentage
Below 3 Members	357	29.8
3 to 5 Members	590	49.2
5 to 7 Members	221	18.4
More than 7 Members	32	2.7
Total	1200	100.0

Interpretation: The above table describes family size of the respondents. Out of total 1200 respondents, 357 respondents were below 3 members in family. 590 respondents were 3 to 5 members, 221 respondents were 5 to 7 members and 32 respondents were more than 7 members in family.

Table-5.9: No. of earning persons in Family

No. of Earning persons	Frequency	Percentage
1 Member	332	27.7
2 Members	478	39.8
3 Members	185	15.4
4 Members	139	11.6
5 Members	66	5.5
Total	1200	100.0

Interpretation: From the above table, it is found that 27.7% of the respondents are having 1 earning family member, 39.8% of the respondents are having 2 earning members, 15.4% of the respondents are having 3 earning members, 11.6% of the respondents are having 4 earning members and 5.5% of the respondents are having 5 earning members.

5.3 MEAN AND STANDARD DEVIATION

Table-5.10: Mean & Standard Deviation (S.D.) of Selected Non-Durable Brands

Sr. No.	Statements	Biscuits		Tea		Bathing Soaps		Toothpaste	
		Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Brand Awareness									
1	This brand is very famous	4.07	.757	4.11	.725	4.13	.683	4.17	.693
2	I can identify the logo of this brand	3.92	.579	3.93	.581	3.95	.583	3.96	.592
3	I am familiar with this brand	3.84	.622	3.85	.597	3.87	.595	3.87	.593
4	I know the features of this brand	3.85	.641	3.89	.607	3.90	.611	3.91	.618
5	I can recall this brand	3.86	.629	3.89	.569	3.90	.562	3.92	.565
Brand Loyalty									
6	I will persist in using the service of this brand.	3.99	.706	4.04	.692	4.04	.672	4.04	.687
7	I will recommend this brand to my friends	3.84	.618	3.84	.587	3.83	.588	3.83	.631
8	I will like the idea that the brand deliver	3.77	.662	3.82	.622	3.84	.636	3.82	.617
9	I am committed to this brand	3.66	.776	3.74	.756	3.73	.761	3.73	.763
10	I am willing to pay high price for the brand.	3.50	.884	3.57	.882	3.56	.887	3.56	.883
Perceived Quality									
11	Product Performance of this brand is good.	4.02	.704	4.03	.683	4.04	.695	4.01	.703
12	I like the value added features of this brand.	3.82	.639	3.81	.609	3.80	.658	3.79	.653
13	The service quality of this brand is stable and reliable.	3.84	.612	3.85	.640	3.86	.655	3.83	.607
14	I like the quality perception of this brand	3.81	.618	3.88	.611	3.86	.651	3.88	.618
15	Service of this brand is convenient and comfortable	3.80	.603	3.84	.587	3.84	.608	3.84	.577
Brand Association									
16	I trust this brand	4.05	.737	4.02	.709	4.04	.720	4.01	.742
17	This brand has a social image	3.91	.660	3.89	.627	3.90	.657	3.89	.653
18	This brand gives me a feeling of recognition	3.83	.640	3.88	.638	3.85	.652	3.84	.638
19	This brand gives me a feeling of satisfaction of buying this brand	3.88	.600	3.90	.602	3.91	.635	3.90	.641
20	This brand carries a brand image	3.84	.599	3.88	.576	3.87	.605	3.87	.605

Table-5.11: Mean & Standard Deviation (S.D.) of Selected Durable Brands

Sr. No.	Statements	Refrigerator		Television		Two Wheelers		Mobile	
		Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Brand Awareness									
1	This brand is very famous	4.16	.720	4.21	.703	4.16	.699	4.16	.764
2	I can identify the logo of this brand	3.96	.556	4.02	.589	3.98	.585	3.98	.637
3	I am familiar with this brand	3.93	.608	3.89	.608	3.91	.589	3.89	.622
4	I know the features of this brand	3.93	.614	3.95	.609	3.93	.604	3.94	.634
5	I can recall this brand	3.93	.606	3.95	.598	3.94	.579	3.94	.602
Brand Loyalty									
6	I will persist in using the service of this brand.	4.03	.676	4.08	.682	4.06	.680	4.04	.729
7	I will recommend this brand to my friends	3.87	.602	3.88	.601	3.88	.614	3.86	.646
8	I will like the idea that the brand deliver	3.85	.632	3.87	.618	3.86	.627	3.86	.645
9	I am committed to this brand	3.71	.749	3.78	.749	3.78	.736	3.76	.770
10	I am willing to pay high price for the brand.	3.55	.893	3.59	.888	3.63	.866	3.60	.893
Perceived Quality									
11	Product Performance of this brand is good.	4.06	.692	4.09	.676	4.08	.686	4.07	.714
12	I like the value added features of this brand.	3.86	.609	3.87	.629	3.89	.628	3.85	.629
13	The service quality of this brand is stable and reliable.	3.85	.664	3.90	.619	3.86	.629	3.86	.658
14	I like the quality perception of this brand	3.84	.615	3.88	.622	3.91	.608	3.89	.617
15	Service of this brand is convenient and comfortable	3.83	.613	3.86	.583	3.86	.569	3.87	.607
Brand Association									
16	I trust this brand	4.07	.722	4.06	.723	4.07	.721	4.04	.752
17	This brand has a social image	3.91	.627	3.92	.638	3.94	.623	3.90	.671
18	This brand gives me a feeling of recognition	3.87	.660	3.89	.615	3.88	.633	3.89	.653
19	This brand gives me a feeling of satisfaction of buying this brand	3.87	.624	3.93	.614	3.92	.620	3.92	.648
20	This brand carries a brand image	3.86	.631	3.90	.581	3.89	.585	3.89	.603

Table-5.12: Interpretation: The following table shows mean of Selected Non-Durable Brands The mean score between 1.00-1.80 means Strongly Disagree, 1.81-2.60 means Disagree. 2.61-3.40 means Neutral. 3.41-4.20 mean Agree and 4.21-5.00 means Strongly Agree.

Table-5.12: Interpretation of Mean for Selected Durable Brands

Sr. No.	Statements	Biscuits		Tea		Bathing Soaps		Toothpaste	
		Mean	Interpretation	Mean	Interpretation	Mean	Interpretation	Mean	Interpretation
Brand Awareness									
1	This brand is very famous	4.07	A	4.11	A	4.13	A	4.17	A
2	I can identify the logo of this brand	3.92	A	3.93	A	3.95	A	3.96	A
3	I am familiar with this brand	3.84	A	3.85	A	3.87	A	3.87	A
4	I know the features of this brand	3.85	A	3.89	A	3.90	A	3.91	A
5	I can recall this brand	3.86	A	3.89	A	3.90	A	3.92	A
Brand Loyalty									
6	I will persist in using the service of this brand.	3.99	A	4.04	A	4.04	A	4.04	A
7	I will recommend this brand to my friends	3.84	A	3.84	A	3.83	A	3.83	A
8	I will like the idea that the brand deliver	3.77	A	3.82	A	3.84	A	3.82	A
9	I am committed to this brand	3.66	A	3.74	A	3.73	A	3.73	A
10	I am willing to pay high price for the brand.	3.50	A	3.57	A	3.56	A	3.56	A
Perceived Quality									
11	Product Performance of this brand is good.	4.02	A	4.03	A	4.04	A	4.01	A
12	I like the value added features of this brand.	3.82	A	3.81	A	3.80	A	3.79	A
13	The service quality of this brand is stable and reliable.	3.84	A	3.85	A	3.86	A	3.83	A
14	I like the quality perception of this brand	3.81	A	3.88	A	3.86	A	3.88	A
15	Service of this brand is convenient and comfortable	3.80	A	3.84	A	3.84	A	3.84	A
Brand Association									
16	I trust this brand	4.05	A	4.02	A	4.04	A	4.01	A
17	This brand has a social image	3.91	A	3.89	A	3.90	A	3.89	A
18	This brand gives me a feeling of recognition	3.83	A	3.88	A	3.85	A	3.84	A
19	This brand gives me a feeling of satisfaction of buying this brand	3.88	A	3.90	A	3.91	A	3.90	A
20	This brand carries a brand image	3.84	A	3.88	A	3.87	A	3.87	A

SDA=Strongly Disagree, DA=Disagree, N=Neutral, A=Agree, SA= (Strongly Agree)

Table-5.13: Interpretation: The following table shows mean of Selected Durable Brands The mean score between 1.00-1.80 means Strongly Disagree, 1.81-2.60 means Disagree. 2.61-3.40 means Neutral. 3.41-4.20 mean Agree and 4.21-5.00 means Strongly Agree.

Table-5.13: Interpretation of Mean for Selected Non-Durable Brands

Sr. No.	Statements	Refrigerator		Television		Two Wheelers		Mobile	
		Mean	Interpretation	Mean	Interpretation	Mean	Interpretation	Mean	Interpretation
Brand Awareness									
1	This brand is very famous	4.16	A	4.21	SA	4.16	A	4.16	A
2	I can identify the logo of this brand	3.96	A	4.02	A	3.98	A	3.98	A
3	I am familiar with this brand	3.93	A	3.89	A	3.91	A	3.89	A
4	I know the features of this brand	3.93	A	3.95	A	3.93	A	3.94	A
5	I can recall this brand	3.93	A	3.95	A	3.94	A	3.94	A
Brand Loyalty									
6	I will persist in using the service of this brand.	4.03	A	4.08	A	4.06	A	4.04	A
7	I will recommend this brand to my friends	3.87	A	3.88	A	3.88	A	3.86	A
8	I will like the idea that the brand deliver	3.85	A	3.87	A	3.86	A	3.86	A
9	I am committed to this brand	3.71	A	3.78	A	3.78	A	3.76	A
10	I am willing to pay high price for the brand.	3.55	A	3.59	A	3.63	A	3.60	A
Perceived Quality									
11	Product Performance of this brand is good.	4.06	A	4.09	A	4.08	A	4.07	A
12	I like the value added features of this brand.	3.86	A	3.87	A	3.89	A	3.85	A
13	The service quality of this brand is stable and reliable.	3.85	A	3.90	A	3.86	A	3.86	A
14	I like the quality perception of this brand	3.84	A	3.88	A	3.91	A	3.89	A
15	Service of this brand is convenient and comfortable	3.83	A	3.86	A	3.86	A	3.87	A
Brand Association									
16	I trust this brand	4.07	A	4.06	A	4.07	A	4.04	A
17	This brand has a social image	3.91	A	3.92	A	3.94	A	3.90	A
18	This brand gives me a feeling of recognition	3.87	A	3.89	A	3.88	A	3.89	A
19	This brand gives me a feeling of satisfaction of buying this brand	3.87	A	3.93	A	3.92	A	3.92	A
20	This brand carries a brand image	3.86	A	3.90	A	3.89	A	3.89	A

SDA=Strongly Disagree, DA=Disagree, N=Neutral, A=Agree, SA= (Strongly Agree)

5.4 CROSS TABULATION AND CHI-SQUARE TEST

$H0_1$: There is no significant difference between gender and selection of biscuits brands.

Table-5.14: Cross Tabulation of Gender and Biscuits Brands

Gender	Biscuits Brands						Total
	Parle	Britannia	Priya Gold	Windsor	Sun feast	Others	
Male	393	251	44	34	48	6	776
Female	214	97	39	25	42	7	424
Total	607	348	83	59	90	13	1200

Interpretation: In table 5.14 the gender of the research participants consuming Biscuits is tabulated. It is observed that total 607 male and female respondents were consuming Parle brand the gender split of which was 393 male and 214 female, total of 348 respondents were consuming Britannia - 251 male and 97 female, a total of 83 respondents were consuming Priya Gold - 44 male and 39 female, total 59 respondents were consuming Windsor - 34 male and 25 female, total 90 respondents were consuming Sun feast - 48 male and 42 female and lastly total 13 respondents were consuming other brands gender-wise split of which was 6 male and 7 female.

Table-5.15: Chi-Square Test of Gender and Biscuits Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	21.700	5	0.001

From the above Chi-square test table, it is concluded that the P- value of test (0.001) is less than the level of significant 0.05, hence there is strong evidence to reject null hypothesis.

Interpretation: The significance value (p value) is 0.001 of Chi square test indicates that there is a significant-difference between gender and selection of biscuits brands.

$H0_2$: There is no significant difference between gender and selection of tea brands.

Table-5.16: Cross Tabulation of Gender and Tea Brands

Gender	Tea Brands						Total
	Tata	Waghbakri	C. Soma Bhai	Jivraj	Pataka	Others	
Male	268	404	44	38	18	4	776
Female	160	196	27	23	17	1	424
Total	428	600	71	61	35	5	1200

Interpretation: In table 5.16 the gender of the research participants consuming Tea brands is tabulated. It is observed that total 428 male and female respondents were consuming Tata tea brands followed by 268 male and 160 female, total 600 respondents were consuming Waghbakri followed by 404 male and 196 female, Total 71 respondents were consuming C. Somabhai followed by 44 male and 27 female, total 61 respondents were consuming Jivraj followed by 38 male and 23 female, total 35 respondents were consuming Pataka Tea followed by 18 male and 17 female and total 5 respondents were consuming other Tea brands followed by 4 male and 1 female.

Table-5.17: Chi-Square Test of Gender and Tea Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	6.229	5	.285

From the above Chi-square test table, it is concluded that the P- value of test (0.285) is more than the level of significant 0.05, hence it is evidence that the null hypothesis failed to reject.

Interpretation: The significance value (p value) is 0.285 of Chi square test indicates that there is no significant difference between gender and selection of tea brands.

$H0_3$: There is no significant difference between gender and selection of bathing soap brands.

Table-5.18: Cross Tabulation of Gender and Bathing Soap Brands

Gender	Soap Brands						Total
	Lux	Santoor	Lifebuoy	Pears	Neem	Others	
Male	297	218	147	75	23	16	776
Female	230	76	51	45	11	11	424
Total	527	294	198	120	34	27	1200

Interpretation: In table 5.18 the gender of the research participants consuming Soap Brands is tabulated. It is observed that total 527 male and female respondents were consuming Lux soap followed by 297 male and 230 female, total 294 respondents were consuming Santoor followed by 218 male and 76 female, Total 198 respondents were consuming Lifebuoy followed by 147 male and 51 female, total 120 respondents were consuming Pears followed by 75 male and 45 female, total 34 respondents were consuming Neem Soap followed by 23 male and 11 female and total 27respondents were consuming other brands of Soap followed by 16 male and 11 female.

Table-5.19: Chi-Square Test of Gender and Bathing Soap Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	36.169	5	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between gender and selection of bathing soap brands.

$H0_4$: There is no significant difference between gender and selection of toothpaste brands.

Table-5.20: Cross Tabulation of Gender and Toothpaste Brands

Gender	Toothpaste Brands						Total
	Colgate	Close Up	Babool	Dabur	Dantkanti	Others	
Male	384	172	28	46	144	2	776
Female	208	84	13	33	83	3	424
Total	592	256	41	79	227	5	1200

Interpretation: In table 5.20 the gender of the research participants consuming Toothpaste brands is tabulated. It is observed that total 592 male and female respondents were consuming Colgate followed by 384 male and 208 female, total 256 respondents were consuming Close up followed by 172 male and 84 female, Total 41 respondents were consuming Babool followed by 28 male and 13female, total 79 respondents were consuming Dabur toothpaste followed by 46 male and 33 female, total 227 respondents were consuming Dant Kanti followed by 144 male and 83 female and total 5 respondents were consuming other brands followed by 2 male and 3 female.

Table-5.21: Chi-Square Test of Gender and Toothpaste Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	3.873	5	.568

Interpretation: The significance value (p value) is 0.568 of Chi square test indicates that there is no significant difference between gender and selection of toothpaste brands.

$H0_5$: There is no significant difference between gender and selection of refrigerator brands.

Table-5.22: Cross Tabulation of Gender and Refrigerator Brands

Gender	Refrigerator Brands						Total
	Samsung	Whirlpool	LG	Videocon	Godrej	Others	
Male	362	100	258	21	25	10	776
Female	231	45	123	8	14	3	424
Total	593	145	381	29	39	13	1200

Interpretation: In table 5.22 the gender of the research participants using Refrigerator Brands is tabulated. It is observed that total 593 male and female respondents were using Samsung brand followed by 362 male and 231 female, total 145 respondents were using Whirlpool followed by 100 male and 45 female, Total 381 respondents were using LG Brand of refrigerator followed by 258 male and 123 female, total 29 respondents were using Videocon followed by 21 male and 8 female, total 39 respondents were using Godrej followed by 25 male and 14 female and total 13 respondents were using other brands of refrigerator followed by 10 male and 3 female.

Table-5.23: Chi-Square Test of Gender and Refrigerator Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	7.749	5	.171

Interpretation: The significance value (p value) is 0.171 of Chi square test indicates that there is no significant difference between gender and selection of refrigerator brands.

$H0_6$: There is no significant difference between gender and selection of television brands.

Table-5.24: Cross Tabulation of Gender and Television Brands

Gender	Television Brands						Total
	Samsung	Philips	LG	Sony	Panasonic	Others	
Male	316	71	278	80	30	1	776
Female	185	38	142	43	14	2	424
Total	501	109	420	123	44	3	1200

Interpretation: In table 5.24 the gender of the research participants using television Brands is tabulated. It is observed that total 501 male and female respondents were using Samsung brands of TV followed by 316 male and 185 female, total 109 respondents were using Phillips brands followed by 71 male and 38 female, Total 420 respondents were using LG followed by 278 male and 142

female, total 123 respondents were using Sony brands followed by 80 male and 43 female, total 44 respondents were using Panasonic followed by 30 male and 14 female and total 3 respondents were using other brands of Television followed by 1 male and 2 female.

Table-5.25: Chi-Square Test of Gender and Television Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	2.528	5	.772

Interpretation: The significance value (p value) is 0.772 of Chi square test indicates that there is no significant difference between gender and selection of television brands.

$H0_7$: There is no significant difference between gender and selection of Two Wheelers brands.

Table-5.26: Cross Tabulation of Gender and Two Wheelers Brands

Gender	Two Wheelers Brands						Total
	Hero	Bajaj	Yamaha	TVS	Honda	Others	
Male	388	113	66	118	86	5	776
Female	189	71	20	93	49	2	424
Total	577	184	86	211	135	7	1200

Interpretation: In table 5.26 the gender of the research participants using two wheeler brands are tabulated. It is observed that total 577 male and female respondents were using Hero brands followed by 388 male and 189 female, total 184 respondents were using Bajaj brands followed by 113 male and 71 female, Total 86 respondents were using Yamaha brands followed by 66 male and 20 female, total 211 respondents were using TVS brands followed by 118 male and 93 female, total 135 respondents were using Honda brands followed by 86 male and 49 female and total 7 respondents were using other brands followed by 5 male and 2 female.

Table-5.27: Chi-Square Test of Gender and Two Wheeler Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	15.274	5	.009

Interpretation: The significance value (p value) is 0.009 of Chi square test indicates that there is a significant difference between gender and selection of two wheeler brands.

$H0_8$: There is no significant difference between gender and selection of mobile brands.

Table-5.28: Cross Tabulation of Gender and Mobile Brands

Gender	Mobile Brands						Total
	Samsung	Micromax	Intex	Nokia	Lenovo	Others	
Male	576	39	11	83	43	24	776
Female	299	36	3	45	26	15	424
Total	875	75	14	128	69	39	1200

Interpretation: In table 5.28 the gender of the research participants using Mobile Brands is tabulated. It is observed that total 875 male and female respondents were using Samsung followed by 576 male and 299 female, total 75respondents were using Micromax followed by 39 male and 36 female, Total 14 respondents were using Intex followed by 11 male and 3 female, total 128 respondents were using Nokia followed by 83 male and 45 female, total 69 respondents were using Lenovo followed by 43 male and 26 female and total 39 respondents were using other brands followed by 24 male and 15 female.

Table-5.29: Chi-Square Test of Gender and Mobile Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	7.303	5	.199

Interpretation: The significance value (p value) is 0.199 of Chi square test indicates that there is no significant difference between gender and selection of mobile brands.

$H0_9$: There is no significant difference between age group and selection of biscuits brands.

Table-5.30: Cross Tabulation of Age Group and Biscuits Brands

Age Group	Biscuits Brands						Total
	Parle	Britannia	Priya Gold	Windsor	Sun feast	Others	
Below 20	46	28	10	2	10	2	98
21 to 35	264	142	38	27	37	5	513
36 to 50	186	115	25	19	30	6	381
51 to 65	98	55	5	7	11	0	176
Above 65	13	8	5	4	2	0	32
Total	607	348	83	59	90	13	1200

Interpretation: In table 5.30 the Age group of the research participants consuming Biscuits is tabulated. It is observed that total 607 various age group respondents were consuming Parle followed by 46 below 20 age, 264 between age 21 to 35, 186

between age 36 to 50, 98 between age 51 to 65, and 13 above 65 age group, total 348 various age group respondents were consuming Britannia followed by 28 below 20 age, 142 between age 21 to 35, 115 between age 36 to 50, 55 between age 51 to 65, and 8 above 65 age group, total 83 various age group respondents were consuming Priya Gold followed by 10 below 20 age, 38 between age 21 to 35, 25 between age 36 to 50, 5 between age 51 to 65, and 5 above 65 age group, total 59 various age group respondents were consuming Windsor followed by 2 below 20 age, 27 between age 21 to 35, 19 between age 36 to 50, 7 between age 51 to 65, and 4 above 65 age group, total 90 various age group respondents were consuming Sun feast followed by 10 below 20 age, 37 between age 21 to 35, 30between age 36 to 50, 11 between age 51 to 65, and 2 above 65 age group, total 13 various age group respondents were consuming other brands of biscuit followed by 2 below 20 age, 5 between age 21 to 35, 6 between age 36 to 50, 0 between age 51 to 65, and 0 above 65 age group,

Table-5.31: Chi-Square Test of Age Group and Biscuits Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	23.940	20	.245

Interpretation: The significance value (p value) is 0.245 of Chi square test indicates that there is no significant difference between age group and selection of biscuits brands.

$H0_{10}$: There is no significant difference between age group and selection of tea brands.

Table-5.32: Cross Tabulation of Age Group and Tea Brands

Age Group	Tea Brands						Total
	Tata	Waghbakri	C. Somabhai	Jivraj	Pataka	Others	
Below 20	47	35	3	8	4	1	98
21 to 35	190	246	38	26	9	4	513
36 to 50	132	197	19	18	15	0	381
51 to 65	48	107	10	5	6	0	176
Above 65	11	15	1	4	1	0	32
Total	428	600	71	61	35	5	1200

Interpretation: In table 5.32 the Age group of the research participants consuming Tea brands is tabulated. It is observed that total 428 various age group respondents were consuming Tata Tea followed by 47 below 20 age, 190 between age 21 to 35, 132 between age 36 to 50, 48 between age 51 to 65, and 11 above 65 age group, total 600 various age group respondents were consuming Waghbakri Tea followed by

35 below 20 age, 246 between age 21 to 35, 197 between age 36 to 50, 107 between age 51 to 65, and 15 above 65 age group, total 71 various age group respondents were consuming C. Somabhai Tea followed by 3 below 20 age, 38 between age 21 to 35, 19 between age 36 to 50, 10 between age 51 to 65, and 2 above 65 age group, total 61 various age group respondents were consuming Jivraj followed by 8 below 20 age, 26 between age 21 to 35, 18 between age 36 to 50, 5 between age 51 to 65, and 4 above 65 age group, total 35 various age group respondents were consuming Pataka Tea followed by 4 below 20 age, 9 between age 21 to 35, 15 between age 36 to 50, 6 between age 51 to 65, and 1 above 65 age group, total 5 various age group respondents were consuming other brands of Tea followed by 1 below 20 age, 4 between age 21 to 35, 0 between age 36 to 50, 0 between age 51 to 65, and 0 above 65 age group,

Table-5.33: Chi-Square Test of Age Group and Tea Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	37.520	20	.010

Interpretation: The significance value (p value) is 0.010 of Chi square test indicates that there is a significant difference between age group and selection of tea brands.

$H0_{11}$: There is no significant difference between age group and selection of bathing soap brands.

Table-5.34: Cross Tabulation of Age Group and Bathing Soap Brands

Age Group	Bathing Soap Brands						Total
	Lux	Santoor	Lifebuoy	Pearls	Neem	Others	
Below 20	50	17	9	16	2	4	98
21 to 35	228	121	86	54	13	11	513
36 to 50	160	104	59	33	15	10	381
51 to 65	76	43	37	15	4	1	176
Above 65	13	9	7	2	0	1	32
Total	527	294	198	120	34	27	1200

Interpretation: In table 5.34 the Age group of the research participants consuming various Bath Shop brands is tabulated. It is observed that total 527 various age group respondents were consuming Lux followed by 50 below 20 age, 228 between age 21 to 35, 160 between age 36 to 50, 76 between age 51 to 65, and 13 above 65 age group, total 294 various age group respondents were consuming Santoor followed by 16 below 20 age, 54 between age 21 to 35, 33 between age 36 to 50, 15 between age 51 to 65, and 9 above 65 age group, total 198 various age group

respondents were consuming Life buoy followed by 9 below 20 age, 86 between age 21 to 35, 59 between age 36 to 50, 37 between age 51 to 65, and 7 above 65 age group, total 120 various age group respondents were consuming Pears soap followed by 16 below 20 age, 54 between age 21 to 35, 33 between age 36 to 50, 15 between age 51 to 65, and 2 above 65 age group, total 34 various age group respondents were consuming Neem followed by 2 below 20 age, 13 between age 21 to 35, 15 between age 36 to 50, 4 between age 51 to 65, and 0 above 65 age group, total 27 various age group respondents were consuming other brands of Soap followed by 4 below 20 age, 11between age 21 to 35, 10 between age 36 to 50, 1 between age 51 to 65, and 1 above 65 age group,

Table-5.35: Chi-Square Test of Age Group and Bathing Soap Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	24.116	20	.237

Interpretation: The significance value (p value) is 0.237 of Chi square test indicates that there is no significance difference between age group and selection of bathing soap brands.

$H0_{12}$: There is no significant difference between age group and selection of toothpaste brands.

Table-5.36: Cross Tabulation of Age Group and Toothpaste Brands

Age Group	Toothpaste Brands						Total
	Colgate	Close Up	Babool	Dabur	Dantkanti	Others	
Below 20	43	19	3	9	24	0	98
21 to 35	265	111	21	34	80	2	513
36 to 50	177	85	13	22	81	3	381
51 to 65	92	37	3	11	33	0	176
Above 65	15	4	1	3	9	0	32
Total	592	256	41	79	227	5	1200

Interpretation: In table 5.36 the Age group of the research participants consuming Toothpaste is tabulated. It is observed that total 592 various age group respondents were consuming Colgate followed by 43 below 20 age, 265between age 21 to 35, 177 between age 36 to 50, 92 between age 51 to 65, and 15 above 65 age group, total 256 various age group respondents were consuming Close up followed by 19 below 20 age, 111 between age 21 to 35, 85 between age 36 to 50, 37 between age 51 to 65, and 4 above 65 age group, total 41 various age group respondents were consuming Babool followed by 3 below 20 age, 21 between age 21 to 35, 13 between age 36 to 50, 3 between age 51 to 65, and 1 above 65 age group, total 79 various age group

respondents were consuming Dabur followed by 9 below 20 age, 34 between age 21 to 35, 22 between age 36 to 50, 11 between age 51 to 65, and 3 above 65 age group, total 227 various age group respondents were consuming Dant Kanti followed by 24 below 20 age, 80 between age 21 to 35, 81 between age 36 to 50, 33 between age 51 to 65, and 9 above 65 age group, total 5 various age group respondents were consuming other brands of Toothpaste followed by 0 below 20 age, 2 between age 21 to 35, 3 between age 36 to 50, 0 between age 51 to 65, and 0 above 65 age group,

Table-5.37: Chi-Square Test of Age Group and Toothpaste Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	17.407	20	.626

Interpretation: The significance value (p value) is 0.626 of Chi square test indicates that there is no significant difference between age group and selection of biscuits brands.

$H0_{13}$: There is no significant difference between age group and selection of refrigerator brands.

Table-5.38: Cross Tabulation of Age Group and Refrigerator Brands

Age Group	Refrigerator Brands						Total
	Samsung	Whirlpool	LG	Videocon	Godrej	Others	
Below 20	54	4	33	3	4	0	98
21 to 35	270	61	151	11	12	8	513
36 to 50	178	53	127	9	9	5	381
51 to 65	78	21	59	4	14	0	176
Above 65	13	6	11	2	0	0	32
Total	593	145	381	29	39	13	1200

Interpretation: In table 5.38 the Age group of the research participants Using Refrigerator is tabulated. It is observed that total 593 various age group respondents were Using Samsung followed by 54 below 20 age, 270 between age 21 to 35, 178 between age 36 to 50, 78 between age 51 to 65, and 13 above 65 age group, total 145 various age group respondents were Using Whirlpool followed by 4 below 20 age, 61 between age 21 to 35, 53 between age 36 to 50, 21 between age 51 to 65, and 6 above 65 age group, total 381 various age group respondents were Using LG followed by 33 below 20 age, 151 between age 21 to 35, 127 between age 36 to 50, 59 between age 51 to 65, and 11 above 65 age group, total 29 various age group respondents were Using Videocon followed by 3 below 20 age, 11 between age 21 to 35, 9 between age 36 to 50, 4 between age 51 to 65, and 2 above 65 age group, total 39 various age group respondents were Using Godrej followed by 4 below 20

age, 12 between age 21 to 35, 9 between age 36 to 50, 14 between age 51 to 65, and 0 above 65 age group, total 13 various age group respondents were Using other brands of Refrigerator followed by 0 below 20 age, 8 between age 21 to 35, 5 between age 36 to 50, 0 between age 51 to 65, and 0 above 65 age group,

Table-5.39: Chi-Square Test of Age Group and Refrigerator Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	35.000	20	.020

Interpretation: The significance value (p value) is 0.020 of Chi square test indicates that there is a significant difference between age group and selection of refrigerator brands.

$H0_{14}$: There is no significant difference between age group and selection of television brands.

Table-5.40: Cross Tabulation of Age Group and Television Brands

Age Group	Television Brands						Total
	Samsung	Philips	LG	Sony	Panasonic	Others	
Below 20	44	9	32	9	4	0	98
21 to 35	224	45	174	51	18	1	513
36 to 50	149	35	140	41	14	2	381
51 to 65	72	17	64	16	7	0	176
Above 65	12	3	10	6	1	0	32
Total	501	109	420	123	44	3	1200

Interpretation: In table 5.40 the Age group of the research participants using Television is tabulated. It is observed that total 501 various age group respondents were using Samsung followed by 44 below 20 age, 224 between age 21 to 35, 149 between age 36 to 50, 72 between age 51 to 65, and 12 above 65 age group, total 109 various age group respondents were using Philips followed by 9 below 20 age, 45 between age 21 to 35, 35 between age 36 to 50, 17 between age 51 to 65, and 3 above 65 age group, total 420 various age group respondents were using LG followed by 32 below 20 age, 174 between age 21 to 35, 140 between age 36 to 50, 64 between age 51 to 65, and 10 above 65 age group, total 123 various age group respondents were using Sony followed by 9 below 20 age, 51 between age 21 to 35, 41 between age 36 to 50, 16 between age 51 to 65, and 6 above 65 age group, total 44 various age group respondents were using Panasonic followed by 4 below 20 age, 18 between age 21 to 35, 14 between age 36 to 50, 7 between age 51 to 65, and 1 above 65 age group, total 3 various age group respondents were using other

brands of Television followed by 0 below 20 age, 1 between age 21 to 35, 2 between age 36 to 50, 0 between age 51 to 65, and 0 above 65 age group.

Table-5.41: Chi-Square Test of Age Group and Television Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	7.367	20	.995

Interpretation: The significance value (p value) is 0.995 of Chi square test indicates that there is no significant difference between age group and selection of television brands.

$H0_{15}$: There is no significant difference between age group and selection of Two Wheelers brands.

Table-5.42: Cross Tabulation of Age Group and Two Wheelers Brands

Age Group	Two Wheelers Brands						Total
	Hero	Bajaj	Yamaha	TVS	Honda	Others	
Below 20	40	10	6	24	18	0	98
21 to 35	257	78	40	76	60	2	513
36 to 50	183	58	23	72	41	4	381
51 to 65	86	32	13	31	14	0	176
Above 65	11	6	4	8	2	1	32
Total	577	184	86	211	135	7	1200

Interpretation: In table 5.42 the Age group of the research participants using two wheeler is tabulated. It is observed that total 577 various age group respondents were using Hero followed by 40 below 20 age, 257 between age 21 to 35, 183 between age 36 to 50, 86 between age 51 to 65, and 11 above 65 age group, total 184 various age group respondents were using Bajaj followed by 10 below 20 age, 78 between age 21 to 35, 58 between age 36 to 50, 32 between age 51 to 65, and 6 above 65 age group, total 86 various age group respondents were using Yamaha followed by 6 below 20 age, 40 between age 21 to 35, 23 between age 36 to 50, 13 between age 51 to 65, and 4 above 65 age group, total 211 various age group respondents were using TVS followed by 24 below 20 age, 76 between age 21 to 35, 72 between age 36 to 50, 31 between age 51 to 65, and 8 above 65 age group, total 135 various age group respondents were using Honda followed by 18 below 20 age, 60 between age 21 to 35, 41 between age 36 to 50, 14 between age 51 to 65, and 2 above 65 age group, total 7 various age group respondents were using other brands of two wheeler followed by 0 below 20 age, 2 between age 21 to 35, 4 between age 36 to 50, 0 between age 51 to 65, and 1 above 65 age group

Table-5.43: Chi-Square Test of Age Group and Two Wheelers Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	28.199	20	.105

Interpretation: The significance value (p value) is 0.105 of Chi square test indicates that there is no significant difference between age group and selection of two wheelers brands.

$H0_{16}$: There is no significant difference between age group and selection of Mobile brands.

Table-5.44: Cross Tabulation of Age Group and Mobile Brands

Age Group	Mobile Brands						Total
	Samsung	Micromax	Intex	Nokia	Lenovo	Others	
Below 20	74	5	0	10	5	4	98
21 to 35	384	33	6	51	26	13	513
36 to 50	280	21	4	37	23	16	381
51 to 65	116	14	4	25	13	4	176
Above 65	21	2	0	5	2	2	32
Total	875	75	14	128	69	39	1200

Interpretation: In table 5.44 the Age group of the research participants using Mobile is tabulated. It is observed that total 875 various age group respondents were using Samsung followed by 74 below 20 age, 384 between age 21 to 35, 280 between age 36 to 50, 116 between age 51 to 65, and 21 above 65 age group, total 75 various age group respondents were using Micromax followed by 5 below 20 age, 33 between age 21 to 35, 21 between age 36 to 50, 14 between age 51 to 65, and 2 above 65 age group, total 14 various age group respondents were using Intex followed by 0 below 20 age, 6 between age 21 to 35, 4 between age 36 to 50, 4 between age 51 to 65, and 0 above 65 age group, total 128 various age group respondents were using Nokia followed by 10 below 20 age, 51 between age 21 to 35, 37 between age 36 to 50, 25 between age 51 to 65, and 5 above 65 age group, total 69 various age group respondents were using Lenovo followed by 5 below 20 age, 26 between age 21 to 35, 23 between age 36 to 50, 13 between age 51 to 65, and 2 above 65 age group, total 39 various age group respondents were using other brands of Mobile followed by 4 below 20 age, 13 between age 21 to 35, 16 between age 36 to 50, 4 between age 51 to 65, and 2 above 65 age group.

Table-5.45: Chi-Square Test of Age Group and Mobile Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	14.835	20	.786

Interpretation: The significance value (p value) is 0.786 of Chi square test indicates that there is no significant difference between age group and selection of mobile brands.

$H0_{17}$: There is no significant difference between marital status and selection of biscuits brands.

Table-5.46: Cross Tabulation of Marital Status and Biscuits Brands

Marital Status	Biscuits Brands						Total
	Parle	Britannia	Priya Gold	Windsor	Sun feast	Others	
Unmarried	157	78	22	17	25	5	304
Married	450	270	61	42	65	8	896
Total	607	348	83	59	90	13	1200

Interpretation: In table 5.46 the marital status of the research participants consuming Biscuits is tabulated. It is observed that total 607 unmarried and married respondents were consuming Parle followed by 157 unmarried and 450 married, total 348 respondents were consuming Britannia followed by 78 unmarried and 270 married, Total 83 respondents were consuming Priya Gold followed by 22 unmarried and 61 married, total 59 respondents were consuming Windsor followed by 17 unmarried and 42 married, total 90 respondents were consuming Sun feast followed by 25 unmarried and 65 married and total 13 respondents were consuming other brands followed by 5 unmarried person and 8 married person.

Table-5.47: Chi-Square Test of Marital Status and Biscuits Brands

	Value	Df	Sig. (2-sided)
Pearson Chi-Square	3.566	5	.613

Interpretation: The significance value (p value) is 0.613 of Chi square test indicates that there is no significant difference between marital status and selection of biscuit brands.

$H0_{18}$: There is no significant difference between marital status and selection of tea brands.

Table-5.48: Cross Tabulation of Marital Status and Tea Brands

Marital Status	Tea Brands						Total
	Tata	Waghbakri	C. Somabhai	Jivraj	Pataka	Others	
Unmarried	117	142	10	20	10	5	304
Married	311	458	61	41	25	0	896
Total	428	600	71	61	35	5	1200

Interpretation: In table 5.48 the marital status of the research participants consuming Tea brands is tabulated. It is observed that total 428 unmarried and married respondents were consuming Tata Tea followed by 117 unmarried and 311 married, total 600 respondents were consuming Waghbakri followed by 142 unmarried and 458 married, Total 71 respondents were consuming C. Somabhai tea followed by 10 unmarried and 61 married, total 61 respondents were consuming Jivraj followed by 20 unmarried and 41 married, total 35 respondents were consuming Pataka followed by 10 unmarried and 25 married and total 5 respondents were consuming other brands followed by 0 unmarried person and 5 married person.

Table-5.49: Chi-Square Test of Marital Status and Tea Brands

	Value	Df	Sig. (2-sided)
Pearson Chi-Square	23.261	5	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between marital status and selection of tea brands.

$H0_{19}$: There is no significant difference between marital status and selection of bathing soap brands.

Table-5.50: Cross Tabulation of Marital Status and Bathing Soap Brands

Marital Status	Bathing Soap Brands						Total
	Lux	Santoor	Lifebuoy	Pearls	Neem	Others	
Unmarried	142	58	48	33	11	12	304
Married	385	236	150	87	23	15	896
Total	527	294	198	120	34	27	1200

Interpretation: In table 5.50 the marital status of the research participants consuming Bathing soap is tabulated. It is observed that total 527 unmarried and married respondents were consuming Lux followed by 142 unmarried and 385 married, total 294 respondents were consuming Santoor followed by 58 unmarried and 236 married, Total 198 respondents were consuming Lifebuoy followed by 48 unmarried and 150 married, total 120 respondents were consuming Pears followed by 33 unmarried and 87 married, total 34 respondents were consuming Neem followed by 11 unmarried and 23 married and total 27 respondents were consuming other brands followed by 12 unmarried person and 15 married person.

Table-5.51: Chi-Square Test of Marital Status and Bathing Soap Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	12.129	5	.033

Interpretation: The significance value (p value) is 0.033 of Chi square test indicates that there is a significant difference between marital status and selection of bathing soap brands.

$H0_{20}$: There is no significant difference between marital status and selection of toothpaste brands.

Table-5.52: Cross Tabulation of Marital Status and toothpaste Brands

Marital Status	Toothpaste Brands						Total
	Colgate	Close Up	Babool	Dabur	Dantkanti	Others	
Unmarried	128	78	5	20	73	0	304
Married	464	178	36	59	154	5	896
Total	592	256	41	79	227	5	1200

Interpretation: In table 5.52 the marital status of the research participants consuming tooth paste brands is tabulated. It is observed that total 592 unmarried and married respondents were consuming Colgate followed by 128 unmarried and 464 married, total 256 respondents were consuming Close up followed by 78 unmarried and 178 married, Total 41 respondents were consuming Babool followed by 5 unmarried and 36 married, total 79 respondents were consuming Dabur followed by 20 unmarried and 59 married, total 227 respondents were consuming Dant Kanti followed by 73 unmarried and 154 married and total 5 respondents were consuming other brands followed by 0 unmarried person and 5 married person.

Table-5.53: Chi-Square Test of Marital Status and Toothpaste Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	18.909	5	.002

Interpretation: The significance value (p value) is 0.002 of Chi square test indicates that there is a significant difference between marital status and selection of toothpaste brands.

$H0_{21}$: There is no significant difference between marital status and selection of refrigerator brands.

Table-5.54: Cross Tabulation of Marital Status and Refrigerator Brands

Marital Status	Refrigerator Brands						Total
	Samsung	Whirlpool	LG	Videocon	Godrej	Others	
Unmarried	164	29	93	5	8	5	304
Married	429	116	288	24	31	8	896
Total	593	145	381	29	39	13	1200

Interpretation: In table 5.54 the marital status of the research participants using Refrigerator is tabulated. It is observed that total 593 unmarried and married respondents were using Samsung followed by 164 unmarried and 429 married, total 145 respondents were using Whirlpool followed by 29 unmarried and 116 married, Total 381 respondents were using LG followed by 93 unmarried and 288 married, total 29 respondents were using Videocon followed by 5 unmarried and 24 married, total 39 respondents were using Godrej followed by 8 unmarried and 31 married and total 13 respondents were using other brands of refrigerator followed by 5 unmarried person and 8 married person.

Table-5.55: Chi-Square Test of Marital Status and Refrigerator Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	6.711	5	.243

Interpretation: The significance value (p value) is 0.243 of Chi square test indicates that there is no significant difference between marital status and selection of refrigerator brands.

$H0_{22}$: There is no significant difference between marital status and selection of television brands.

Table-5.56: Cross Tabulation of Marital Status and Television Brands

Marital Status	Television Brands						Total
	Samsung	Philips	LG	Sony	Panasonic	Others	
Unmarried	126	26	103	34	14	1	304
Married	375	83	317	89	30	2	896
Total	501	109	420	123	44	3	1200

Interpretation: In table 5.56 the marital status of the research participants using Television brands is tabulated. It is observed that total 501 unmarried and

married respondents were using Samsung followed by 126 unmarried and 375 married, total 109 respondents were using Philips followed by 26 unmarried and 83 married, Total 420 respondents were using LG followed by 103 unmarried and 317 married, total 123 respondents were using Sony followed by 34 unmarried and 89 married, total 44 respondents were using Godrej followed by 14 unmarried and 30 married and total 3 respondents were using other brands of refrigerator followed by 1 unmarried person and 2 married person.

Table-5.57: Chi-Square Test of Marital Status and Television Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	1.707	5	.888

Interpretation: The significance value (p value) is 0.888 of Chi square test indicates that there is no significance difference between marital status and selection of television brands.

$H0_{23}$: There is no significant difference between marital status and selection of two wheelers brands.

Table-5.58: Cross Tabulation of Marital Status and two wheelers Brands

Marital Status	Two Wheelers Brands						Total
	Hero	Bajaj	Yamaha	TVS	Honda	Others	
Unmarried	129	39	21	62	51	2	304
Married	448	145	65	149	84	5	896
Total	577	184	86	211	135	7	1200

Interpretation: In table 5.58 the marital status of the research participants using two wheeler brands is tabulated. It is observed that total 577 unmarried and married respondents were using Hero followed by 129 unmarried and 448 married, total 184 respondents were using Bajaj followed by 34 unmarried and 145 married, Total 86 respondents were using Yamaha followed by 21 unmarried and 65 married, total 211 respondents were using TVS followed by 62 unmarried and 149 married, total 135 respondents were using Honda followed by 51 unmarried and 84 married and total 7 respondents were using other brands of two wheeler followed by 2 unmarried person and 5 married person.

Table-5.59: Chi-Square Test of Marital Status and Two Wheelers Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	17.327	5	.004

Interpretation: The significance value (p value) is 0.004 of Chi square test indicates that there is a significant difference between marital status and selection of two wheelers brands.

$H0_{24}$: There is no significant difference between marital status and selection of mobile brands.

Table-5.60: Cross Tabulation of Marital Status and Mobile Brands

Marital Status	Mobile Brands						Total
	Samsung	Micromax	Intex	Nokia	Lenovo	Others	
Unmarried	224	16	2	36	15	11	304
Married	651	59	12	92	54	28	896
Total	875	75	14	128	69	39	1200

Interpretation: In table 5.60 the marital status of the research participants using Mobile brands is tabulated. It is observed that total 875 unmarried and married respondents were using Samsung followed by 224 unmarried and 651 married, total 75 respondents were using Micromax followed by 16 unmarried and 59 married, Total 14 respondents were using Intex followed by 2unmarried and 12 married, total 128 respondents were using Nokia followed by 36 unmarried and 92 married, total 69 respondents were using Lenovo followed by 15 unmarried and 54 married and total 39 respondents were using other brands of Mobile followed by 11 unmarried person and 28 married person.

Table-5.61: Chi-Square Test of Marital Status and Mobile Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	2.739	5	.740

Interpretation: The significance value (p value) is 0.740 of Chi square test indicates that there is no significant difference between marital status and selection of mobile brands.

$H0_{25}$: There is no significant difference between family type and selection of biscuit brands.

Table-5.62: Cross Tabulation of Family Type and Biscuit Brands

Family Type	Biscuits Brands						Total
	Parle	Britannia	Priya Gold	Windsor	Sun feast	Others	
Joint	311	189	43	33	36	8	620
Nuclear	296	159	40	26	54	5	580
Total	607	348	83	59	90	13	1200

Interpretation: In table 5.62 the family types of the research participants consuming Biscuits brands is tabulated. It is observed that total 607 joint and nuclear family respondents were consuming Parle followed by 311 joint family and 296 nuclear family, total 348 respondents were consuming Britannia followed by 189 joint family and 159 nuclear family, Total 83 respondents were consuming Priya Gold followed by 43 joint family and 40 nuclear family, total 59 respondents were consuming Windsor followed by 33 joint family and 26 nuclear family, total 90 respondents were consuming Sun feast followed by 36 joint family and 54 nuclear family and total 13 respondents were consuming other brands of biscuit followed by 8 joint family and 5 nuclear family.

Table-5.63: Chi-Square Test of Family Type and Biscuit Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	6.862	5	.231

Interpretation: The significance value (p value) is 0.231 of Chi square test indicates that there is no significant difference between family type and biscuit brands.

$H0_{26}$: There is no significant difference between family type and selection of tea brands.

Table-5.64: Cross Tabulation of Family Type and Tea Brands

Family Type	Tea Brands						Total
	Tata	Waghbakri	C. Somabhai	Jivraj	Pataka	Others	
Joint	197	332	35	32	21	3	620
Nuclear	231	268	36	29	14	2	580
Total	428	600	71	61	35	5	1200

Interpretation: In table 5.64 the family types of the research participants consuming Tea brands is tabulated. It is observed that total 428 joint and nuclear family respondents were consuming Tata tea followed by 197 joint family and 231 nuclear family, total 600 respondents were consuming Waghbakri followed by 332 joint family and 268 nuclear family, Total 71 respondents were consuming C. Somabhai followed by 35 joint family and 36 nuclear family, total 61 respondents were consuming Jivraj followed by 32 joint family and 29 nuclear family, total 35 respondents were consuming Pataka followed by 21 joint family and 14 nuclear family and total 5 respondents were consuming other brands of tea followed by 3 joint family and 2 nuclear family.

Table-5.65: Chi-Square Test of Family Type and Tea Brands

	Value	**df**	**Sig. (2-sided)**
Pearson Chi-Square	9.967	5	.076

Interpretation: The significance value (p value) is 0.076 of Chi square test indicates that there is no significant difference between family type and tea brands

$H0_{27}$: There is no significant difference between family type and selection of bathing soap brands.

Table-5.66: Cross Tabulation of Family Type and Bathing Soap Brands

Family Type	**Bathing Soap Brands**						**Total**
	Lux	**Santoor**	**Lifebuoy**	**Pears**	**Neem**	**Others**	
Joint	260	161	112	58	14	15	620
Nuclear	267	133	86	62	20	12	580
Total	527	294	198	120	34	27	1200

Interpretation: In table 5.66 the family types of the research participants consuming Bathing Soap is tabulated. It is observed that total 527 joint and nuclear family respondents were consuming Lux followed by 260 joint family and 267 nuclear family, total 294 respondents were consuming Santoor followed by 161 joint family and 133 nuclear family, Total 198 respondents were consuming Lifebuoy followed by 112 joint family and 86 nuclear family, total 120 respondents were consuming Pears followed by 58 joint family and 62 nuclear family, total 34 respondents were consuming Neem followed by 14 joint

family and 20 nuclear family and total 27 respondents were consuming other brands of bathing soap followed by 15 joint family and 12 nuclear family.

Table-5.67: Chi-Square Test of Family Type and Bathing Soap Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	6.373	5	.272

Interpretation: The significance value (p value) is 0.272 of Chi square test indicates that there is no significant difference between family type and bathing soap brands.

$H0_{28}$: There is no significant difference between family type and selection of toothpaste brands.

Table-5.68: Cross Tabulation of Family Type and Toothpaste Brands

Family Type	Toothpaste Brands						Total
	Colgate	Close Up	Babool	Dabur	Dantkanti	Others	
Joint	289	147	19	41	122	2	620
Nuclear	303	109	22	38	105	3	580
Total	592	256	41	79	227	5	1200

Interpretation: In table 5.68 the family types of the research participants consuming toothpaste brands is tabulated. It is observed that total 592 joint and nuclear family respondents were consuming Colgate followed by 289 joint family and 303 nuclear family, total 256 respondents were consuming Close Up followed by 147 joint family and 109 nuclear family, Total 41 respondents were consuming Babool followed by 19 joint family and 22 nuclear family, total 79 respondents were consuming Dabur followed by 41 joint family and 38 nuclear family, total 227 respondents were consuming Dant Kanti followed by 122 joint family and 105 nuclear family and total 5 respondents were consuming other brands of tooth paste followed by 2 joint family and 3 nuclear family.

Table-5.69: Chi-Square Test of Family Type and Toothpaste Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	6.452	5	.265

Interpretation: The significance value (p value) is 0.265 of Chi square test indicates that there is no significant difference between family type and toothpaste brands.

$H0_{29}$: There is no significant difference between family type and selection of refrigerator brands.

Table-5.70: Cross Tabulation of Family Type and Refrigerator Brands

Family Type	Refrigerator Brands						Total
	Samsung	Whirlpool	LG	Videocon	Godrej	Others	
Joint	306	68	205	14	20	7	620
Nuclear	287	77	176	15	19	6	580
Total	593	145	381	29	39	13	1200

Interpretation: In table 5.70 the family types of the research participants using refrigerator brands is tabulated. It is observed that total 593 joint and nuclear family respondents were using Samsung followed by 306 joint family and 287 nuclear family, total 145 respondents were using Whirlpool followed by 68 joint family and 77 nuclear family, Total 381 respondents were using LG followed by 205 joint family and 176 nuclear family, total 29 respondents were using Videocon followed by 14 joint family and 15 nuclear family, total 39 respondents were using Godrej followed by 20 joint family and 19 nuclear family and total 13 respondents were using other brands of refrigerator followed by 7 joint family and 6 nuclear family.

Table-5.71: Chi-Square Test of Family Type and Refrigerator Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	2.181	5	.824

Interpretation: The significance value (p value) is 0.824 of Chi square test indicates that there is no significant difference between family type and refrigerator brands

$H0_{30}$: There is no significant difference between family type and selection of television brands.

Table-5.72: Cross Tabulation of Family Type and Television Brands

Family Type	Television Brands						Total
	Samsung	Philips	LG	Sony	Panasonic	Others	
Joint	243	62	213	74	26	2	620
Nuclear	258	47	207	49	18	1	580
Total	501	109	420	123	44	3	1200

Interpretation: In table 5.72 the family types of the research participants using television brands is tabulated. It is observed that total 5013 joint and nuclear family respondents were using Samsung followed by 243 joint family and 258 nuclear family, total 109 respondents were using Philips followed by 62 joint family and 47 nuclear family, Total 420 respondents were using LG followed by 213 joint family and 207 nuclear family, total 123 respondents were using Sony followed by 74 joint family and 49 nuclear family, total 44 respondents were using Panasonic followed by 26 joint family and 18 nuclear family and total 3 respondents were using other brands of television followed by 2 joint family and 1 nuclear family.

Table-5.73: Chi-Square Test of Family Type and Television Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	8.144	5	.148

Interpretation: The significance value (p value) is 0.148 of Chi square test indicates that there is no significant difference between family type and television brands

$H0_{31}$: There is no significant difference between family type and selection of two wheelers brands.

Table-5.74: Cross Tabulation of Family Type and Two Wheelers Brands

Family Type	Two Wheelers Brands						Total
	Hero	Bajaj	Yamaha	TVS	Honda	Others	
Joint	286	93	38	125	72	6	620
Nuclear	291	91	48	86	63	1	580
Total	577	184	86	211	135	7	1200

Interpretation: In table 5.74 the family types of the research participants using two wheeler brands is tabulated. It is observed that total 577 joint and nuclear

family respondents were using Hero followed by 286 joint family and 291 nuclear family, total 184 respondents were using Bajaj followed by 93 joint family and 91 nuclear family, Total 86 respondents were using Yamaha followed by 38 joint family and 48 nuclear family, total 211 respondents were using TVS followed by 125 joint family and 86 nuclear family, total 135 respondents were using Honda followed by 72 joint family and 63 nuclear family and total 7 respondents were using other brands of two wheeler followed by 6 joint family and 1nuclear family.

Table-5.75: Chi-Square Test of Family Type and Two Wheelers Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	11.287	5	.046

Interpretation: The significance value (p value) is 0.046 of Chi square test indicates that there is a significant difference between family type and two wheelers brands.

$H0_{32}$: There is no significant difference between family type and selection of mobile brands.

Table-5.76: Cross Tabulation of Family Type and Mobile Brands

Family Type	Mobile Brands						Total
	Samsung	Micromax	Intex	Nokia	Lenovo	Others	
Joint	433	37	7	84	40	19	620
Nuclear	442	38	7	44	29	20	580
Total	875	75	14	128	69	39	1200

Interpretation: In table 5.76 the family types of the research participants using Mobile brands is tabulated. It is observed that total 875 joint and nuclear family respondents were using Samsung followed by 433 joint family and 442 nuclear family, total 75 respondents were using Micromax followed by 37 joint family and 38 nuclear family, Total 14 respondents were using Intex followed by 7 joint family and 7 nuclear family, total 128 respondents were using Nokia followed by 84 joint family and 44 nuclear family, total 69 respondents were using Lenovo followed by 40 joint family and 29 nuclear family and total 39

respondents were using other brands of Mobile followed by 19 joint family and 20 nuclear family.

Table-5.77: Chi-Square Test of Family Type and Mobile Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	13.066	5	.023

Interpretation: The significance value (p value) is 0.023 of Chi square test indicates that there is a significant difference between family type and mobile brands.

$H0_{33}$: There is no significant difference between education qualification and selection of biscuit brands.

Table-5.78: Cross Tabulation of Qualification and Biscuit Brands.

Education Qualification	Biscuit Brands						Total
	Parle	Britannia	Priya Gold	Windsor	Sunfeast	Others	
Primary	25	6	5	4	1	0	41
Secondary	122	59	22	14	22	1	240
Graduation	165	116	15	12	24	5	337
Post-Graduation	168	78	20	20	16	2	304
Diploma	68	56	11	6	12	3	156
Professional	59	33	10	3	15	2	122
Total	607	348	83	59	90	13	1200

Interpretation: In table 5.78 the qualification of the research participants consuming Biscuits brands is tabulated. It is observed that total 607 Primary, Secondary, Graduation, Post-Graduation, Diploma, Professional qualified respondents were consuming Parle followed by 25 Primary, 122 Secondary, 165 Graduate, 168 Post-graduate, 68 Diploma and 59 Professional, total 348 respondents were consuming Britannia followed by 6 Primary, 59 Secondary, 116 Graduate, 78 Post-graduate, 56 Diploma and 33 Professional, Total 83 respondents were consuming Priya Gold followed by 5 Primary, 22 Secondary, 15 Graduate, 20 Post-graduate, 11 Diploma and 10 Professional, total 59 respondents were consuming Windsor followed by 4 Primary, 14 Secondary, 12 Graduate, 20 Post-graduate, 6 Diploma and 3 Professional, total 90 respondents were consuming Sunfeast followed by 1 Primary, 22 Secondary, 24 Graduate, 16 Post-graduate, 12

Diploma and 15 Professional, and total 13 respondents were consuming other brands followed by 0 Primary, 1 Secondary, 5 Graduate, 2 Post-graduate, 3 Diploma and 2 Professional.

Table-5.79: Chi-Square Test of Qualification and Biscuit Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	41.671	25	.019

Interpretation: The significance value (p value) is 0.019 of Chi square test indicates that there is a significant difference between education qualification and selection of biscuit brands.

$H0_{34}$: There is no significant difference between education qualification and selection of tea brands.

Table-5.80: Cross Tabulation of Qualification and Tea Brands.

Education Qualification	Tea Brands						Total
	Tata	Waghbakri	C. Somabhai	Jivraj	Pataka	Others	
Primary	5	28	3	3	1	1	41
Secondary	52	143	19	17	9	0	240
Graduation	124	176	16	12	7	2	337
Post-Graduation	108	153	16	16	10	1	304
Diploma	78	54	12	8	4	0	156
Professional	61	46	5	5	4	1	122
Total	428	600	71	61	35	5	1200

Interpretation: In table 5.80 the qualification of the research participants consuming Tea brands is tabulated. It is observed that total 428 Primary, Secondary, Graduation, Post-Graduation, Diploma and Professional qualified respondents were consuming Tata Tea followed by 5 Primary, 52 Secondary, 124 Graduate, 108 Post-graduate, 78 Diploma and 61 Professional, total 600 respondents were consuming Waghbakri followed by 28 Primary, 143 Secondary, 176 Graduate, 153 Post-graduate, 54 Diploma and 46 Professional, Total 71 respondents were consuming C. Somabhai followed by 3 Primary, 17 Secondary, 12 Graduate, 16 Post-graduate, 8 Diploma and 5 Professional, total 61 respondents were consuming Jivraj followed by 3 Primary, 17 Secondary, 12 Graduate, 16 Post-graduate, 8 Diploma and 5 Professional, total 35 respondents were consuming Pataka Tea followed by 1 Primary, 9 Secondary, 7 Graduate, 10 Post-graduate, 4 Diploma and 4 Professional and total 5 respondents were consuming other brands

of Tea followed by 1 Primary, 0 Secondary, 2 Graduate, 1 Post-graduate, 0 Diploma and 1 Professional.

Table-5.81: Chi-Square Test of Qualification and Tea Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	70.715	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between education qualification and selection of tea brands.

$H0_{35}$: There is no significant difference between education qualification and selection of bathing soap brands.

Table-5.82: Cross Tabulation of Qualification and Bathing Soap Brands.

Education Qualification	Bathing Soap Brands						Total
	Lux	Santoor	Lifebuoy	Pears	Neem	Others	
Primary	16	14	9	1	0	1	41
Secondary	117	62	36	16	5	4	240
Graduation	125	103	48	39	11	11	337
Post-Graduation	147	55	63	29	8	2	304
Diploma	78	33	19	16	3	7	156
Professional	44	27	23	19	7	2	122
Total	527	294	198	120	34	27	1200

Interpretation: In table 5.82 the qualification of the research participants consuming Bathing soap brands is tabulated. It is observed that total 527 Primary, Secondary, Graduation, Post-Graduation, Diploma, Professional qualified respondents were consuming Lux followed by 16 Primary, 117 Secondary, 125 Graduate, 147 Post-graduate, 78 Diploma and 44 Professional, total 294 respondents were consuming Santoor followed by 14 Primary, 62 Secondary, 103 Graduate, 55 Post-graduate, 33 Diploma and 27 Professional, Total 198 respondents were consuming Lifebuoy followed by 9 Primary, 36 Secondary, 48 Graduate, 63 Post-graduate, 19 Diploma and 23 Professional, total 120 respondents were consuming Pears followed by 1 Primary, 16 Secondary, 39 Graduate, 29 Post-graduate, 16 Diploma and 19 Professional, total 34 respondents were consuming Neem followed by 0 Primary, 5 Secondary, 11 Graduate, 8 Post-graduate, 3

Diploma and 7 Professional, and total 27 respondents were consuming other brands of bath soap followed by 1 Primary, 4 Secondary, 11 Graduate, 2 Post-graduate, 7 Diploma and 2 Professional.

Table-5.83: Chi-Square Test of Qualification and Bathing Soap Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	54.615	25	.001

Interpretation: The significance value (p value) is 0.001 of Chi square test indicates that there is a significant difference between education qualification and selection of bathing soap brands.

$H0_{36}$: There is no significant difference between education qualification and selection of toothpaste brands.

Table-5.84: Cross Tabulation of Qualification and Toothpaste Brands.

Education Qualification	Toothpaste Brands						Total
	Colgate	Close Up	Babool	Dabur	Dantkanti	Others	
Primary	20	10	5	4	2	0	41
Secondary	128	52	6	19	35	0	240
Graduation	174	83	13	17	47	3	337
Post-Graduation	144	65	7	21	67	0	304
Diploma	65	28	7	5	49	2	156
Professional	61	18	3	13	27	0	122
Total	592	256	41	79	227	5	1200

Interpretation: In table 5.84 the qualification of the research participants consuming toothpaste brands is tabulated. It is observed that total 592 Primary, Secondary, Graduation, Post-Graduation, Diploma, Professional qualified respondents were consuming Colgate followed by 20 Primary, 128 Secondary, 174 Graduate, 144 Post-graduate, 65 Diploma and 61 Professional, total 256 respondents were consuming Close up followed by 10 Primary, 52 Secondary, 83 Graduate, 65 Post-graduate, 28 Diploma and 18 Professional, Total 41 respondents were consuming Babool followed by 5 Primary, 6 Secondary, 13 Graduate, 20 Post-graduate, 11 Diploma and 10 Professional, total 79 respondents were consuming Dabur followed by 4 Primary, 19 Secondary, 17 Graduate, 21 Post-graduate, 5 Diploma and 13 Professional, total 227 respondents were consuming Dant Kanti followed by 2 Primary, 35 Secondary, 47 Graduate, 67 Post-graduate, 49 Diploma and 27 Professional, and total 5 respondents were consuming other brands of tooth

paste followed by 0 Primary, 0 Secondary, 3 Graduate, 0 Post-graduate, 2 Diploma and 0 Professional.

Table-5.85: Chi-Square Test of Qualification and Toothpaste Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	62.492	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between education qualification and selection of toothpaste brands.

$H0_{37}$: There is no significant difference between education qualification and selection of refrigerator brands.

Table-5.86: Cross Tabulation of Qualification and Refrigerator Brands.

Education Qualification	Refrigerator Brands						Total
	Samsung	Whirlpool	LG	Videocon	Godrej	Others	
Primary	22	5	11	1	2	0	41
Secondary	107	47	72	7	7	0	240
Graduation	176	45	92	12	8	4	337
Post-Graduation	152	28	102	5	14	3	304
Diploma	78	11	60	3	1	3	156
Professional	58	9	44	1	7	3	122
Total	593	145	381	29	39	13	1200

Interpretation: In table 5.86 the qualification of the research participants using refrigerator brands is tabulated. It is observed that total 593 Primary, Secondary, Graduation, Post-Graduation, Diploma, Professional qualified respondents were using Samsung followed by 22 Primary, 107 Secondary, 176 Graduate, 152 Post-graduate, 78 Diploma and 58 Professional, total 145 respondents were using whirlpool up followed by 5 Primary, 47 Secondary, 45 Graduate, 28 Post-graduate, 11 Diploma and 9 Professional, Total 381 respondents were using LG followed by 11Primary, 72 Secondary, 92 Graduate, 102 Post-graduate, 60 Diploma and 44 Professional, total 29 respondents were using Videocon followed by 1 Primary, 7 Secondary, 12 Graduate, 5 Post-graduate, 3 Diploma and 1 Professional, total 39 respondents were using Godrej followed by 2 Primary, 7 Secondary, 8 Graduate, 14 Post-graduate, 1 Diploma and 7 Professional, and total 13 respondents were using other brands of refrigerator followed by 0 Primary, 0 Secondary, 4 Graduate, 3 Post-graduate, 3 Diploma and 3 Professional.

Table-5.87: Chi-Square Test of Qualification and Refrigerator Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	46.070	25	.006

Interpretation: The significance value (p value) is 0.006 of Chi square test indicates that there is a significant difference between education qualification and selection of refrigerator brands.

$H0_{38}$: There is no significant difference between education qualification and selection of television brands.

Table-5.88: Cross Tabulation of Qualification and Television Brands.

Education Qualification	Television Brands						Total
	Samsung	Philips	LG	Sony	Panasonic	Others	
Primary	16	6	11	4	4	0	41
Secondary	79	29	83	38	11	0	240
Graduation	153	39	106	27	10	2	337
Post-Graduation	139	16	108	31	10	0	304
Diploma	61	10	66	11	7	1	156
Professional	53	9	46	12	2	0	122
Total	501	109	420	123	44	3	1200

Interpretation: In table 5.88 the qualification of the research participants using television brands is tabulated. It is observed that total 501 Primary, Secondary, Graduation, Post-Graduation, Diploma, Professional qualified respondents were using Samsung followed by 16 Primary, 79 Secondary, 153 Graduate, 139 Post-graduate, 61 Diploma and 53 Professional, total 109 respondents were using Philips followed by 6 Primary, 29 Secondary, 39 Graduate, 16 Post-graduate, 10 Diploma and 9 Professional, Total 420 respondents were using LG followed by 11 Primary, 83 Secondary, 106 Graduate, 108 Post-graduate, 66 Diploma and 46 Professional, total 123 respondents were using Sony followed by 4 Primary, 38 Secondary, 27 Graduate, 31 Post-graduate, 11 Diploma and 12 Professional, total 44 respondents were using Panasonic followed by 4 Primary, 11 Secondary, 10 Graduate, 10 Post-graduate, 7 Diploma and 2 Professional, and total 3 respondents were using other brands of refrigerator followed by 0 Primary, 0 Secondary, 2 Graduate, 0 Post-graduate, 1 Diploma and 0 Professional.

Table-5.89: Chi-Square Test of Qualification and Television Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	46.128	25	.006

Interpretation: The significance value (p value) is 0.006 of Chi square test indicates that there is a significant difference between education qualification and selection of television brands.

$H0_{39}$: There is no significant difference between education qualification and selection of two wheelers brands.

Table-5.90: Cross Tabulation of Qualification and Two Wheelers Brands.

Education Qualification	Two Wheelers Brands						Total
	Hero	Bajaj	Yamaha	TVS	Honda	Others	
Primary	15	12	3	8	3	0	41
Secondary	102	39	20	55	21	3	240
Graduation	163	60	23	54	36	1	337
Post-Graduation	163	39	22	50	28	2	304
Diploma	74	20	6	31	25	0	156
Professional	60	14	12	13	22	1	122
Total	577	184	86	211	135	7	1200

Interpretation: In table 5.90 the qualification of the research participants using two wheeler brands is tabulated. It is observed that total 577 Primary, Secondary, Graduation, Post-Graduation, Diploma, Professional qualified respondents were using Hero followed by 15 Primary, 102 Secondary, 163 Graduate, 163 Post-graduate, 74 Diploma and 60 Professional, total 184 respondents were using Bajaj up followed by 12 Primary, 39 Secondary, 60 Graduate, 39 Post-graduate, 20 Diploma and 14 Professional, Total 86 respondents were using Yamaha followed by 3 Primary, 20 Secondary, 23 Graduate, 22 Post-graduate, 6 Diploma and 12 Professional, total 211 respondents were using TVS followed by 8 Primary, 55 Secondary, 54 Graduate, 50 Post-graduate, 31 Diploma and 13 Professional, total 135 respondents were using Honda followed by 3 Primary, 21 Secondary, 36 Graduate, 28 Post-graduate, 25 Diploma and 22 Professional, and total 7 respondents were using other brands of two wheeler followed by 0 Primary, 3 Secondary, 1Graduate, 2 Post-graduate, 0 Diploma and 1 Professional.

Table-5.91: Chi-Square Test of Qualification and Two Wheelers Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	41.853	25	.019

Interpretation: The significance value (p value) is 0.019 of Chi square test indicates that there is a significant difference between education qualification and selection of two wheelers brands.

$H0_{40}$: There is no significant difference between education qualification and selection of mobile brands.

Table-5.92: Cross Tabulation of Qualification and Mobile Brands.

Education Qualification	Mobile Brands						Total
	Samsung	Micromax	Intex	Nokia	Lenovo	Others	
Primary	22	2	0	14	2	1	41
Secondary	150	26	3	37	18	6	240
Graduation	259	19	4	20	24	11	337
Post-Graduation	227	16	5	36	12	8	304
Diploma	121	9	1	10	7	8	156
Professional	96	3	1	11	6	5	122
Total	875	75	14	128	69	39	1200

Interpretation: In table 5.92 the qualification of the research participants using mobile brands is tabulated. It is observed that total 875 Primary, Secondary, Graduation, Post-Graduation, Diploma, Professional qualified respondents were using Samsung followed by 22 Primary, 150 Secondary, 259 Graduate, 227 Post-graduate, 121 Diploma and 96 Professional, total 75 respondents were using Micromax followed by 2 Primary, 26 Secondary, 19 Graduate, 16 Post-graduate, 9 Diploma and 3 Professional, Total 14 respondents were using Intex followed by 0 Primary, 3 Secondary, 4 Graduate, 5 Post-graduate, 1 Diploma and 1 Professional, total 128 respondents were using Nokia followed by 14 Primary, 37 Secondary, 20 Graduate, 36 Post-graduate, 10 Diploma and 11 Professional, total 69 respondents were using Lenovo followed by 2 Primary, 18 Secondary, 24 Graduate, 12 Post-graduate, 7 Diploma and 6 Professional, and total 39 respondents were using other brands of mobile followed by 1 Primary, 6 Secondary, 11 Graduate, 8 Post-graduate, 8 Diploma and 5 Professional.

Table-5.93: Chi-Square Test of Qualification and Mobile Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	65.083	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between education qualification and selection of mobile brands.

$H0_{41}$: There is no significant difference between occupation and selection of biscuits brands.

Table-5.94: Cross Tabulation of Occupation and Biscuit Brands

Occupation	Biscuit Brands						Total
	Parle	Britannia	Priya Gold	Windsor	Sunfeast	Others	
Student	94	57	15	8	16	5	195
Employed	243	115	32	30	35	2	457
Self Employed	204	149	31	13	24	3	424
Others	66	27	5	8	15	3	124
Total	607	348	83	59	90	13	1200

Interpretation: In table 5.94 the occupation of the research participants consuming Biscuits is tabulated. It is observed that total 607 Student, Employed, Self Employed and Other respondents were consuming Parle followed by 94 Student, 243 Employed, 204 Self Employed and 66 Others, total 348 respondents were consuming Britannia followed by 57 Student, 115 Employed, 149 Self Employed and 27 Others, Total 83 respondents were consuming Priya Gold followed by 15 Student, 32 Employed, 31 Self Employed and 5 Others, total 59 respondents were consuming Windsor followed by 8 Student, 30 Employed, 13 Self Employed and 8 Others, total 90 respondents were consuming Sunfeast followed by 16 Student, 35 Employed, 24 Self Employed and 15 Others and total 13 respondents were consuming other brands followed by 5 Student, 2 Employed, 3 Self Employed and 3 Others.

Table-5.95: Chi-Square Test of Occupation and Biscuit Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	33.525	15	.004

Interpretation: The significance value (p value) is 0.004 of Chi square test indicates that there is a significant difference between occupation and biscuit brands.

$H0_{42}$: There is no significant difference between occupation and selection of tea brands.

Table-5.96: Cross Tabulation of Occupation and Tea Brands

Occupation	Tea Brands						Total
	Tata	Waghbakri	C. Somabhai	Jivraj	Pataka	Others	
Student	88	79	6	14	4	4	195
Employed	162	225	29	23	17	1	457
Self Employed	131	238	32	16	7	0	424
Others	47	58	4	8	7	0	124
Total	428	600	71	61	35	5	1200

Interpretation: In table 5.96 the occupation of the research participants consuming Tata tea is tabulated. It is observed that total 428 Student, Employed, Self Employed and Other respondents were consuming Tata tea followed by 88 Student, 162 Employed, 131 Self Employed and 47 Others, total 600 respondents were consuming Waghbakri followed by 79 Student, 225 Employed, 238 Self Employed and 28 Others, Total 71 respondents were consuming C.Somabhai followed by 6 Student, 29 Employed, 32 Self Employed and 4 Others, total 61 respondents were consuming Jivraj followed by 14 Student, 23 Employed, 16 Self Employed and 8 Others, total 35 respondents were consuming Pataka followed by 4 Student, 17 Employed, 7 Self Employed and 7 Others and total 5 respondents were consuming other brands followed by 4 Student, 1 Employed, 0 Self Employed and 0 Otherrs.

Table-5.97: Chi-Square Test of Occupation and Tea Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	46.811	15	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between occupation and tea brands.

$H0_{43}$: There is no significant difference between occupation and selection of bathing soap brands.

Table-5.98: Cross Tabulation of Occupation and Bathing Soap Brands

Occupation	Bathing Soap Brands						Total
	Lux	Santoor	Lifebuoy	Pears	Neem	Others	
Student	96	34	24	24	7	10	195
Employed	208	104	82	45	15	3	457
Self Employed	155	134	78	38	8	11	424
Others	68	22	14	13	4	3	124
Total	527	294	198	120	34	27	1200

Interpretation: In table 5.98 the occupation of the research participants consuming Bathing soap is tabulated. It is observed that total 527 Student, Employed, Self Employed and Other respondents were consuming Lux followed by 96 Student, 208 Employed, 155 Self Employed and 68 Others, total 294 respondents were consuming Santoor followed by 34 Student, 104 Employed, 134 Self Employed and 22 Others, Total 198 respondents were consuming Lifebuoy followed by 24 Student, 82 Employed, 78 Self Employed and 14 Others, total 120 respondents were consuming Pears followed by 24 Student, 45 Employed, 38 Self Employed and 13 Others, total 34 respondents were consuming Neem followed by 7 Student, 15 Employed, 8 Self Employed and 4 Others and total 27 respondents were consuming other brands of bathing soap followed by 10 Student, 3 Employed, 11 Self Employed and 3 Others.

Table-5.99: Chi-Square Test of Occupation and Bathing Soap Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	47.557	15	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between occupation and bathing soap brands.

$H0_{44}$: There is no significant difference between occupation and selection of toothpaste brands.

Table-5.100: Cross Tabulation of Occupation and Toothpaste Brands

Occupation	Toothpaste Brands						Total
	Colgate	Close Up	Babool	Dabur	Dantkanti	Others	
Student	81	46	2	14	52	0	195
Employed	229	96	17	32	83	0	457
Self Employed	219	91	19	25	65	5	424
Others	63	23	3	8	27	0	124
Total	592	256	41	79	227	5	1200

Interpretation: In table 5.100 the occupation of the research participants consuming toothpaste brands is tabulated. It is observed that total 592 Student, Employed, Self Employed and Other respondents were consuming Colgate followed by 81 Student, 229 Employed, 219 Self Employed and 63 Others, total 256 respondents were consuming Close up followed by 46 Student, 96 Employed, 91 Self Employed and 23 Others, Total 41 respondents were consuming Babool followed by 2 Student, 17 Employed, 19 Self Employed and 3 Others, total 79 respondents were consuming Dabur followed by 14 Student, 32 Employed, 25 Self Employed and 8 Others, total 227 respondents were consuming Dantkanti followed by 52 Student, 83 Employed, 65 Self Employed and 27 Others and total 5 respondents were consuming other brands of toothpaste followed by 0 Student, 0 Employed, 5 Self Employed and 0 Others.

Table-5.101: Chi-Square Test of Occupation and Toothpaste Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	28.502	15	.019

Interpretation: The significance value (p value) is 0.019 of Chi square test indicates that there is a significant difference between occupation and toothpaste brands.

$H0_{45}$: There is no significant difference between occupation and selection of refrigerator brands.

Table-5.102: Cross Tabulation of Occupation and Refrigerator Brands

Occupation	Refrigerator Brands						Total
	Samsung	Whirlpool	LG	Videocon	Godrej	Others	
Student	104	14	62	4	6	5	195
Employed	238	47	149	4	15	4	457
Self Employed	183	65	139	18	15	4	424
Others	68	19	31	3	3	0	124
Total	593	145	381	29	39	13	1200

Interpretation: In table 5.102 the occupation of the research participants using refrigerator brands is tabulated. It is observed that total 593 Student, Employed, Self Employed and Other respondents were using Samsung followed by 104 Student, 238 Employed, 183 Self Employed and 68 Others, total 145 respondents were using Whirlpool followed by 14 Student, 47 Employed, 65 Self Employed and 19 Others, Total 381 respondents were using LG followed by 62 Student, 149 Employed, 139 Self Employed and 31 Others, total 29 respondents were using Videocon followed by 4 Student, 4 Employed, 18 Self Employed and 3 Others, total 39 respondents were using Godrej followed by 6 Student, 15 Employed, 15 Self Employed and 3 Others and total 13 respondents were using other brands of refrigerator followed by 5 Student, 4 Employed, 4 Self Employed and 0 Others.

Table-5.103: Chi-Square Test of Occupation and Refrigerator Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	33.672	15	.004

Interpretation: The significance value (p value) is 0.004 of Chi square test indicates that there is a significant difference between occupation and refrigerator brands.

$H0_{46}$: There is no significant difference between occupation and selection of television brands.

Table-5.104: Cross Tabulation of Occupation and Television Brands

Occupation	Television Brands						Total
	Samsung	Philips	LG	Sony	Panasonic	Others	
Student	83	19	63	24	5	1	195
Employed	207	35	163	32	20	0	457
Self Employed	147	43	156	60	16	2	424
Others	64	12	38	7	3	0	124
Total	501	109	420	123	44	3	1200

Interpretation: In table 5.104 the occupation of the research participants using television brands is tabulated. It is observed that total 501 Student, Employed, Self Employed and Other respondents were using Samsung followed by 83 Student, 207 Employed, 147 Self Employed and 64 Others, total 109 respondents were using Philips followed by 19 Student, 35 Employed, 43 Self Employed and 12 Others, Total 420 respondents were using LG followed by 63 Student, 163 Employed, 156 Self Employed and 38 Others, total 123 respondents were using Sony followed by 24 Student, 32 Employed, 60 Self Employed and 7 Others, total 44 respondents were using Panasonic followed by 5 Student, 20 Employed, 16 Self Employed and 3 Others and total 3 respondents were using other brands of television followed by 1 Student, 0 Employed, 2 Self Employed and 0 Others.

Table-5.105: Chi-Square Test of Occupation and Television Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	31.603	15	.007

Interpretation: The significance value (p value) is 0.007 of Chi square test indicates that there is a significant difference between occupation and television brands.

$H0_{47}$: There is no significant difference between occupation and selection of two wheelers brands.

Table-5.106: Cross Tabulation of Occupation and Two Wheelers Brands

Occupation	Two Wheelers Brands						Total
	Hero	Bajaj	Yamaha	TVS	Honda	Others	
Student	76	28	7	45	38	1	195
Employed	243	62	32	67	52	1	457
Self Employed	191	76	38	82	35	2	424
Others	67	18	9	17	10	3	124
Total	577	184	86	211	135	7	1200

Interpretation: In table 5.106 the occupation of the research participants using two wheeler brands is tabulated. It is observed that total 577 Student, Employed, Self Employed and Other respondents were using Hero followed by 76 Student, 243 Employed, 191 Self Employed and 67 Others, total 184 respondents were using Bajaj followed by 28 Student, 62 Employed, 76 Self Employed and 18 Others, Total 86 respondents were using Yamaha followed by 7 Student, 32 Employed, 38 Self Employed and 9 Others, total 211 respondents were using TVS followed by 45 Student, 67 Employed, 82 Self Employed and 17 Others, total 135 respondents were using Honda followed by 38 Student, 52 Employed, 35 Self Employed and 10 Others and total 7 respondents were using other brands of two wheeler followed by 1 Student, 1 Employed, 2 Self Employed and 3 Others.

Table-5.107: Chi-Square Test of Occupation and Two Wheelers Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	47.871	15	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between occupation and two wheelers brands.

$H0_{48}$: There is no significant difference between occupation and selection of mobile brands.

Table-5.108: Cross Tabulation of Occupation and Mobile Brands

Occupation	Mobile Brands						Total
	Samsung	Micromax	Intex	Nokia	Lenovo	Others	
Student	150	11	0	15	10	9	195
Employed	354	25	8	41	18	11	457
Self Employed	285	30	4	61	33	11	424
Others	86	9	2	11	8	8	124
Total	875	75	14	128	69	39	1200

Interpretation: In table 5.108 the occupation of the research participants using mobile brands is tabulated. It is observed that total 875 Student, Employed, Self Employed and Other respondents were using Samsung followed by 150 Student, 354 Employed, 285 Self Employed and 86 Others, total 75 respondents were using Micromax followed by 11 Student, 25 Employed, 30 Self Employed and 9 Others, Total 14 respondents were using Intex followed by 0 Student, 8 Employed, 4 Self Employed and 2 Others, total 128 respondents were using Nokia followed by 15 Student, 41 Employed, 61 Self Employed and 11 Others, total 69 respondents were using Lenovo followed by 10 Student, 18 Employed, 33 Self Employed and 8 Others and total 39 respondents were using other brands of mobile followed by 9 Student, 11 Employed, 11 Self Employed and 8 Others.

Table-5.109: Chi-Square Test of Occupation and Mobile Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	30.262	15	.011

Interpretation: The significance value (p value) is 0.011 of Chi square test indicates that there is a significant difference between occupation and mobile brands.

$H0_{49}$: There is no significant difference between monthly income and selection of biscuit brands.

Table-5.110: Cross Tabulation of Monthly Income and Biscuit Brands

Monthly Income	Biscuits Brands						Total
	Parle	Britannia	Priya Gold	Windsor	Sunfeast	Others	
Below ₹ 10000	68	40	5	1	7	0	121
₹ 10001 to ₹ 30000	121	46	11	11	5	0	194
₹ 30001 to ₹ 60000	159	112	28	14	35	5	353
₹ 60001 to ₹ 90000	184	126	33	20	35	5	403
₹ 90001 to ₹ 120000	24	13	2	11	4	1	55
Above ₹ 120000	51	11	4	2	4	2	74
Total	607	348	83	59	90	13	1200

Interpretation: In table 5.110 the monthly income of the research participants consuming Biscuits is tabulated. It is observed that total 607 having monthly income Below ₹10000, ₹10001 to ₹30000, ₹30001 to ₹60000, ₹60001 to ₹90000, ₹90001 to ₹120000 and above ₹120000 respondents were consuming Parle followed by 68 respondent below ₹10000, 121 respondent ₹10001 to ₹30000, 159 respondent ₹30001 to ₹60000, 184 respondents ₹60001 to ₹90000, 24 respondent ₹90001 to ₹120000 and 51 respondent above ₹120000, total 348 having monthly income in the given range respondents were consuming Britannia followed by 40 respondent Below ₹10000, 46 respondent ₹10001 to ₹30000, 112 respondent ₹ 30001 to ₹60000, 126 respondents ₹60001 to ₹90000, 13 respondent ₹90001 to ₹120000 and 11 respondent above ₹120000, total 83 having monthly income in the given range respondents were consuming Priya gold followed by 5 respondent Below ₹10000, 11 respondent ₹10001 to ₹30000, 28 respondent ₹30001 to ₹ 60000, 33 respondents ₹60001 to ₹90000, 2 respondent ₹90001 to ₹120000 and 4 respondent above ₹120000, total 59 having monthly income in the given range respondents were consuming Windsor followed by 1 respondent Below ₹10000, 11 respondent ₹10001 to ₹30000, 14 respondent ₹30001 to ₹60000, 20 respondents ₹60001 to ₹90000, 11 respondent ₹90001 to ₹120000 and 2 respondent above ₹120000, total 90 having monthly income in the given range respondents were consuming Sun feast followed by 7 respondent below ₹10000, 5 respondent ₹10001

to ₹30000, 35 respondent ₹30001 to ₹60000, 35 respondents ₹60001 to ₹90000, 4 respondent ₹90001 to ₹120000 and 4 respondent above ₹ 120000 and total 13 having monthly income in the given range respondents were consuming other brands of biscuit followed by 0 respondent below ₹10000, 0 respondent ₹10001 to ₹30000, 5 respondent ₹30001 to ₹60000, 5 respondents ₹ 60001 to ₹90000, 1 respondent ₹90001 to ₹120000 and 2 respondent above ₹ 120000.

Table-5.111: Chi-Square Test of Monthly Income and Biscuit Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	77.574	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between monthly income and selection of biscuit brands.

$H0_{50}$: There is no significant difference between monthly income and selection of tea brands.

Table-5.112: Cross Tabulation of Monthly Income and Tea Brands

Monthly Income	Tea Brands						Total
	Tata	Waghbakri	C. Somabhai	Jivraj	Pataka	Others	
Below ₹ 10000	14	92	9	4	2	0	121
₹ 10001 to ₹ 30000	43	129	13	7	2	0	194
₹ 30001 to ₹ 60000	156	136	20	22	18	1	353
₹ 60001 to ₹ 90000	177	173	23	19	10	1	403
₹ 90001 to ₹ 120000	15	28	3	6	1	2	55
Above ₹ 120000	23	42	3	3	2	1	74
Total	428	600	71	61	35	5	1200

Interpretation: In table 5.112 the monthly income of the research participants consuming Tea brands is tabulated. It is observed that total 428 having monthly income Below ₹ 10000, ₹ 10001 to ₹ 30000, ₹ 30001 to ₹ 60000, ₹ 60001 to ₹ 90000, ₹ 90001 to ₹ 120000 and Above ₹ 120000 respondents were consuming Tata tea followed by 14 respondent Below ₹ 10000, 43 respondent ₹ 10001 to ₹ 30000, 156 respondent ₹ 30001 to ₹ 60000, 177 respondents ₹

60001 to ₹ 90000, 15 respondent ₹ 90001 to ₹ 120000 and 23 respondent Above ₹ 120000, total 600 having monthly income in the given range respondents were consuming Waghbakri followed by 92 respondent Below ₹ 10000, 129 respondent ₹ 10001 to ₹ 30000, 136 respondent ₹ 30001 to ₹ 60000, 173 respondents ₹ 60001 to ₹ 90000, 28 respondent ₹ 90001 to ₹ 120000 and 42 respondent Above ₹ 120000, total 71 having monthly income in the given range respondents were consuming C. Somabhai followed by 9 respondent Below ₹ 10000, 13 respondent ₹ 10001 to ₹ 30000, 20 respondent ₹ 30001 to ₹ 60000, 23 respondents ₹ 60001 to ₹ 90000, 3 respondent ₹ 90001 to ₹ 120000 and 3 respondent Above ₹ 120000, total 61 having monthly income in the given range respondents were consuming Jivraj followed by 4 respondent Below ₹ 10000, 7 respondent ₹ 10001 to ₹ 30000, 22 respondent ₹ 30001 to ₹ 60000, 19 respondents ₹ 60001 to ₹ 90000, 6 respondent ₹ 90001 to ₹ 120000 and 3 respondent Above ₹ 120000, total 35 having monthly income in the given range respondents were consuming Pataka followed by 2 respondent Below ₹ 10000, 2 respondent ₹ 10001 to ₹ 30000, 18 respondent ₹ 30001 to ₹ 60000, 10 respondents ₹ 60001 to ₹ 90000, 1 respondent ₹ 90001 to ₹ 120000 and 2 respondent Above ₹ 120000, total 5 having monthly income in the given range respondents were consuming other brands of tea followed by 0 respondent Below ₹ 10000, 0 respondent ₹ 10001 to ₹ 30000, 1 respondent ₹ 30001 to ₹ 60000, 1 respondents ₹ 60001 to ₹ 90000, 2 respondent ₹ 90001 to ₹ 120000 and 1 respondent Above ₹ 120000.

Table-5.113: Chi-Square Test of Monthly Income and Tea Brands

	Value	**df**	**Sig. (2-sided)**
Pearson Chi-Square	120.892	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between monthly income and selection of tea brands.

$H0_{51}$: There is no significant difference between monthly income and selection of bathing soap brands.

Table-5.114: Cross Tabulation of Monthly Income and Soap Brands

Monthly Income	Bathing Soap Brands						Total
	Lux	Santoor	Lifebuoy	Pears	Neem	Others	
Below ₹ 10000	49	47	20	4	1	0	121
₹ 10001 to ₹ 30000	86	70	23	11	3	1	194
₹ 30001 to ₹ 60000	151	84	50	45	12	11	353
₹ 60001 to ₹ 90000	175	73	73	57	15	10	403
₹ 90001 to ₹ 120000	21	11	17	1	2	3	55
Above ₹ 120000	45	9	15	2	1	2	74
Total	527	294	198	120	34	27	1200

Interpretation: In table 5.114 the monthly income of the research participants consuming soap brands is tabulated. It is observed that total 527 having monthly income Below ₹ 10000, ₹ 10001 to ₹ 30000, ₹ 30001 to ₹ 60000, ₹ 60001 to ₹ 90000, ₹ 90001 to ₹ 120000 and Above ₹ 120000 respondents were consuming Lux soap followed by 49 respondent Below ₹ 10000, 86 respondent ₹ 10001 to ₹ 30000, 151 respondent ₹ 30001 to ₹ 60000, 175 respondents ₹ 60001 to ₹ 90000, 21 respondent ₹ 90001 to ₹ 120000 and 45 respondent Above ₹ 120000, total 294 having monthly income in the given range respondents were consuming Santoor followed by 47 respondent Below ₹ 10000, 70 respondent ₹ 10001 to ₹ 30000, 84 respondent ₹ 30001 to ₹ 60000, 73 respondents ₹ 60001 to ₹ 90000, 11 respondent ₹ 90001 to ₹ 120000 and 9 respondent Above ₹ 120000, total 198 having monthly income in the given range respondents were consuming Lifebuoy followed by 20 respondent Below ₹ 10000, 23 respondent ₹ 10001 to ₹ 30000, 50 respondent ₹ 30001 to ₹ 60000, 73 respondents ₹ 60001 to ₹ 90000, 17 respondent ₹ 90001 to ₹ 120000 and 15 respondent Above ₹ 120000, total 120 having monthly income in the given range respondents were consuming Pears followed by 4 respondent Below ₹ 10000, 11 respondent ₹

10001 to ₹ 30000, 45 respondent ₹ 30001 to ₹ 60000, 57 respondents ₹ 60001 to ₹ 90000, 1 respondent ₹ 90001 to ₹ 120000 and 2 respondent Above ₹ 120000, total 34 having monthly income in the given range respondents were consuming Neem followed by 1 respondent Below ₹ 10000, 3 respondent ₹ 10001 to ₹ 30000, 12 respondent ₹ 30001 to ₹ 60000, 15 respondents ₹ 60001 to ₹ 90000, 2 respondent ₹ 90001 to ₹ 120000 and 1 respondent Above ₹ 120000, total 27 having monthly income in the given range respondents were consuming other brands of soaps followed by 0 respondent Below ₹ 10000, 1 respondent ₹ 10001 to ₹ 30000, 11 respondent ₹ 30001 to ₹ 60000, 10 respondents ₹ 60001 to ₹ 90000, 3 respondent ₹ 90001 to ₹ 120000 and 2 respondent Above ₹ 120000.

Table-5.115: Chi-Square Test of Monthly Income and Soap Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	90.700	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between monthly income and selection of bathing soap brands.

$H0_{52}$: There is no significant difference between monthly income and selection of toothpaste brands.

Table-5.116: Cross Tabulation of Monthly Income and toothpaste Brands

Monthly Income	Toothpaste Brands						Total
	Colgate	CloseUp	Babool	Dabur	Dantkanti	Others	
Below ₹ 10000	78	26	5	6	6	0	121
₹ 10001 to ₹ 30000	112	55	12	7	8	0	194
₹ 30001 to ₹ 60000	176	58	9	23	85	2	353
₹ 60001 to ₹ 90000	172	85	9	33	101	3	403
₹ 90001 to ₹ 120000	17	14	4	6	14	0	55
Above ₹ 120000	37	18	2	4	13	0	74
Total	592	256	41	79	227	5	1200

Interpretation: In table 5.116 the monthly income of the research participants consuming toothpaste brands is tabulated. It is observed that total 592 having monthly income Below ₹ 10000, ₹ 10001 to ₹ 30000, ₹ 30001 to ₹ 60000, ₹ 60001 to ₹ 90000, ₹ 90001 to ₹ 120000 and Above ₹ 120000 respondents were consuming Colgate followed by 78 respondent Below ₹ 10000, 112 respondent ₹ 10001 to ₹ 30000, 176 respondent ₹ 30001 to ₹ 60000, 172 respondents ₹ 60001 to ₹ 90000, 17 respondent ₹ 90001 to ₹ 120000 and 37 respondent Above ₹ 120000, total 256 having monthly income in the given range respondents were consuming Close up followed by 26 respondent Below ₹ 10000, 55 respondent ₹ 10001 to ₹ 30000, 58 respondent ₹ 30001 to ₹ 60000, 85 respondents ₹ 60001 to ₹ 90000, 14 respondent ₹ 90001 to ₹ 120000 and 18 respondent Above ₹ 120000, total 41 having monthly income in the given range respondents were consuming Babool followed by 5 respondent Below ₹ 10000, 12 respondent ₹ 10001 to ₹ 30000, 9 respondent ₹ 30001 to ₹ 60000, 9 respondents ₹ 60001 to ₹ 90000, 4 respondent ₹ 90001 to ₹ 120000 and 2 respondent Above ₹ 120000, total 79 having monthly income in the given range respondents were consuming Dabur followed by 6 respondent Below ₹ 10000, 7 respondent ₹ 10001 to ₹ 30000, 23 respondent ₹ 30001 to ₹ 60000, 33 respondents ₹ 60001 to ₹ 90000, 6 respondent ₹ 90001 to ₹ 120000 and 4 respondent Above ₹ 120000, total 227 having monthly income in the given range respondents were consuming Dantkanti followed by 6 respondent Below ₹ 10000, 8 respondent ₹ 10001 to ₹ 30000, 85 respondent ₹ 30001 to ₹ 60000, 101 respondents ₹ 60001 to ₹ 90000, 14 respondent ₹ 90001 to ₹ 120000 and 13 respondent Above ₹ 120000, total 5 having monthly income in the given range respondents were consuming other brands of toothpaste followed by 0 respondent Below ₹ 10000, 0 respondent ₹ 10001 to ₹ 30000, 2 respondent ₹ 30001 to ₹ 60000, 3 respondents ₹ 60001 to ₹ 90000, 0 respondent ₹ 90001 to ₹ 120000 and 0 respondent Above ₹ 120000.

Table-5.117: Chi-Square Test of Monthly Income and Toothpaste Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	93.207	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between monthly income and selection of toothpaste brands.

$H0_{53}$: There is no significant difference between monthly income and selection of refrigerator brands.

Table-5.118: Cross Tabulation of Monthly Income and Refrigerator Brands

Monthly Income	Refrigerator Brands						Total
	Samsung	Whirlpool	LG	Videocon	Godrej	Others	
Below ₹ 10000	65	26	22	6	2	0	121
₹ 10001 to ₹ 30000	106	31	46	6	5	0	194
₹ 30001 to ₹ 60000	179	34	122	6	7	5	353
₹ 60001 to ₹ 90000	190	37	145	8	18	5	403
₹ 90001 to ₹ 120000	17	9	25	0	3	1	55
Above ₹ 120000	36	8	21	3	4	2	74
Total	593	145	381	29	39	13	1200

Interpretation: In table 5.118 the monthly income of the research participants using refrigerator brands is tabulated. It is observed that total 593 having monthly income Below ₹ 10000, ₹ 10001 to ₹ 30000, ₹ 30001 to ₹ 60000, ₹ 60001 to ₹ 90000, ₹ 90001 to ₹ 120000 and Above ₹ 120000 respondents were using Samsung followed by 65 respondent Below ₹ 10000, 106 respondent ₹ 10001 to ₹ 30000, 179 respondent ₹ 30001 to ₹ 60000, 190 respondents ₹ 60001 to ₹ 90000, 17 respondent ₹ 90001 to ₹ 120000 and 36 respondent Above ₹ 120000, total 145 having monthly income in the given range respondents were using Whirlpool followed by 26 respondent Below ₹ 10000, 31 respondent ₹ 10001 to ₹ 30000, 34 respondent ₹ 30001 to ₹ 60000, 37 respondents ₹ 60001 to ₹ 90000, 9 respondent ₹ 90001 to ₹ 120000 and 8 respondent Above ₹ 120000, total 381 having monthly income in the given range respondents were using LG followed by 22 respondent Below ₹ 10000, 46 respondent ₹ 10001 to ₹ 30000, 122 respondent ₹ 30001 to ₹ 60000, 145 respondents ₹ 60001 to ₹ 90000, 25 respondent ₹ 90001 to ₹ 120000 and 21 respondent Above ₹ 120000, total 29 having monthly income in the given range respondents were using Videocon followed by 6 respondent Below ₹ 10000, 6 respondent ₹ 10001 to ₹ 30000, 6 respondent ₹ 30001 to ₹ 60000, 8 respondents ₹ 60001 to ₹ 90000, 0 respondent

₹ 90001 to ₹ 120000 and 3 respondent Above ₹ 120000, total 39 having monthly income in the given range respondents were using Godrej followed by 2 respondent Below ₹ 10000, 5 respondent ₹ 10001 to ₹ 30000, 7 respondent ₹ 30001 to ₹ 60000, 18 respondents ₹ 60001 to ₹ 90000, 3 respondent ₹ 90001 to ₹ 120000 and 4 respondent Above ₹ 120000, total 13 having monthly income in the given range respondents were using other brands of refrigerator followed by 0 respondent Below ₹ 10000, 0 respondent ₹ 10001 to ₹ 30000, 5 respondent ₹ 30001 to ₹ 60000, 5 respondents ₹ 60001 to ₹ 90000, 1respondent ₹ 90001 to ₹ 120000 and 2 respondent Above ₹ 120000.

Table-5.119: Chi-Square Test of Monthly Income and Refrigerator Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	59.733	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between monthly income and selection of refrigerator brands.

$H0_{54}$: There is no significant difference between monthly income and selection of television brands.

Table-5.120 Cross Tabulation of Monthly Income and Television Brands

Monthly Income	Television Brands						Total
	Samsung	Philips	LG	Sony	Panasonic	Others	
Below ₹ 10000	39	16	24	35	7	0	121
₹ 10001 to ₹ 30000	88	22	65	12	7	0	194
₹ 30001 to ₹ 60000	154	28	135	23	12	1	353
₹ 60001 to ₹ 90000	166	32	155	36	12	2	403
₹ 90001 to ₹ 120000	19	5	23	7	1	0	55
Above ₹ 120000	35	6	18	10	5	0	74
Total	501	109	420	123	44	3	1200

Interpretation: In table 5.120 the monthly income of the research participants using television brands is tabulated. It is observed that total 501 having monthly income Below ₹ 10000, ₹ 10001 to ₹ 30000, ₹ 30001 to ₹ 60000, ₹ 60001 to ₹ 90000, ₹ 90001 to ₹ 120000 and Above ₹ 120000 respondents were using Samsung followed by 39 respondent Below ₹ 10000, 88 respondent ₹ 10001 to

₹ 30000, 154 respondent ₹ 30001 to ₹ 60000, 166 respondents ₹ 60001 to ₹ 90000, 19 respondent ₹ 90001 to ₹ 120000 and 35 respondent Above ₹ 120000, total 109 having monthly income in the given range respondents were using Philips followed by 16 respondent Below ₹ 10000, 22 respondent ₹ 10001 to ₹ 30000, 28 respondent ₹ 30001 to ₹ 60000, 32 respondents ₹ 60001 to ₹ 90000, 5 respondent ₹ 90001 to ₹ 120000 and 6 respondent Above ₹ 120000, total 4201 having monthly income in the given range respondents were using LG followed by 24 respondent Below ₹ 10000, 65 respondent ₹ 10001 to ₹ 30000, 135 respondent ₹ 30001 to ₹ 60000, 155 respondents ₹ 60001 to ₹ 90000, 23 respondent ₹ 90001 to ₹ 120000 and 18 respondent Above ₹ 120000, total 123 having monthly income in the given range respondents were using Sony followed by 35 respondent Below ₹ 10000, 12 respondent ₹ 10001 to ₹ 30000, 23 respondent ₹ 30001 to ₹ 60000, 36 respondents ₹ 60001 to ₹ 90000, 7 respondent ₹ 90001 to ₹ 120000 and 10 respondent Above ₹ 120000, total 44 having monthly income in the given range respondents were using Panasonic followed by 7 respondent Below ₹ 10000, 7 respondent ₹ 10001 to ₹ 30000, 12 respondent ₹ 30001 to ₹ 60000, 12 respondents ₹ 60001 to ₹ 90000, 1 respondent ₹ 90001 to ₹ 120000 and 5 respondent Above ₹ 120000, total 3 having monthly income in the given range respondents were using other brands of television followed by 0 respondent Below ₹ 10000, 0 respondent ₹ 10001 to ₹ 30000, 1 respondent ₹ 30001 to ₹ 60000, 2 respondents ₹ 60001 to ₹ 90000, 0 respondent ₹ 90001 to ₹ 120000 and 0 respondent Above ₹ 120000.

Table-5.121: Chi-Square Test of Monthly Income and Television Brands

	Value	**df**	**Sig. (2-sided)**
Pearson Chi-Square	80.486	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between monthly income and selection of television brands.

$H0_{55}$: There is no significant difference between monthly income and selection of two wheelers brands.

Table-5.122: Cross Tabulation of Monthly Income and two wheelers Brands

Monthly Income	Two wheelers Brands						Total
	Hero	Bajaj	Yamaha	TVS	Honda	Others	
Below ₹ 10000	41	31	7	33	9	0	121
₹ 10001 to ₹ 30000	114	29	16	24	10	1	194
₹ 30001 to ₹ 60000	176	44	25	57	51	0	353
₹ 60001 to ₹ 90000	186	59	31	74	51	2	403
₹ 90001 to ₹ 120000	21	8	3	14	8	1	55
Above ₹ 120000	39	13	4	9	6	3	74
Total	577	184	86	211	135	7	1200

Interpretation: In table 5.122 the monthly income of the research participants using two wheeler brands is tabulated. It is observed that total 577 having monthly income Below ₹ 10000, ₹ 10001 to ₹ 30000, ₹ 30001 to ₹ 60000, ₹ 60001 to ₹ 90000, ₹ 90001 to ₹ 120000 and Above ₹ 120000 respondents were using Hero followed by 41 respondent Below ₹ 10000, 114 respondent ₹ 10001 to ₹ 30000, 176 respondent ₹ 30001 to ₹ 60000, 86 respondents ₹ 60001 to ₹ 90000, 21 respondent ₹ 90001 to ₹ 120000 and 39 respondent Above ₹ 120000, total 184 having monthly income in the given range respondents were using Bajaj followed by 31 respondent Below ₹ 10000, 29 respondent ₹ 10001 to ₹ 30000, 44 respondent ₹ 30001 to ₹ 60000, 59 respondents ₹ 60001 to ₹ 90000, 8 respondent ₹ 90001 to ₹ 120000 and 13 respondent Above ₹ 120000, total 86 having monthly income in the given range respondents were using Yamaha followed by 7 respondent Below ₹ 10000, 16 respondent ₹ 10001 to ₹ 30000, 25 respondent ₹ 30001 to ₹ 60000, 31 respondents ₹ 60001 to ₹ 90000, 3 respondent ₹ 90001 to ₹ 120000 and 4 respondent Above ₹ 120000, total 211 having monthly income in the given range respondents were using TVS followed by 33 respondent Below ₹ 10000, 24 respondent ₹ 10001 to ₹ 30000, 57 respondent ₹ 30001 to ₹ 60000, 74 respondents ₹ 60001 to ₹ 90000, 14 respondent ₹ 90001 to ₹ 120000 and 9 respondent Above ₹ 120000, total 135 having monthly income in the given range respondents were using Honda followed by 9 respondent Below ₹ 10000, 10 respondent ₹ 10001 to ₹ 30000, 51

respondent ₹ 30001 to ₹ 60000, 51 respondents ₹ 60001 to ₹ 90000, 8 respondent ₹ 90001 to ₹ 120000 and 6 respondent Above ₹ 120000, total 7 having monthly income in the given range respondents were using other brands of two wheeler followed by 0 respondent Below ₹ 10000, 1 respondent ₹ 10001 to ₹ 30000, 0 respondent ₹ 30001 to ₹ 60000, 2 respondents ₹ 60001 to ₹ 90000, 1respondent ₹ 90001 to ₹ 120000 and 3 respondent Above ₹ 120000.

Table-5.123: Chi-Square Test of Monthly Income and Two Wheelers Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	69.467	25	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between monthly income and selection of two wheelers brands.

$H0_{56}$: There is no significant difference between monthly income and selection of mobile brands.

Table-5.124: Cross Tabulation of Monthly Income and mobile Brands

Monthly Income	Mobile Brands						Total
	Samsung	Micromax	Intex	Nokia	Lenovo	Others	
Below ₹ 10000	79	15	0	15	12	0	121
₹ 10001 to ₹ 30000	140	9	4	26	11	4	194
₹ 30001 to ₹ 60000	269	14	4	35	15	16	353
₹ 60001 to ₹ 90000	306	25	3	32	21	16	403
₹ 90001 to ₹ 120000	34	4	1	10	4	2	55
Above ₹ 120000	47	8	2	10	6	1	74
Total	875	75	14	128	69	39	1200

Interpretation: In table 5.124 the monthly income of the research participants using mobile brands is tabulated. It is observed that total 875 having monthly income Below ₹ 10000, ₹ 10001 to ₹ 30000, ₹ 30001 to ₹ 60000, ₹ 60001 to ₹ 90000, ₹ 90001 to ₹ 120000 and Above ₹ 120000 respondents were using Samsung followed by 79 respondent Below ₹ 10000, 140 respondent ₹ 10001 to ₹ 30000, 269 respondent ₹ 30001 to ₹ 60000, 306 respondents ₹ 60001 to ₹

90000, 34 respondent ₹ 90001 to ₹ 120000 and 47 respondent Above ₹ 120000, total 75 having monthly income in the given range respondents were using Micromax followed by 15 respondent Below ₹ 10000, 9 respondent ₹ 10001 to ₹ 30000, 14 respondent ₹ 30001 to ₹ 60000, 25 respondents ₹ 60001 to ₹ 90000, 4 respondent ₹ 90001 to ₹ 120000 and 8 respondent Above ₹ 120000, total 14 having monthly income in the given range respondents were using Intex followed by 0 respondent Below ₹ 10000, 4 respondent ₹ 10001 to ₹ 30000, 4 respondent ₹ 30001 to ₹ 60000, 3 respondents ₹ 60001 to ₹ 90000, 1 respondent ₹ 90001 to ₹ 120000 and 2 respondent Above ₹ 120000, total 128 having monthly income in the given range respondents were using Nokia followed by 15 respondent Below ₹ 10000, 26 respondent ₹ 10001 to ₹ 30000, 35 respondent ₹ 30001 to ₹ 60000, 32 respondents ₹ 60001 to ₹ 90000, 10 respondent ₹ 90001 to ₹ 120000 and 10 respondent Above ₹ 120000, total 69 having monthly income in the given range respondents were using Lenovo followed by 12 respondent Below ₹ 10000, 11 respondent ₹ 10001 to ₹ 30000, 15 respondent ₹ 30001 to ₹ 60000, 21 respondents ₹ 60001 to ₹ 90000, 4 respondent ₹ 90001 to ₹ 120000 and 6 respondent Above ₹ 120000, total 39 having monthly income in the given range respondents were using other brands of mobile followed by 0 respondent Below ₹ 10000, 4 respondent ₹ 10001 to ₹ 30000, 16 respondent ₹ 30001 to ₹ 60000, 16 respondents ₹ 60001 to ₹ 90000, 2 respondent ₹ 90001 to ₹ 120000 and 1 respondent Above ₹ 120000.

Table-5.125: Chi-Square Test of Monthly Income and Mobile Brands

	Value	**df**	**Sig. (2-sided)**
Pearson Chi-Square	44.916	25	.009

Interpretation: The significance value (p value) is 0.009 of Chi square test indicates that there is a significant difference between monthly income and selection of mobile brands.

$H0_{57}$: There is no significant difference between family size and selection of biscuit brands.

Table-5.126: Cross Tabulation of Family Size and Biscuit Brands

Family Size	Biscuit Brands						Total
	Parle	Britannia	Priya Gold	Windsor	Sunfeast	Others	
Below 3 Members	197	85	27	19	26	3	357
3 to 5 Members	296	171	37	31	49	6	590
5 to 7 Members	101	83	14	8	11	4	221
More than 7 Members	13	9	5	1	4	0	32
Total	607	348	83	59	90	13	1200

Interpretation: In table 5.126 the family size of the research participants consuming Biscuits is tabulated. It is observed that total 607 Below 3 family Members, 3 to 5 Members, 5 to 7 Members, More than 7 family Members respondents were consuming Parle followed by 197 having Below 3 family Members, 296 having 3 to 5 Members, 101 having 5 to 7 Members and 13 having More than 7 family Members, total 348 respondents were consuming Britannia followed by 85 having Below 3 family Members, 171 having 3 to 5 Members, 83 having 5 to 7 Members and 9 having More than 7 family Members, Total 83 respondents were consuming Priya Gold followed by 27 having Below 3 family Members, 37 having 3 to 5 Members, 14 having 5 to 7 Members and 5 having More than 7 family Members, total 59 respondents were consuming Windsor followed by 19 having Below 3 family Members, 31 having 3 to 5 Members, 8 having 5 to 7 Members and 1 having More than 7 family Members, total 90 respondents were consuming Sun feast followed by 26 having Below 3 family Members, 49 having 3 to 5 Members, 11 having 5 to 7 Members and 4 having More than 7 family Members and total 13 respondents were consuming other brands of biscuit followed by 3 having Below 3 family Members, 6 having 3 to 5 Members, 4 having 5 to 7 Members and 0 having More than 7 family Members.

Table-5.127: Chi-Square Test of Family Size and Biscuit Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	22.611	15	.093

Interpretation: The significance value (p value) is 0.093 of Chi square test indicates that there is no significant difference between Family Size and Biscuit Brands.

$H0_{58}$: There is no significant difference between family size and selection of tea brands.

Table-5.128: Cross Tabulation of Family Size and Tea Brands

Family Size	Tea Brands						Total
	Tata	Waghbakri	C. Somabhai	Jivraj	Pataka	Others	
Below 3 Members	129	172	26	21	7	2	357
3 to 5 Members	204	299	33	32	20	2	590
5 to 7 Members	83	116	9	8	4	1	221
More than 7 Members	12	13	3	0	4	0	32
Total	428	600	71	61	35	5	1200

Interpretation: In table 5.128 the family size of the research participants consuming Tea brands is tabulated. It is observed that total 428 Below 3 family Members, 3 to 5 Members, 5 to 7 Members, More than 7 family Members respondents were consuming Parle followed by 129 having Below 3 family Members, 204 having 3 to 5 Members, 83 having 5 to 7 Members and 12 having More than 7 family Members, total 600 respondents were consuming Waghbakri followed by 172 having Below 3 family Members, 299 having 3 to 5 Members, 116 having 5 to 7 Members and 13 having More than 7 family Members, Total 71 respondents were consuming C. Somabhai followed by 26 having Below 3 family Members, 33 having 3 to 5 Members, 9 having 5 to 7 Members and 3 having More than 7 family Members, total 61 respondents were consuming Jivraj followed by 21 having Below 3 family Members, 32 having 3 to 5 Members, 8 having 5 to 7 Members and 0 having More than 7 family Members, total 35 respondents were consuming Pataka followed by 7 having Below 3 family Members, 20 having 3 to 5 Members, 4 having 5 to 7 Members and 4 having More than 7 family Members and total 5 respondents were consuming other brands of Tea followed by 2 having Below 3 family Members, 2 having 3 to 5 Members, 1 having 5 to 7 Members and 0 having More than 7 family Members.

Table-5.129: Chi-Square Test of Family Size and tea Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	20.863	15	.141

Interpretation: The significance value (p value) is 0.141 of Chi square test indicates that there is no significant difference between Family Size and Tea Brands

$H0_{59}$: There is no significant difference between family size and selection of bathing soap brands.

Table-5.130: Cross Tabulation of Family Size and Bathing Soap Brands

Family Size	Bathing Soap Brands						Total
	Lux	Santoor	Lifebuoy	Pears	Neem	Others	
Below 3 Members	169	86	56	31	8	7	357
3 to 5 Members	246	138	113	61	19	13	590
5 to 7 Members	98	62	22	26	6	7	221
More than 7 Members	14	8	7	2	1	0	32
Total	527	294	198	120	34	27	1200

Interpretation: In table 5.130 the family size of the research participants consuming bathing soap is tabulated. It is observed that total 527 respondents Below 3 family Members, 3 to 5 Members, 5 to 7 Members, More than 7 family Members were consuming Lux followed by 169 having Below 3 family Members, 246 having 3 to 5 Members, 98 having 5 to 7 Members and 14 having More than 7 family Members, total 294 respondents were consuming Santoor followed by 86 having Below 3 family Members, 138 having 3 to 5 Members, 62 having 5 to 7 Members and 8 having More than 7 family Members, Total 198 respondents were consuming Lifebuoy followed by 56 having Below 3 family Members, 113 having 3 to 5 Members, 22 having 5 to 7 Members and 7 having More than 7 family Members, total 120 respondents were consuming Pears followed by 31 having Below 3 family Members, 61 having 3 to 5 Members, 26 having 5 to 7 Members and 2 having More than 7 family Members, total 34 respondents were consuming Neem followed by 8 having Below 3 family Members, 19 having 3 to 5 Members, 6 having 5 to 7 Members and 1 having More than 7 family Members and total 27 respondents were consuming other brands of soap followed by 7 having Below 3 family Members, 13 having 3 to 5 Members, 7 having 5 to 7 Members and 0 having More than 7 family Members.

Table-5.131: Chi-Square Test of Family Size and Bathing Soap Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	16.331	15	.360

Interpretation: The significance value (p value) is 0.360 of Chi square test indicates that there is no significant difference between Family Size and Bathing Soap Brands

$H0_{60}$: There is no significant difference between family size and selection of toothpaste brands.

Table-5.132: Cross Tabulation of Family Size and Toothpaste Brands

Family Size	Toothpaste Brands						Total
	Colgate	Close Up	Babool	Dabur	Dantkanti	Others	
Below 3 Members	184	73	17	24	57	2	357
3 to 5 Members	280	126	17	43	122	2	590
5 to 7 Members	112	51	4	8	45	1	221
More than 7 Members	16	6	3	4	3	0	32
Total	592	256	41	79	227	5	1200

Interpretation: In table 5.132 the family size of the research participants consuming toothpaste brands is tabulated. It is observed that total 592 Below 3 family Members, 3 to 5 Members, 5 to 7 Members, More than 7 family Members respondents were consuming Colgate followed by 184 having Below 3 family Members, 280 having 3 to 5 Members, 112 having 5 to 7 Members and 16 having More than 7 family Members, total 256 respondents were consuming Close up followed by 73 having Below 3 family Members, 126 having 3 to 5 Members, 51 having 5 to 7 Members and 6 having More than 7 family Members, Total 41 respondents were consuming Babool followed by 17 having Below 3 family Members, 17 having 3 to 5 Members, 4 having 5 to 7 Members and 3 having More than 7 family Members, total 79 respondents were consuming Dabur followed by 24 having Below 3 family Members, 43 having 3 to 5 Members, 8 having 5 to 7 Members and 4 having More than 7 family Members, total 227 respondents were consuming Dant Kanti followed by 57 having below 3 family Members, 122 having 3 to 5 Members, 45 having 5 to 7 Members and 3 having More than 7 family Members and total 5 respondents were consuming other brands of toothpaste followed by 2 having Below 3 family Members, 2 having 3 to 5 Members, 1 having 5 to 7 Members and 0 having More than 7 family Members.

Table-5.133: Chi-Square Test of Family Size and Toothpaste Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	18.686	15	.228

Interpretation: The significance value (p value) is 0.228 of Chi square test indicates that there is no significant difference between Family Size and Toothpaste Brands

$H0_{61}$: There is no significant difference between family size and selection of refrigerator brands.

Table-5.134: Cross Tabulation of Family Size and Refrigerator Brands

Family Size	Refrigerator Brands						Total
	Samsung	Whirlpool	LG	Videocon	Godrej	Others	
Below 3 Members	194	35	102	11	13	2	357
3 to 5 Members	278	77	193	11	21	10	590
5 to 7 Members	109	29	74	4	4	1	221
More than 7 Members	12	4	12	3	1	0	32
Total	593	145	381	29	39	13	1200

Interpretation: In table 5.134 the family size of the research participants using refrigerator is tabulated. It is observed that total 593 Below 3 family Members, 3 to 5 Members, 5 to 7 Members, More than 7 family Members respondents were using Samsung followed by 194 having Below 3 family Members, 278 having 3 to 5 Members, 109 having 5 to 7 Members and 12 having More than 7 family Members, total 145 respondents were using whirlpool followed by 35 having Below 3 family Members, 77 having 3 to 5 Members, 29 having 5 to 7 Members and 4 having More than 7 family Members, Total 381 respondents were using LG followed by 102 having Below 3 family Members, 193 having 3 to 5 Members, 74 having 5 to 7 Members and 12 having More than 7 family Members, total 29 respondents were using Videocon followed by 11 having Below 31 family Members, 11 having 3 to 5 Members, 4 having 5 to 7 Members and 3 having More than 7 family Members, total 39 respondents were using Godrej followed by 13 having Below 31 family Members, 21 having 3 to 5 Members, 4 having 5 to 7 Members and 1 having More than 7 family Members and total 13 respondents were using other brands of refrigerator followed by 2 having Below 3 family Members, 10 having 3 to 5 Members, 1 having 5 to 7 Members and 0 having More than 7 family Members.

Table-5.135: Chi-Square Test of Family Size and Refrigerator Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	21.343	15	.126

Interpretation: The significance value (p value) is 0.126 of Chi square test indicates that there is no significant difference between Family Size and Refrigerator Brands.

$H0_{62}$: There is no significant difference between family size and selection of television brands.

Table-5.136: Cross Tabulation of Family Size and Television Brands

Family Size	Television Brands						Total
	Samsung	Philips	LG	Sony	Panasonic	Others	
Below 3 Members	157	31	115	39	15	0	357
3 to 5 Members	241	48	217	61	20	3	590
5 to 7 Members	92	26	73	22	8	0	221
More than 7 Members	11	4	15	1	1	0	32
Total	501	109	420	123	44	3	1200

Interpretation: In table 5.136 the family size of the research participants using television is tabulated. It is observed that total 501 Below 3 family Members, 3 to 5 Members, 5 to 7 Members, More than 7 family Members respondents were using Samsung followed by 157 having Below 3 family Members, 241 having 3 to 5 Members, 92 having 5 to 7 Members and 11 having More than 7 family Members, total 109 respondents were using Philips followed by 31 having Below 3 family Members, 48 having 3 to 5 Members, 26 having 5 to 7 Members and 4 having More than 7 family Members, Total 420 respondents were using LG followed by 115 having Below 3 family Members, 217 having 3 to 5 Members, 73 having 5 to 7 Members and 15 having More than 7 family Members, total 123 respondents were using Sony followed by 39 having Below 3 family Members, 61 having 3 to 5 Members, 22 having 5 to 7 Members and 1 having More than 7 family Members, total 44 respondents were using Panasonic followed by 15 having Below 3 family Members, 20 having 3 to 5 Members, 8 having 5 to 7 Members and 1 having More than 7 family Members and total 3 respondents were using other brands of television followed by 0 having Below 3 family Members, 3 having 3 to 5 Members, 0 having 5 to 7 Members and 0 having More than 7 family Members.

Table-5.137: Chi-Square Test of Family Size and Television Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	11.921	15	.685

Interpretation: The significance value (p value) is 0.685 of Chi square test indicates that there is no significant difference between Family Size and Television Brands

$H0_{63}$: There is no significant difference between family size and selection of two wheelers brands.

Table-5.138: Cross Tabulation of Family Size and two wheelers Brands

Family Size	Two wheelers Brands						Total
	Hero	Bajaj	Yamaha	TVS	Honda	Others	
Below 3 Members	188	63	20	49	37	0	357
3 to 5 Members	259	90	51	113	73	4	590
5 to 7 Members	116	26	15	40	21	3	221
More than 7 Members	14	5	0	9	4	0	32
Total	577	184	86	211	135	7	1200

Interpretation: In table 5.138 the family size of the research participants using two wheeler is tabulated. It is observed that total 577 Below 3 family Members, 3 to 5 Members, 5 to 7 Members, More than 7 family Members respondents were using Hero followed by 188 having Below 3 family Members, 259 having 3 to 5 Members, 116 having 5 to 7 Members and 14 having More than 7 family Members, total 184 respondents were using Bajaj followed by 63 having Below 3 family Members, 90 having 3 to 5 Members, 26 having 5 to 7 Members and 5 having More than 7 family Members, Total 86 respondents were using Yamaha followed by 20 having Below 3 family Members, 51 having 3 to 5 Members, 15 having 5 to 7 Members and 0 having More than 7 family Members, total 211 respondents were using TVS followed by 49 having Below 3 family Members, 113 having 3 to 5 Members, 40 having 5 to 7 Members and 9 having More than 7 family Members, total 135 respondents were using Honda followed by 37 having Below 3 family Members, 73 having 3 to 5 Members, 21 having 5 to 7 Members and 4 having More than 7 family Members and total 7 respondents were using other brands of two wheeler followed by 0 having Below 3 family Members, 4 having 3 to 5 Members, 3 having 5 to 7 Members and 0 having More than 7 family Members.

Table-5.139: Chi-Square Test of Family Size and two wheelers Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	25.251	15	.047

Interpretation: The significance value (p value) is 0.047 of Chi square test indicates that there is a significant difference between family size and two wheelers brands.

$H0_{64}$: There is no significant difference between family size and selection of mobile brands.

Table-5.140: Cross Tabulation of Family Size and Mobile Brands

Family Size	Mobile Brands						Total
	Samsung	Micromax	Intex	Nokia	Lenovo	Others	
Below 3 Members	254	25	4	46	20	8	357
3 to 5 Members	432	35	7	63	33	20	590
5 to 7 Members	164	13	3	17	13	11	221
More than 7 Members	25	2	0	2	3	0	32
Total	875	75	14	128	69	39	1200

Interpretation: In table 5.140 the family size of the research participants using mobile brands is tabulated. It is observed that total 875 Below 3 family Members, 3 to 5 Members, 5 to 7 Members, More than 7 family Members respondents were using Samsung followed by 254 having Below 3 family Members, 432 having 3 to 5 Members, 164 having 5 to 7 Members and 25 having More than 7 family Members, total 75 respondents were using Micromax followed by 25 having Below 3 family Members, 35 having 3 to 5 Members, 13 having 5 to 7 Members and 2 having More than 7 family Members, Total 14 respondents were using Intex followed by 4 having Below 3 family Members, 7 having 3 to 5 Members, 3 having 5 to 7 Members and 0 having More than 7 family Members, total 128 respondents were using Nokia followed by 46 having Below 3 family Members, 63 having 3 to 5 Members, 17 having 5 to 7 Members and 2 having More than 7 family Members, total 69 respondents were using Lenovo followed by 20 having Below 3 family Members, 33 having 3 to 5 Members, 13 having 5 to 7 Members and 3 having More than 7 family Members and total 39 respondents were using other brands of mobile followed by 8 having Below 3 family Members, 20 having 3 to 5 Members, 11 having 5 to 7 Members and 0 having More than 7 family Members.

Table-5.141: Chi-Square Test of Family Size and Mobile Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	10.313	15	.800

Interpretation: The significance value (p value) is 0.800 of Chi square test indicates that there is no significant difference between family size and mobile brands.

$H0_{65}$: There is no significant difference between no. of earning family members and selection of biscuit brands.

Table-5.142: Cross Tabulation of Earning Members and Biscuit Brands

No. of Earning Members	Biscuit Brands						Total
	Parle	Britannia	Priya Gold	Windsor	Sunfeast	Others	
1 Member	194	73	19	17	29	0	332
2 Members	219	153	32	22	43	9	478
3 Members	103	40	12	15	12	3	185
4 Members	67	44	17	5	5	1	139
5 Members	24	38	3	0	1	0	66
Total	607	348	83	59	90	13	1200

Interpretation: In table 5.142 the numbers of earning members of the research participants consuming Biscuits is tabulated. It is observed that total 607 having earning 1 Member, 2 Members, 3 Members, 4 Members, 5 Members respondents were consuming Parle followed by 194 having 1earning members, 219 having 2 earning members, 103 having 3 earning members, 67 having 4 earning members and 24 having 5 earning members, total 348 having given earning Member were consuming Britannia followed by 73 having 1earning members, 153 having 2 earning members, 40 having 3 earning members, 44 having 4 earning members and 38 having 5 earning members, total 83 having given earning Member were consuming Priya gold followed by 19 having 1earning members, 32 having 2 earning members, 12 having 3 earning members, 17 having 4 earning members and 3 having 5 earning members, total 59 having given earning Member were consuming Windsor followed by 17 having 1earning members, 22 having 2 earning members, 15 having 3 earning members, 5 having 4 earning members and 0 having 5 earning members, total 90 having given earning Member were consuming Sun feast followed by 29 having 1earning members, 43 having 2 earning members, 12 having 3 earning members, 5 having 4 earning members and 1 having 5 earning members, total 13 respondents were consuming other brands of biscuits followed by 0 having 1earning members, 9 having 2 earning members, 3 having 3 earning members, 1 having 4 earning members and 0 having 5 earning members.

Table-5.143: Chi-Square Test of Family Size and Biscuit Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	70.249	20	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between no. of earning family members and selection of biscuit brands.

$H0_{66}$: There is no significant difference between no. of earning family members and selection of tea brands.

Table-5.144: Cross Tabulation of Earning Members and Tea Brands

No. of Earning Members	Tea Brands						Total
	Tata	Waghbakri	C. Somabhai	Jivraj	Pataka	Others	
1 Member	116	160	25	22	9	0	332
2 Members	197	216	25	20	17	3	478
3 Members	58	95	11	15	6	0	185
4 Members	46	78	7	4	2	2	139
5 Members	11	51	3	0	1	0	66
Total	428	600	71	61	35	5	1200

Interpretation: In table 5.144 the numbers of earning members of the research participants consuming Tea brands is tabulated. It is observed that total 428 having earning 1 Member, 2 Members, 3 Members, 4 Members, 5 Members respondents were consuming Tata tea followed by 116 having 1earning members, 197 having 2 earning members, 58 having 3 earning members, 46 having 4 earning members and 11 having 5 earning members, total 600 respondents were consuming Waghbakri followed by 160 having 1earning members, 216 having 2 earning members, 95 having 3 earning members, 78 having 4 earning members and 51 having 5 earning members, total 71 respondents were consuming C. Somabhai followed by 25 having 1earning members, 25 having 2 earning members, 11 having 3 earning members, 7 having 4 earning members and 3 having 5 earning members, total 61 respondents were consuming Jivraj followed by 22 having 1earning members, 20 having 2 earning members, 15 having 3 earning members, 4 having 4 earning members and 0 having 5 earning members, total 35 respondents were consuming Pataka followed by 9 having 1earning members, 17 having 2 earning members, 6 having 3 earning members, 2 having 4 earning members and 1 having 5 earning members and total 5 respondents were consuming other brands of Tea followed by 0 having 1earning members, 3 having 2 earning members, 0 having 3 earning members, 2 having 4 earning members and 0 having 5 earning members.

Table-5.145: Chi-Square Test of Family Size and Tea Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	46.694	20	.001

Interpretation: The significance value (p value) is 0.001 of Chi square test indicates that there is a significant difference between no. of earning family members and selection of tea brands.

$H0_{67}$: There is no significant difference between no. of earning family members and selection of bathing soap brands.

Table-5.146: Cross Tabulation of Earning Members and Soap Brands

No. of Earning Members	Bathing Soap Brands						Total
	Lux	Santoor	Lifebuoy	Pears	Neem	Others	
1 Member	153	91	52	30	3	3	332
2 Members	206	105	81	50	21	15	478
3 Members	86	29	38	21	4	7	185
4 Members	64	29	21	18	5	2	139
5 Members	18	40	6	1	1	0	66
Total	527	294	198	120	34	27	1200

Interpretation: In table 5.146 the numbers of earning members of the research participants consuming Soap brands is tabulated. It is observed that total 527 having earning 1 Member, 2 Members, 3 Members, 4 Members, 5 Members respondents were consuming Lux soap followed by 153 having 1earning members, 206 having 2 earning members, 86 having 3 earning members, 64having 4 earning members and 18 having 5 earning members, total 294 respondents were consuming Santoor followed by 91 having 1earning members, 105 having 2 earning members, 29 having 3 earning members, 29 having 4 earning members and 40 having 5 earning members, total 198 respondents were consuming Lifebuoy followed by 52 having 1earning members, 81 having 2 earning members, 38 having 3 earning members, 21 having 4 earning members and 6 having 5 earning members, total 120 respondents were consuming Pears followed by 30 having 1earning members, 50 having 2 earning members, 21 having 3 earning members, 18 having 4 earning members and 1 having 5 earning members, total 34 respondents were consuming Neem followed by 3 having 1earning members, 21 having 2 earning members, 4 having 3 earning members, 5 having 4 earning members and 1 having 5 earning members and total 27 respondents were consuming other brands of Soap followed by 3 having 1earning members, 15 having 2 earning members, 7 having 3 earning members, 2 having 4 earning members and 0 having 5 earning members.

Table-5.147: Chi-Square Test of Family Size and Soap Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	77.888	20	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between no. of earning family members and selection of bathing soap brands.

$H0_{68}$: There is no significant difference between no. of earning family members and selection of toothpaste brands.

Table-5.148: Cross Tabulation of Earning Members and Toothpaste Brands

No. of Earning Members	Toothpaste Brands						Total
	Colgate	CloseUp	Babool	Dabur	Dantkanti	Others	
1 Member	179	72	15	21	45	0	332
2 Members	230	84	16	35	108	5	478
3 Members	74	51	5	15	40	0	185
4 Members	67	30	4	8	30	0	139
5 Members	42	19	1	0	4	0	66
Total	592	256	41	79	227	5	1200

Interpretation: In table 5.148 the numbers of earning members of the research participants consuming Toothpaste brands is tabulated. It is observed that total 592 having earning 1 Member, 2 Members, 3 Members, 4 Members, 5 Members respondents were consuming Colgate followed by 179 having 1earning members, 230 having 2 earning members, 74 having 3 earning members, 67 having 4 earning members and 42 having 5 earning members, total 256 respondents were consuming close up followed by 72 having 1earning members, 84 having 2 earning members, 51 having 3 earning members, 30 having 4 earning members and 19 having 5 earning members, total 41 respondents were consuming Babool followed by 15 having 1earning members, 16 having 2 earning members, 5 having 3 earning members, 4 having 4 earning members and 1 having 5 earning members, total 79 respondents were consuming Dabur followed by 21 having 1earning members, 35 having 2 earning members, 15 having 3 earning members, 8 having 4 earning members and 0 having 5 earning members, total 227 respondents were consuming Dantkanti followed by 45 having 1earning members, 108 having 2 earning members, 40 having 3 earning members, 30 having 4 earning members and 4 having 5 earning members and total 5 respondents were consuming other brands of Toothpaste followed by 0 having 1earning members, 5 having 2 earning members, 0 having 3 earning members, 0 having 4 earning members and 0 having 5 earning members.

Table-5.149: Chi-Square Test of Family Size and toothpaste Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	46.749	20	.001

Interpretation: The significance value (p value) is 0.001 of Chi square test indicates that there is a significant difference between no. of earning family members and selection of toothpaste brands.

$H0_{69}$: There is no significant difference between no. of earning family members and selection of refrigerator brands.

Table-5.150: Cross Tabulation of Earning Members and refrigerator Brands

No. of Earning Members	Refrigerator Brands						Total
	Samsung	Whirlpool	LG	Videocon	Godrej	Others	
1 Member	201	33	83	7	6	2	332
2 Members	207	59	166	14	23	9	478
3 Members	82	18	75	4	5	1	185
4 Members	70	20	41	3	4	1	139
5 Members	33	15	16	1	1	0	66
Total	593	145	381	29	39	13	1200

Interpretation: In table 5.150 the numbers of earning members of the research participants using refrigerator brands is tabulated. It is observed that total 593 having earning 1 Member, 2 Members, 3 Members, 4 Members, 5 Members respondents were using Samsung followed by 201 having 1earning members, 207 having 2 earning members, 82 having 3 earning members, 70 having 4 earning members and 33 having 5 earning members, total 145 respondents were using whirlpool followed by 33 having 1earning members, 59 having 2 earning members, 18 having 3 earning members, 20 having 4 earning members and 15 having 5 earning members, total 381 respondents were using LG followed by 83 having 1earning members, 166 having 2 earning members, 75 having 3 earning members, 41 having 4 earning members and 16 having 5 earning members, total 29 respondents were using Videocon followed by 7 having 1earning members, 14 having 2 earning members, 4 having 3 earning members, 3 having 4 earning members and 1 having 5 earning members, total 39 respondents were using Godrej followed by 6 having 1earning members, 23 having 2 earning members, 5 having 3 earning members, 4 having 4 earning members and 1 having 5 earning members and total 13 respondents were using other brands of refrigerator followed by 2 having 1earning members, 9 having 2 earning members, 1 having 3 earning members, 1 having 4 earning members and 0 having 5 earning members.

Table-5.151: Chi-Square Test of Family Size and refrigerator Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	46.293	20	.001

Interpretation: The significance value (p value) is 0.001 of Chi square test indicates that there is a significant difference between no. of earning family members and selection of refrigerator brands.

$H0_{70}$: There is no significant difference between no. of earning family members and selection of television brands.

Table-5.152: Cross Tabulation of Earning Members and television Brands

No. of Earning Members	Television Brands						Total
	Samsung	Philips	LG	Sony	Panasonic	Others	
1 Member	164	26	97	27	18	0	332
2 Members	192	49	184	36	14	3	478
3 Members	75	9	70	23	8	0	185
4 Members	52	11	49	25	2	0	139
5 Members	18	14	20	12	2	0	66
Total	501	109	420	123	44	3	1200

Interpretation In table 5.152 the numbers of earning members of the research participants using television brands is tabulated. It is observed that total 501 having earning 1 Member, 2 Members, 3 Members, 4 Members, 5 Members respondents were using Samsung followed by 164 having 1earning members, 192 having 2 earning members, 75 having 3 earning members, 52 having 4 earning members and 18 having 5 earning members, total 109 respondents were using Philips followed by 26 having 1earning members, 49 having 2 earning members, 9 having 3 earning members, 11 having 4 earning members and 14 having 5 earning members, total 420 respondents were using LG followed by 97 having 1earning members, 184 having 2 earning members, 70 having 3 earning members, 49 having 4 earning members and 20 having 5 earning members, total 123 respondents were using Sony followed by 27 having 1earning members, 36 having 2 earning members, 23 having 3 earning members, 25 having 4 earning members and 12 having 5 earning members, total 44 respondents were using Panasonic followed by 18 having 1earning members, 14 having 2 earning members, 8 having 3 earning members, 2 having 4 earning members and 2 having 5 earning members and total 3 respondents were using other brands of television followed by 0 having 1earning members, 3 having 2 earning members, 0 having 3 earning members, 0 having 4 earning members and 0 having 5 earning members.

Table-5.153: Chi-Square Test of Family Size and television Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	58.567	20	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between no. of earning family members and selection of television brands.

$H0_{71}$: There is no significant difference between no. of earning family members and selection of two wheelers brands.

Table-5.154: Cross Tabulation of Earning Members and two wheelers Brands

No. of Earning Members	Two wheelers Brands						Total
	Hero	Bajaj	Yamaha	TVS	Honda	Others	
1 Member	184	65	26	31	24	2	332
2 Members	217	76	38	84	62	1	478
3 Members	74	24	12	46	27	2	185
4 Members	67	11	7	40	12	2	139
5 Members	35	8	3	10	10	0	66
Total	577	184	86	211	135	7	1200

Interpretation: In table 5.154 the numbers of earning members of the research participants using two wheeler brands is tabulated. It is observed that total 577 having earning 1 Member, 2 Members, 3 Members, 4 Members, 5 Members respondents were using Hero followed by 184 having 1earning members, 217 having 2 earning members, 74 having 3 earning members, 67 having 4 earning members and 35 having 5 earning members, total 184 respondents were using Bajaj followed by 65 having 1earning members, 76 having 2 earning members, 24 having 3 earning members, 11 having 4 earning members and 8 having 5 earning members, total 86 respondents were using Yamaha followed by 26 having 1earning members, 38 having 2 earning members, 12 having 3 earning members, 7 having 4 earning members and 3 having 5 earning members, total 211 respondents were using TVS followed by 31 having 1earning members, 84 having 2 earning members, 46 having 3 earning members, 40 having 4 earning members and 10 having 5 earning members, total 135 respondents were using Honda followed by 24 having 1earning members, 62 having 2 earning members, 27 having 3 earning members, 12 having 4 earning members and 10 having 5 earning members and total 7 respondents were using other brands of two wheeler followed by 2 having 1earning members, 1 having 2 earning members, 2 having 3 earning members, 2 having 4 earning members and 0 having 5 earning members.

Table-5.155: Chi-Square Test of Family Size and two wheelers Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	61.857	20	.000

Interpretation: The significance value (p value) is 0.000 of Chi square test indicates that there is a significant difference between no. of earning family members and selection of two wheelers brands.

$H0_{72}$: There is no significant difference between no. of earning family members and selection of mobile brands.

Table-5.156: Cross Tabulation of Earning Members and mobile Brands

No. of Earning Members	Mobile Brands						Total
	Samsung	Micromax	Intex	Nokia	Lenovo	Others	
1 Member	240	17	1	47	18	9	332
2 Members	347	30	7	41	32	21	478
3 Members	126	15	2	22	14	6	185
4 Members	109	8	3	13	3	3	139
5 Members	53	5	1	5	2	0	66
Total	875	75	14	128	69	39	1200

Interpretation: In table 5.156 the numbers of earning members of the research participants using mobile brands is tabulated. It is observed that total 875 having earning 1 Member, 2 Members, 3 Members, 4 Members, 5 Members respondents were using Samsung followed by 240 having 1earning members, 347 having 2 earning members, 126 having 3 earning members, 109 having 4 earning members and 53 having 5 earning members, total 75 respondents were using Micromax followed by 17 having 1earning members, 30 having 2 earning members, 15 having 3 earning members, 8 having 4 earning members and 5 having 5 earning members, total 14 respondents were using Intex followed by 1 having 1earning members, 7 having 2 earning members, 2 having 3 earning members, 3 having 4 earning members and 1 having 5 earning members, total 128 respondents were using Nokia followed by 47 having 1earning members, 41 having 2 earning members, 22 having 3 earning members, 13 having 4 earning members and 5 having 5 earning members, total 69 respondents were using Lenovo followed by 18 having 1earning members, 32 having 2 earning members, 14 having 3 earning members, 3 having 4 earning members and 2 having 5 earning members and total 39 respondents were using other brands of mobile followed by 9 having 1earning members, 21 having 2 earning members, 6 having 3 earning members, 3 having 4 earning members and 0 having 5 earning members.

Table-5.157: Chi-Square Test of Family Size and mobile Brands

	Value	df	Sig. (2-sided)
Pearson Chi-Square	24.901	20	.205

Interpretation: The significance value (p value) is 0.205 of Chi square test indicates that there is no significant difference between no. of earning family members and selection of mobile brands.

5.5 FACTOR ANALYSIS:

Factor Analysis is one of the statistical tools applied basically, for the purpose of reduction in large numbers of variables into a small set of summarised variables, generally referred to as factors, particularly for interpretation of the results. In this research study, the factor analysis is done to summarised various factors related to various dimensions of brand equity and statements of brands perceived by the consumers of rural area of western India. The factor analysis used here, to identify the factors which explain the relationship among sets of variables, Thereby factor analysis is used for verifying the validity of the questionnaire.

In order to apply factor analysis, most of the variables under analysis need to be correlated with each other. The Sphericity test under the Bartlett`s is a statistical tools that used for examining whether the variables are correlated with each other or not. The interpretation of assumed null hypothesis indicates that the variables among the population are uncorrelated or correlated with each other in the given population.

The second statistical tools used for factor analysis calculation is Kaiser- Meyer – Olkin well known as KMO technique which is measure of sampling adequacy. In KMO statistics, the index is used to conclude the appropriateness of factor analysis. The researcher concludes that the factor analysis is appropriate if the value of index should be between 0.5 to 1. If the value of index is below the 0.5 than factor analysis is in appropriate statistical technique for this research study.

Factor analysis is calculated for selected non-durable and durable products. The result is given below:

FACTOR ANALYSIS OF NON-DURABLE PRODUCTS

Table-5.158: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.934
Bartlett's Test of Sphericity	Approx. Chi-Square	23868.925
	Df	190
	Sig.	.000

Source: Computed from Primary Data

Interpretation: The above results show that the KMO measure of sampling adequacy is 0.934. The significance P-Value of Bartlett's Test of Sphericity is

0.000 which is less than 0.05 that signifies the data is suitable for the application of factor analysis.

Table-5.159: KMO Range Communalities

Statements	Initial	Extraction
This brand is very famous	1.000	.875
I can identify the logo of this brand	1.000	.748
I am familiar with this brand	1.000	.779
I know the features of this brand	1.000	.840
I can recall this brand	1.000	.788
I will persist in using the service of this brand.	1.000	.879
I will recommend this brand to my friends	1.000	.593
I will like the idea that the brand deliver	1.000	.678
I am committed to this brand	1.000	.839
I am willing to pay high price for the brand.	1.000	.846
Product Performance of this brand is good.	1.000	.867
I like the value added features of this brand.	1.000	.634
The service quality of this brand is stable and reliable.	1.000	.705
I like the quality perception of this brand	1.000	.747
Service of this brand is convenient and comfortable	1.000	.734
I trust this brand	1.000	.876
This brand has a social image	1.000	.735
This brand gives me a feeling of recognition	1.000	.703
This brand gives me a feeling of satisfaction of buying this brand	1.000	.808
This brand carries a brand image	1.000	.782
Extraction Method: Principal Component Analysis.		

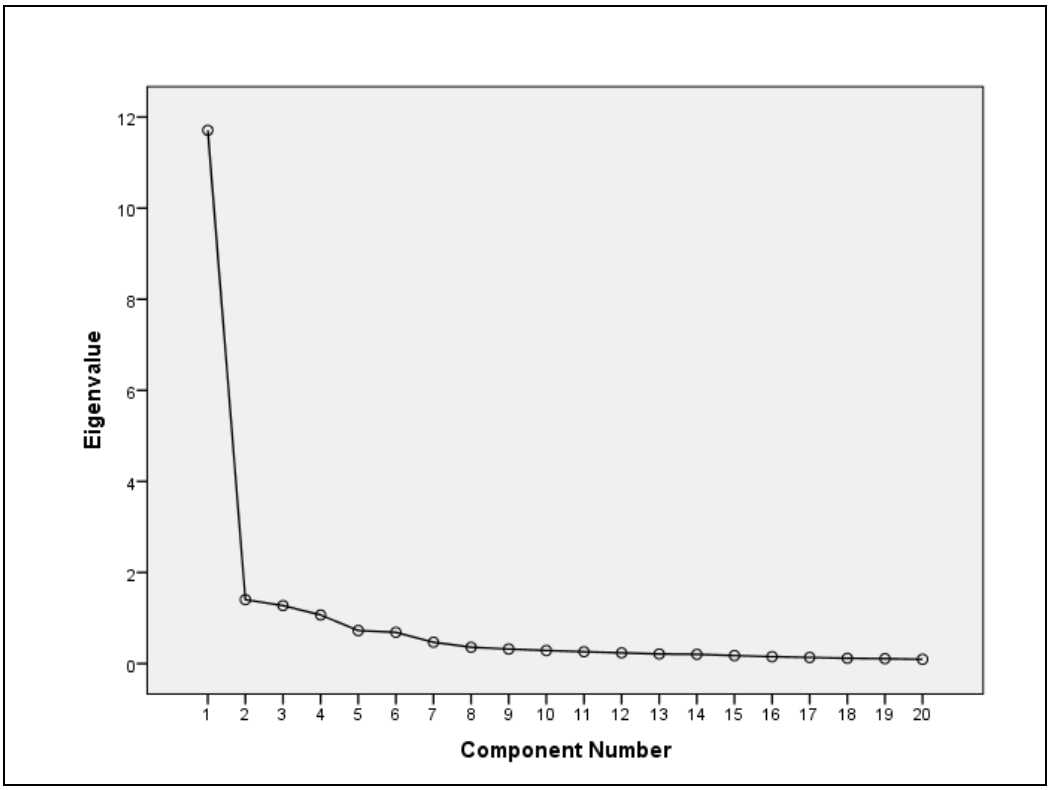
Interpretation: Usually the communalities range less than 0.50 is not taken in to consideration as these factors are not contributing anything to the factor analysis. But, in this case all the range values are more than 0.50, hence, all the values will be considered in the calculation of factor analysis.

Table-5.160: Total Variance Explained

CT	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	A	B	C	A	B	C	A	B	C
1	11.710	58.549	58.549	11.710	58.549	58.549	5.883	29.414	29.414
2	1.404	7.019	65.568	1.404	7.019	65.568	3.675	18.373	47.787
3	1.274	6.369	71.937	1.274	6.369	71.937	3.239	16.195	63.982
4	1.068	5.342	77.278	1.068	5.342	77.278	2.659	13.297	77.278
5	.727	3.633	80.911						
6	.687	3.434	84.345						
7	.469	2.343	86.688						
8	.359	1.797	88.485						
9	.320	1.601	90.086						
10	.287	1.437	91.523						
11	.261	1.303	92.826						
12	.236	1.178	94.003						
13	.212	1.058	95.061						
14	.203	1.017	96.079						
15	.177	.884	96.963						
16	.152	.759	97.722						
17	.136	.678	98.400						
18	.117	.587	98.987						
19	.108	.541	99.528						
20	.094	.472	100.000						
CT= Component Total A=Total B=% of Variance C=Cumulative %									

Source: Computed from Primary Data

Figure-5.1: Scree Plot



Interpretation: The table as well as scree plot concludes that total four different factors were extracted based on the total variance analysed. There are four components having the Initial Eigen Values over 1 and it explained for about 77.278 per cent of total variables in the unique 20 variables influencing the brand equity of consumer non-durable products. Therefore, it shows that analysis has drastically condensed the intricacy of the larger numbers of data set by using such components with loss of information about 22.722 per cent i.e. (100-77.278). Further it is revealed that the four factors based on percentage of variance explained in the given table works out to 58.549, 65.568, 71.937, 77.278 respectively.

Table-5.161: Rotated Component Matrix of Non-Durable Products

Sr. No.	Statements	Components			
		1	2	3	4
1	This brand is very famous			.779	
2	I can identify the logo of this brand		.744		
3	I am familiar with this brand		.763		
4	I know the features of this brand		.780		
5	I can recall this brand		.759		
6	I will persist in using the service of this brand.			.762	
7	I will recommend this brand to my friends	.493			
8	I will like the idea that the brand deliver				.573

9	I am committed to this brand				.788
10	I am willing to pay high price for the brand.				.875
11	Product Performance of this brand is good.			.775	
12	I like the value added features of this brand.	.674			
13	The service quality of this brand is stable and reliable.	.711			
14	I like the quality perception of this brand	.727			
15	Service of this brand is convenient and comfortable	.703			
16	I trust this brand			.777	
17	This brand has a social image	.756			
18	This brand gives me a feeling of recognition	.734			
19	This brand gives me a feeling of satisfaction of buying this brand	.817			
20	This brand carries a brand image	.796			
a. Rotation converged in 5 iterations.					

Interpretation: The above table shows Principal component Analysis. Varimax with Kaiser Normalization Rotated method is used in factors rotation. The analysis identified four components. Items having factor loading more than 0.40 is considered. Hence, none of the statements out of 20 needs to be excluded from the factor analysis.

Table 5.162: Naming of Group of statements

Factor Number	Statements as per the questionnaire	Factor Name
Factor: 1	7. I will recommend this brand to my friends	Perceived Quality
	12. I like the value added features of this brand.	
	13. The service quality of this brand is stable and reliable.	
	14. I like the quality perception of this brand	
	15. Service of this brand is convenient and comfortable	
	17. This brand has a social image	
	18. This brand gives me a feeling of recognition	
	19. This brand gives me a feeling of satisfaction of buying this brand	
	20. This brand carries a brand image	
Factor: 2	2.I can identify the logo of this brand	Brand Feature
	3. I am familiar with this brand	
	4. I know the features of this brand	
	5. I can recall this brand	
Factor: 3	1. This brand is very famous	Brand Performance
	6. I will persist in using the service of this brand.	
	11. Product Performance of this brand is good.	
	16. I trust this brand	
Factor: 4	8.I will like the idea that the brand deliver	Brand Commitment
	9. I am committed to this brand	
	10. I am willing to pay high price for the brand.	

Factor No. 1: The captioned table of rotated factor loading matrix inferred that the first component comprises for nine variables. The variables like. ``I will recommend this brand to my friends, `.I like the value added features of this

brand, The service quality of this brand is stable and reliable, I like the quality perception of this brand, Service of this brand is convenient and comfortable, This brand has a social image, This brand gives me a feeling of recognition, This brand gives me a feeling of satisfaction of buying this brand and This brand carries a brand image indicates factor loading of .493, .674, .711,.727,.703,.756, .734,.817 and.796 respectively. Consequently this factor is referred as *"*Perceived Quality*"*.

Factor No. 2: The captioned table of rotated factor loading matrix inferred that the first component comprises for four variables. The variables like. I can identify the logo of this brand, I am familiar with this brand, I know the features of this brand, I can recall this brand` indicates factor loading .744, .763, .780, and .759 respectively. Consequently this factor is referred as *"*Brand feature*"*.

Factor No. 3: The captioned table of rotated factor loading matrix inferred that the first component comprises for four variables. The variables like. 1. This brand is very famous, I will persist in using the service of this brand, Product Performance of this brand is good, I trust this brand` indicates factor loading. .779, .762, .775 and .777 respectively. Consequently this factor is referred as *"*Brand performance*"*.

Factor No. 4: The captioned table of rotated factor loading matrix inferred that the first component comprises for four variables. The variables like. I will like the idea that the brand deliver, I am committed to this brand, and I am willing to pay high price for the brand` indicates factor loading .573, .788 and .875 respectively. Consequently this factor is referred as *"*Brand commitment*"*.

Reliability: Cronbach's Alpha score of all four components are calculated. Factor 1 has alpha score of 0.945 for 9 no. of items in it. Factor 2 has alpha score is 0.911 for 4 no. of items in it. Factor 3 has alpha score of 0.929 for 4 no. of items in it. Factor 4 has alpha score of 0.841 for 3 no. of items in it.

FACTOR ANALYSIS OF DURABLE PRODUCTS

Table-5.163: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.940
Bartlett's Test of Sphericity	Approx. Chi-Square	23855.170
	Df	190
	Sig.	.000

Interpretation: The above results show that the KMO measure of sampling adequacy is 0.940. The significance P-Value of Bartlett's Test of Sphericity is 0.000 which is less than 0.05 that signifies the data is suitable for the application of factor analysis.

Table-5.164: KMO Range Communalities

Statements	Initial	Extraction
This brand is very famous	1.000	.856
I can identify the logo of this brand	1.000	.763
I am familiar with this brand	1.000	.787
I know the features of this brand	1.000	.814
I can recall this brand	1.000	.658
I will persist in using the service of this brand.	1.000	.854
I will recommend this brand to my friends	1.000	.636
I will like the idea that the brand deliver	1.000	.680
I am committed to this brand	1.000	.826
I am willing to pay high price for the brand.	1.000	.848
Product Performance of this brand is good.	1.000	.865
I like the value added features of this brand.	1.000	.695
The service quality of this brand is stable and reliable.	1.000	.725
I like the quality perception of this brand	1.000	.764
Service of this brand is convenient and comfortable	1.000	.742
I trust this brand	1.000	.871
This brand has a social image	1.000	.785
This brand gives me a feeling of recognition	1.000	.723
This brand gives me a feeling of satisfaction of buying this brand	1.000	.818
This brand carries a brand image	1.000	.785
Extraction Method: Principal Component Analysis.		

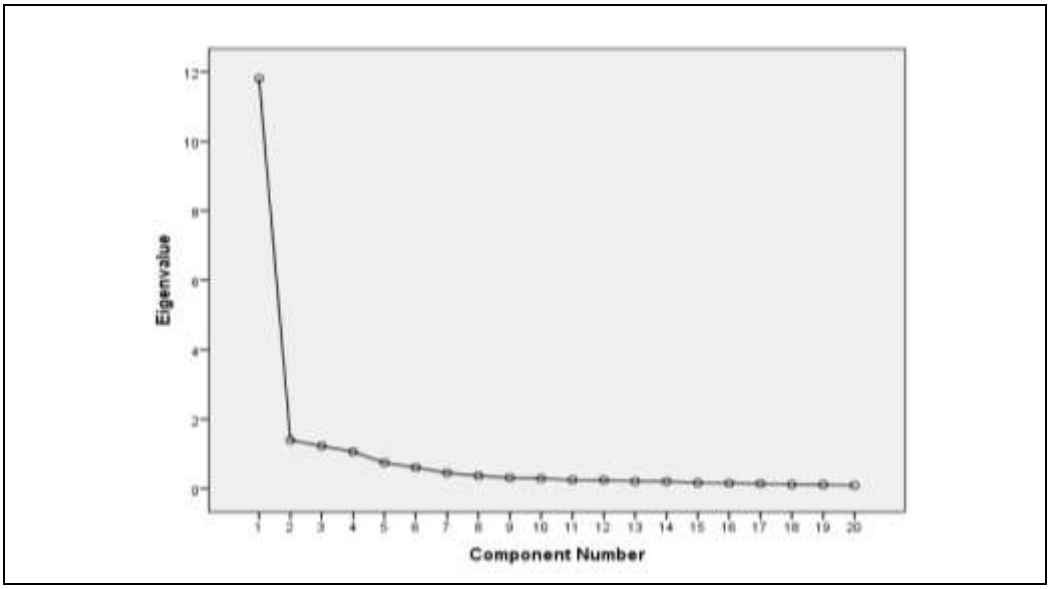
Interpretation: Usually the communalities range less than 0.50 is not taken in to consideration as these factors are not contributing anything to the factor analysis. But, in this case all the range values are more than 0.50, hence, all the values will be considered in the calculation of factor analysis.

Table-5.165: Total Variance Explained

CT	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	A	B	C	A	B	C	A	B	C
1	11.807	59.036	59.036	11.807	59.036	59.036	5.846	29.229	29.229
2	1.400	7.002	66.038	1.400	7.002	66.038	3.709	18.543	47.772
3	1.228	6.140	72.178	1.228	6.140	72.178	3.422	17.109	64.882
4	1.061	5.305	77.482	1.061	5.305	77.482	2.520	12.601	77.482
5	.747	3.737	81.219						
6	.610	3.049	84.268						
7	.453	2.267	86.535						
8	.372	1.861	88.396						
9	.315	1.574	89.971						
10	.290	1.452	91.422						
11	.251	1.253	92.675						
12	.248	1.238	93.913						

13	.213	1.064	94.977						
14	.208	1.042	96.019						
15	.172	.858	96.877						
16	.156	.778	97.655						
17	.141	.707	98.361						
18	.119	.594	98.955						
19	.115	.574	99.529						
20	.094	.471	100.000						
CT= Component Total A=Total B=% of Variance C=Cumulative %									

Figure-5.2: Scree Plot



Interpretation: The table as well as scree plot concludes that total four different factors were extracted based on the total variance analysed. There are four components having the Initial Eigen Values over 1 and it explained for about 77.482 per cent of total variables in the unique 20 variables influencing the brand equity of consumer durable products. Therefore, it shows that analysis has drastically condensed the intricacy of the larger numbers of data set by using such components with loss of information about 22.518 per cent i.e. (100-77.482). Further it is revealed that the four factors based on percentage of variance explained in the given table works out to 59.036, 66.038, 72.178, and 77.482 respectively.

Table-5.166: Rotated Component Matrix of Durable Products

Sr. No.	Statements	Components			
		1	2	3	4
1	This brand is very famous			.802	
2	I can identify the logo of this brand		.747		
3	I am familiar with this brand		.749		
4	I know the features of this brand		.758		
5	I can recall this brand		.719		
6	I will persist in using the service of this brand.			.772	
7	I will recommend this brand to my friends	.517			

8	I will like the idea that the brand deliver				.528
9	I am committed to this brand				.771
10	I am willing to pay high price for the brand.				.870
11	Product Performance of this brand is good.			.788	
12	I like the value added features of this brand.	.695			
13	The service quality of this brand is stable and reliable.	.669			
14	I like the quality perception of this brand	.739			
15	Service of this brand is convenient and comfortable	.704			
16	I trust this brand			.787	
17	This brand has a social image	.781			
18	This brand gives me a feeling of recognition	.712			
19	This brand gives me a feeling of satisfaction of buying this brand	.823			
20	This brand carries a brand image	.788			
a. Rotation converged in 5 iterations.					

Interpretation: The above table shows Principal component Analysis. Varimax with Kaiser Normalization Rotated method is used in factors rotation. The analysis identified four components. Items having factor loading more than 0.40 is considered.

Table 5.167: Naming of Group of statements

Factor Number	Statements as per the questionnaire	Factor Name
Factor: 1	7. I will recommend this brand to my friends	Perceived Quality
	12. I like the value added features of this brand.	
	13. The service quality of this brand is stable and reliable.	
	14. I like the quality perception of this brand	
	15. Service of this brand is convenient and comfortable	
	17. This brand has a social image	
	18. This brand gives me a feeling of recognition	
	19. This brand gives me a feeling of satisfaction of buying this brand	
	20. This brand carries a brand image	
Factor: 2	2.I can identify the logo of this brand	Brand Feature
	3. I am familiar with this brand	
	4. I know the features of this brand	
	5. I can recall this brand	
Factor: 3	1. This brand is very famous	Brand Performance
	6. I will persist in using the service of this brand.	
	11. Product Performance of this brand is good.	
	16. I trust this brand	
Factor: 4	8.I will like the idea that the brand deliver	Brand Commitment
	9. I am committed to this brand	
	10. I am willing to pay high price for the brand.	

Factor No. 1: The captioned table of rotated factor loading matrix inferred that the first component comprises for nine variables. The variables like. ``I will recommend this brand to my friends, `.I like the value added features of this brand, The service quality of this brand is stable and reliable, I like the quality perception of this brand, Service of this brand is convenient and comfortable, This brand has a social image, This brand gives me a feeling of recognition,

This brand gives me a feeling of satisfaction of buying this brand and This brand carries a brand image indicates factor loading .517, .695, .669, .739, .704, .781, .712, .823 and .788 respectively. Consequently this factor is referred as *"*Perceived Quality*"*.

Factor No. 2: The captioned table of rotated factor loading matrix inferred that the first component comprises for four variables. The variables like. I can identify the logo of this brand, I am familiar with this brand, I know the features of this brand, I can recall this brand` indicates factor loading .747, .749, .758 and .719 respectively. Consequently this factor is referred as *"*Brand feature*"*.

Factor No. 3: The captioned table of rotated factor loading matrix inferred that the first component comprises for four variables. The variables like. 1. This brand is very famous, I will persist in using the service of this brand, Product Performance of this brand is good, I trust this brand` indicates factor loading .802, .772, .788 and .787 respectively. Consequently this factor is referred as *"*Brand performance*"*.

Factor No. 4: The captioned table of rotated factor loading matrix inferred that the first component comprises for four variables. The variables like. I will like the idea that the brand deliver, I am committed to this brand, and I am willing to pay high price for the brand` indicates factor loading .528, .771 and .870 respectively. Consequently this factor is referred as *"*Brand commitment*"*.

Reliability: Cronbach's Alpha score of all four components are calculated. Factor 1 has alpha score of 0.951 for 9 no. of items in it. Factor 2 has alpha score is 0.888 for 4 no. of items in it. Factor 3 has alpha score of 0.926 for 4 no. of items in it. Factor 4 has alpha score of 0.826 for 3 no. of items in it.

5.6 CORRELATION AND REGRESSION ANALYSIS

The researcher has tested the main hypotheses of the study by correlation and regression model. The following tables show the same:

$H0_{73}$: There is no significant difference among the brand equity of selected non-durable and durable products.

Table-5.168: Correlation between Non-Durable and Durable Brand Equity

		Brand Equity of Durable Products
Brand Equity of Non-Durable Products	Pearson Correlation	0.664
	Sig. (2 tailed)	0.000
	N	1200

Interpretation: The above table shows Pearson Correlation between selected durable and non-durable products. The value of Correlation is 0.664, Significance P-Value is 0.000 and N is 1200. As the value of correlation indicates, there is a high positive correlation between selected durable and non-durable products. Therefore the above null hypothesis is rejected. Hence, there is significance difference among the brand equity of selected non-durable and durable products.

$H0_{74}$: There is no significant positive effect of brand awareness on brand equity of selected non-durable products.

Table-5.169: Model Summary for brand awareness on brand equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.877	0.770	0.769	0.19705

Table-5.170: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155.122	5	31.024	799.018	0.000
	Residual	46.361	1198	.039		
	Total	201.483	1199			
a. Dependent Variable: Brand Equity						

Interpretation: Regression analysis is carried out to know the association between brand awareness and brand equity. Above table-5.170 shows the significance value 0.00, which is less than 0.05. It means there is a significant positive effect of brand awareness on brand equity of selected non-durable

products. The adjusted R^2 Value 0.769 indicates that the model explains 76.9% of the brand awareness is responsible for brand equity.

Table-5.171: Coefficients

Statements of Brand Awareness	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.606	.054		11.158	.000
This brand is very famous	.209	.013	.310	16.315	.000
I can identify the logo of this brand	.150	.020	.170	7.634	.000
I am familiar with this brand	.119	.021	.137	5.780	.000
I know the features of this brand	.212	.022	.257	9.534	.000
I can recall this brand	.138	.023	.157	6.065	.000

Interpretation: Coefficient analysis reveals the relationship between brand awareness and brand equity. All the statements of brand awareness are significant because the value is less than 0.05. Hence, the null hypothesis is rejected and proved that there is a significant positive effect of brand awareness on brand equity of selected non-durable products.

$H0_{75}$: There is no significant positive effect of brand loyalty on brand equity of selected non-durable products.

Table-5.172: Model Summary for brand loyalty on brand equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.910	0.829	0.828	0.16998

Table-5.173: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.984	5	33.397	1155.839	.000
	Residual	34.499	1194	.029		
	Total	201.483	1199			
a. Dependent Variable: Brand Equity						

Interpretation: Regression analysis is carried out to know the association between brand loyalty and brand equity. Above table-5.173 shows the significance value 0.00, which is less than 0.05. It means there is a significant positive effect of brand loyalty on brand equity of selected non-durable

products. The adjusted R^2 Value 0.828 indicates that the model explains 82.8% of the brand loyalty is responsible for brand equity.

Table-5.174: Coefficients

Statements of Brand Loyalty	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.830	.043		19.401	.000
I will persist in using the service of this brand.	.226	.012	.336	19.088	.000
I will recommend this brand to my friends	.231	.015	.273	15.876	.000
I will like the idea that the brand deliver	.176	.014	.220	12.169	.000
I am committed to this brand	.150	.013	.243	11.175	.000
I am willing to pay high price for the brand.	.007	.010	.013	0.682	.496

Interpretation: Coefficient analysis reveals the relationship between brand loyalty and brand equity. Majority of the statements of brand loyalty are significant because the value is less than 0.05. Hence, the null hypothesis is rejected and proved that there is a significant positive effect of brand loyalty on brand equity of selected non-durable products.

$H0_{76}$: There is no significant positive effect of Perceived Quality on brand equity of selected non-durable products.

Table-5.175: Model Summary for Perceived Quality on brand equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.916	0.840	0.839	0.16439

Table-5.176: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	169.215	5	33.843	1252.273	.000
	Residual	32.268	1194	.027		
	Total	201.483	1199			
a. Dependent Variable: Brand Equity						

Interpretation: Regression analysis is carried out to know the association between Perceived Quality and brand equity. Above table-5.176 shows the significance value 0.00, which is less than 0.05. It means there is a significant positive effect of Perceived Quality on brand equity of selected non-durable

products. The adjusted R^2 Value 0.839 indicates that the model explains 83.9% of the Perceived Quality is responsible for brand equity.

Table-5.177: Coefficients

Statements of Perceived Quality	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.640	.042		15.203	.000
Product Performance of this brand is good.	.219	.012	.326	19.033	.000
I like the value added features of this brand.	.167	.014	.212	12.064	.000
The service quality of this brand is stable and reliable.	.119	.017	.144	6.822	.000
I like the quality perception of this brand	.152	.018	.183	8.344	.000
Service of this brand is convenient and comfortable	.176	.020	.202	8.933	.000

Interpretation: Coefficient analysis reveals the relationship between Perceived Quality and brand equity. All the statements of Perceived Quality are significant because the value is less than 0.05. Hence, the null hypothesis is rejected and proved that there is a significant positive effect of Perceived Quality on brand equity of selected non-durable products.

$H0_{77}$: There is no significant positive effect of brand association on brand equity of selected non-durable products.

Table-5.178: Model Summary for brand association on brand equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.900	0.809	0.808	0.17941

Table-5.179: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.049	5	32.610	1013.077	.000
	Residual	38.434	1194	.032		
	Total	201.483	1199			
a. Dependent Variable: Brand Equity						

Interpretation: Regression analysis is carried out to know the association between brand association and brand equity. Above table-5.179 shows the significance value 0.00, which is less than 0.05. It means there is a significant positive effect of brand association on brand equity of selected non-durable

products. The adjusted R^2 Value 0.808 indicates that the model explains 80.8% of the brand association is responsible for brand equity.

Table-5.180: Coefficients

Statements of Brand Association	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.819	.045		18.312	.000
I trust this brand	.232	.012	.358	19.620	.000
This brand has a social image	.127	.017	.161	7.343	.000
This brand gives me a feeling of recognition	.152	.017	.190	8.695	.000
This brand gives me a feeling of satisfaction of buying this brand	.194	.023	.236	8.437	.000
This brand carries a brand image	.075	.024	.088	3.161	.002

Interpretation: Coefficient analysis reveals the relationship between brand association and brand equity. All the statements of brand association are significant because the value is less than 0.05. Hence, the null hypothesis is rejected and proved that there is a significant positive effect of brand association on brand equity of selected non-durable products.

$H0_{78}$: There is no significant positive effect of brand awareness on brand equity of selected durable products.

Table-5.181: Model Summary for brand awareness on brand equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885	.782	.782	.19399

Table-5.182: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	161.653	5	32.331	859.111	.000
	Residual	44.933	1194	.038		
	Total	206.586	1199			
a. Dependent Variable: Brand Equity						

Interpretation: Regression analysis is carried out to know the association between brand awareness and brand equity of selected durable products. Above table shows the significance value 0.00, which is less than 0.05. It means there is a significant positive effect of brand awareness on brand equity of selected

durable products. The adjusted R^2 Value 0.782 indicates that the model explains 78.2% of the brand awareness is responsible for brand equity.

Table-5.183: Coefficients

Statements of Brand Awareness	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.538	.053		10.181	.000
This brand is very famous	.217	.012	.324	18.114	.000
I can identify the logo of this brand	.158	.019	.176	8.098	.000
I am familiar with this brand	.145	.021	.167	7.056	.000
I know the features of this brand	.248	.021	.293	11.851	.000
I can recall this brand	.077	.014	.104	5.371	.000

Interpretation: Coefficient analysis reveals the relationship between brand awareness and brand equity. All the statements of brand awareness are significant because the value is less than 0.05. Hence, the null hypothesis is rejected and proved that there is a significant positive effect of brand awareness on brand equity of selected durable products.

$H0_{79}$: There is no significant positive effect of brand loyalty on brand equity of selected durable products.

Table-5.184: Model Summary for brand loyalty on brand equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914	.835	.834	.16893

Table-5.185: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.513	5	34.503	1209.053	.000
	Residual	34.073	1194	.029		
	Total	206.586	1199			
a. Dependent Variable: Brand Equity						

Interpretation: Regression analysis is carried out to know the association between brand loyalty and brand equity. Above table shows the significance value 0.00, which is less than 0.05. It means there is a significant positive effect of brand loyalty on brand equity of selected durable products. The adjusted R^2

Value 0.834 indicates that the model explains 83.4% of the brand loyalty is responsible for brand equity.

Table-5.186: Coefficients

Statements of Brand Loyalty	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.725	.043		16.896	.000
I will persist in using the service of this brand.	.194	.011	.284	17.118	.000
I will recommend this brand to my friends	.266	.014	.320	19.133	.000
I will like the idea that the brand deliver	.210	.014	.254	14.632	.000
I am committed to this brand	.120	.013	.189	9.423	.000
I am willing to pay high price for the brand.	.032	.009	.061	3.355	.001

Interpretation: Coefficient analysis reveals the relationship between brand loyalty and brand equity. Majority of the statements of brand loyalty are significant because the value is less than 0.05. Hence, the null hypothesis is rejected and proved that there is a significant positive effect of brand loyalty on brand equity of selected durable products.

$H0_{80}$: There is no significant positive effect of Perceived Quality on brand equity of selected durable products.

Table-5.187: Model Summary for Perceived Quality on brand equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929	.863	.862	.15423

Table-5.188: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	178.185	5	35.637	1498.207	.000
	Residual	28.401	1194	.024		
	Total	206.586	1199			
a. Dependent Variable: Brand Equity						

Interpretation: Regression analysis is carried out to know the association between Perceived Quality and brand equity. Above table shows the significance value 0.00, which is less than 0.05. It means there is a significant positive effect of Perceived Quality on brand equity of selected durable

products. The adjusted R^2 Value 0.862 indicates that the model explains 86.2% of the Perceived Quality is responsible for brand equity.

Table-5.189: Coefficients

Statements of Perceived Quality	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.567	.040		14.275	.000
Product Performance of this brand is good.	.208	.011	.302	19.346	.000
I like the value added features of this brand.	.200	.014	.241	14.522	.000
The service quality of this brand is stable and reliable.	.189	.016	.235	11.955	.000
I like the quality perception of this brand	.132	.018	.157	7.278	.000
Service of this brand is convenient and comfortable	.126	.019	.144	6.566	.000

Interpretation: Coefficient analysis reveals the relationship between Perceived Quality and brand equity. All the statements of Perceived Quality are significant because the value is less than 0.05. Hence, the null hypothesis is rejected and proved that there is a significant positive effect of Perceived Quality on brand equity of selected durable products.

$H0_{81}$: There is no significant positive effect of brand association on brand equity of selected durable products.

Table-5.190: Model Summary for brand association on brand equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909	.826	.825	.17360

Table-5.191: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.601	5	34.120	1132.120	.000
	Residual	35.985	1194	.030		
	Total	206.586	1199			
a. Dependent Variable: Brand Equity						

Interpretation: Regression analysis is carried out to know the association between brand association and brand equity. Above table shows the significance value 0.00, which is less than 0.05. It means there is a significant positive effect of brand association on brand equity of selected durable products. The adjusted

R^2 Value 0.825 indicates that the model explains 82.5% of the brand association is responsible for brand equity.

Table-5.192: Coefficients

Statements of Brand Association	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.756	.043		17.524	.000
I trust this brand	.197	.011	.302	17.350	.000
This brand has a social image	.165	.018	.204	9.422	.000
This brand gives me a feeling of recognition	.169	.018	.208	9.590	.000
This brand gives me a feeling of satisfaction of buying this brand	.157	.022	.191	7.151	.000
This brand carries a brand image	.114	.022	.134	5.083	.000

Interpretation: Coefficient analysis reveals the relationship between brand association and brand equity. All the statements of brand association are significant because the value is less than 0.05. Hence, the null hypothesis is rejected and proved that there is a significant positive effect of brand association on brand equity of selected durable products.