LIST OF TABLES

TABLE NO.		PAGE
1.1.1.	Percent of TV Commercials in the National Network Programmes	7
1.1.2.	TV Advertising Expenditure by Product groups for all Kendras	8
1.2.1.	Percent of Viewership/Readership in Rural and Urban areas, a forecast	10
1.2.2.	Expected Advertising Revenue through major Media by 2001 AD.	11
1.5.1.	Classification of Consumer Roles	17
2.4.1.	Potential Causes of Success and Failure	68
3.3.1.	Correlation between Vocational Preference and Vocational Preparation measures	90
3.3.2.	Correlation between CAD scores and three fields of study	91
3.3.4.	Relevant Personality Factors derived from Factor Analysis	98
3.3.5.	Absolute Correlations of Modified Test Scales measured by simple sum of a priori items with the Original Psychological Tests	100
3.3.6.	Approach and Avoidance dimensions of the Six Motives	104
3.3.7.	Test-retest Reliability Coefficients for the Six Motives	105
3.3.8.	The significance levels of Correlations between Role Effectiveness dimensions and Six Motivational Variables	107
4.2.1.	Results of the Canonical analysis between Predictor Variables and Frequency of Purchase Variables.	153

4.2.2.	Results of the Canonical analysis between Predictor Variables and Likelihood of Purchase Variables.	160
4.2.3.A.	Results of the Canonical analysis between Personality Variables and Frequency of Purchase Variables.	169
4.2.3.B.	Results of the Canonical analysis between Personality Variables and Likelihood of Purchase Variables.	172
4.2.4.A.	Results of the Canonical analysis between Perceptual Variables and Frequency of Purchase Variables.	176
4.2.4.B.	Results of the Canonical analysis between Perceptual Variables and Likelihood of Purchase Variables.	178
4.2.5.A.	Results of the Canonical analysis between Motivational Variables and Frequency of Purchase Variables.	181
4.2.5.B.	Results of the Canonical analysis between Motivational Variables and Likelihood of Purchase Variables.	184
4.3.1.	For the Criterion Variable using ---------- Frequency of Purchase Measure ----------	
4.3.1.A.	Number of Cases belonging to Group 1 (Least Frequent) and Group 2 (Most Frequent) purchasers of Health/Medicinal Products	195
4.3.1.B.	Correlations between the Predictor Variables and the Discriminant Functions,Canonical Correlations, Eigen and Chi-Squared Values and their significance levels for Health/Medicinal products	198
4.3.1.C.	Total Percent of Cases Correctly Classified for each of the Six Products belonging to Health/Medicinal Product Group	208

4.3.1.D.	Number of Cases belonging to Group 1 (Least Frequent) and Group 2 (Most Frequent) purchasers of Socially oriented Products	210
4.3.1.E.	Correlations between the Predictor Variables and the Discriminant Functions,Canonical Correlations, Eigen and Chi-Squared Values and their significance levels for Socially oriented products	219
4.3.1.F.	Total Percent of Cases Correctly Classified for each of the Six Products belonging to Socially oriented Product Group	228
4.3.1.G.	Number of Cases belonging to Group 1 (Least Frequent) and Group 2 (Most Frequent) purchasers of Personal Grooming/Care Products	236
4.3.1.H.	Correlations between the Predictor Variables and the Discriminant Functions,Canonical Correlations, Eigen and Chi-Squared Values and their significance levels for Personal Grooming/Care products	240
4.3.1.I.	Total Percent of Cases Correctly Classified for each of the Six Products belonging to Personal Grooming/Care Product Group	249
4.3.2.	For the Criterion Variable using Likelihood of Purchase Measure	
4.3.2.A.	Number of Cases belonging to Group 1 (Least Frequent) and Group 2 (Most Frequent) purchasers of Health/Medicinal Products	258
4.3.2.B.	Correlations between the Predictor Variables and the Discriminant Functions,Canonical Correlations, Eigen and Chi-Squared Values and their significance levels for Health/Medicinal products	262

4.3.2.C.	Total Percent of Cases Correctly Classified for each of the Six Products belonging to Health/Medicinal Product Group	272
4.3.2.D.	Number of Cases belonging to Group 1 (Least Frequent) and Group 2 (Most Frequent) purchasers of Socially oriented Products	279
4.3.2.E.	Correlations between the Predictor Variables and the Discriminant Functions,Canonical Correlations, Eigen and Chi-Squared Values and their significance levels for Socially oriented products	282
4.3.2.F.	Total Percent of Cases Correctly Classified for each of the Six Products belonging to Socially oriented Product Group	292
4.3.2.G.	Number of Cases belonging to Group 1 (Least Frequent) and Group 2 (Most Frequent) purchasers of Personal Grooming/Care Products	299
4.3.2.H.	Correlations between the Predictor Variables and the Discriminant Functions,Canonical Correlations, Eigen and Chi-Squared Values and their significance levels for Personal Grooming/Care products	3Ø2
4.3.2.I.	Total Percent of Cases Correctly Classified for each of the Six Products belonging to Personal Grooming/Care Product Group	312
4.4.1.	Mean Scores of Predictor Variables for Three Groups (Cluster) of Frequency of Purchase, F values and significance levels	323
4.4.2.	Mean Scores of Predictor Variables for Three Groups (Cluster) of Likelihood of Purchase, F values and significance levels	33Ø

4.4.4.Ø.	For Criterion Variable Using Frequency Measure	
4.4.4.1.	Showing the Step, Action taken (entered/removed), Change in Rao's V and significance levels	336
4.4.4.2.	Standardized Canonical Discriminant Function Coefficients	337
4.4.4.3.	Discriminant Functions,Eigen Values, % of Variance, Canonical Correlations,Chi-Squared and their significance	338
4.4.4.4.	Correlations between Predictor Variables and the First Discriminant Function, Eigen Value, Canonical R, Chi-Squared and their significance level	339
4.4.4.5.	Classification Results of the Actual Group Membership and the Predicted Membership	341
4.4.5.Ø.	For Criterion Variable Using Likelihood Measure	
4.4.5.1.	Showing the Step, Action taken (entered/removed), Change in Rao's V and significance levels	344
4.4.5.2.	standardized Canonical Discriminant Function Coefficients	345
4.4.5.3.	Discriminant Functions,Eigen Values, % of Variance, Canonical Correlations,Chi-Squared and their significance	346
4.4.5.4.	Correlations between Predictor Variables and the First Discriminant Function, Eigen Value, Canonical R, Chi-Squared and their significance level	348
4.4.5.5.	Classification Results of the Actual Group Membership and the Predicted Membership	35Ø