LIST OF TABLES

CIT ATOM OTO STATE	-	T)
CHAPTER-IW		<u> Page</u>
TABLE NO.		
4.1	Multiple correlation between the attributes of Toilet soap and personality factors among Maharashtrians and Gujaratis.	181
4.2	Partial Correlation between the attri- butes of Toilet soap and personality factors among Maharashtrians.	182
4.3	Partial Correlations between the Attri- butes of Toilet soap and personality factors among Gujaratis.	183
4.4	Multiple correlation between the attri- butes of Toothpaste and personality factors among Maharashtrians and Gujarati	s. 1 84
4.5	Partial correlation between the attri- butes of Toothpaste and personality factors among Maharashtrians.	185
4.6	Partial correlation between the attri- butes of Toothpaste and personality factors among Gujaratis	186
47	Multiple correlation between the attri- butes of Face/Talcum powder and persona- lity factors among Maharashtrians and Gujaratis.	187
4.8	Partial correlation between the attri- butes of Face/Talcum powder and persona- lity factors among Maharashtrians.	188
4.9	Partial correlation between the attri- butes of Face/Talcum powder and persona- lity factors among Gujaratis.	189
4.10	Multiple correlation between the attri- butes of Cloth/Dress material and perso- nality factors among Maharashtrians and Gujaratis.	190

CHAPTER-IV		Page
TABLE NO	l•	
4.11	Partial correlation between the attributes of Cloth/Dress material and personality factor among Maharashtrians.	191
4 .1 2	Partial correlation between the attributes of Cloth/Dress material and personality factors among Gujaratis.	192
4.13	Multiple correlation between the attributes of Toilet soap and personality factors among Males and Females.	193
4.14	Partial correlation between the attributes of Toilet soap and personality factors among Males.	194
4.15	Partial correlation between the attributes of toilet soap and personality factors among Females.	195
4 1 6	Multiple correlation between the attributes of Toothpaste and personality factors among Males and Females.	196
4.17	Partial correlation between the attributes of Toothpaste and personality factors among Males.	197
4 .1 8	Partial correlation between the attributes of Toothpaste and personality factors among Females.	198
4.19	Multiple correlational between the attributes of Face/Talcum powder and personality factors among males and females.	199
4.20	Partial correlation between the attributes of Face/Talcum powder and personality factors among Males.	200
4.20	Partial correlation between the attributes of Face/Talcum powder and personality factors among females.	201

	- iii -	
CHAPTER-IV	•	Page
TABLE NO	.•	
4.22	Multiple correlation between the attri- butes of Cloth/Dress material, and personality factors among Males and Females.	201
4.23	Partial correlation between the attri- butes of Cloth/Dress materials and Personality Factors among Males.	203
4.24	Partial correlation between the attri- butes of Cloth/Dress material and Personality factors among Females.	20A
CHAPTER - V		
TABLE NO		
5 .1	Multiple correlation between the attri- butes of Toilet soap and EPPS Needs among Maharashtrians and Gujaratis.	223
5.2	Partial Correlation between the attri- butes of Toilet soap and EPPS Needs among Maharashtrians.	224
5•3	Partial Correlations between the attri- butes of Toilet soap and EPPS Needs among Gujaratis.	225
5•4	Multiple correlation between the attri- butes of Toothpaste and EPPS Needs among Maharashtrians and Gujaratis.	226
5.5	Partial correlation between the attri- butes of Toothpaste and EPPS Needs among Maharashtrians.	227
5.6	Partial correlation between the attri- butes of Toothpaste and EPPS Needs among Gujaratis.	228
5.7	Multiple correlation between the attri- butes of Face/Talcum powder and EPPS Needs among Maharashtrians and Gujaratis.	229

	- iv -	_	
CHAPTER -		Page	
TABLE NO	TABLE NO.		
5.8	Partial correlation between the attri- butes of Face/Talcum powder and EPPS needs among Maharashtrians.	230	
5.9	Partial correlation between the attri- butes of Face/Talcum powder and RPPS needs among Gujaratis.	231	
5.10	Multiple correlation between the attri- butes of Cloth/Dress material and APPS Needs among Maharashtrians and Gujaratis.	,232	
5 .11	Partial correlation between the attributes of Cloth/Dress material and HPPS Needs among Maharashtrians.	233	
5.12	Partial correlation between the attri- butes of Cloth/Dress material and EPPS Needs among Gujaratis.	234	
5.13	Multiple correlation between the attri- butes of Tiolet soap and EPPS Needs among Males and Females.	235	
5.14	Partial correlation between the attri- butes of Toilet soap and EPPS Needs among Males.	236	
5 .1 5	Partial correlation between the attri- butes of Toilet soap and APPS Needs among Females.	237	
5.16	Multiple correlation between the attri- butes of Toothpastep and EPPS Needs among Males and Females.	238	
5.17	Partial correlation between the attri- butes of Toothpaste and EPPS Needs among Males.	239	
5 .1 8	Partial correlation between the attri- butes of Toothpaste and RPPS Needs among Females.	240	

.