

CHAPTER - IVPERSONALITY AND PRODUCT PREFERENCES

Personality may be defined in terms of the characteristics that determine the general pattern of behaviour. In marketing total product offerings are adapted to the demands of relatively homogenous groups known as market segments. It is felt by many researchers that demography falls considerably short as a means of market segmentation and that markets should be analysed to detect differences in values, motivations and personality. Most of the studies carried out in this area have as their common objective the prediction of consumer behaviour through using various personality measures. These studies fall in to the following classes:

- (1) Susceptibility to social influence
- (2) Persuasibility
- (3) Product and brand choice.

In the researches falling in the first category respondents have been classified according to certain social characteristics and then the differences among the groups of respondents have been related to susceptibility to social influence. In one study, for example, respondents were classified as (a) tradition directed, (b) inner directed, and

(c) other directed. It was hypothesized that the respondents falling into the above three categories would differ in their susceptibility to mass communication appeals and preference for certain unique types of appeals.

Persuasibility is an important response trait. Individuals have been shown to differ greatly with regard to this trait. This is especially true in the area of opinion change. Of special importance are attempts to varyfy whether persuasibility is a general trait as opposed to a predisposition that varies from situation to situation.

Many investigators maintain that personality characteristics should predict brand or store preferences and other types of buyer activity. The results of most of the studies carried out in this area have shown that personality fails to predict activities related to consumer buying.

The present investigation belongs to the third category. It aims at predicting consumer product preferences from personality and motivational factors. As has already indicated in the chapter on Methodology Product Preference scores have been computed by multiplying the desirability scores and distinction scores on each of the product attributes. These scores are predicted from personality and motivational factors. Personality characteristics were measured by administering Cattell's 16 PF inventory. For the

measurement of motivational factors EPPS was used. The results are in the form of multiple correlation coefficients and partial correlation coefficients. These two standardized instruments and the product preference test constructed by the investigator were administered to groups of respondents based on community and sex. Four product groups were selected and multiple correlation coefficients as well as partial correlation coefficients were computed separately for each of these four products. First the results of multiple correlation coefficients as well be discussed according to community for each of the four products. This will be followed by a discussion on partial correlation coefficients. Similar analysis would be made for the sex groups.

Product Group-I : Toilet Soap:

Table 4.1: Showing the multiple correlational analysis between the ten attributes of toilet soap and the sixteen personality factors for the Maharashtrian and Gujarati communities. (Page 181)

The results indicated that for Maharashtrians, imparts freshness (.44), reaction to sensitivity (.38) and newly introduced brand (.39) were significantly correlated with the personality characteristics, while for Gujaratis, germicidal/

Medicinal (.33), Price (.33), newly introduced brand (.32) and others opinion (.34) attributes of the product, toilet soap were significantly correlated with the personality characteristics. The results thus showed that while buying a toilet soap, the Maharashtrains tend to give enough importance to the functional attributes related to the product, namely imparts freshness and reaction to sensitivity and also to the attitudinal aspect that the product was a newly introduced one. Hence the Maharashtrians might pay more attention to the attributes of the products, in terms of what the product can do to the user and also the socially acquired trait to use anything that comes new to the market. But Gujaratis tend to choose the toilet soap considering mainly the physical attributes related to the content of the product, such as germicidal/medicinal and more by the attributes that were not related to the content of the product as such. They tend to give more importance to the economic attributes of the soap, price and also the attitudinal factors namely, newly introduced brand and others' opinion.

The multiple correlational analysis thus indicated a wide difference between the Maharashtrian and Gujarati communities with relation to the attributes of the toilet soap while buying. Maharashtrians tend to go mainly

according to the functional aspects of soap while Gujaratis go for physical and attitudinal aspects of a soap. Newly introduced brand, was the only attribute that was found to be common between both the communities while the other attribute could be said to be relevant to each of the specific groups.

It is interesting to note that the economic factor, price was significantly and positively correlated with the personality factors for Gujaratis for the preference of toilet soap, a commodity of daily use. Maharashtra did not consider the attribute price important at all, but their preferences were determined by the functional aspects only.

The above discussion revealed the extent to which product attribute preferences could be predicted from personality factors. In order to get a more meaningful approach regarding, which of the 16 personality factors that were associated with the attributes. The partial correlations were computed for both the communities separately. The results of the analysis for Maharashtra and Gujarati communities are presented in Table 4.2 and 4.3 respectively.

Table 4.2 : Showing the partial correlation between the 10 attributes of toilet soap and the 16 personality factors for Maharashtrians. (Page 182)

As it had been discussed under the multiple correlation analysis that for Maharashtrians, the attributes of toilet soap, imparts freshness, reaction to sensitivity and newly introduced brand, were significantly correlated with the personality factors. In order to seek out the specific personality characteristics associated with those above mentioned attributes partial correlations were computed. As the results were shown in Table 4.2, the attribute imparts freshness was significantly and positively correlated with the personality factors of G (.20), H (.13) M (.20) and Q₂ (.24) and negatively correlated with I (-0.16). The attribute, reaction to sensitivity was significantly correlated with G(.16), M(.18) and Q₂(.15) personality factors. Both these two attributes were related to the functional qualities of the product. The third attribute, newly introduced brand, which was an attitudinal attribute was significantly and negatively correlated with B(-.17), I(-.24) and Q₃(-.15) and positively correlated with C(0.15) factors of personality.

Considering all these three attributes comprising of

both the functional and the attitudinal aspects of the toilet soap the following generalization could be derived that Maharashtrians with the personality traits such as persevering, staid, rule bound, socially bold, uninhibited, spontaneous, unconventional, unconcerned over every day matters, and prefer own decision, intellectually dull, but emotionally mature, stable, realistic about life, possessing ego strength, practical, masculine, independent sceptical of subjective and cultural elaborations would tend to go by the three attributes discussed while buying/prefering a toilet soap.

Table 4.3 : Showing the partial correlation between the ten attributes of toilet soap and the personality factors for Gujarati Community. (Page 123)

For Gujarati Community, germicidal/medicinal, price, newly introduced brand and others' opinion were found to have significant relationship with the personality factors. When the partial correlations were computed to isolate the specific personality factors contributing towards the prediction of those attributes, the results indicated that germicidal/medicinal attribute was significantly correlated with the B(-.13), C(-.16) and G (.15) factors of personality while, the attribute price was with F(-.16) and L(.17) factors and the attributes newly introduced brand B (-.15),

I(-.19) and others' opinion with A(.24) of the personality factors.

The Gujarati Community, as discussed earlier go for a variety of attributes while preferring a product - toilet soap. It ranges from the physical aspects to the economic aspect of the product but more by the attitudinal factors such as newly introduced brand and the others' opinion. Taking all these attributes together the following general conclusion could be made that Gujaratis who are emotionally less stable who could be easily upset, fretful easily, emotional and annoyed and prudent, serious, introspective, deliberate pessimistic and who tend to be mistrusting and doubtful and tend to *feel go by the above said attributes.*

Thus the analysis indicate that both the communities could differ on their product preference - toilet soap mainly due to their personality make up. The prediction of the attributes while preferring a product would also differ from community to community.

Product Group-II : Tooth Paste.

Table 4.4: Showing the multiple correlation analysis between the attributes of tooth-paste and personality factors for Maharashtra and Gujarati communities. (Page 184)

The multiple correlations as shown in Table 4.4, indicated that for Maharashtrians, foam/lather (0.41) and newly introduced brand (0.47) attributes were found to be significantly correlated with the predicted scores on personality test. The attributes of formula/content (0.38), germicidal/medicinal (0.35) and price (0.32) were significantly correlated with the personality factors for the Gujaratis.

Thus the results indicated that the Maharashtrians while preferring a product of toothpaste, they tend to emphasise the functional attributes of the product namely the amount of foam or lather, the tooth-paste could give. They also tend to place the importance to the other attribute newly introduced brand in the market which is totally due to the attitude formed from the factors other than related to the content of the product. Maharashtrians thus tend to give importance more to the functional and attitudinal aspects of a product in general, while Gujaratis tend to emphasise the physical attributes and the economic aspect of the given product group tooth-paste. The attributes they considered and predicted from the personality factors were formula/content, germicidal/medicinal and price. Gujaratis, it could be derived from the results that they

considered important attributes of what the product was made up of and how much it would cost.

The results did indicate that in both the product groups of tooth-paste and toilet soap, the Maharashtrians tend to perceive the functional attributes, more than the other factors while buying the product groups, while Gujaratis tend to go for the physical and also the economic factors while buying any of the products of tooth-paste or toilet soap.

Among Gujaratis the attributes of formula/content (0.38) germicidal/medicinal (0.35) and price (0.32) were significantly correlated with the personality factors. Thus the analysis indicated that Gujaratis while preferring the product tooth-paste they considered the physical attributes that were inherent in the product itself and also influenced by the economic attribute or the price of the product. Thus Gujaratis tend to go by the attributes of physical qualities of the product and also the price variable in buying either a toilet soap or even a tooth-paste. Hence it could be generalized based on the analysis of the results that the attributes considered while buying would differ from different Communities, based on the predicted personality factors.

Table 4.5 : Showing the partial Correlation between the attributes of tooth-paste and personality factors among Maharashtrians. (Page 135)

When the partial correlations were computed between the attributes of toothpaste and the personality factors among Maharashtrians as shown in Table 4.5, the analysis showed that the attribute foam/lather was positively and significantly correlated with the personality factors of C (.24), G(0.15), N(0.13), Q₁(0.15) and Q₄ (0.17) and negatively to the factor B (-0.13). The attribute newly introduced brand was negatively and significantly correlated with the personality factors of A(-0.19) B(-0.15) and I (-0.33) and positively correlated with C(0.17) personality factors.

Considering the predicted personality factors significantly correlated with the attributed of foam/lather and newly introduced brand of the product group - tooth-paste the following general derivation could be made. The Maharashtrian community's product preference of tooth-paste could be predicted from the two attributes discussed above were significantly associated with the personality characteristics of less intelligent, dull, emotionally stable, mature, possessing ego strength, persevering, stoid, responsible, calculating, wordly shred, often hardheaded and analytical and skeptical, more inclined to experiment in

life generally and more tolerant of inconvenience and change.

Table 4.6 : Showing the partial correlation between the attributes of tooth-paste and personality factors among Gujaratis. (Page 126)

As it had been pointed out under the multiple correlation analysis for Gujaratis, the attributes of formula/content, germicidal/medicinal and price were significantly correlated with their personality factors. Hence the partial correlation was computed to locate the specific personality factors associated with the above mentioned predicted attributes of the product tooth-paste.

The analysis of the results indicated that among Gujaratis for the formula/content was significantly and positively correlated with G(0.16), L (0.19) and negatively with the O (-0.14) personality factors. The attribute germicidal/medicinal was found to be positively and significantly correlated with the personality factors of G(0.16), L(0.14), Q₂(0.13) and negatively with O(0.21). Finally the economic attribute price was positively and significantly correlated with L(0.19) personality factors. Both the physical attributes of the tooth-paste, formula/content and germicidal/medicinal were correlated with the



same personality characteristics. That is Gujaratis having the personality characteristics such as persevering, dominated by the sense of duty, responsible, self opinionated, hard to fool, who tends to be mistrusting and doubtful, deliverate who prefers own decisions, resourceful and self assumed, confident and serene would tend to go for the attributes of formula/content and germicidal/medicinal while buying the toothpaste.

Product Group - III - Face/Talcum Powder :

Table 4.7 : Showing the multiple correlation between the attributes of Face/Talcum Powder and personality factor for Maharashtrians and Gujarati communities.
(Page 187)

When the multiple correlational analysis was carried out between the product preference scored for the product group Face/Talcum Powder and the personality factor was shown in Table 4.7. The analysis showed that for the Maharashtrians, the attribute imparts freshness/refreshing was (0.43) significantly and positively correlated with the predicted personality factors. But for the Gujaratis the attribute smoothness (0.34), imparts fresh (0.36) and Habit (0.32) were positively and significantly correlated with the personality factors.

The results indicated that for Maharashtrians only one attribute was significantly correlated with personality factors. For the product preference of face/talcum powder Maharashtrians tend to go by the functional aspect of the product. This finding is in line with the earlier findings on the product groups of toilet soap and toothpaste. Hence it could be summarised that the Maharashtrians look into the functional characteristics of a product before buying or they would like to prefer the product mainly due to what the product could do to them rather than the physical or economic aspects of the product.

But Gujaratis as the results indicated go for more than one attribute of the product in question. They didn't normally go by one aspect of the product but considering mainly the content related factors of the product especially the physical qualities, functional and as well as the attitudinal factors while preferring a product, here, the face/talcum powder.

In order to determine the specific personality characteristics associated with the predicted attributes of the face/talcum powder as discussed before. Partial correlations were computed for Maharashtrians and Gujaratis separately between the attributes and the personality factors.

The results are shown in Table 4.8 and Table 4.9 for Maharashtra-
trians and Gujaratis respectively.

Table 4.8: Showing Partial correlation between the
attributes and personality factors among Maharash-
trians. (Page 188)

The multiple correlational analysis indicated that
the attribute imparts freshness was positively and signi-
ficantly correlated with personality factors. Further
analysis using the partial correlation as shown in Table 4.8
indicated that the attribute imparts freshness was found
to be positively and significantly correlated with the
personality factors of B(0.21), G(0.18) and Q₂ (0.14).

Maharashtrians with the personality characteristics
of intellectually bright, who tend to grasp ideas quickly,
tends to be exacting in character, persevering, dominated
by a sense of duty and who makes and prefers own decision,
resourceful, temperamentally independent would go for the
attributes of imparts freshness while buying the product
group of face/talcum powder.

Table 4.9 : Showing Partial correlation between
attributes and personality factors
among Gujaratis. (Page 189)

The analysis as shown in Table 4.9 indicated that the attribute smoothness was positively correlated with L(0.16) and negatively with C(-0.15) and O(-0.14) factors of personality. While the attribute imparts freshness was positively correlated with G(0.18) and L (0.22) and negatively with O(-0.14) factors of personality. The third attribute habit was found to be having significant correlations with the personality factors of C(0.15), H(0.17) and negatively with the F(-0.14) factors.

Both the attributes of smoothness and imparts freshness though could be characterised as physical and functional qualities respectively, they both refer to the factors related the content of the product. Thus the analysis also indicated that the determining personality characteristics for both these attributes were also the same. Hence Gujaratis having the personality characteristics of those who tend to be self assumed, confident, serene, who has a mature unanxious confidence in oneself and his capacity to deal with things, secure, self opinionated, hard to vfeel, often involved in his own ego and persevering, staid and rule bound and who could face reality, calm, mature would tend to perceiving the attributes of smoothness and imparts freshness.

The attribute habit was highly correlated with the personality characteristics of those who are emotionally

stable, faces reality, calm, mature, socially bold, spontaneous and prudent, serious and introspective.

Product Group - IV : Cloth/Dress Material

Table 4 : Showing the Multiple Correlation between the attributes and personality factors for Maharashtrian and Gujarati Communities.
(Page 190)

The analysis indicated that the attributes Sober/light color (0.36), and Type of fabric (0.38) were significantly correlated with the personality factors for the Maharashtrians and for Gujaratis the attributes of feel heavy while wearing (0.34), sober/light color (0.32), Type of fabric (0.33) Latest/new type of material (0.35) and Others' opinion (0.33) were significantly correlated with the predicted personality factors.

The attributes significantly correlated for the Maharashtrians fall into the Category of physical qualities or the content related factors of the product -i.e. Cloth/Dress material. If we could analyse and categorise the attributes of all the four product groups discussed, Maharashtrians tended to give importance to the functional attributes of the products such as in soap, tooth paste and face/talcum powder. While for the product preference for

The analysis of the results indicated that the attribute sober/light color was positively and significantly correlated with the N(0.16), O (0.18) and negatively correlated with H (-0.16) and Q₄ (-0.16) factors of personality. The attribute, type of fabric was significantly and positively correlated with the personality factor of I (0.18).

Hence the analysis of results showed that among Maharashtrians with the personality characteristic of shy, withdrawing, cautious, restrained, diffident, timid, having inferior feelings, shrewd, worldly penetrating, hard headed and analytical, unsentimental approach to situations and also worrying, depressive, troubled, moody, full of foreboding and brooding, frustrated, overwrought, tend to prefer the sober/light color in the product of Cloth/Dress Material.

On the other hand among Maharashtrians, having the personality characteristics such as dependent, over protected, sensitive, who tend to be tender minded, day dreaming, artistic, feminine demanding, impractical tend to prefer the attribute of texture of cloth or type of fabric while preferring the product cloth/dress materials.

Table 4.12 : Showing the partial correlation between attributes and personality factors among Gujaratis. (Page 192)

As the analysis of results indicated in Table 4.12, among Gujaratis the attribute type of fabric was positively and significantly correlated with the personality factors of G (0.15) and L (0.15) and the attribute light/sober color was positively correlated with Q_3 (0.15) and negatively correlated with Q_1 (-0.13). The attribute feel heavy while wearing was positively correlated with E (0.15) and negatively correlated with G (-0.16) factors of personality. The attributes of type of fabric, sober/light color, feel heavy while wearing were all related to the physical qualities of the product Cloth/dress material. But the personality characteristics determining these attributes were specific to each attribute.

On the other hand the attitudinal or the attributes that were not related to the Content of the product namely Others' opinion and latest/new type of cloth, were negatively related to the personality factor of Q_2 (-0.14) and A (0.13) and G (-0.16) respectively.

Based on the analysis it could be concluded that among Gujaratis, with the personality characteristics of exacting in character dominated by a sense of duty, persevering, responsible, playful and self opinionated, hard to fool, tend to be mistrusting and doubtful, tend to emphasize the type of fabric attribute in the product, while those having the

the personality characteristics such as socially precise, who is inclined to be socially aware and careful and who are critical, liberal, analytical, free thinking tend to perceiving the attribute sober/light color.

But Gujaratis having the personality characteristics of preferring to work and make decisions with other people, like and depend upon social approval and admiration and who tends to go along with the group and may be lacking in individual resolution and needing the group support would go for the attribute of others opinion, while buying the product group of dress/cloth materials and with the personality characteristics of natural, sentimental, unsophisticated, but easily pleased and content with what comes and spontaneous, detached, who is precise and rigid in his own way tend to be influenced by the latest/new type of dress/cloth materials.

Sex Difference in Consumer Preferences :

Table No.4.13: Showing the multiple correlation analysis between the attributes and personality factors among male and female. (Page 193)

The results as shown in Table 4.13 indicated that for male, the attributes of toilet soap, germicidal/medicinal

(0.34) imparts freshness (0.35), newly introduced brand (0.40) and others' opinion (0.36) were positively and significantly correlated with the personality factors. While for the females the attributes germicidal/medicinal (0.40) and reaction to sensitivity (0.40) were significantly correlated with the personality factors.

The analysis of the results, thus indicated that male considered the physical and the functional aspects of the product toilet soap and also the attitudinal qualities, which were not related to the content of the product toilet soap. On the contrary to the males considerations the female group tend to go by only the physical and the functional attributes of the soap. In other words while buying a toilet soap male not only considers the color, size, shape and what it does to the consumer, in this case the quality of imparting freshness to the user and more so activated to buy the soap taking into account of the fact whether the brand had been newly introduced and how it was received by his own group, *culture* or the frame of reference. Thus males tend to consider more attributes while purchasing the product toilet soap. The female group on the other hand had considered only two attributes namely germicidal/medicinal which reflects the physical or the content related quality and also reaction to sensitivity; thus giving

to the functional aspect of toilet soap. Hence it could be deduced that women consider the function of soap mainly to protect their skin, thereby attributing the importance to those characteristics perceived in the product.

In order to find out the specific personality factors associated with the predicted attributes of the toilet soap for males and females, Seperate analysis using the partial correlation was computed. The analysis for male and female between attributes and personality factors are shown in Table 4.14 and 4.15 respectively.
(Pages 194 & 195)

The analysis of results showed that for males the attribute germicidal/medicinal was significantly, but negatively correlated with the personality factor of I (0.20) and N (0.18) indicating that among the other personality factors only two factors had attributed for the prediction of this attribute. The attribute imparts freshness, was positively and significantly correlated with the G(0.21) factor of personality. Though this attribute was significantly correlated with the personality factors, it was found that in the absence of all the other personality factors only factor G had contributed the most for its significance. The attitudinal attributes of the toilet soap, newly introduced brand was found to be significantly

correlated with more personality factors. The factors $B(-0.18)$, $I(-0.25)$ and $Q_2(-0.15)$ were negatively correlated while the factor $C(0.14)$ was positively correlated. The attitudinal factor Others' opinion was significantly but negatively correlated with only one of the personality factors namely $Q_3(-0.17)$. The correlations on the whole were very low but the analysis showed the amount of variation that could be accounted for the personality variables alone. Based on the analysis the following general conclusion could be drawn for the male group with relation to the personality factors.

Among male, with the following personality traits, such as self reliant, realistic, practical, masculine independent, responsible and natural sentimental, unsophisticated and simple tend to prefer the germicidal, medicinal quality in a toilet soap. But those who have the personality characteristics such as persevering, rule bound, exacting in character, dominated by a sense of duty tend to go for the attribute of imparts freshness in a soap. The attributes newly introduced brand had been determined by the personality characteristics of emotionally stable, mature, realistic about life, possessing ego strength, practical, masculine, independent, responsible, but slow in learning and grasping, whose decision is based on others

and depends on social approval and admiration, and the attribute others' opinion had been determined by the characteristics of those who could be socially precise, having a strong control of his emotions and general behaviour and inclined to be socially aware and careful.

In the case of females, the attribute germicidal/medicinal was significantly and positively correlated with the personality factor G(0.18) and negatively correlated with B(-0.20) and C(0.18) factors. While the functional attribute reaction to sensitivity was found to be positively and significantly correlated with two of the personality factors namely G(0.16) and N(0.29).

Among females, who have the personality characteristics of persevering, rule bound, exacting in character, dominated by a sense of duty, but emotionally less stable, easily upset, chargeable and plastic easily emotional and annoyed and intellectually low and slow in learning and grasping tend to choose the germicidal/medicinal attribute in a soap and the attribute reaction to sensitivity was determined by the personality characteristics of exacting in character, dominated by sense of duty, persevering, responsible and calculating, shrewd, experienced hard headed and analytical, having an intellectual, unsentimental approach to situations.

Table 4.16 : Showing the multiple correlation between attributes and personality factors among male and females. (Page 196)

The analysis of the results for the product group of toothpaste showed that for males the attributes formula/content (0.35), germicidal/medicinal (0.32) foam/lather (0.35) newly introduced brand (0.40) and others' opinion (0.34) were significantly correlated with the personality factors. Among females only the germicidal/medicinal attribute was significantly correlated with the personality factors (0.38).

The number of attributes significantly correlated with the personality factors, were more among males than compared with the female group. The attribute that was significantly correlated with personality factors among female group was germicidal/medicinal. Men in general tend to go by more than one attribute in the product group of toothpaste. The attributes ranged from the physical aspects of toothpaste namely formula/content, germicidal/medicinal and a functional quality of foam/lather and the attitudinal aspects or the attributes not related to the content of the product namely newly introduced brand and others' opinion. The results thus indicated that among men the personality characteristics are more associated with the attributes of the newly introduced or others' opinion. The same trend was noticed for

the product group of toilet soap too.

Taken into account the utility of a toothpaste, which is primarily a mouthwash was considered among female group as for the purpose of germicidal or medicinal to prevent decay of tooth or gums thus attributing to the fact that women consider the quality of medicinal purpose while buying a toothpaste. It was in contrast with men where their purchase of toothpaste was more determined by the social approval and the peer group's decision and they tend to be attracted by the newly introduced brand rather than buying the same brand that could be available in the market.

Table 4.17 and Table 4.18 show the analysis of partial correlation between attributes and personality factors for male and female respectively. (Pages 197 & 198)

The partial correlational analysis between the attributes of tooth paste and the personality factors for males indicated that the attribute formula/content was positively and significantly correlated with the G(0.14) and H(0.13) factors of personality. The attribute germicidal/medicinal was not correlated significantly with any of the personality factors, implying that when all the factors of personality taken together they have been correlated with that attribute but when the factors were taken singly the contribution of each factor was found to be negligible.

The attribute foam/lather was positively and significantly correlated with the L(0.17) factor and the newly introduced brand was negatively and significantly correlated with B(-0.17) and I(-0.26) factors and the attribute others' opinion was negatively and significantly correlated with I(-0.17) factor of personality.

Hence among male, the personality characteristics of exacting is character, dominated by a sense of duty, persevering, responsible and socially bold, uninhibited, spontaneous, ready to try newthings abundant in emotional response, had contributed for the attribute of formula/content of the tooth-paste while the personality characteristics of self opinionated, hard to fool, who tend to be mistrusting and doubtful, involved in his own ego interested in internal mental life tend to choose the foam/lather attribute while buying a toothpaste. Those among male group having low capacity of intelligence, dull, slow in learning and grasping and practical, realistic, masculine independant, responsible, skeptical of subjective, cultural elaborations tend to go for the attributes of newly introduced brand and others' opinion while purchasing the product group of toothpaste.

The analysis of results as shown in Table 4.18 indicated that among female group, germicidal/medicinal was

the only attribute that was significantly correlated with the personality factors. The results indicated that though the same attribute was also significantly correlated for males, but none of the personality factors was correlated to the significant level when the partial correlation was computed. But in the case of females the attribute germicidal medicinal was positively and significantly correlated with the personality factors of G (0.13), L (0.13), Q₂(0.14) and Q₄(0.13) and negatively with B (-0.13), M(-0.13) and O(0.17) factors of personality. Thus the results indicated that out of the total sixteen personality factors more than half of the personality factors had contributed to the prediction of the germicidal/medicinal attribute while purchasing a toothpaste.

Among female group, those who having the following personality characteristics such as persevering, rule bound, responsible, hard to fool, mistrusting and doubtful, involved in one's ego, self opinionated, preferring own decisions, temperamentally independent, taking actions on his own, who discounts public opinion and tense, excitable, restless, concerned over details, but intellectually poor tend to go for the attribute germicidal/medicinal while purchasing the toothpaste.

Table 4.19 : Showing the multiple correlation analysis between the attributes of face/talcum powder and personality factors among male

and female group. (Page 199)

The results indicated that among male group the attributes of smoothness (0.34) imparts freshness (0.45) attractive container (0.36) newly introduced brand (0.39) and others' opinion (0.38) were significantly correlated with the personality factors. But among female group only the fragrance attribute (0.39) was significantly correlated with the personality factors.

The males as the results showed tend to go by the physical characteristic of face/talcum powder in terms of the smoothness and also the functional quality whether the product gives the feeling of fresh after use and mainly by the attitudinal qualities of the product such as the packing, container and how the product is presented and also the presence of the product, whether it was newly introduced and based upon the others' opinion. Thus the male group take into account of a number of attribute while purchasing it. Some attributes of newly introduced, others' opinion, which were also significantly correlated with the others' product groups, toilet soap and toothpaste were also significantly correlated with the product group of face/talcum powder.

In the case of female group the buying behaviour of face/talcum powder was determined by only the functional

aspect of the product. Women in general might consider the quality of fragrance, perfume in face powder than any other qualities as considered important by others. Hence the results indicated that only fragrance attribute was significantly correlated with personality factors. They didn't consider the product of face powder in terms of the container or whether it was a new product. But as long as the product could satisfy the need for fragrance that would be the determining quality for the eventual purchase, or use of that product.

Further partial correlational analysis computed for the group of male and female to determine the specific personality characteristics associated with the attributes. The results of the analysis are shown in Table 4.20 and 4.21 for male and female respectively. (Pages 200 & 201)

As the analysis of the results indicated as shown in Table 4.20, among male, the attribute smoothness was negatively and significantly correlated with C(-0.13) and Q1(-0.14) and positively with H(0.13) factors of personality. The personality factors of B(0.17), G(0.24) and L(0.20) were positively and significantly correlated with the attribute imparts freshness. Factors B(-0.16), G (-0.15) and I (-0.15) were negatively and significantly correlated with the attri-

bute attractive container and factors B (-0.15), I(-0.14) and Q_3 (0.16) were negatively correlated with other's opinion and positively with A(0.17) factors of personality.

Males with the personality characteristics of socially bold, ready to buy new things spontaneous and abundant in emotional response, having low frustration tolerance, changeable and elastic and respecting established ideas and tolerant of traditional difficulties tend to purchase a face/talcum powder based on the attribute of smoothness.

Personality characteristics among male with higher intelligence, persevering, exacting in character and dominated by a sense of duty, responsible and self opinionated, hard to fool and mistrusting and doubtful, tend to place more importance for imparts freshness attribute while preferring a face/talcum powder.

Male group with the personality characteristics of dull, less intelligence, unsteady in purpose casual and lacking in effort for group undertakings and cultural demands and practical, realistic masculine, independent, but skeptical of subjective, cultural elaborations, shy, cautious, with inferior feelings tend to attribute to the qualities of attractive container and newly introduced brand while considering face/powder for purchases. Others'

opinion attribute had been highly correlated with personality characteristics of those males who are warm hearted, easy going emotionally expressive, ready to co-operate, kindly, but emotionally less stable, easily upset having a low tolerance, frustration, changeable and plastic, practical masculine, independent and who are inclined to be socially aware and careful.

For the female group the attribute fragrance was positively and significantly correlated with the personality factors of F(0.21), I (0.28) and negatively with H(-0.14) factor.

Among female group with the personality characteristics of cheerful, active, frank, expressive, carefree and also sometimes shy, cautious and artistic, feminine demanding attention and help, impatient, dependent and impractical tend to choose the attribute fragrance as an important and determining quality in purchasing face/talcum powder.

Table 4.22: Showing the multiple correlations between attributes of cloth/dress material and personality factors among male and female group. (Page 202)

The analysis of multiple correlational analysis between the attributes of cloth/dress material and the personality factors as shown in Table 4.22 indicated that male considered

while purchasing cloth/dress material these attributes important, namely feeling heavy while wearing (0.34) sober/light color (0.32) type of fabric (0.35) and Others' opinion (0.32). These attributes were significantly correlated with the personality factors.

For the female group, the attribute price (0.36) was the only attribute significantly correlated with the personality factors.

The analysis of the results indicated as shown for the other product groups, toilet soap, toothpaste and cloth/dress material that male group tend to evaluate a product by more attributes than the female group. In the case of the product group cloth/dress material the number of attributes significantly correlated with the personality factors were more than that of the female groups. Men tend to go by mainly the physical characteristics such as sober/light color, type of fabric or texture and feeling heavy while wearing and also by the attitudinal aspect, others' opinion. In the case of women they tend to consider only the economic aspect of the cloth.

It is interesting to note that for males, the attribute Others' opinion tend to be present for all the product groups. Though female considered most of the time

the functional characteristics of the product groups, the economic aspect was felt more important only for the last product group, cloth/dress material. Thus, it could be deduced that the previous product groups mainly help to satisfy the anxiety needs, to protect oneself from the physical harm and the social ridicule. While cloth/dress material tend to be perceived something more and depicting one's social prestige and status, and philosophical ideologies. Hence women could be more prone to perceive this product group different from other product groups discussed and the importance of the economic aspect, while buying cloth/dress material.

Table No.4.23: Showing the partial correlation analysis
Table No.4.24: between the attributes and personality factors
 for male and female groups, respectively.
 (Pages 203 & 204)

The analysis indicated that among male group the attribute, feeling heavy while wearing, was significantly and negatively correlated with C(0.15) and G (0.17) factors of personality. The attribute sober/light color was positively and significantly correlated with factors of L(0.14) and negatively with Q_3 (-0.17) factors and the attribute type of fabric was positively and significantly correlated with G(0.17) and L(0.15) factors of personality.

Thus among male, with the personality characteristics of emotionally less stable, easily upset, having a low frustration tolerance and unsteady in purpose, casual and lacking in effort, tend to perceive the attribute, feeling heavy while wearing inaa cloth/dress material. The personality characteristics of self opinionated, hard to fool, mistrusting and doubtfulinvolvedd in his own ego, interested in internal mental life and carelëss, not bothered by social control, not considerate, careful tend to go by the attribute sober/light color while purchasing dress/cloth material. While those among male group with the personality characteristics of self opinionated, hard to fool, mistrusting and doubtful and persevering, rule bound, dominated by a sense of duty, responsible and planful, tend to buy cloth/dress material based on the physical attribute of type of material.

In the case of female group the economic attribute, economic aspect was positively and significantly correlated with $Q_1(0.15)$ and negatively with $Q_4(-0.25)$ factors of personality. In other words among female with the personality characteristics of experimenting, critical, analytical, free-thinking interested in intellectual matters, well informed and sometimes careless, not bothered with will, control and regard for social demands, not considerate, would go for the economic attribute, price while purchasing Dress/Cloth material.

To summarise the above discussion, among maharashtrian most of the functional attributes and to some extent attitudinal attributes have been predicted from personality. In case of Gujarati most of the physical and attitudinal attributes have been predicted from personality. The Maharashtrians tend to give more importance to the functional attributes for most of the product groups under study, while Gujaratis tend to give more importance to the physical qualities that are inherent in the products and also the attitudinal for most aspects of the product groups. Cloth/dress material is the only product in which the physical attributes are considered important by the Maharashtrians while purchasing the product. In all other products physical attributes are not all considered important by them. So far as Gujaratis are concerned they have emphasised the economic aspect of toilet soap and toothpaste, highly but this aspect was not at all considered by the maharashtrian for any product group.

Compared to Maharashtrians, Gujaratis rely more heavily on attitudinal factors namely Others' opinion and newly introduced brand while purchasing toilet soap, face/talcum powder and dress material.

As regards the results of the partial correlations, the physical attributes which are considered more by Gujaratis

are correlated with G,L and O factors of 16PF. Factor G which refers to the expedient - conscientious dimension, is positively correlated with physical attribute scores on toilet soap, toothpaste and dress/cloth material. It is negatively correlated with only one attribute, feel heavy while wearing in case of dress/cloth materials.

Factor L which refers to the dimension, trusting-suspicious, is positively and significantly correlated with the physical attribute scores on toothpaste, face/talcum powder and dress/cloth material.

Factor O, which refers to the dimension of placid - apprehensive dimension is negatively correlated with the physical attributes score on toothpaste and face/talcum powder. The economic attribute, price for the product group, is considered as more important only by the Gujarati community, is positively correlated with the L factor of the personality factors. Factor L referring to the dimension of trusting-suspicious is positively correlated with the economic attribute score on toilet soap and toothpaste.

The attitudinal attributes, which are considered more important by the Gujaratis are significantly correlated with factors A,B, I N and Q₂ of the personality factors.

The attributes newly introduced brand, is correlated negatively with factor B, I and N. The attribute others' opinion is positively correlated with factor A and negatively with factors Q₂. The correlation of attribute with personality factors seem to be specific to the product.

In case of Maharashtrians, who have considered functional and attitudinal attributes of the products more important factor G, which refers to the dimension of expedient-conscientious is positively correlated with the functional attribute scores on toilet soap, tooth paste and the face/talcum powder. Factor or referring to the dimension of group-dependent - self-sufficient is positively correlated with the functional attribute scores on toilet soap and face/talcum powder. Factor C is positively correlated with newly introduced brand.

To summarise the above discussion among male most of the physical and the attitudinal attributes have been predicted from personality, but among females only a few of the physical and functional attributes have been predicted from the personality scores.

So far as the physical attributes germicidal/medicinal in case of toilet soap is concerned it is negatively correlated with factor I and N in case of male and negatively correlated with factors B and C in case of females. Factor G is also positively correlated with germicidal/medicinal among female subjects.

The results based on toothpaste product show that factor G and H are correlated positively with formula/content in case of male, whereas factors B, M and O are negatively correlated and factors G, L, Q_2 and Q_4 are positively correlated with germicidal/medicinal among female subjects.

So far as the functional attributes of toilet soap are concerned factor G is positively correlated with imparts freshness in case of male, whereas factors G and N are positively correlated with reaction to sensitivity among females.

In case of face/talcum powder factors B, G, and L are
conc

correlated positively, imparts freshness among male, whereas factors F, and I are positively correlated with fragrance in case of females. In addition to this factor H is also correlated negatively with it.

Price is the only attribute, which is emphasised by females while buying dress/cloth materials. It is significant to note that price is not all considered important by male subjects for purchasing any of the four products, studied here.

So far as the attitudinal factors are concerned no female subject prefers the product based on these attributes. In case of males, factors B and I tend to be negatively correlated with the attribute newly introduced brand, for the product groups of toilet soap and tooth paste. Factor I is also observed to be negatively correlated with others opinion in case of toothpaste and face/talcum powder. It is also correlated negatively with attractive container attribute of the face/talcum powder.

Factor H is also negatively correlated with newly introduced brand for the product face/talcum powder.

Thus factor I, is found to be negatively correlated with such attitudinal attributes as newly introduced brand,

others' opinion and attractive container. These three attributes refer to reliance on external sources and Factor I refers to anxiety dimensions. The negative correlation of factor B with the external attitudinal attribute indicate that the more intelligent a person, generally rely less upon the external sources of information in purchasing the product.

TABLE NO. 4.1

PRODUCT GROUP - I - TOILET SOAP

Multiple Correlation Coefficient Between Personality Factor
and Product Preference Scores According to Sex.

A t t r i b u t e s	Product Preference	
	Male	Female
1. Foam/Lather	0.25	0.32
2. Imparts Freshness	0.35**	0.33
3. Germicidal/Medicinal	0.34*	0.40**
4. Habit	0.28	0.25
5. Hardness of the Soap	0.26	0.26
6. Lasts Longer	0.27	0.29
7. Newly Introduced Brand	0.40**	0.27
8. Others' Opinion	0.36**	0.31
9. Price	0.25	0.32
10. Reaction/Sensitivity to Skin	0.25	0.40**

Significant Level 0.01 **

0.05 *

TABLE NO. 4.2

PRODUCT GROUP - I - TOILET SOAP

Partial Correlation Coefficient Between Attributes and Personality Factors among

MALE

16P.F.	Foam/ Lather	Imparts Fresh- ness	Germi- cidal/ Medici- -nal	Habit	Hard- ness of the Soap	Lasts Long- er	Newly Intro- duced Brand	Others' Opinion	Price	Reaction/ Sensiti- vity to Skin
A	-01	-03	03	12	-03	-05	-01	15	12	-04
B	-03	10	-07	-07	-02	-11	-18**	-11	-01	-01
C	10	05	-01	-07	04	-02	14*	-03	-13*	-07
E	-04	02	08	02	02	-03	10	04	03	-00
F	01	02	03	-07	10	09	01	-07	-07	-02
G	07	21**	11	-01	-16*	-01	-09	-05	01	02
H	09	12	05	06	06	06	-06	-04	06	10
I	-07	-11	-20**	-04	06	-06	-25**	-07	14*	-07
L	11	02	-12	05	07	09	05	10	07	-04
M	-03	09	-00	05	08	03	01	-01	01	03
N	-05	-11	-18**	-03	04	09	-04	07	-01	-13*
O	07	-01	-09	07	-02	01	06	-04	-04	-00
Q1	00	-04	-04	-08	-01	01	02	02	-01	-08
Q2	-12	09	-07	-09	-05	-04	-15*	-11	02	07
Q3	-09	04	09	-09	10	13*	05	-17**	-04	13*
Q4	-07	02	01	-11	05	08	08	02	-01	01

Significant Level .01 **
.05 **

TABLE NO. 4.3

PRODUCT GROUP - I - TOILET SOAP

Partial Correlation Coefficient Between Attributes and Personality Factors among

FEMALE

16P.F.	Foam/ Lather	Imparts Fresh- ness	Germi- cidal/ Medici- nal	Habit	Hard- ness of the Soap	Lasts Long- er	Newly Intro- duced Brand	Others' Opinion	Price	Reaction/ Sensiti- vity to Skin
A	-09	-05	-06	-05	09	-01	-01	20**	01	-08
B	-11	02	-20**	-08	01	-05	-07	05	-00	-07
C	-07	-01	-18**	14*	07	-02	-04	-01	-01	-02
E	05	11	-02	-01	01	-05	01	-14	-01	-06
F	-00	10	-11	-02	04	07	-10	-11	-09	-06
G	11	09	18**	05	08	06	-04	03	20**	16*
H	12	-03	10	08	03	-12	01	-03	02	06
I	-14	-02	-01	-17**	07	-01	-16*	04	-03	09
L	-03	02	07	-05	06	12	04	03	13*	00
M	-08	-10	-09	03	-03	-15*	-01	-06	-04	12
N	-05	05	09	00	07	-03	-05	-00	-02	29**
O	05	-02	-05	03	08	-05	08	-04	02	-05
Q ₁	-01	03	03	-04	-01	10	07	-00	13*	-02
Q ₂	16*	16*	12	09	11	02	02	-02	04	-01
Q ₃	01	06	08	-01	-04	-04	06	-03	-11	03
Q ₄	10	15*	07	10	-07	-04	02	10	00	08

Significant Level .01 **
.05 *

TABLE NO. 44PRODUCT GROUP - II - TOOTH PASTE

Multiple Correlation Coefficient Between Personality Factor
and Product Preference Scores According to Sex.

A t t r i b u t e s	<u>Product Preference</u>	
	Male	Female
1. Feel Fresh	0.28	0.27
2. Flavour	0.21	0.23
3. Foam/Lather	0.33*	0.26
4. Formula/Content	0.35**	0.28
5. Germicidal/Medicinal	0.32*	0.38*
6. Habit	0.23	0.26
7. Newly introduced brand	0.40**	0.24
8. Others' Opinion	0.34*	0.24
9. Price	0.23	0.34
10. Taste	0.29	0.30

Significant Level 0.01**

0.05*

TABLE NO. 4.5

PRODUCT GROUP - II - TOOTH PASTE

Partial Correlation Coefficient Between Attributes and Personality Factors among

MALE

16 P.F.	Feel Fresh	Flavour	Foam/ Lather	Formula/ Content	Germi- cidal/ Medi- cinal	Habit	Newly Intro- duced Brand	Others' Opinion	Price	Taste
A	-13	-10	-06	-01	-06	11	-07	11	10	-05
B	07	04	03	-10	01	03	-17**	-04	-06	08
C	04	05	08	11	-09	-05	08	-10	-06	02
E	04	-03	-04	08	-02	-01	-04	05	04	-07
F	02	01	03	10	-01	00	03	-08	-01	09
G	04	-02	05	14*	12	04	-06	-03	06	02
H	11	05	06	13*	12	04	06	02	-02	09
I	-22**	-08	00	-07	-11	01	-26**	-17**	06	-06
L	01	06	17**	04	03	10	04	06	14*	09
M	-02	06	-10	03	08	01	05	03	00	-07
N	-07	-05	10	-00	-05	-04	-06	-02	03	-03
O	-02	-03	06	01	-09	-00	02	01	-05	-02
Q ₁	-02	09	08	02	-01	-02	-11	-00	02	12
Q ₂	-08	-04	-11	07	05	-10	-10	-07	02	-00
Q ₃	03	-03	08	06	10	-07	00	-06	-06	-10
Q ₄	04	03	12	-04	-03	-05	11	08	-05	09

Significant Level .01 **
.05 *

TABLE NO. 4.6

PRODUCT GROUP - II - TOOTH PASTE

Partial Correlation Coefficient Between Attributes and Personality Factors among

FEMALE

16 P.F.	Feel Fresh	Flavour	Foam/ Lather	Formula/ Content	Germi- cidal/ Medi- cinal	Habit	Newly Intro- duced Brand	Others' Opinion	Price	Taste
A	01	-08	-12	-05	-02	01	-04	15	-01	-00
B	06	-07	-08	-09	-13*	-09	04	00	-08	-02
C	-12	04	01	-02	-10	-08	02	-02	-02	-01
E	13*	09	02	02	-08	-01	04	-04	01	-02
F	04	05	04	-00	01	-05	-01	-00	-04	-01
G	07	02	11	17**	13*	10	-08	00	22**	-04
H	00	-09	03	-03	-04	-02	-02	-03	03	-02
I	-02	05	-06	07	-01	-06	-16*	04	-05	11
L	05	-00	-02	06	13*	-04	-09	06	10	03
M	02	03	-07	-03	-13*	-09	02	-05	-01	07
N	-03	02	12	04	07	01	-07	04	15*	08
O	-00	02	09	-11	-17**	-01	-01	-13	04	-11
Q ₁	-02	-02	07	-03	02	-04	03	-04	05	04
Q ₂	12	01	07	08	14*	05	03	-06	-03	11
Q ₃	-02	-10	-02	04	07	-00	-05	-08	-22**	-20**
Q ₄	02	-04	06	02	13*	18**	07	00	-05	-03

Significant Level 0.01 **
0.05 *

TABLE NO. 4.7

PRODUCT GROUP - III - FACE/TALCUM POWDER

Multiple Correlation Coefficient Between Personality Factor
and Product Preference Scores According to Sex.

A t t r i b u t e s	Product Preference	
	Male	Female
1. Attractive Container	0.36**	0.26
2. Display of brands	0.29	0.24
3. Fragrance	0.25	0.39**
4. Imparts freshness/refreshing	0.45**	0.35
5. Habit	0.30	0.32
6. Naturality	0.31	0.29
7. Newly introduced brand	0.39**	0.27
8. Others' Opinion	0.38**	0.22
9. Price	0.22	0.30
10. Smoothness	0.34*	0.25

Significant Level 0.01**

0.05*

TABLE NO. 4.8

PRODUCT GROUP - III - FACE / TALCUM POWDER

Partial Correlation Coefficient Between Attributes and Personality Factors among

MALES

16 P.F.	Attra- ctive Conta- iner	Dis- play of Brands	Frag- rance	Imparts Fresh- ness/ Refre- shing	Habit	Natura- lity	Newly Intro- duced Brand	Others' Opinion	Price	Smooth- ness
A	06	07	06	-01	10	-06	-03	17**	06	07
B	-16*	-11	11	17**	00	08	-20**	-02	-05	05
C	-05	-00	-10	-04	-01	04	07	-15*	-10	-13*
E	04	07	-07	-08	-01	03	06	07	04	-06
F	-02	-05	10	-05	-14*	-02	04	-08	-00	04
G	-15*	-06	06	24**	08	15*	-11	-07	02	11
H	05	09	04	16	14*	13*	06	-03	02	13*
I	15*	-12	-02	-08	-02	-11	-20**	-14*	04	-07
L	06	06	03	20**	14*	11	-01	11	08	12
M	01	05	-03	-05	04	-03	07	06	-05	03
N	-05	-05	-02	00	-01	03	-11	01	06	-02
O	-01	00	-01	-04	06	12	03	-03	-05	-12
Q ₁	05	01	-02	10	-11	-02	-07	-01	06	-14*
Q ₂	-01	04	00	00	-06	-05	-02	-11	02	-00
Q ₃	-05	-07	02	05	-09	06	-04	-16*	-08	04
Q ₄	08	05	01	03	-09	-09	06	-08	00	03

Significant Level 0.01**
0.05*

TABLE NO. 4.9

PRODUCT GROUP - III - FACE/TALCUM POWDER

Partial Correlation Coefficient Between Attributes and Personality Factors among

FEMALES

16 P.F.	Attractive Container	Display of Brands	Fragrance	Imparts Freshness/ Refreshing	Habit	Natural ity	Newly Introduced Brand	Others' Opinion	Price	Smooth- ness
A	01	02	03	-03	-02	-08	07	17**	07	08
B	02	10	03	08	-06	-01	07	06	-03	01
C	-13*	-13*	00	-08	10	-05	-18**	-02	-01	-08
E	04	04	06	10	16*	01	00	-02	-01	06
F	02	-03	21**	09	09	-12	-02	-08	-06	-05
G	-09	01	10	10	07	05	-10	-04	18**	09
H	-03	-06	-14*	-03	-05	10	00	-02	-04	-02
I	05	-05	28**	07	-07	-07	03	05	01	03
L	09	07	-04	-03	03	08	-01	05	09	02
M	-01	-07	-04	-05	-14	-14*	-09	-03	-04	-06
N	-05	04	01	10	03	03	-07	-01	11	05
O	-06	-02	08	-12	19**	-04	01	02	-01	-08
Q ₁	04	09	01	03	01	07	14*	03	05	08
Q ₂	04	07	01	16*	-02	-06	02	-02	04	09
Q ₃	-00	-05	00	04	07	08	05	-01	-18**	05
Q ₄	07	01	-04	11	01	06	05	02	00	04

Significant Level 0.01**
0.05*

TABLE NO. 4.10

PRODUCT GROUP - IV - DRESS MATERIAL/CLOTH

Multiple Correlation Coefficient Between Personality Factor
and Product Preference Scores According to Sex.

A t t r i b u t e s	<u>Product Preference</u>	
	Male	Female
1. Dark Colour	0.21	0.29
2. Different types for different weather conditions	0.25	0.33
3. Feel heavy while wearing	0.34*	0.32
4. Feel of the Cloth	0.21	0.30
5. Latest/New type of material	0.30	0.25
6. Others' Opinion	0.32*	0.23
7. Price	0.24	0.36*
8. Sober/Light Colour	0.32*	0.26
9. Sober design/plain	0.17	0.27
10. Type of Fabric	0.35**	0.32

Significant Level 0.01**

0.05*

TABLE NO. 4.11

PRODUCT GROUP - IV - DRESS MATERIAL/CLOTH

Partial Correlation Coefficient Between Attributes and Personality Factors among

MALES

16 P.F.	Dark Colour	Diff. Types for Diff. Weather Conditions.	Feel heavy while wearing	Feel of the Cloth	Latest/ New Type of Material	Others' Opinion	Price	Sober/ Light Colour	Sober/ design/ Plain	Type of Fabric
A	03	08	-08	04	11	06	03	11	06	02
B	-01	-08	-11	06	-02	-03	01	-02	-00	-01
C	-03	-03	-15*	04	-04	-03	-03	-11	04	-06
E	-10	02	05	-07	02	05	-01	-05	03	-07
F	-02	-06	03	03	12	04	-01	-03	-06	04
G	-02	07	-17**	08	-02	-06	10	01	04	17**
H	05	13*	03	09	06	-05	02	00	-01	12
I	-00	-06	-03	-04	-04	-06	-09	-03	-03	02
L	06	06	07	06	07	-07	10	14*	03	15*
M	-06	-03	03	02	01	01	-08	10	-02	-04
N	-07	02	00	-04	-16*	-03	-02	08	-08	10
O	-02	06	-02	-00	-01	03	02	08	-00	-01
Q ₁	10	02	-06	06	-02	05	08	-06	-07	02
Q ₂	04	03	-06	02	02	-09	-02	-08	-01	-01
Q ₃	-10	07	-07	-05	-03	-11	03	17**	08	-06
Q ₄	01	-01	-02	03	01	09	-03	-09	-02	-05

Significant Level 0.01 **
0.05*

TABLE NO. 4.12

PRODUCT GROUP - IV - DRESS MATERIAL/CLOTH

Partial Correlation Coefficient Between Attributes and Personality Factors among

FEMALES

16 P.F.	Dark Color	Diff. Types for Diff. Weather Conditions	Feel heavy while wearing	Feel of the Cloth	Latest/ New Type of Material	Others' Opinion	Price	Sober/ Light Colour	Sober design/ Plain	Type of Fabric
A	03	-11	-05	-17**	06	08	04	-14*	-16*	-07
B	-01	05	03	01	-01	16*	04	-10	-11	-05
C	-08	-10	-02	07	02	03	06	-01	-08	-03
E	-05	04	04	00	-00	03	-04	07	-01	-06
F	08	-04	02	05	14*	-03	-01	-04	-08	05
G	07	05	-13*	08	02	-08	07	09	04	12
H	03	09	01	09	-09	02	-12	-08	01	-01
I	02	09	-06	06	13*	-04	05	02	01	17*
L	-02	15*	05	-04	06	02	-04	-04	-03	01
M	-15*	-09	-21**	-08	-02	-00	-11	00	-07	-06
N	-07	10	15*	05	-02	-02	00	12	11	05
O	-07	-13*	10	04	-08	07	-08	03	01	-13*
Q ₁	01	-00	01	07	02	-05	15*	-07	-03	08
Q ₂	08	-03	05	14*	-08	-05	03	02	-00	10
Q ₃	-12	-02	-01	-04	01	00	-25**	03	01	-11
Q ₄	-04	09	-04	05	03	-03	04	02	06	05

Significant Level 0.01**
0.05*

TABLE NO. 4.13

PRODUCT GROUP - I - TOILET SOAP

Multiple Correlation Coefficient between Personality Factors and
and Product Preference Scores According to Community..

A t t r i b u t e s	Product Preference	
	MH	GU
1. Foam/Lather	0.27	0.31
2. Imparts Freshness	0.44**	0.31
3. Germicidal/Medicinal	0.29	0.33*
4. Habit	0.27	0.25
5. Hardness of the Soap	0.27	0.27
6. Lasts Longer	0.20	0.30
7. Newly Introduced Brand	0.39*	0.32*
8. Others Opinion	0.29	0.34*
9. Price	0.28	0.33*
10. Reaction/Sensitivity to Skin	0.38*	0.24

Significant Level 0.01**

0.05*

MH = Maharashtrian

GU = Gujarati

TABLE NO. 4.14

PRODUCT GROUP - I - TOILET SOAP

Partial Correlation Coefficient Between Attributes and Personality Factors among

MAHARASHETRIAN

16PF	Foam/ Lather	Imparts Fresh- ness	Germi- cidal Medici- nal	Habit	Hard- ness of the Soap	Larts Long- er	Newly Intro- duced Brand	Others' Opinion	Price	Reaction/ Sensiti- vity to Skin.
A	-06	-05	11	06	-08	-08	-08	-06	-08	-06
B	-10	04	-09	-07	-01	-08	-17**	-03	01	-12
C	20**	10	00	-04	11	07	15*	01	-02	-01
E	-05	02	03	93	-01	-09	02	-06	-06	-13
F	06	01	-05	-01	10	06	05	-08	02	-06
G	10	20*	10	02	09	-04	-11	-07	11	16*
H	-03	13*	07	-00	-07	-01	-12	-03	03	04
I	-11	-16*	-12	-11	08	-06	-24**	-06	18**	06
L	01	-02	-04	-00	03	-00	06	09	-00	-05
M	-08	20**	07	00	06	01	01	-04	-01	18**
N	-00	-08	-11	10	05	08	-01	02	01	04
O	-01	08	-03	10	-01	02	09	-00	-01	02
Q ₁	-04	-00	-02	-05	-07	-06	13*	12*	01	03
Q ₂	-02	24**	00	-03	-02	04	-12	-11	01	15*
Q ₃	-06	07	13*	-09	15*	04	06	-15*	01	07
Q ₄	05	-02	09	-14*	06	07	05	03	10	-09

Significant Level .01 **; .05 *

TABLE NO. 4.15

PRODUCT GROUP - I - TOILET SOAP

Partial Correlation Coefficient Between Attributes and Personality Factors among

GUJARATI

16P.F.	Foam/ Lather	Imparts Fresh- ness	Germi- cidal/ Medici- nal	Habit	Hard- ness of the Soap	Lasts Long- er	Newly Intro- duced Brand	Others' Opinion	Price	Reaction/ Sensiti- vity to Skin.
A	-02	-01	-08	00	14*	-01	04	24**	10	-02
B	-07	09	-13*	-03	-01	-10	-15*	-07	-01	06
C	-13*	-02	-16*	-09	02	-09	01	-04	-11	-01
D	06	07	06	-02	01	-02	11	-03	10	04
E	-04	05	00	-09	01	07	-09	-08	-16	-05
G	05	17**	15*	-01	-05	11	-05	04	02	01
H	17**	-01	05	13*	09	-08	-01	-06	03	07
I	-08	01	-08	-03	05	-04	-19**	-01	-04	-01
L	09	07	-02	04	10	16*	03	05	17**	03
M	-05	-11	-09	04	00	-09	-01	-03	-04	03
N	-07	00	-04	-15*	02	02	-06	07	-07	05
O	10	-11	-12	01	06	-05	-06	-06	-01	-04
Q ₁	-01	-01	-02	-00	07	06	-03	-08	11	-07
Q ₂	03	07	05	-05	07	-05	-03	-05	01	-04
Q ₃	-02	05	05	01	-03	07	05	-08	-11	13*
Q ₄	-02	16	-00	11	-05	00	06	09	09	16*

Significant Level 0.01**
0.05*

TABLE NO. 4.16PRODUCT GROUP - II - TOOTH PASTE

Multiple Correlation Coefficient Between Personality Factor
and Product Preference Scores According to Community.

A t t r i b u t e s	<u>Product Preference</u>	
	MHe	GU
1. Feel Fresh	0.27	0.24
2. Flavour	0.33	0.22
3. Foam/Lather	0.41**	0.26
4. Formula/Content	0.30	0.38**
5. Germicidal/Medicinal	0.33	0.35**
6. Habit	0.23	0.24
7. Newly introduced brand	0.47**	0.26
8. Others' Opinion	0.34	0.26
9. Price	0.28	0.32*
10. Taste	0.27	0.26

Significant Level 0.01 **

0.05 *

MH = MAHARASHTRIAN

GU = GUJARATI

TABLE NO. 4.17

PRODUCT GROUP - II - TOOTH PASTE

Partial Correlation Coefficient Between Attributes and Personality Factors among

MAHARASHTRIAN

16P.F.	Feel Fresh	Flavour	Foam/ Lather	Formula/ Content	Germi- cidal/ Medi- cinal	Habit	Newly Intro- duced Brand	Others' Opinion	Price	Taste
A	-09	-15*	-05	-08	-04	09	-19**	05	10	-00
B	-06	04	-13*	-14	-05	-01	-15*	-08	-06	09
C	11	00	24**	12	-09	-07	17**	-02	-01	07
E	08	-14	03	-02	-03	-02	-10	-06	-02	-12
F	04	09	06	10	02	-00	06	-02	08	03
G	11	-01	15*	13*	05	-05	-12	01	11	01
H	07	-10	-07	05	06	-09	-02	-01	-06	-05
I	-15*	-07	-00	-08	-06	-07	-33**	-16*	11	-10
L	-03	-09	10	-12	-03	-02	01	15*	05	03
M	04	06	-06	05	07	-02	09	02	-01	01
N	-06	-04	13*	-10	-00	02	03	-03	14*	10
O	-02	-02	08	-07	-05	10	04	-04	-00	-10
Q ₁	04	12	15*	04	07	04	04	07	04	07
Q ₂	05	05	-09	08	09	-07	-05	-11	-05	08
Q ₃	-05	-07	04	10	22**	02	-12	-12	-07	-16*
Q ₄	06	05	17**	06	07	06	08	09	00	03

Significant Level 0.01 **
0.05 *

TABLE NO. 4.18

PRODUCT GROUP -II - TOOTH PASTE

Partial Correlation Coefficient Between Attributes and Personality Factors among

GUJARATI

16P.F.	Feel Fresh	Flavour	Foam/ Lather	Formula/ Content	Germi- cidal/ Medi- cinal	Habit	Newly Intro- duced Brand	Others' Opinion	Price	Taste
A	-03	-03	-12	01	-03	05	02	18**	03	-03
B	14*	-04	04	-04	-07	02	-10	-00	-06	00
C	-12	00	-10	01	-12	10	-10	-07	-05	-05
E	03	11	-05	09	-05	-03	05	07	07	-00
F	-10	-10	04	-10	-02	-07	01	-05	-10	02
G	03	-03	01	16*	16*	02	01	-04	08	-01
H	04	03	10	01	-00	05	03	-01	03	09
I	-10	02	-04	05	-06	06	-13*	-03	-03	07
L	07	12	08	19**	14*	10	-04	-01	19**	09
M	-01	03	-11	-06	-07	-06	-02	-01	-01	-01
N	-02	-04	12	03	04	-10	-06	04	-01	02
O	-01	-00	05	-14*	-21**	-02	-03	-04	-02	-01
Q ₁	-04	-03	04	01	-03	-00	-12	-09	07	09
Q ₂	-01	-06	04	08	13*	-04	-02	-02	01	05
Q ₃	03	-04	03	03	-01	-04	03	-03	-16*	-12
Q ₄	03	02	04	-05	03	09	11	05	-08	08

Significant Level 0.01 **

0.05 *

TABLE NO. 4.19

PRODUCT GROUP - III - FACE/TALCUM POWDER

Multiple Correlation Coefficient Between Personality Factor
and Product Preference Scores According to Community.

A t t r i b u t e s	<u>Product Preference</u>	
	MH	GU
1. Attractive Container	0.34*	0.30
2. Display of brands	0.34	0.31
3. Fragrance	0.33	0.28
4. Imparts freshness/refreshing	0.43**	0.36**
5. Habit	0.29	0.32*
6. Naturality	0.32	0.30
7. Newly introduced brand	0.32	0.28
8. Others' Opinion	0.34	0.29
9. Price	0.27	0.28
10. Smoothness	0.26	0.34*

Significant Level 0.01 **

0.05 *

MH = MAHARASHTRIAN

GU = GUJARATI

TABLE NO. 4.10

PRODUCT GROUP -III - FACE/TALCUM POWDER

Partial Correlation Coefficient Between Attributes and Personality Factors among

MAHARASHTRIAN

16 P.F.	Attractive Container	Dis- play of Brands	Fragr- ance	Imparts Fresh- ness/ Refre- shing	Habit	Natura- lity	Newly Intro- duced Brand	Others' Opinion	Price	Smooth- ness
A	06	01	05	-03	13*	-09	-08	12	11	05
B	-09	-07	13*	21**	05	08	-11	00	-08	04
C	-05	-03	-06	-04	-03	-02	07	-04	01	02
E	01	-05	-03	-04	00	05	-02	-04	-05	-04
F	12	06	13*	02	-05	-12	05	-02	04	01
G	-21**	-15*	07	18**	16*	15*	-19**	-09	07	14*
H	-03	-18*	-14	06	-05	10	-04	-09	00	00
I	-07	-13*	08	-08	-07	-20**	-12	-01	11	-02
L	02	-08	-11	-06	07	-00	-03	18**	04	-02
M	-01	-09	-05	-06	05	-01	-04	02	00	00
N	-09	02	01	04	04	-02	-06	06	07	14
O	-10	-04	04	-02	13*	08	02	01	-05	-06
Q ₁	07	19**	04	11	-05	02	03	10	13	-04
Q ₂	02	12	01	14*	-00	-07	-02	-09	01	04
Q ₃	-00	04	04	06	-03	07	00	-14*	-10	-01
Q ₄	13*	06	-04	06	-10	-02	09	-09	07	-02

Significant Level 0.01 **
0.05 *

TABLE NO. 4.21

PRODUCT GROUP - III - FACE/TALCUM POWDER

Partial Correlation Coefficient Between Attributes and Personality Factors among

GUJARATI

16 P.F.	Attractive Container	Display of Brands	Fragrance	Imparts Freshness/ Refreshing	Habit	Natural ity	Newly Introduced Brand	Others' Opinion	Price	Smooth- ness
A	07	01	04	-01	00	-08	05	17**	06	06
B	-09	-01	04	07	-03	03	-14*	-00	-01	-00
C	-13*	-09	-05	-08	15*	05	-09	-12	-11	-15*
E	04	13*	-06	-01	05	-04	07	08	08	03
F	-10	-10	09	-06	-14*	-04	01	-12	-07	-04
G	-06	04	05	18**	-03	08	-01	-06	08	06
H	06	11	05	06	17**	10	06	02	-03	09
I	-04	-07	14*	07	02	01	-11	-02	-03	-01
L	10	13*	08	22**	11	16*	-00	01	13*	16*
M	01	-05	-03	-05	-12	-14*	-01	01	-07	-04
N	-01	01	-01	04	-10	01	-09	-03	09	-11
O	01	-01	01	-14*	12	03	02	-01	-02	-14*
Q ₁	04	-03	02	07	02	03	-02	-03	01	-02
Q ₂	02	05	04	04	-08	-02	05	-07	03	07
Q ₃	-05	-09	00	03	03	10	-00	-05	-14*	11
Q ₄	08	06	08	12	09	01	05	02	-05	11

Significant Level 0.01 **
0.05 *

TABLE NO. 4.22

PRODUCT GROUP - IV - DRESS MATERIAL/CLOTH

Multiple Correlation Coefficient Between Personality Factor
and Product Preference Scores According to Community.

A t t r i b u t e s	Product Preference	
	MH	GU
1. Dark Colour	0.31	0.30
2. Different types for different Weather conditions	0.24	0.28
3. Feel heavy while wearing	0.29	0.34*
4. Feel of the Cloth	0.29	0.25
5. Latest/ New type of material	0.28	0.35**
6. Others' Opinion	0.29	0.33*
7. Price	0.29	0.29
8. Sober/Light colour	0.36*	0.32*
9. Sober design/Plain	0.25	0.25
10. Type of Fabric	0.38*	0.33*

Significant Level 0.01 **

0.05 *

MH = MAHARASHTRIAN

GU = GUJARATI

TABLE NO. 4.23

PRODUCT GROUP - IV - DRESS MATERIAL/CLOTH

Partial Correlation Coefficient Between Attributes and Personality Factors among

MAHARASHTRIAN

16 P.F.	Dark Colour	Diff. Types for Diff. Wearing conditions.	Feel heavy While	Feel of the Cloth	Latest/ New type of Material	Others' Opinion	Price	Sober/ Light Colour	Sober design/ Plain	Type of Fabric
A	-07	02	-10	-07	02	03	05	05	-00	-11
B	-10	00	-11	06	-00	03	-00	07	02	11
C	-01	-01	-03	10	11	11	10	-04	09	01
E	-12	-06	-04	-02	04	-02	-08	-10	-00	-12
F	03	-16*	07	07	12	-04	04	-00	-02	02
G	-07	05	-12	09	04	-08	12	06	07	14
H	06	12	10	-07	-19**	-08	-09	-16*	-14*	01
I	08	04	-07	04	-01	-12	12	03	02	18**
L	07	-00	11	-05	02	-00	-05	-01	-07	-02
M	03	02	-01	-02	06	-04	-10	06	01	-03
N	-05	04	00	03	02	02	00	16*	02	07
O	-16*	00	-01	06	01	11	01	18**	08	-02
Q ₁	04	-00	-01	13*	12	15*	08	08	-05	06
Q ₂	04	08	02	11	03	03	02	01	06	02
Q ₃	-16*	03	-06	-01	09	-07	00	11	09	-02
Q ₄	-05	03	-00	-00	01	02	04	-16*	-05	-04

Significant Level 0.01 **
0.05 *

TABLE NO. 4.24

PRODUCT GROUP - IV - DRESS MATERIAL/CLOTH

Partial Correlation Coefficient Between Attributes and Personality Factors among

GUJARATI

	16 P.F.	Dark Colour	Diff. Types for Diff. Weather Conditions	Feel heavy while wearing	Feel of the Cloth	Latest/ New type of Material	Others' Opinion	Price	Sober/ Light Colour	Suber/ design/ Plain	Type of Fabric
A	11	-02	-02	-02	-04	13*	08	02	-02	-06	07
B	06	01	-04	-04	04	-05	05	04	-12	-08	-12
C	-11	-06	-12	-12	05	-05	-08	-06	-07	-07	-09
E	-02	06	15*	15*	-09	-01	12	08	08	02	-08
F	03	00	00	00	-03	09	04	-04	-12	-15*	03
G	10	10	-16*	-16*	05	-04	-02	05	00	-02	15*
H	04	07	-05	-05	17**	07	-03	-04	03	09	07
I	-07	-01	-01	-01	-00	07	-03	05	05	-01	01
L	01	16*	03	03	06	07	-07	11	11	-07	15*
M	-06	-09	-11	-11	-04	-04	04	-09	02	-08	-07
N	-08	08	08	08	-04	-15*	00	-01	06	-03	10
O	03	-04	06	06	-02	-06	02	-03	-04	-06	-07
Q ₁	10	02	-07	-07	07	-06	-12	15*	-13*	-01	05
Q ₂	08	-04	-06	-06	05	-02	-14*	00	-07	-06	08
Q ₃	-05	-07	-03	-03	-02	-05	-05	-16*	15*	07	01
Q ₄	02	08	-05	-05	14*	07	04	-04	10	11	06

Significant Level 0.01**
0.05*