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## CHAPTER 6

### FINDINGS AND CONCLUSIONS

In the present chapter, an attempt has been made to discuss the findings based on the empirical analysis of the collected survey data as well as previous studies and to present the conclusions. At the end of the chapter, the suggestions for future researches are offered.

#### 6.1 Findings

Following are major findings of this study –

As a part of this research study, respondents were asked about their knowledge and awareness for environment friendly products viz. eco-friendly paints. According to frequency distribution analysis following findings were observed -

- Respondents from Vadodara (88%) city were more agreeing compare to respondents from other three cities about their opinions on whether they have a lot of knowledge about how to select the best brand that offers environment friendly paint. In this respect, majority respondents from Rajkot (42.5%) were strongly agreed while majority respondents from Surat (18%) city disagreed to the fact.
- Majority respondents from Gujarat having clear idea about which product categories offer environment friendly products were from Vadodara city (85%) but out of them the least respondents (7%) believed in their opinion strongly.
- Out of four cities surveyed in Gujarat, respondents from Ahmedabad (84%) were more aware where to go for environment friendly paints compare to other three cities, while in this regards, majority of very certain respondents were from Vadodara & Rajkot cities (28.5%).
- In Gujarat state, respondents from Vadodara (85.5%) gave majority positive opinions on whether they were very knowledgeable on environment friendly paints while majority respondents from Surat (33%) were strongly agreed to the fact.

- It was also found that respondents showing positive belief towards fact that traditional paints contain lead and other harmful substances, majority respondents were from Ahmedabad (84%) while majority respondents with strong belief towards the same fact were from Rajkot (28.5%).
- Majority of the respondents who believed that lead is a carcinogen were from Ahmedabad (85.5%) while major respondents having strong belief in this regards were from Rajkot city (33%).
- Majority of the respondents who knew that VOCs were injurious to health were from Ahmedabad (86%) while most respondents who strongly agreed to the fact were from Vadodara (32%).
- Respondents who agreed upon the fact that fumes emitted from traditional paints cause problems of respiratory system, majority were from Vadodara (87.5%) while utmost respondents who disagreed to the fact were from Rajkot (18%).
- Respondents from Gujarat who consider VOCs as harmful substance, most prominent result was obtained in Vadodara city with 97.5% positive responses out of which 70% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat city (11.5%).
- Respondents who believed that it was important to them to have items used in their home such as decorative paints that were harmful chemical free, major respondents were from Rajkot (94%) and Vadodara (94%).
- Regarding respondents' opinions on factors which deter them from purchasing an item with toxic compounds in it, majority respondents from Gujarat (50.4%) were worried about their own health, children's health, others health and their pets' health.

Respondents were asked about their belief for environment friendly products viz. eco-friendly paints. According to frequency distribution analysis following findings were observed –

- Respondents who agreed upon the fact that we should slow down industry progress because of concern for the environment, majority were from Vadodara (86%) while majority respondents who disagreed to the fact were from Surat (15.5%).
- Respondents who agreed upon the fact that a well-known brand is always a safe product to buy, majority were from Ahmedabad (64%) while majority respondents who disagreed to the fact were from Vadodara (39%).

- Respondents from Gujarat who consider the price of environment friendly products is usually higher than traditional products, most prominent result was obtained in Ahmedabad city with 86.5% positive responses out of which 28 % respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot city (17.5%).
- Respondents who agreed upon the fact that paint companies are generally doing a good job in helping protect the environment, majority were from Ahmedabad (84.5%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed upon the fact that paint companies should place a higher priority on reducing pollution than on increasing their own profitability, majority were from Ahmedabad (86%) while majority respondents who disagreed to the fact were from Rajkot (17.5%).

Respondents were asked about their motivational level towards environment friendly products viz. eco-friendly paints.

According to frequency distribution analysis following findings were observed –

- Respondents' opinion on who would be willing to pay higher prices for environment friendly paints, most prominent result was obtained in Vadodara city with 87.5% positive responses while 30.5% respondents from Ahmedabad agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot city (17%).
- Respondents who agreed upon the fact that they often search for paint brands that are environment friendly, majority were from Vadodara city (84.5%) while majority respondents who disagreed to the fact were from Rajkot (17%).
- Respondents who agreed upon the fact that they are motivated to buy environmental products, majority were from Ahmedabad (83.5%) while majority respondents who disagreed to the fact were from Surat (17%).
- Respondents who believed that they would be willing to switch brands for one that is more environment friendly, most prominent result was obtained in Vadodara city with 86% positive responses while 31.5% respondents from Surat agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot city (16%).
- Respondents who believed that either if a paint brand does not offer an environmental product or they will not buy that brand, most prominent result was obtained in Ahmedabad city with

88% positive responses while 22.5% respondents from Rajkot agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat city (17.5%).

Respondents were asked about influence level of social factors on environment friendly products viz. eco-friendly paints.

According to frequency distribution analysis following findings were observed –

- Majority of the respondents, who had an influence of family members on their green decorative paint purchase decision, were from Vadodara (90%) and only 0.5% respondents didn't have any influence from family members during their purchase.
- Majority of the respondents, who had an influence of friends on their green decorative paint purchase decision, were from Vadodara (89%) and in overall, only 63.2% respondents had an influence from friends during their purchase.
- It was also observed that majority people who had great influence of media over their purchase of eco-friendly paints were from Vadodara (89%). While, only 78.3% people from all over Gujarat believed the same.
- Others also had influences on some respondents' family decisions to purchase eco-friendly products like paints. From all four cities of Gujarat, in overall, 5.6% respondents had influence of other persons during their buying decision process while, in majority, 10% respondents from Surat also had same thoughts regarding influence on buying decision process. Many respondents mentioned in filled questionnaire about other persons like neighbours, people who visits their places on regular intervals like relatives living in the same city etc. Some respondents also mentioned about allergic problems to their pets also influence their buying decisions.

Respondents were asked about their attitude towards environment friendly products viz. ecofriendly paints.

According to frequency distribution analysis following findings were observed –

- Respondents who agreed to the fact that compared to other traditional paints, they prefer green paints, most prominent result was obtained in Vadodara city with 88% positive responses with

24.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat (14.5%) and Rajkot (14.5%) cities.

- Respondents who agreed upon the fact that they think that buying green products would be good for them, majority were from Ahmedabad city (87%) while majority respondents who disagreed to the fact were from Rajkot (17%).
- Respondents who agreed to the fact that they think that buying green products would be good for the community, most prominent result was obtained in Ahmedabad with 84.5% positive responses while in Vadodara, 30.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat (18%) and Rajkot (18%) cities.
- Respondents who agreed upon the fact that they think recyclable paint would be a good idea, majority were from Vadodara (89.5%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed to the fact that they think that there was too much hype on environmental products, most prominent result was obtained in Vadodara with 84% positive responses with having 29% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Surat (13.5%) and Rajkot (13.5%) cities.

Respondents were asked about their intention to purchase environment friendly products viz. eco-friendly paints.

According to frequency distribution analysis following findings were observed –

- Respondents who agreed upon the fact that for future purchases; they would plan to seek out environment friendly products, majority respondents were from Ahmedabad (88%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed to the fact that it should be important to them that paints contain no Volatile Organic Compounds, most prominent result was obtained in Ahmedabad with 87.5% positive responses. While, from Rajkot, 29% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were also from Rajkot (18%) city.
- Respondents who agreed to the fact that it should be important to them that paint contains no Lead material, most prominent result was obtained in Ahmedabad with 85.5% positive

responses. While, from Vadodara, 33.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were also from Rajkot (18%) city.

- Respondents who agreed upon the fact that they avoid paints containing substances which might be harmful to human kind, majority respondents were from Ahmedabad (88%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed to the fact that they pay attention on the paints contain unhealthy substances; most prominent result was obtained in Ahmedabad with 87.5% positive responses. While, from Vadodara, 25% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were also from Surat (18%) and Rajkot (18%) cities.
- Respondents who agreed upon the fact that health issues would play an important role for them when they would make up their purchase decisions, majority respondents were from Vadodara (88%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed to the fact that they would primarily buy paints which do not emit harmful fumes; most prominent result was obtained in Ahmedabad with 86.5% positive responses with having 27% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot (18%) cities.
- Respondents who agreed upon the fact that for future purchases; they would plan to buy environmental friendly paints for them, majority respondents were from Ahmedabad (86.5%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed upon the fact that they would plan to spend time searching company websites to learn more about environment friendly options, majority respondents were from Ahmedabad (87.5%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed to the fact that for future purchases; they would take more time to search for environment friendly alternatives to products that they typically buy; most prominent result was obtained in Ahmedabad and Vadodara with 86.5% positive responses. While, from Rajkot, 23.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot (18%) city.

Respondents were asked about their intention to purchase environment friendly products viz. eco-friendly paints.

According to frequency distribution analysis following findings were observed –

- Respondents who agreed to the fact that for future purchases; they would take more time to search for environment friendly alternatives to products that they typically buy; most prominent result was obtained in Ahmedabad and Vadodara with 86.5% positive responses. While, from Rajkot, 23.5% respondents agreed strongly to the fact. Majority respondents who disagreed to the fact were from Rajkot (18%) city.
- Respondents who agreed upon the fact that they would frequently purchase environment friendly brands, majority respondents were from Ahmedabad (86%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed upon the fact that they would frequently search for brands those were known to offer environment friendly products, majority respondents were from Ahmedabad (87%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed upon the fact that when shopping for environment friendly paints, they often read the labels or tags, majority respondents were from Ahmedabad (88%) while majority respondents who disagreed to the fact were from Rajkot (18%).
- Respondents who agreed upon the fact that they always believe that paints claiming to be environment friendly are actually environment friendly and good for the environment, majority respondents were from Ahmedabad (87.5%) while majority respondents who disagreed to the fact were from Rajkot (17.5%).

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## Findings of Hypotheses Test

### Hypothesis 1-1:

- It was observed that there was a significant difference in level of purchase intention towards eco-friendly paints between respondents from three different groups of age i.e. below or equal to 37 years, 38 years to 46 years and above 46 years in all selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was rejected and it was observed that younger respondents were more intend to purchase eco-friendly paints compared to respondents with higher age.
- Moreover, it was also observed that majority respondents whose age was above 46 years and had low intention to purchase eco-friendly paints were from Ahmedabad i.e. 54.8%. Furthermore, majority respondents whose age were no more than 37 years and had high intention to purchase green paints were from Rajkot i.e. 58.3%.
- Compared to Vadodara, Ahmedabad and Rajkot, lesser significance difference in level of purchase intention towards eco-friendly paints between respondents of three different groups of age i.e. below or equal to 37 years, 38 years to 46 years and above 46 years, was found in Surat city. However, in overall, high significant difference was observed with 50.67 chi square value and 0.000 significance level.

### Hypothesis 1-2:

- It was observed that there was no significant difference between purchase intention level of male and female respondents in overall from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was not rejected and it was observed that, in overall, male and female respondents from Gujarat state were equally intended to purchase eco-friendly paints.
- However, it was also observed that there was a significant deference in purchase intention of male and female respondents towards eco-friendly paints from Vadodara and Rajkot cities individually.
  - In Vadodara, male respondents were more intended to purchase green paints compared to female respondents. Here, 81.3% respondents were male whose purchase intention



was moderate and only 56.3% respondents were male whose purchase intention was low.

- While in Rajkot female respondents were more intended to purchase green paints compared to male respondents. Here, only 17.6% female respondents were with low purchase intention while 36.1% were with high purchase intention level towards eco-friendly paints.
- While, no significant deference in purchase intention of male and female respondents towards eco-friendly paints was observed from Ahmedabad and Surat cities individually.

### **Hypothesis 1-3:**

- It was observed that, in overall, there was a strong significant difference between purchase intention level of respondents with different educational qualifications i.e. undergraduate, graduate and post graduate, from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was rejected and it was observed that, in overall, respondents with different educational qualifications i.e. undergraduate, graduate and post graduate, from Gujarat state had different level of intentions to purchase eco-friendly paints. In a nutshell, respondent with higher educational level were more intended to purchase green paints compared to lesser educated respondent.
- It was also observed that there was a significant deference in purchase intention of respondents with different educational qualifications i.e. undergraduate, graduate and post graduate, towards eco-friendly paints from Vadodara and Ahmedabad cities individually.
  - In Vadodara, postgraduate respondents were more intended to purchase green paints compared to graduate and undergraduate respondents. Here, 54.7% respondents were postgraduate respondents whose purchase intention was moderate and 64.8% respondents were postgraduate whose purchase intention was high.
  - While in Ahmedabad graduate respondents were more intended to purchase green paints compared to postgraduate and undergraduate respondents. Here, 52.9% graduate respondents were with moderate purchase intention while 64.3% were with high purchase intention level towards eco-friendly paints.

- However, no significant deference, in purchase intention of respondents with different educational qualifications i.e. undergraduate, graduate and post graduate, towards eco-friendly paints, was observed from Surat and Rajkot cities individually.

**Hypothesis 1-4:**

- It was observed that, in overall, there was a strong significant difference between purchase intention level of respondents with different occupation i.e., service class, business class and professionals, from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was rejected and it was observed that, in overall, respondents with different occupation i.e., service class, business class and professionals, from Gujarat state had different level of intentions to purchase eco-friendly paints. In a nutshell, business class respondent were more intended to purchase green paints compared to professionals and service class respondents.
- It was also observed that there was a significant deference in purchase intention of respondents with different occupation i.e., service class, business class and professionals, towards eco-friendly paints from Vadodara and Ahmedabad cities individually.
  - In Vadodara, business class respondents were more intended to purchase green paints compared to professionals and service class respondents. Here, 42.7% respondents were business class respondents whose purchase intention was moderate and only 8.5% respondents were business class whose purchase intention was low.
  - While in Ahmedabad professionals were more intended to purchase green paints compared to business class and service class respondents. Here, 45.2% respondents whose moderate purchase intention was high were professionals while only 21.2% respondents were professionals whose purchase intention level towards eco-friendly paints was moderate.
- However, no significant deference, in purchase intention of respondents with different educational qualifications i.e. undergraduate, graduate and post graduate, towards eco-friendly paints, was observed from Surat and Rajkot cities individually.

**Hypothesis 1-5:**

- It was observed that, in overall, there was no significant difference between purchase intention level of married and unmarried respondents from selected cities of Gujarat i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was not rejected and it was observed that, in overall, married and unmarried respondents from Gujarat state were equally intended to purchase eco-friendly paints.
- However, it was also observed that there was a significant deference in purchase intention of married and unmarried respondents towards eco-friendly paints from Vadodara and Rajkot cities individually.
  - In Vadodara, married respondents were more intended to purchase green paints compared to unmarried respondents. Here, 89.3% respondents were married whose purchase intention was moderate and only 5.6% respondents were unmarried whose purchase intention was high.
  - While in Rajkot unmarried respondents were more intended to purchase green paints compared to married respondents. Here, only 12.1% unmarried respondents were with low purchase intention while 33.3% were with high purchase intention level towards eco-friendly paints.
- While, no significant deference in purchase intention of married and unmarried respondents towards eco-friendly paints was observed from Ahmedabad and Surat cities individually.

**Hypothesis 1-6:**

- It was observed that there was no significant difference in level of purchase intention towards eco-friendly paints between respondents from three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250.in all selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was not rejected and it was observed that all income group respondents were equally intend to purchase eco-friendly paints.

**Hypothesis 1-7:**

- It was observed that there was a significant difference in level of purchase intention towards eco-friendly paints between respondents from three per capita income groups i.e. low, moderate and high per capita income in all selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
  - Hence, null hypothesis was rejected and it was observed that all per capita income group respondents had different level of intention to purchase eco-friendly paints.
- Moreover, it was also observed that out of four cities surveyed, only in Ahmedabad, significant difference in purchase intention towards green paint was found between respondents from different per capita income groups i.e. low, moderate and high per capita income. While, in Vadodara, Surat and Rajkot cities, there was no difference in purchase intention of respondents to purchase green paints with reference to their per capita income groups i.e. low, moderate and high per capita income.

**Hypothesis 1-8:**

- It was observed that, in overall, there was a significant difference in purchase intention level, towards eco-friendly paints, of respondents with family members up to 4 and respondents with family member more than 4 from selected cities of Gujarat state.
  - Hence, null hypothesis was rejected and it was observed that, in overall, respondents with family size less or equal to 4 were more intended to purchase eco-friendly paints compared to respondents with family members more than 4.
- However, it was also observed that there was a significant deference in purchase intention level, towards eco-friendly paints, of respondents with family members up to 4 and respondents with family member more than 4 from Rajkot city individually.
  - In accordance with overall results, in Rajkot city also, respondents with family size less or equal to 4 were more intended to purchase eco-friendly paints compared to respondents with family members more than 4. Here, 88.9% respondents had no more than 4 members in their family whose purchase intention was high.

- While, no significant deference in purchase intention of respondents with family size less or equal to 4 were more intended to purchase eco-friendly paints compared to respondents with family members more than 4 from Vadodara, Ahmedabad and Surat cities individually.

**Hypothesis 1-9:**

- It was observed that, in overall, there was a significant difference in purchase intention level, towards eco-friendly paints, of respondents with family members up to 4 and respondents with family member more than 4 from selected cities of Gujarat state.
  - Hence, null hypothesis was rejected and it was observed that, in overall, respondents with family size less or equal to 4 were more intended to purchase eco-friendly paints compared to respondents with family members more than 4.
- However, it was also observed that there was a significant deference in purchase intention level, towards eco-friendly paints, of respondents with nuclear family and joint family, from Rajkot.
  - In accordance with overall results, in Rajkot city also, respondents with nuclear family were more intended to purchase eco-friendly paints compared to respondents with joint family. Here, 97.2% respondents had nuclear family whose purchase intention was high.
- While, no significant deference in purchase intention level, towards eco-friendly paints, of respondents with nuclear family and joint family from Vadodara, Ahmedabad and Surat cities individually.

**Hypothesis 1-10:**

- It was observed that, in overall, there was no significant difference between purchase intention level, towards eco-friendly paints, of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from selected cities of Gujarat state.
  - Hence, null hypothesis was not rejected and it was observed that, in overall, purchase intention level, towards eco-friendly paints, of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, were equally intended to purchase eco-friendly paints.

- However, it was also observed that there was a significant deference in purchase intention level, towards eco-friendly paints, of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children from Vadodara and Rajkot cities individually.
  - In Vadodara, respondents, having 2 children, were more intended to purchase green paints compared to those with no child, one child and 3 or more children. Here, 56% respondents had 2 children whose purchase intention was moderate and 31% respondents had no child whose purchase intention was low.
  - While in Rajkot respondents without children were more intended to purchase green paints compared to those with one child, 2 children and 3 or more children. Here, 41.7% respondents had no child whose purchase intention was high and 34.2% respondents had no child whose purchase intention was moderate which was very higher than total 26.5% respondents without child from Rajkot.
- While, no significant deference in purchase intention level, towards eco-friendly paints, of respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, was observed from Ahmedabad and Surat cities individually.

**Table 6.1.1: Summary of Hypothesis 1 - There are no demographic differences (Gender, age, income, education, occupation, family size, family type, marital status and number of children) between consumers who indicate they intend to purchase environment friendly decorative paints and those who indicate they do not.**

Hypothesis Sr. No.	Region	Hypothesis Outcome	Result
<b>H1-1 Age</b>	Vadodara	Rejected	In all regions, there was a different level of purchase intention toward eco-friendly paints between respondents with different age groups.
	Ahmedabad	Rejected	
	Surat	Rejected	
	Rajkot	Rejected	
	<b>Gujarat (Overall)</b>	<b>Rejected</b>	
<b>H1-2 Gender</b>	Vadodara	Rejected	In Vadodara and Rajkot, there was a difference between male and female consumers level of intention to purchase environment friendly decorative paints. In Ahmedabad, Surat and Overall, male and female respondents had same level of purchase intention.
	Ahmedabad	Not Rejected	
	Surat	Not Rejected	
	Rajkot	Rejected	
	<b>Gujarat (Overall)</b>	<b>Not Rejected</b>	
<b>H1-3 Education</b>	Vadodara	Rejected	In Vadodara, Ahmedabad and Overall, there was a difference between consumers with different education in their intention to purchase environment friendly paints. In Surat and Rajkot, respondents with different educational qualifications had same level of purchase intention.
	Ahmedabad	Rejected	
	Surat	Not Rejected	
	Rajkot	Not Rejected	
	<b>Gujarat (Overall)</b>	<b>Rejected</b>	
<b>H1-4 Occupation</b>	Vadodara	Rejected	In Vadodara, Ahmedabad and Overall, there was a difference between consumers with different occupation in their intention to purchase environment friendly paints. In Surat and Rajkot, respondents with different occupation had same level of purchase intention.
	Ahmedabad	Rejected	
	Surat	Not Rejected	
	Rajkot	Not Rejected	
	<b>Gujarat (Overall)</b>	<b>Rejected</b>	
<b>H1-5 Marital Status</b>	Vadodara	Rejected	In Vadodara and Rajkot, there was a difference between married and unmarried consumers level of intention to purchase environment friendly decorative paints. In Ahmedabad, Surat and Overall, married and unmarried respondents had same level of purchase intention.
	Ahmedabad	Not Rejected	
	Surat	Not Rejected	
	Rajkot	Rejected	
	<b>Gujarat (Overall)</b>	<b>Not Rejected</b>	
<b>H1-6 Monthly Income</b>	Vadodara	Not Rejected	In all regions, respondents with different monthly income level had same level of purchase intention
	Ahmedabad	Not Rejected	
	Surat	Not Rejected	
	Rajkot	Not Rejected	
	<b>Gujarat (Overall)</b>	<b>Not Rejected</b>	
<b>H1-7 Per Capita Income</b>	Vadodara	Not Rejected	In Ahmedabad and Overall, there was a difference between consumers with different per capita income level, in their intention to purchase environment friendly paints. In Vadodara, Surat and Rajkot, respondents with different per capita income had same level of purchase intention.
	Ahmedabad	Rejected	
	Surat	Not Rejected	
	Rajkot	Not Rejected	
	<b>Gujarat (Overall)</b>	<b>Rejected</b>	
<b>H1-8 Family Size</b>	Vadodara	Not Rejected	In Rajkot and Overall, there was a difference between consumers with different family size, in their intention to purchase environment friendly paints. In Vadodara, Surat and Ahmedabad, respondents with different family size had same level of purchase intention.
	Ahmedabad	Not Rejected	
	Surat	Not Rejected	
	Rajkot	Rejected	
	<b>Gujarat (Overall)</b>	<b>Rejected</b>	
<b>H1-9 Family Type</b>	Vadodara	Not Rejected	In Rajkot and Overall, there was a difference between consumers with different family type, in their intention to purchase environment friendly paints. In Vadodara, Surat and Ahmedabad, respondents with different family type, had same level of purchase intention.
	Ahmedabad	Not Rejected	
	Surat	Not Rejected	
	Rajkot	Rejected	
	<b>Gujarat (Overall)</b>	<b>Rejected</b>	
<b>H1-10 Children Group</b>	Vadodara	Rejected	In Vadodara and Rajkot, there was a difference between consumers level of intention to purchase environment friendly decorative paints across their children groups. In Ahmedabad, Surat and Overall, respondents, with different children group, had same level of purchase intention.
	Ahmedabad	Not Rejected	
	Surat	Not Rejected	
	Rajkot	Rejected	
	<b>Gujarat (Overall)</b>	<b>Not Rejected</b>	

**Hypothesis 2:**

- It was observed that there was a significant association between respondents' motivation level and their environmental knowledge. Hence, it could be said that there was a strong association between consumers' environmental knowledge and their level of motivation to purchase green paints for all selected cities i.e. Vadodara (chi square = 11.549, p value = 0.021), Ahmedabad (chi square = 15.607, p value = 0.004), Surat (chi square = 14.951, p value = 0.007) and Rajkot (chi square = 49.682, p value = 0.000). In overall (chi square = 63.848, p value = 0.000) also, it was observed there was strong association between consumers' environmental knowledge and their motivation level to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as environmental knowledge of consumer increases consumers' motivation to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Rajkot (p = 0.000) city that compare to Vadodara (0.021), Ahmedabad (0.004) and Surat (0.007). Moreover, majority respondents from Rajkot i.e. 22% were highly motivated compared to Vadodara, Ahmedabad and Surat i.e. 15.5%, 10.8% and 12.3% respectively.

**Hypothesis 3:**

- It was observed that there was a significant association between respondents' attitude level and their environmental knowledge. Hence, it could be said that there was a strong association between consumers' environmental knowledge and their level of attitude to purchase green paints for all selected cities i.e. Vadodara (chi square = 16.667, p value = 0.009), Ahmedabad (chi square = 20.800, p value = 0.000), Surat (chi square = 23.240, p value = 0.000) and Rajkot (chi square = 34.805, p value = 0.000). In overall (chi square = 66.439, p value = 0.000) also, it was observed there was strong association between consumers' environmental knowledge and their level of attitude to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as environmental knowledge of consumer increases consumers' positive attitude to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Rajkot (p = 0.000), Ahmedabad (0.000) and Surat (0.000) compared to Vadodara (p value = 0.009).



**Hypothesis 4:**

- It was observed that there was a significant association between respondents' motivation level and their environmental belief. Hence, it could be said that there was a strong association between consumers' environmental belief and their level of motivation to purchase green paints for all selected cities i.e. Vadodara (chi square = 30.004, p value = 0.000), Ahmedabad (chi square = 38.305, p value = 0.000), Surat (chi square = 16.827, p value = 0.002) and Rajkot (chi square = 65.181, p value = 0.000). In overall (chi square = 124.299, p value = 0.000) also, it was observed there was strong association between consumers' environmental belief and their motivation level to buy green paints.
  - Hence, we reject null hypothesis and it was observed that as positive environmental belief of consumer increases consumers' motivation to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Vadodara (p = 0.000), Ahmedabad (p = 0.000) and Rajkot (p = 0.000) city that compared to Surat (p = 0.002). Moreover, majority respondents from Ahmedabad i.e. 25% were highly motivated compared to Vadodara, Rajkot and Surat i.e. 23.3%, 20.4% and 9.5% respectively.

**Hypothesis 5:**

- It was observed that there was a significant difference between respondents' attitude level and their environmental belief. Hence, it could be said that there was a strong association between consumers' environmental belief and their level of attitude to purchase green paints for all selected cities i.e. Vadodara (chi square = 16.667, p value = 0.002), Ahmedabad (chi square = 31.256, p value = 0.000), Surat (chi square = 17.589, p value = 0.001) and Rajkot (chi square = 48.671, p value = 0.000). In overall (chi square = 81.944, p value = 0.000) also, it was observed there was strong association between consumers' environmental belief and their level of attitude to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as positive environmental belief of consumer increases consumers' positive attitude to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Rajkot (p = 0.000), Ahmedabad (0.000) and Surat (0.000) compared to Vadodara (p value = 0.009).

**Hypothesis 6:**

- It was observed that there was a significant difference between respondents' motivation level and their social influence level. Hence, it could be said that there was a strong association between consumers' social influence level and their level of motivation to purchase green paints for all selected cities i.e. Vadodara (chi square = 12.667, p value = 0.022), Ahmedabad (chi square = 17.352, p value = 0.001), Surat (chi square = 14.196, p value = 0.007) and Rajkot (chi square = 19.600, p value = 0.001). In overall (chi square = 27.603, p value = 0.000) also, it was observed there was strong association between consumers' social influence level and their level of motivation to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as positive social influence level of consumer increases consumers' motivation to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Rajkot (p = 0.001), Ahmedabad (0.001) and Surat (0.007) compared to Vadodara (p value = 0.022).

**Hypothesis 7:**

- It was observed that there was a significant difference between respondents' attitude level and their social influence level. Hence, it could be said that there was a strong association between consumers' social influence level and their level of attitude to purchase green paints for all selected cities i.e. Vadodara (chi square = 14.250, p value = 0.009), Ahmedabad (chi square = 33.880, p value = 0.000), Surat (chi square = 19.697, p value = 0.001) and Rajkot (chi square = 9.898, p value = 0.042). In overall (chi square = 30.799, p value = 0.000) also, it was observed there was strong association between consumers' social influence level and their level of attitude to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as positive social influence level of consumer increases consumers' positive attitude to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Ahmedabad (0.000) and Surat (0.001) compared to Rajkot (0.042) and Vadodara (p value = 0.009).

**Hypothesis 8:**

- It was observed that there was a significant difference between respondents' intention level and their social influence level. Hence, it could be said that there was a strong association between consumers' social influence level and their level of intention to purchase green paints for all selected cities i.e. Vadodara (chi square = 12.531, p value = 0.014), Ahmedabad (chi square = 13.256, p value = 0.010), Surat (chi square = 9.258, p value = 0.041) and Rajkot (chi square = 8.989, p value = 0.048). In overall (chi square = 20.701, p value = 0.000) also, it was observed there was strong association between consumers' social influence level and their level of intention to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as positive social influence level of consumer increases consumers' positive intention to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Vadodara (p value = 0.014), Ahmedabad (0.010) and compared to Surat (0.041) and Rajkot (p = 0.048).

**Hypothesis 9:**

- It was observed that there was a significant difference between respondents' purchase intention level and their motivation towards eco-friendly paint purchase. Hence, it could be said that there was a strong association between consumers' motivation towards eco-friendly paint purchase and their level of intention to purchase green paints for all selected cities i.e. Vadodara (chi square = 13.918, p value = 0.008), Ahmedabad (chi square = 36.806, p value = 0.000), Surat (chi square = 20.432, p value = 0.001) and Rajkot (chi square = 31.669, p value = 0.000). In overall (chi square = 79.924, p value = 0.000) also, it was observed there was strong association between consumers' motivation towards eco-friendly paint purchase and their level of intention to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as positive motivation towards eco-friendly paint purchase of consumer increases consumers' intention to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Rajkot (p = 0.000), Ahmedabad (0.000) and Surat (0.000) compared to Vadodara (p value = 0.008).

**Hypothesis 10:**

- It was observed that there was a significant difference between respondents' purchase intention level and their attitude towards eco-friendly paint purchase. Hence, it could be said that there was a strong association between consumers' attitude towards eco-friendly paint purchase and their level of intention to purchase green paints for all selected cities i.e. Vadodara (chi square = 33.227, p value = 0.000), Ahmedabad (chi square = 11.456, p value = 0.004), Surat (chi square = 28.661, p value = 0.000) and Rajkot (chi square = 19.224, p value = 0.001). In overall (chi square = 91.109, p value = 0.000) also, it was observed there was strong association between consumers' attitude towards eco-friendly paint purchase and their level of intention to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as positive attitude towards eco-friendly paint purchase of consumer increases consumers' intention to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Vadodara (0.000) and Surat (0.000) compared to Ahmedabad (p value = 0.004) & Rajkot (p = 0.001).

**Hypothesis 11:**

- It was observed that there was a significant difference between respondents' attitude level and their motivation towards eco-friendly paint purchase. Hence, it could be said that there was a strong association between consumers' motivation towards eco-friendly paint purchase and their level of attitude to purchase green paints for all selected cities i.e. Vadodara (chi square = 10.062, p value = 0.039), Ahmedabad (chi square = 22.768, p value = 0.000), Surat (chi square = 22.474, p value = 0.000) and Rajkot (chi square = 49.983, p value = 0.000). In overall (chi square = 86.989, p value = 0.000) also, it was observed there was strong association between consumers' motivation towards eco-friendly paint purchase and their level of attitude to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as positive motivation towards eco-friendly paint purchase of consumer increases consumers' positive attitude to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Rajkot (p = 0.000), Ahmedabad (0.000) and Surat (0.000) compared to Vadodara (p value = 0.039).

**Hypothesis 12:**

- It was observed that there was a significant difference between respondents' purchase intention level and their behaviour towards eco-friendly paint purchase. Hence, it could be said that there was a strong association between consumers' behaviour towards eco-friendly paint purchase and their level of intention to purchase green paints for all selected cities i.e. Vadodara (chi square = 19.235, p value = 0.001), Ahmedabad (chi square = 23.510, p value = 0.000), Surat (chi square = 16.124, p value = 0.003) and Rajkot (chi square = 37.805, p value = 0.000). In overall (chi square = 84.296, p value = 0.000) also, it was observed there was strong association between consumers' behaviour towards eco-friendly paint purchase and their level of intention to buy green paints.
  - Hence, we did not accept null hypothesis and it was observed that as positive behaviour towards eco-friendly paint purchase of consumer increases consumers' intention to purchase eco-friendly paint increases.
- Moreover, High significant association was observed in Rajkot ( $p = 0.000$ ) and Ahmedabad ( $0.000$ ) compared to Surat ( $0.003$ ) and Vadodara ( $p$  value =  $0.001$ ). Furthermore, majority respondents from Rajkot i.e.50% had shown strong positive behaviour to buy green paints compared to other three cities i.e. Vadodara (16.7%), Surat (18.8%) and Ahmedabad (38.8%).
- People with strong positive belief towards eco-friendly paints had immense knowledge of environmental issues and eco-friendly paints as well as their social norms were strongly supportive towards their eco-friendly paint purchase. Moreover, people with vast knowledge of environmental issues and eco-friendly paints had strong positive norms towards their purchase of green paints.

**Hypothesis 13:**

- 93.2% motivational level of respondents to buy green paints from Rajkot city was observed by their environmental knowledge, belief and social norms which was comparatively higher than all other three cities i.e. Vadodara (84.5%), Ahmedabad (89.7%) and Surat (90.2%).
- Moreover, in Rajkot city, individually, social norms ( $p = 0.072$ ) had no association with respondents motivational level to buy green paints.

- Strong association of consumers' environmental knowledge, belief and social norms was observed with consumers' motivation to purchase green paints in each city individually as well as overall in four selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
- Environmental knowledge of respondent had superior association with respondents' motivation to purchase eco-friendly paint compared to social norms and consumers' social norms.

**Hypothesis 14:**

- 94.1% attitude of respondents to buy green paints from Rajkot city was observed by their environmental knowledge, belief and social norms which was comparatively higher than all other three cities i.e. Vadodara (88.1%), Ahmedabad (89.8%) and Surat (90.2%).
- Moreover, in Vadodara ( $p = 0.705$ ), Ahmedabad ( $p = 0.196$ ) and Rajkot ( $p = 0.406$ ) cities, individually, social norms had no association with respondents attitude to buy green paints. Further, in Surat ( $p = 0.856$ ) and Rajkot ( $p = 0.593$ ) cities, individually, consumer belief had no association with respondents attitude to buy green paints.
- Collectively, strong association of consumers' environmental knowledge, belief and social norms was observed with consumers' attitude to purchase green paints in each city individually as well as overall in four selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.
- Environmental knowledge of respondent had superior association with respondents' attitude to purchase eco-friendly paint compared to social norms and consumers' social norms.

**Hypothesis 15:**

- 94.8% intention level of respondents to buy green paints from Rajkot city could be observed by their social norms, attitude and motivation towards eco-friendly paints which was comparatively higher than all other three cities i.e. Vadodara (90.4%), Ahmedabad (93.9%) and Surat (93.9%).
- Moreover, social norms was least associated with respondents' intention to purchase green paints compared to attitude and motivational level to buy green paints.
  - Strong association of consumers' social norms, attitude and motivation towards eco-friendly paints was observed with consumers' intention to purchase green paints in each

city individually as well as overall in four selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot.

- Consumers' attitude had superior association with respondents' intention to purchase eco-friendly paint compared to social norms and consumers' motivation to buy green paints.

**Hypothesis 16:**

- 90.3% purchase behaviour of respondents towards green paints from Ahmedabad city could be observed by their purchase intention towards eco-friendly paints which was comparatively higher than all other three cities i.e. Vadodara (85.3%), Ahmedabad (87.6%) and Surat (85.6%).
  - Strong association of consumers' intention to purchase green paints and purchase behaviour was found in each city individually as well as overall in four selected cities i.e. Vadodara, Ahmedabad, Surat and Rajkot. That means, as purchase intention of respondents increases confident behaviour to purchase green paints.

Table 6.1.2: Summary of Hypothesis 2 to Hypothesis 16

Hypothesis Sr. No.	Region	Hypothesis Outcome	Independent Variable	Dependent Variable	Result
<b>H2</b>	V	Rejected	<b>Environmental Knowledge</b>	<b>Motivation to Buy Eco-Friendly Paint</b>	Environmental knowledge of consumer increases consumers' motivation to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H3</b>	V	Rejected	<b>Environmental Knowledge</b>	<b>Attitude towards purchase of Eco-Friendly Paint</b>	Environmental knowledge of consumer increases consumers' positive attitude to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H4</b>	V	Rejected	<b>Consumers' Environmental Belief</b>	<b>Motivation to Buy Eco-Friendly Paint</b>	Positive environmental belief of consumer increases consumers' motivation to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H5</b>	V	Rejected	<b>Consumers' Environmental Belief</b>	<b>Attitude towards purchase of Eco-Friendly Paint</b>	Positive environmental belief of consumer increases consumers' positive attitude to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H6</b>	V	Rejected	<b>Social Norms</b>	<b>Motivation to Buy Eco-Friendly Paint</b>	Positive social influence level of consumer increases consumers' motivation to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H7</b>	V	Rejected	<b>Social Norms</b>	<b>Attitude towards purchase of Eco-Friendly Paint</b>	Positive social influence level of consumer increases consumers' positive attitude to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H8</b>	V	Rejected	<b>Social Norms</b>	<b>Intention to Buy Eco-Friendly Paint</b>	Positive social influence level of consumer increases consumers' positive intention to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H9</b>	V	Rejected	<b>Motivation to Buy Eco-Friendly Paint</b>	<b>Intention to Buy Eco-Friendly Paint</b>	Positive motivation towards eco-friendly paint purchase of consumer increases consumers' intention to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H10</b>	V	Rejected	<b>Attitude towards purchase of Eco-Friendly Paint</b>	<b>Intention to Buy Eco-Friendly Paint</b>	Positive attitude towards eco-friendly paint purchase of consumer increases consumers' intention to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			

Table 6.1.2 Cont...



Table 6.1.2 Cont...

Hypothesis Sr. No.	Region	Hypothesis Outcome	Independent Variable	Dependent Variable	Result
<b>H11</b>	V	Rejected	Attitude towards purchase of Eco-Friendly Paint	Motivation to Buy Eco-Friendly Paint	Positive motivation towards eco-friendly paint purchase of consumer increases consumers' positive attitude to purchase eco-friendly paint increases.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H12</b>	V	Rejected	Intention to Buy Eco-Friendly Paint	Actual Purchase of Eco-Friendly Paint	Positive intention to purchase eco-friendly paint increases, behaviour towards eco-friendly paint purchase of consumer increases
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H13</b>	V	Rejected	Environmental Knowledge, Consumer Belief, Social Norms	Motivation to Buy Eco-Friendly Paint	Strong positive association of consumers' environmental knowledge, belief and social norms was observed with consumers' motivation to purchase green paints
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H14</b>	V	Rejected	Environmental Knowledge, Consumer Belief, Social Norms	Attitude towards purchase of Eco-Friendly Paint	Strong positive association of consumers' environmental knowledge, belief and social norms was observed with consumers' attitude to purchase green paints
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H15</b>	V	Rejected	Motivation to Buy Eco-Friendly Paint Social Norms and Attitude towards purchase of Eco-Friendly Paint	Intention to Buy Eco-Friendly Paint	Strong association of consumers' social norms, attitude and motivation towards eco-friendly paints was observed with consumers' intention to purchase green paints
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			
<b>H16</b>	V	Rejected	Intention to Buy Eco-Friendly Paint	Actual Purchase of Eco-Friendly Paint	Strong association positive of consumers' intention to purchase green paints and purchase behaviour was found.
	A	Rejected			
	S	Rejected			
	R	Rejected			
	O	Rejected			

**Findings from other factors' tests across all demographic factors**

Citywide opinion regarding harmfulness of VOCs were taken and tested across all demographic factors.

Following are some important outcomes -

- It was observed that in all four cities i.e. Vadodara, Ahmedabad, Surat and Rajkot, there was a strong significant difference between opinions regarding harmfulness of breathing VOCs between respondents. Moreover, highly significant difference was also observed in overall for all cities collectively.
- Moreover, respondents from service class who said that breathing VOCs were very harmful, majority respondents were from Rajkot i.e. 48.7% compare to Vadodara i.e. 39.3%, Ahmedabad i.e. 36.3% and Surat i.e. 47.7%.
- Furthermore, it was observed that majority respondents who believed that breathing VOCs were harmful or very harmful to their health were younger than respondents who believed that breathing VOCs were somewhat harmful or not harmful.
- It was observed that, individually, there was significant difference between male and female respondents' regarding harmfulness of breathing VOCs in Surat and Rajkot cities. Moreover, it was also observed that in these cities more female respondents believed that breathing VOCs were harmful for health compared to male respondents. In Surat and Rajkot, none of the female respondents said that breathing VOCs were not harmful to health.
- However, no significant difference was observed between male and female respondents' regarding harmfulness of breathing VOCs in Vadodara and Ahmedabad cities.
- In Gujarat state, there was significant difference between male and female respondents' regarding harmfulness of breathing VOCs. It was also observed that, in overall, more female respondents believed that breathing VOCs were harmful for health compared to male respondents. Only 4% female respondents said that breathing VOCs were not harmful to health and only 18.8% female respondents said that breathing VOCs were somewhat harmful which was very small proportion compared to overall contribution of 27.5% female respondents.
- It was observed that in all four cities i.e. Vadodara, Ahmedabad, Surat and Rajkot, individually, there was a strong significant difference between opinion regarding harmfulness of breathing

VOCs between respondents with different educational qualifications, i.e. undergraduate, graduate and postgraduate.

- Moreover, postgraduate respondents who said that breathing VOCs were very harmful to health, majority respondents were from Vadodara i.e. 60.7% compare to Surat i.e. 23.9%, Ahmedabad i.e. 27.5% and Rajkot i.e. 30.4%.
- Furthermore, it was observed that compared to less educated respondents, more respondents with higher education believed that breathing VOCs were harmful or very harmful to their health.
- In overall, collectively in all four cities of Gujarat state, significant difference was observed between respondents' opinion regarding harmfulness of breathing VOCs with reference to their educational qualifications.
- It was observed that out of four cities i.e. Vadodara, Ahmedabad, Surat and Rajkot, there was no significant difference between opinions regarding harmfulness of breathing VOCs between respondents from Rajkot city. However, highly significant difference was observed in other three cities i.e. Vadodara ( $p = 0.001$ ), Ahmedabad ( $p=0.029$ ) and Surat ( $p = 0.000$ ).
- Moreover, respondents from service class who said that breathing VOCs were very harmful, majority respondents were from Surat i.e. 44.3% compare to Vadodara i.e. 31.4%, Ahmedabad i.e. 30.8% and Rajkot i.e. 37.4%.
- Furthermore, it was observed that compare to service class people, more business class people and professionals believed that breathing VOCs were harmful or very harmful to their health.
- It was observed that, in overall, there was a significant difference in opinions regarding harmfulness of breathing VOCs was observed between respondents from three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250. In parallel to this result, it was observed that in Surat there was a significant difference in opinions regarding harmfulness of breathing VOCs was observed between respondents from three monthly income groups. However, individually in Vadodara, Ahmedabad and Rajkot, there was no significant difference in opinions regarding harmfulness of breathing VOCs was observed between respondents from three monthly income groups.
- In overall, it could be said from results that majority people with higher monthly income believed that breathing VOCs were very harmful for health compared to respondents with lower monthly income.

- Comparatively, majority respondents from Ahmedabad with monthly income more than Rs.46250/- i.e. 41.8% respondents believed that breathing VOCs were very harmful compared to other cities i.e. Vadodara (30.7%), Surat (39.8%) and Rajkot (34.8%).
- It was observed that, in overall, there was a significant difference in opinions regarding harmfulness of breathing VOCs was observed between respondents from three per capita income group i.e. low, moderate and high. In parallel to this result, it was observed that in Surat and Ahmedabad, there was a significant difference in opinions regarding harmfulness of breathing VOCs was observed between respondents from three per capita income groups. However, individually in Vadodara and Rajkot, there was no significant difference in opinions regarding harmfulness of breathing VOCs was observed between respondents from three per capita income groups.
- In overall, it could be said from results that majority people with higher per capita income believed that breathing VOCs were very harmful for health compared to respondents with lower per capita income.
- Comparatively, majority respondents from Surat with high per capita income i.e. 39.8% respondents believed that breathing VOCs were very harmful compared to other cities i.e. Vadodara (35.7%), Ahmedabad (37.4%) and Rajkot (29.6%).
- It was observed that, individually, there was no significant difference between married and unmarried respondents' regarding harmfulness of breathing VOCs in Ahmedabad, Surat and Rajkot cities. Moreover, it was also observed that in these cities more married respondents believed that breathing VOCs were harmful for health compared to unmarried respondents. In Surat none of the unmarried respondents said that breathing VOCs were not harmful to health and in Rajkot none of the unmarried respondents said that breathing VOCs were somewhat harmful or not harmful to health.
- However, no significant difference was observed between married and unmarried respondents' regarding harmfulness of breathing VOCs in Vadodara.
- In overall, for selected cities of Gujarat state, there was no significant difference between married and unmarried respondents' regarding harmfulness of breathing VOCs. There was no difference in opinion of married and unmarried respondents from selected cities of Gujarat state regarding harmfulness of breathing VOCs.

- There was no significant difference between opinion of respondents with different family size i.e. up to 4 person in family and above 4 from Vadodara, Ahmedabad, Surat and Rajkot individually as well as collectively.
- It was observed that, in overall, there was a strong significant difference in opinion of respondents with nuclear family type and respondents with joint family type regarding harmfulness of breathing VOCs. In overall, 71% respondents who believed that breathing VOCs were very harmful to health were from nuclear family while out of respondents with nuclear family only 37.5% respondents believed that breathing VOCs were somewhat harmful. Hence, it could be said that respondents with nuclear family were more affirmative towards harmfulness of breathing VOCs compared to those with joint family.
- A strong significant difference, in Surat, was observed in opinion of respondents with nuclear family type and respondents with joint family type regarding harmfulness of breathing VOCs. Here, 71.6% respondents who believed that breathing VOCs were very harmful to health were from nuclear family while out of respondents with nuclear family only 28.6% respondents believed that breathing VOCs were somewhat harmful. Hence, it could be said that, in Surat, respondents with nuclear family were more affirmative towards harmfulness of breathing VOCs compared to those with joint family.
- However, no significant difference, in Vadodara, Ahmedabad and Surat, was observed in opinion of respondents with nuclear family type and respondents with joint family type regarding harmfulness of breathing VOCs.
- It was observed that, in overall, there was no significant difference between opinion of respondents, regarding harmfulness of breathing VOCs, with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from selected cities of Gujarat state.
  - Hence, it could be said that, in overall, harmfulness of breathing VOCs, for respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, was similarly identified.
- Moreover, it was also observed that there was no significant difference between opinions of respondents, regarding harmfulness of breathing VOCs, with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from Vadodara individually.

- While in Ahmedabad, Surat and Rajkot, there was a significant difference between opinion of respondents, regarding harmfulness of breathing VOCs, with different child group, i.e., no child, 1 child, 2 children and 3 or more children.
  - In Ahmedabad, respondents who believed that breathing VOCs were not harmful, only 18.2% respondents had 2 children while respondents who believed that breathing VOCs were very harmful, 58.2% respondents had 2 children. Hence, it could be said that, in Ahmedabad, respondents with lesser children believed that breathing VOCs were not harmful compared to respondents with more number of children.
  - In Surat, respondents who believed that breathing VOCs were not harmful, 61.9% respondents had 2 children while 28.6 respondent was observed without child. However, in Surat, 68% respondents had 2 children and only 10% respondents were without child. Hence, it could be said that, in Surat, majority respondents with 2 children in their family believed that breathing VOCs were very harmful to health.
  - While, in Rajkot city, inverse pattern was observed compared to Ahmedabad and Surat. Here, in Rajkot, respondents who believed that breathing VOCs were not harmful, 92.9% respondents had 2 children while no respondent was observed without child. However, 65.5% respondents had 2 children and 26.5% respondents were without child from Rajkot. Hence, it could be said that, in Rajkot, majority respondents with 2 children in their family believed that breathing VOCs were not harmful to health.

Respondents were asked about importance of having harmful chemicals free items such as decorative paints in houses and opinions were tested across all demographic factors.

Following are some important outcomes: –

- It was also observed that there was a significant ( $p = 0.000$ ) difference between opinions of all four cities of Gujarat state regarding importance to have harmful chemicals free items such as decorative paints in their houses.
- In overall, strong significant difference was observed between opinions of respondents, regarding importance of having harmful chemicals free items in their houses, was observed between respondents from three age groups i.e. below or equal to 37 years, 38 to 46 years and above 46 years.

- Similarly, for individual city i.e. Vadodara, Ahmedabad, Surat and Rajkot, strong significant difference was observed between opinions of respondents, regarding importance of having harmful chemicals free items in their houses, was observed between respondents from three age groups i.e. below or equal to 37 years, 38 to 46 years and above 46 years.
  - It was also observed that majority younger respondents believed that it was extremely important to have harmful chemical free items such as decorative paints in their houses compared to respondents with higher age.
- Compared to Vadodara ( $p = 0.000$ ), Surat ( $p = 0.000$ ) and Rajkot ( $p = 0.000$ ), less significant difference was observed in Ahmedabad ( $p = 0.008$ ). Moreover, majority respondents, who believed that it was not important to have harmful chemical free items in their houses and with age more than 46 years, were from Rajkot (86.7%). Further, majority respondents, who believed that it was extremely important to have harmful chemical free items in their houses and with age no more than 37 years, were also from Rajkot (47.5%)
- It was observed that, individually, there was no significant difference between male and female respondents' opinion regarding importance to have harmful chemicals free items in their houses in Ahmedabad only. In Ahmedabad, none of the female respondents said that it was not important to have harmful chemicals free items in their houses.
- However, significant difference was observed between male and female respondents' regarding importance to have harmful chemicals free items in their houses in Vadodara, Surat and Rajkot cities. Moreover, it was also observed that in these cities, comparatively, more female respondents believed that it was important to have harmful chemicals free items in their houses. Comparative to all three cities, majority female respondents were from Surat (34.6%) who said that it was extremely important to have harmful chemicals free items in their houses. While, in Vadodara and Rajkot cities, the same was 24.4% and 30.1% respectively.
- In overall, for selected cities of Gujarat state, there was significant difference between male and female respondents' regarding importance to have harmful chemicals free items in their houses. It was also observed that, in overall also, more female respondents believed that it was important to have harmful chemicals free items in their houses compared to male respondents. Only 2.7% female respondents said that it was not important to have harmful chemicals free items in their houses, which was very small proportion compared to overall contribution of 27.5% female respondents.

- It was observed that in three cities i.e. Vadodara, Ahmedabad, and Rajkot, individually, there was a strong significant difference between opinion regarding importance to have harmful chemicals free items in their houses between respondents with different educational qualifications, i.e. undergraduate, graduate and postgraduate. However, the same was not observed in Surat city.
- In overall, collectively in all four cities of Gujarat state, significant difference was observed between respondents' opinion regarding importance to have harmful chemicals free items in their houses with reference to their educational qualifications. Moreover, postgraduate respondents who said that it was extremely important to have harmful chemicals free items in house, majority respondents were from Vadodara i.e. 58.8% compared to Surat i.e. 28.8%, Ahmedabad i.e. 39% and Rajkot i.e. 27%.
- Furthermore, it was observed that compared to less educated respondents, more respondents with higher education believed that it was important to have harmful chemicals free items in their houses.
- It was observed that out of four cities i.e. Vadodara, Ahmedabad, Surat and Rajkot, there was no significant difference in opinions regarding it was extremely important to have harmful chemicals free items in their houses between respondents from Vadodara and Rajkot cities individually. However, highly significant difference was observed in other two cities i.e. Ahmedabad and Surat.
- Moreover, respondents from service class who said that it was extremely important to have harmful chemicals free items in their houses, majority respondents were from Surat i.e. 44.2% compare to Vadodara i.e. 36.6%, Ahmedabad i.e. 27.6% and Rajkot i.e. 33.3%.
- Furthermore, it was observed that compare to service class people, more business class people and professionals believed that it was important or extremely important to have harmful chemicals free items in their houses.
- It was observed that, in overall, there was a significant difference in opinions regarding importance to have harmful chemicals free items in their houses, between respondents from three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250. In parallel to this result, it was observed that in Surat there was a significant difference in opinions, regarding importance to have harmful chemicals free items in their houses, between respondents from three monthly income groups. However, individually in



Vadodara, Ahmedabad and Rajkot, no significant difference in opinions regarding importance to have harmful chemicals free items in their houses, was observed between respondents from three monthly income groups.

- In overall, it could be said from results that majority people with higher monthly income believed that it was important or extremely important to have harmful chemicals free items in their houses, for health compared to respondents with lower monthly income.
- Comparatively, majority respondents from Ahmedabad with monthly income more than Rs.46250/- i.e. 39% respondents believed that it was extremely important to have harmful chemicals free items in their houses compared to other cities i.e. Vadodara (32.8%), Surat (34.6%) and Rajkot (32.6%).
- It was observed that, in overall, a significant difference in opinions regarding importance to have harmful chemicals free items in their houses was observed between respondents from three per capita income group i.e. low, moderate and high. In parallel to this result, it was observed that in Surat, there was a significant difference in opinions regarding importance to have harmful chemicals free items in their houses between respondents from three per capita income groups. However, individually in Vadodara, Ahmedabad and Rajkot, no significant difference in opinions regarding importance to have harmful chemicals free items in their houses was observed between respondents from three per capita income groups.
- In overall, it could be said from results that majority people with higher per capita income believed that it was extremely important or important to have harmful chemicals free items in their houses compared to respondents with lower per capita income. However, in Rajkot, majority respondents who believed that it was not important to have harmful chemicals free items in their houses had moderate per capita income level.
- Comparatively, majority respondents from Surat with high per capita income i.e. 39.4% respondents believed that it was extremely important to have harmful chemicals free items in their houses compared to other cities i.e. Vadodara (38.9%), Ahmedabad (34.3%) and Rajkot (27.7%).
- It was observed that, individually, there was no significant difference between married and unmarried respondents' regarding importance to have harmful chemicals free items in their houses in Vadodara only. While, in Ahmedabad, Surat and Rajkot cities, significant difference was observed.

- Moreover, it was also observed that in these cities more unmarried respondents believed that it was important to have harmful chemicals free items in their houses compared to married respondents. In Rajkot, none of the unmarried respondents said that it was not important to have harmful chemicals free items in their houses.
- However in overall, no significant difference was observed between married and unmarried respondents' regarding importance to have harmful chemicals free items in their houses. There was no difference in opinion of married and unmarried respondents from selected cities of Gujarat state regarding harmfulness of breathing VOCs.
- There was no significant difference between opinion, regarding importance to have harmful chemicals free items in houses, of respondents with different family size i.e. up to 4 person in family and above 4 from Vadodara, Ahmedabad, and Rajkot individually. However, in Surat, there was a significant difference between opinion, regarding importance to have harmful chemicals free items in houses, of respondents with different family size i.e. up to 4 person in family and above 4.
- Moreover, collectively from all four selected cities of Gujarat state, there was no significant difference between opinion, regarding importance to have harmful chemicals free items in houses, of respondents with different family size i.e. up to 4 person in family and above 4.
- It was observed that, in overall, there was a strong significant difference in opinion of respondents with nuclear family type and respondents with joint family type regarding importance to have harmful chemicals free items in their houses. Hence, it could be said that respondents with nuclear family were more affirmative towards importance to have harmful chemicals free items in their houses compared to those with joint family.
- A strong significant difference, in Surat and Rajkot cities, was observed in opinion of respondents with nuclear family type and respondents with joint family type regarding importance to have harmful chemicals free items in their houses. Here, it was also observed that, in Surat and Rajkot, respondents with nuclear family were more affirmative towards harmfulness of breathing VOCs compared to those with joint family.
- However, no significant difference, in Vadodara and Ahmedabad, was observed in opinion of respondents with nuclear family type and respondents with joint family type regarding importance to have harmful chemicals free items in their houses.

- It was observed that, in overall, there was a significant difference between opinion of respondents, regarding importance to have harmful chemicals free items in their houses, with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from selected cities of Gujarat state.
  - Hence, it could be said that, in overall, importance to have harmful chemicals free items in their houses, for respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, was not similarly identified. Here, respondents with lesser children gave more importance to have harmful chemicals free items in their houses compared to those with more no of children.
- Moreover, it was also observed that there was a significant difference between opinion of respondents, regarding importance to have harmful chemicals free items in their houses, with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from Surat and Rajkot individually.
  - Here also, it was found that opinion regarding importance to have harmful chemicals free items in houses, for respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, was not similarly identified. In accordance with overall results, in Surat and Rajkot, respondents with lesser children gave more importance to have harmful chemicals free items in their houses compared to those with more no of children.
- Moreover, it was also observed that there was no significant difference between opinion of respondents, regarding importance to have harmful chemicals free items in their houses, with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from Vadodara and Ahmedabad individually.
  - Hence, it could be said that, in Vadodara and Ahmedabad, importance to have harmful chemicals free items in their houses, for respondents with different child group, i.e., no child, 1 child, 2 children and 3 or more children, was similarly identified.

Respondents from all four cities were asked about opinions on factor deterring from purchase of item containing toxic material in it and tested across all demographic factors.

Following are some important outcomes –

- It was also observed that there was a significant ( $p = 0.000$ ) difference between opinions of respondents of all four selected cities of Gujarat state regarding factors affecting purchase of items containing toxic substance.
- In overall i.e., collectively from four cities of Gujarat, respondents with less age were more worried about their own health compared to their child's health and their pet's health. While, majority of the younger respondents deterred from purchase of item containing toxic material in it because of all four factors i.e., own health, others' health, pet's health and child's health. Only 2.9% respondents below or equal to 37 years of age were such to whom none of the above factor deter to purchase an item containing toxic material. Moreover, high significant difference was also observed i.e., chi-square = 120.593 and  $p$  value = 0.000, which could be used to say that younger people were more careful purchasing an item, containing toxic material in it, compared to those with higher age.
  - Individually in each city also, significant difference in was observed between opinions of respondents, regarding factors i.e., own health, child's health, others' health and pet's health, deterred from purchasing an item with toxic material in it.
- Moreover, majority respondents i.e. 86.7%, with age no more than 37 years, to whom their own health deterred them to purchase item containing toxin were from Rajkot. Further, no respondents, from Vadodara, Surat and Rajkot, were found to whom their pet's health deterred them to purchase item with toxin in it.
- It was observed that, individually, there was significant difference between male and female respondents' opinion, regarding which factor deterred from purchasing an item with toxic material in it, in Surat and Rajkot cities. Moreover, it was also observed that in these cities more female respondents were cautious about all factors which deterred from purchasing an item with toxic material in it. In Surat only 4% and in Rajkot none of the female respondents said that none of the factor given were deterring them from purchasing an item with toxic material in it.

- However, no significant difference was observed between male and female respondents' opinion regarding which factor deterred from purchasing an item with toxic material in it, in Vadodara and Ahmedabad cities.
- In overall, for selected cities of Gujarat state, there was significant difference between male and female respondents' regarding which factor deterred from purchasing an item with toxic material in it. It was also observed that, in overall, more female respondents believed that all given factor, i.e., own health, others' health, child's health and pet's health, deterred them from purchasing an item with toxic material in it.
- It was observed that in all four cities i.e. Vadodara, Ahmedabad, Surat and Rajkot, individually, there was a strong significant difference between opinion, regarding factor deterring respondents from purchasing an item with toxic material in it, between respondents with different educational qualifications, i.e. undergraduate, graduate and postgraduate.
- Moreover, postgraduate respondents who believed that all factors, i.e., own health, child's health, others' health and pet's health, majority were from Vadodara i.e. 55%. While, none of the respondents from Ahmedabad and Vadodara said that neither of these factors deter them to buy item with toxins in it.
- Furthermore, it was observed that compared to less educated respondents, more respondents with higher education believed that all factors were deterring respondents from purchasing an item with toxic material in it. In overall, collectively in all four cities of Gujarat state, significant difference was observed between respondents' opinion, regarding factor deterring respondents from purchasing an item with toxic material in it, with reference to their educational qualifications.
- It was found that there was a significant difference between opinion of respondents, from Vadodara ( $p = 0.006$ ), Ahmedabad ( $p = 0.000$ ), Surat ( $p = 0.000$ ) and Rajkot ( $p = 0.004$ ) individually as well as collectively ( $p = 0.000$ ) in all four selected cities of Gujarat, regarding factors deterring respondents from purchasing an item with toxic material in it with reference to their occupation i.e., service, business and profession. Hence, it could be said that there was no similarity between opinions of service class respondents, business class respondents and professionals regarding factors deterring respondents from purchasing an item with toxic material in it.

- Moreover, it was also observed that, respondent to whom only their own health was deterring respondents from purchasing an item with toxic material in it, majority respondent from Vadodara were business people (46.7%), while in Ahmedabad and Surat majority respondents were from service class, i.e., 53.3% and 44% respectively. However, in Rajkot, 40% service class and 40% business class respondents believed that their own health was deterring respondents from purchasing an item with toxic material in it.
- Further, overall, it was also observed that compared to business class and professionals, service class respondents were less conscious about all factors, i.e., own health, child's health, others' health and pets' health, during their purchase of items containing toxins.
- It was observed that there was a significant difference in opinions of respondents from Ahmedabad (p value = 0.015) and Surat (p value = 0.000), regarding factor deterring purchase of an item with toxic material in it, was observed between respondents from three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250. In overall also, significant difference was observed. However, no significant difference was observed in opinions of respondents from Vadodara (p value = 0.445) and Rajkot (p value = 0.823), regarding factor deterring purchase of an item with toxic material in it, was observed between respondents from three monthly income groups i.e. below or equal to Rs.29166.67, Rs.29166.68 to Rs.46250 and above Rs.46250.
- Moreover, it was also observed that, respondent to whom all of the factors, i.e., own health, child's health, others' health and pets health, was deterring respondents from purchasing an item with toxic material in it, from Vadodara majority respondents had monthly income below Rs.29166.67, while from Ahmedabad and Surat, majority respondents had monthly income above Rs.46250 and from Rajkot, majority respondents had monthly income between Rs.29166.67 and Rs.46250.
- In overall, it was also observed that people with lower income were less conscious about all of the factors, i.e., own health, child's health, others' health and pets' health, during their purchase of products with toxins, compared to higher income people.
- It was observed that, overall, there was a significant difference in opinions of respondents from three per capita income groups i.e. low, moderate and high, regarding factor deterring respondents from purchasing an item with toxic material in it. Hence, it could be said that there was a difference between beliefs of respondents, with low, moderate and high per-capita

income, regarding factor deterring respondents from purchasing an item with toxic material in it.

- Significant difference in opinion of factor deterring respondents from purchasing an item with toxic material, in Surat city, individually, was also observed.
- However, in Vadodara, Ahmedabad and Rajkot cities, opinions of respondents, with different per-capita income, were almost similar regarding factor deterring respondents from purchasing an item with toxic material in it.
- It was also observed that in Surat individually, as well as collectively in all four cities i.e. Vadodara, Ahmedabad, Surat and Rajkot, respondents with high per capita income were more cautious about all factors, i.e. own health, child's health, others' health and pets health, deterring respondents from purchasing an item with toxic material compared to respondents with low per capita income.
- It was found that there was a significant difference between married and unmarried respondents' opinion, from Ahmedabad, Surat and Rajkot individually, regarding factors deterring them from purchasing an item with toxic material. Moreover, in overall also, there was no similarity between opinions of married and unmarried respondents regarding factors deterring them from purchasing an item with toxic material. However, married and unmarried respondents from Vadodara had analogous opinion regarding factors deterring them from purchasing an item with toxic material.
- Moreover, respondents to whom own health deterred them from purchasing an item with toxic material, majority respondents from Rajkot were unmarried (73.3%) which was not in accordance with other cities i.e. Vadodara (10%), Surat (4%) and Ahmedabad (43.3%). Hence, it could be said that, in Rajkot, majority people who were unmarried, own health deterred them from purchasing an item with toxic material.
- Furthermore, it was found that majority married respondents, to whom none of the given factors i.e., own health, child's health, others' health and pets' health, deterred them from purchasing an item with toxic material, were from Vadodara (100%) and Rajkot (100%).
- It was observed that there was a significant difference between opinions, regarding factors deterring them from purchasing an item with toxic material, of respondents with family size above 4 and respondents with family size up to 4 in Vadodara, Ahmedabad and Rajkot cities. In parallel to this, respondents with family size up to 4 had significantly different thoughts

compared to respondents with family size above 4 regarding factors deterring them from purchasing an item with toxic material. However, the same was not observed in Surat city.

- It was found that majority respondents i.e., 86.7%, to whom their own health deterred them from purchasing an item with toxins, were from Ahmedabad with family size up to 4. While, majority respondents i.e., 86.7%, to whom all factors, i.e., their own health, child's health, pet's health and others' health, deterred them from purchasing an item with toxins, were from Vadodara with family size up to 4.
- It was observed that respondents, with family size up to 4, to whom their child's health deterred them from purchasing an item with toxins, were lesser in Surat (52%) and Rajkot (53.8%) compared to Ahmedabad (89.5%) and Vadodara (70.6%).
- Moreover, in Gujarat, respondents with family size above 4 had comparatively less deterrence, by all factors i.e., their own health, child's health, pet's health and others' health, than respondents with family size up to 4, during purchase of an item with toxins.
- There was a significant difference between opinion of respondents, regarding factors deterring from purchasing an item with toxic material had, with different child group, i.e., no child, 1 child, 2 children and 3 or more children, from Ahmedabad, Surat and Rajkot individually. In accordance to this, the same was observed overall in Gujarat state i.e. Vadodara, Ahmedabad, Surat and Rajkot collectively. However, in Vadodara, respondents, with different child group, i.e., no child, 1 child, 2 children and 3 or more children, thought in the same way regarding factors deterring from purchasing an item with toxic material had.
- Overall, in Gujarat state, respondents with more children were more cautious about purchase of item with toxins because of their children's health and own health compared to respondents with less number of children. While, respondents with no child were more careful during their purchase of an item with toxins because of others' health.

Opinion regarding preference of shopping situation for purchasing decorative paints across four selected cities of Gujarat and then tested across all demographic factor.

Following are some important outcomes –

- It was found that there was no difference in buying approach of people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, with respect to their three different age



groups i.e., below or equal to 37 years, 38 to 46 years and above 46 years. Moreover, all respondents, with different age groups, from Gujarat state, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints.

- It was found that there was no difference in buying approach of people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, with respect to their gender i.e. male and female. Moreover, all male and female respondents from Gujarat state, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints.
- It was found that there was no difference in buying approach of people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, with respect to their three different educational qualifications i.e., undergraduate, graduate and postgraduate. Moreover, all respondents with three different educational qualifications from Gujarat state, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints.
- It was found that there was no difference in buying approach of people from Ahmedabad, Surat and Rajkot cities, individually, with respect to their three different occupations i.e., service, business and other profession. Moreover, all respondents with three different occupations from Gujarat state, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints.
- Moreover, it was observed that there was a significant difference in approach to buy paints between respondents from Vadodara with different occupations i.e., service, business and other profession.
- It was found that there was no difference in buying approach of people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, with respect to their three different monthly income group, i.e., monthly income less or equal to Rs.29166.67, from Rs.29166.68 to Rs.46250.00 and above Rs.46250.00. Moreover, all respondents with three different monthly income group from Gujarat state, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints.
- It was found that there was no difference in buying approach of people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, with respect to their three different per capita income level i.e, low, moderate and high. Moreover, all respondents with three different

per capita income level from Gujarat state, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints.

- It was found that there was no difference in buying approach of people from Vadodara, Ahmedabad and Rajkot cities, individually, with respect to their marital status i.e. married and unmarried. Moreover, all married and unmarried respondents from Gujarat state, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints. However, there was a difference in approach to buy paints between married and unmarried respondents from Surat. In Surat, majority married respondents preferred to buy paint from mass merchants (93.7%) and speciality store (92.3%) while unmarried respondents i.e., 27.8%, preferred departmental stores to buy paints.
- It was found that there was no difference in buying approach of people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, with respect to their family sizes i.e., up to 4 members and above 4 members. Moreover, all respondents with family size up to 4 and family size above 4 from Gujarat state, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints.
- It was found that there was no difference in buying approach of people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, with respect to their family type i.e., nuclear and joint. Moreover, all respondents with nuclear family and respondents with joint family from Gujarat state, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints.
- It was found that there was no difference in buying approach of people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, with respect to number of children they had i.e., no child, one child, 2 children and 3 or more children. Moreover, all respondents with different number of children from Gujarat state, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar buying approach towards paints.

Respondents' opinion regarding their frequency of purchasing Decorative Paints, across four selected cities of Gujrat were taken and tested across all demographic factors. Following are some important outcomes –

- It was found that, in overall i.e. collectively from Vadodara, Surat, Ahmedabad and Rajkot, there was a significant difference between opinion of respondents from different age groups

i.e., 37 years or below, 38 years to 46 years and above 46 years, regarding their frequency to buy paint i.e. before 3 years, during 4 to 5 years, and after 5 years to 10 years and above 10 years. Majority respondents i.e., 42% and 42.2% , who paint their houses within 3 years and between 4 to 5 years respectively, were of age 37 years or less. In Gujarat, younger people paint their houses more frequently compared to older people. Majority of the people with age more than 46 years paint their houses after 5 years.

- It was found that there was not a significant difference in opinion of male and female respondents, from selected cities of Gujarat, regarding their frequency to buy paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years.
- It was found that there was not a significant difference in opinion of male and female respondents, from Vadodara, Ahmedabad, Surat and Rajkot individually, regarding their frequency to buy paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years.
- It was observed that there wasn't significant opinion difference between respondents, from Ahmedabad, Surat and Rajkot individually, with different level of education, i.e., undergraduate, graduate and postgraduate, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Respondents from these three cities had quite similar buying frequency with respect to their educational qualifications.
- However, there was a significant opinion difference between respondents, from Vadodara individually as well as collectively from all four cities of Gujarat, with different level of education, i.e., undergraduate, graduate and postgraduate, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years.
- It was also found that people from Vadodara, who liked to paint their houses within 5 years, majority of them were postgraduates. Moreover, people from Vadodara, who liked to paint their houses after 10 years, majority of them were undergraduates.
- In overall i.e., from Vadodara, Surat, Ahmedabad and Rajkot collectively, also, people with less educational qualifications were likely to paint house after 10 years while people with higher education had a tendency to paint houses within 5 years. Hence, it could be said that

more educational people from Gujarat were more frequent buyer of paint compared to people with less educational qualifications.

- It was observed that there wasn't significant opinion difference between respondents, from Rajkot individually, with different level of monthly income i.e., less than or equal to Rs.29166.67, Rs.2966.68 to Rs.46250.00 and above Rs.46250.00, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Respondents from Rajkot had quite similar buying frequency with respect to their monthly income. Hence, it could be said that respondent, with higher monthly income and respondent with lower monthly income level, from Rajkot liked to paint their houses within similar time frame.
- However, It was also observed that there was a significant opinion difference between respondents, from Vadodara, Ahmedabad and Surat individually, with different level of monthly income i.e., less than or equal to Rs.29166.67, Rs.2966.68 to Rs.46250.00 and above Rs.46250.00, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Respondents with different monthly income level from these three cities preferred to paint their houses in disparate time period.
- In Vadodara, majority i.e., 46.2%, respondents had monthly income below Rs.29166.68 and 46.2% respondents had monthly income between Rs.29166.68 and Rs.46250, who liked to paint their houses within three years. While from Ahmedabad and Surat, majority i.e., 46.2% and 48.6% respectively, respondents had monthly income above Rs.46250 who preferred to paint their houses within three years. While, in Vadodara, Ahmedabad and Surat cities, majority of people having monthly income below Rs.29166.68 preferred to paint their houses after 5 years and majority of the people with monthly income above Rs.46250 liked to paint houses within 5 years.
- In Gujarat i.e., collectively from all four cities Vadodara, Ahmedabad, Surat and Rajkot, significant opinion difference was found between respondents with different level of monthly income i.e., less than or equal to Rs.29166.67, Rs.2966.68 to Rs.46250.00 and above Rs.46250.00, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Here also, majority of people having monthly income below Rs.29166.68 preferred to paint their houses after 5 years and majority of the people with monthly income above Rs.46250 liked to paint houses within 5 years.

- It was observed that there wasn't significant opinion difference between respondents, from Rajkot individually, with low moderate and high per capita income level, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Respondents from Rajkot had quite similar buying frequency with respect to their per-capita income. Hence, it could be said that respondent, with higher per-capita income and respondent with lower per-capita income level, from Rajkot liked to paint their houses within similar time frame.
- However, It was also observed that there was a significant opinion difference between respondents, from Vadodara, Ahmedabad and Surat individually, with low moderate and high per capita income level, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Respondents with different per-capita income level from these three cities preferred to paint their houses within different time period.
- In Vadodara, majority i.e., 46.2%, respondents had moderate per capita income level while only 15.4% respondents had low per capita income, who liked to paint their houses within three years. While from Ahmedabad and Surat, majority i.e., 42.3% and 50% respectively, respondents had high per capita income who preferred to paint their houses within three years. While, in Vadodara, Ahmedabad and Surat cities, majority of people, having low per capita income, preferred to paint their houses after 5 years and majority of the people, with high per capita income, liked to paint houses within 5 years.
- In Gujarat i.e., collectively from all four cities Vadodara, Ahmedabad, Surat and Rajkot, significant opinion difference was found between respondents, with low moderate and high per capita income level, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Here also, majority of people, having low per-capita income, preferred to paint their houses after 5 years and majority of the people, with high per capita income, liked to paint houses within 5 years.
- It was observed that there wasn't significant opinion difference between married and unmarried respondents, from Vadodara and Surat individually, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Respondents from Surat and Vadodara had quite similar buying frequency with respect to their marital status i.e., married and unmarried. Hence, it could be said that married and

unmarried respondents from Vadodara and Surat preferred to paint their houses within similar time period.

- It was observed that there was a significant opinion difference between married and unmarried respondents, from Ahmedabad and Rajkot individually, regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Hence, it could be said that unmarried respondents were more likely to paint their house within 5 years compared to married respondents. While, majority of the married respondents preferred to paint their houses after 5 years.
- It was also observed that in overall from Gujarat state, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, a significant opinion difference between married and unmarried respondents regarding their frequency to purchase paints i.e., within 3 year, between 4 to 5 years, between 6 to 10 years and after 10 years. Here also, unmarried respondents were more likely to paint their house within 5 years compared to married respondents. While, majority of the married respondents preferred to paint their houses after 5 years.
- It was found that there was no difference regarding frequency of respondents to paint their houses, from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, with respect to their family sizes i.e., up to 4 members and above 4 members. Moreover, all respondents, with family size up to 4 and family size above 4 from Gujarat state, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar frequency to paint their houses.
- It was found that there was no difference regarding frequency of respondents to paint their houses, from Ahmedabad and Surat cities, individually, with respect to their family type i.e., nuclear family and joint family. Moreover, all respondents, with nuclear family and joint family from Gujarat state, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar frequency to paint their houses.
- It was found that there was a difference between respondents with nuclear family and joint family regarding frequency to paint their houses, from Vadodara and Rajkot cities, individually. Majority respondents with nuclear family from Vadodara and Rajkot preferred to paint their houses within 5 years while majority of the respondents with joint family preferred to paint their houses after 5 years.

- It was found that there was no difference regarding frequency of respondents to paint their houses, from Vadodara, Surat and Rajkot cities, individually, with respect to number of children they had.
- However, it was found that there was a significant difference between respondents from Ahmedabad, with respect to number of children they had, regarding frequency of respondents to paint their houses. Moreover, there was a significant difference between respondents from Gujarat state, with respect to number of children they had, regarding frequency of respondents to paint their houses.

Respondents' opinion regarding their consistency of purchasing different Decorative Paints i.e., distemper, emulsion, interior, wood surface and metal surface, across four selected cities of Gujrat were taken and tested across all demographic factors.

Following are some important outcomes –

- It was observed that there wasn't a significant difference between respondents from Ahmedabad with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy distemper paints. Respondents with different age had similar consistency in buying distemper paints in Ahmedabad.
- However, it was also observed that in Vadodara, Surat and Rajkot individually, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy distemper paints. In Vadodara, Surat and Rajkot, it was found that majority of the respondents who always buy distemper paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of distemper paints compared to older people from Vadodara, Surat and Rajkot.
- Moreover, in Gujarat i.e., Vadodara, Ahmedabad, Surat and Rajkot collectively, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy distemper paints. Here also, it was found that majority of the respondents who always buy distemper paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of distemper paints compared to older people from Gujarat.



- It was found that, in Vadodara and Rajkot, male respondents had similar outline for purchasing distemper paint with female respondents. However, in Ahmedabad and Surat cities, there was a difference in pattern of purchasing distemper paints. In Ahmedabad and Surat both, majority of the people who always preferred to buy distemper paints were female compared to male.
- In overall also, there was a significant difference between male and female respondents' regularity to purchase distemper paint. Similar to people from Ahmedabad and Surat, collectively from Vadodara, Ahmedabad, Surat and Rajkot, female were more likely to buy distemper paints compared to male.
- It was found that there was a significant difference in regularity of distemper purchase between undergraduate, graduate and postgraduate respondents from Vadodara, Ahmedabad and Surat individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different educational qualification from Vadodara, Ahmedabad and Surat had different purchase pattern for distemper paints. People with higher education preferred to buy distemper paints very often compared to people with less education.
- In overall also, i.e., Gujarat, people with higher education preferred to buy distemper paints very often compared to people with less education.
- However, there was no difference between undergraduate, graduate and postgraduate respondents from Rajkot regarding their regularity of purchasing distemper paints.
- It was found that there was a significant difference in regularity of distemper purchase between service class, business class and professional respondents from Ahmedabad, Surat and Rajkot individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different occupation from Ahmedabad, Surat and Rajkot had different purchase pattern for distemper paints. Business class people preferred to buy distemper paints very often compared to service class people and professionals.
- In overall also, i.e., Gujarat, business class people preferred to buy distemper paints very often compared to service class people and professionals.
- However, there was no difference between business class, service class and professional people from Vadodara regarding their regularity of purchasing distemper paints.
- It was observed that, in Vadodara, Ahmedabad and Rajkot, there wasn't a significant difference between respondents with different monthly income group i.e., Rs.29166.67 or less,



Rs.29166.68 to Rs.46250.00 and above Rs.46250, regarding regularity in purchase of distemper paint. In all these three cities, people with different monthly income had similar buying pattern for distemper paints.

- However, in Surat, people with different monthly income had difference of consistency in buying distemper paints. In Surat, majority respondents, with income more than Rs.46250, always buy distemper paints compared to respondents with monthly income below Rs.46250. Hence, it could be said that people, from Surat, with higher monthly income buy distemper paints very often compared to those with low monthly income level.
- In Gujarat, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different monthly income had difference of consistency in buying distemper paints. In Gujarat, majority respondents, with income more than Rs.46250, always buy distemper paints compared to respondents with monthly income below Rs.46250. Hence, it could be said that people, from Gujarat, with higher monthly income buy distemper paints very often compared to those with low monthly income level.
- It was observed that, in Vadodara, Ahmedabad and Rajkot, there wasn't a significant difference between respondents with different per capita income group i.e., low, moderate and high, regarding regularity in purchase of distemper paint. In all these three cities, people with different per capita income had similar buying pattern for distemper paints.
- However, in Surat, people with different per capita income had difference of consistency in buying distemper paints. In Surat, majority respondents, with high per capita income, always buy distemper paints compared to respondents with lower per capita income. Hence, it could be said that people, from Surat, with higher per capita income buy distemper paints very often compared to those with low per capita income level.
- In Gujarat state, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different per capita income had difference of consistency in buying distemper paints. In Gujarat, majority respondents, with higher per capita income level, always buy distemper paints compared to respondents with lower per capita income. Hence, it could be said that people, from Gujarat, with higher per capita income buy distemper paints very often compared to those with low per capita income level.
- It was observed that, in Ahmedabad, Surat and Rajkot, there wasn't a significant difference between married and unmarried respondents, regarding regularity in purchase of distemper

paint. In all these three cities, married and unmarried people had similar buying pattern for distemper paints. Moreover, in Gujarat state also, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between married and unmarried respondents, regarding regularity in purchase of distemper paint.

- However, in Vadodara, married and unmarried people had difference of consistency in buying distemper paints. In Vadodara, majority married respondents, sometimes or often buy distemper paints compared to unmarried respondent. Hence, it could be said that unmarried people, from Vadodara, never buy distemper paints compared to married people.
- It was observed that, in Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of distemper paint. In all these three cities, people, with family size up to 4, and people, with family size above 4, had similar buying pattern for distemper paints. Moreover, in Gujarat state also, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of distemper paint.
- However, in Vadodara, people, with family size up to 4, and people, with family size above 4, had difference of consistency in buying distemper paints. In Vadodara, majority people with family size up to 4, rarely buy distemper paints compared to respondents with family size above 4. Hence, it could be said that people with smaller family, from Vadodara, rarely buy distemper paints compared to people with large family.
- It was observed that, in Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with nuclear family, and respondents, with joint family, regarding regularity in purchase of distemper paint. In all these three cities, people, with nuclear family, and people, with joint family, had similar buying pattern for distemper paints.
- However, in Vadodara, people, with nuclear family, and people, with joint family, had difference of consistency in buying distemper paints. In Vadodara, majority people with joint family, never buy distemper paints compared to respondents with nuclear family. Hence, it could be said that people with joint family, from Vadodara, never buy distemper paints compared to people with large family. Moreover, in Gujarat state also, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between

respondents, with nuclear family, and respondents, with joint, regarding regularity in purchase of distemper paint.

- It was found that there was no difference between people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, in regularity of distemper paint purchase, with respect to number of children they had i.e., no child, one child, 2 children and 3 or more children. Moreover, all respondents with different number of children from Gujarat state, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar consistency of distemper paint purchase.
- It was found that there was a significant difference in purchase of emulsion paints between respondents of all four cities of Gujarat state.
- It was observed that there wasn't a significant difference between respondents, from Ahmedabad and Surat, with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy emulsion paints. Respondents with different age had similar consistency in buying emulsion paints in Ahmedabad and Surat.
- However, it was also observed that in Vadodara and Rajkot individually, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy emulsion paints. In Vadodara and Rajkot, it was found that majority of the respondents who always buy emulsion paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of emulsion paints compared to older people from Vadodara, Surat and Rajkot.
- Moreover, in Gujarat i.e., Vadodara, Ahmedabad, Surat and Rajkot collectively, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy emulsion paints. Here also, it was found that majority of the respondents who always buy emulsion paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of emulsion paints compared to older people from Gujarat.
- It was found that, in Ahmedabad and Surat, male respondents had similar outline for purchasing emulsion paint with female respondents. However, in Vadodara and Rajkot cities, there was a difference in pattern of purchasing emulsion paints. In Vadodara and Rajkot both, majority of the people who very often preferred to buy emulsion paints were male compared to female.

- In overall also, there wasn't a significant difference between male and female respondents' regularity to purchase emulsion paint. Similar to people from Ahmedabad and Surat, collectively from Vadodara, Ahmedabad, Surat and Rajkot, female had no difference in consistency to buy emulsion paints compared to male.
- It was found that there was a significant difference in regularity of emulsion purchase between undergraduate, graduate and postgraduate respondents from Vadodara, Ahmedabad and Rajkot individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different educational qualification from Vadodara, Ahmedabad and Rajkot had different purchase pattern for emulsion paints. People with higher education preferred to buy emulsion paints very often compared to people with less education.
- In overall also, i.e., Gujarat, people with lower education, did not like to buy emulsion paints very often compared to people with less education.
- However, there was no difference between undergraduate, graduate and postgraduate respondents from Surat regarding their regularity of purchasing emulsion paints.
- It was found that there was a significant difference in regularity of emulsion purchase between service class, business class and professional respondents from Ahmedabad, Surat and Vadodara individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different occupation from Ahmedabad, Surat and Vadodara had different purchase pattern for emulsion paints. Business class people preferred to buy emulsion paints very rarely compared to service class people and professionals.
- In overall also, i.e., Gujarat, business class people preferred to buy emulsion paints very rarely compared to service class people and professionals.
- However, there was no difference between business class, service class and professional people from Rajkot regarding their regularity of purchasing emulsion paints.
- It was observed that, in Surat and Rajkot individually, there wasn't a significant difference between respondents with different monthly income group i.e., Rs.29166.67 or less, Rs.29166.68 to Rs.46250.00 and above Rs.46250, regarding regularity in purchase of emulsion paint. In both of these cities, people with different monthly income had similar buying pattern for emulsion paints.

- In Gujarat, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different monthly income didn't have a difference of consistency in buying emulsion paints. Hence, it could be said that people, from Gujarat, with higher monthly income had no difference in consistency to buy emulsion paints compared to those with low monthly income level.
- However, in Vadodara and Ahmedabad, people with different monthly income had difference of consistency in buying emulsion paints. In both of these cities, majority respondents, with income more than Rs.46250, buy emulsion paints very often compared to respondents with monthly income below Rs.46250. Hence, it could be said that people, from Vadodara and Ahmedabad, with higher monthly income buy emulsion paints very often compared to those with low monthly income level.
- It was observed that, in Surat and Rajkot, there wasn't a significant difference between respondents with different per capita income group i.e., low, moderate and high, regarding regularity in purchase of emulsion paint. In both cities, people with different per capita income had similar buying pattern for emulsion paints.
- In Gujarat state also, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different per capita income didn't have a difference of consistency in buying emulsion paints.
- However, in Vadodara and Ahmedabad, people with different per capita income had difference of consistency in buying emulsion paints. In both cities, majority respondents, with high per capita income, buy emulsion paints very often compared to respondents with lower per capita income.
- It was observed that, in Ahmedabad and Surat, there wasn't a significant difference between married and unmarried respondents, regarding regularity in purchase of emulsion paint. In both cities, married and unmarried people had similar buying pattern for emulsion paints. Moreover, in Gujarat state also, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between married and unmarried respondents, regarding regularity in purchase of emulsion paint.
- However, in Vadodara and Rajkot, married and unmarried people had difference of consistency in buying emulsion paints. In Vadodara, majority married respondents, sometimes or often buy emulsion paints compared to unmarried respondent. Hence, it could be said that majority unmarried people, from Vadodara, never buy emulsion paints compared to married

people. However, in Rajkot, majority unmarried respondents, sometimes or often buy emulsion paints compared to married respondent.

- It was observed that, in Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of emulsion paint. In all these three cities, people, with family size up to 4, and people, with family size above 4, had similar buying pattern for emulsion paints. Moreover, in Gujarat state also, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of emulsion paint.
- However, in Vadodara, people, with family size up to 4, and people, with family size above 4, had difference of consistency in buying emulsion paints. In Vadodara, majority people with family size up to 4, rarely buy emulsion paints compared to respondents with family size above 4. Hence, it could be said that people with larger family, from Vadodara, very rarely buy emulsion paints compared to people with large family.
- It was observed that, in Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with nuclear family, and respondents, with joint family, regarding regularity in purchase of emulsion paint. In all these three cities, people, with nuclear family, and people, with joint family, had similar buying pattern for emulsion paints.
- However, in Vadodara, people, with nuclear family, and people, with joint family, had difference of consistency in buying emulsion paints. In Vadodara, majority people with joint family, never buy emulsion paints compared to respondents with nuclear family. Hence, it could be said that people with joint family, from Vadodara, infrequently buy emulsion paints compared to people with large family. Moreover, in Gujarat state also, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between respondents, with nuclear family, and respondents, with joint, regarding regularity in purchase of emulsion paint.
- It was found that there was no difference between people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, in regularity of emulsion paint purchase, with respect to number of children they had i.e., no child, one child, 2 children and 3 or more children. Moreover, all respondents with different number of children from Gujarat state, i.e. collectively from

Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar consistency of emulsion paint purchase.

- It was observed that there was a significant difference in purchase of interior paints between respondents of all four cities of Gujarat state.
- However, it was also observed that in Vadodara, Ahmedabad, Surat and Rajkot individually, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy interior paints. In Vadodara, Ahmedabad, Surat and Rajkot, it was found that majority of the respondents who always buy interior paints were no more than 46 years of age. Hence, it could be said that younger people were more frequent buyer of interior paints compared to older people from Vadodara, Ahmedabad, Surat and Rajkot.
- Moreover, in Gujarat i.e., Vadodara, Ahmedabad, Surat and Rajkot collectively, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy interior paints. Here also, it was found that majority of the respondents who always buy interior paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of interior paints compared to older people from Gujarat.
- It was found that, in Vadodara and Ahmedabad, male respondents had similar outline for purchasing interior paint with female respondents. However, in Surat and Rajkot cities, there was a difference in frequency of purchasing interior paints between male and female respondents. In Surat and Rajkot both, female were more frequent buyer of interior paints.
- In overall also, there was a significant difference between male and female respondents' regularity to purchase interior paint. From Vadodara, Ahmedabad, Surat and Rajkot, female were more frequent buyer of interior paints compared to male.
- It was found that there was a significant difference in regularity of interior purchase between undergraduate, graduate and postgraduate respondents from Vadodara, Ahmedabad, Surat and Rajkot individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different educational qualification from Vadodara, Ahmedabad, Surat and Rajkot had different purchase pattern for interior paints. People with higher education preferred to buy interior paints very frequently compared to people with less education.



- In overall also, i.e., Gujarat, people with higher education preferred to buy interior paints very frequently compared to people with less education.
- It was found that there was a significant difference in regularity of interior purchase between service class, business class and professional respondents from Ahmedabad, Surat and Rajkot individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different occupation from Ahmedabad, Surat and Rajkot had different purchase pattern for interior paints. Business class people preferred to buy interior paints very often compared to service class people and professionals.
- In overall also, i.e., Gujarat, business class people preferred to buy interior paints very often compared to service class people and professionals.
- However, there was no difference between business class, service class and professional people from Vadodara regarding their regularity of purchasing interior paints.
- It was observed that, in Vadodara, Ahmedabad and Rajkot, there wasn't a significant difference between respondents with different monthly income group i.e., Rs.29166.67 or less, Rs.29166.68 to Rs.46250.00 and above Rs.46250, regarding regularity in purchase of interior paint. In all these three cities, people with different monthly income had similar buying pattern for interior paints.
- However, in Surat, people with different monthly income had difference of consistency in buying interior paints. In Surat, majority respondents, with income more than Rs.46250, always buy interior paints compared to respondents with monthly income below Rs.46250. Hence, it could be said that people, from Surat, with higher monthly income buy interior paints more frequently compared to those with low monthly income level.
- In Gujarat, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different monthly income had difference of consistency in buying interior paints. In Gujarat, majority respondents, with income more than Rs.46250, always buy interior paints compared to respondents with monthly income below Rs.46250. Hence, it could be said that people, from Gujarat, with higher monthly income buy interior paints more frequently compared to those with low monthly income level.
- It was observed that, in Vadodara, Ahmedabad and Rajkot, there wasn't a significant difference between respondents with different per capita income group i.e., low, moderate and high,



regarding regularity in purchase of interior paint. In all these three cities, people with different per capita income had similar buying pattern for interior paints.

- However, in Surat, people with different per capita income had difference of consistency in buying interior paints. In Surat, majority respondents, with high per capita income, always buy interior paints compared to respondents with lower per capita income. Hence, it could be said that people, from Surat, with higher per capita income buy interior paints very frequently compared to those with low per capita income level.
- In Gujarat state, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different per capita income had difference of consistency in buying interior paints. In Gujarat, majority respondents, with higher per capita income level, always buy interior paints compared to respondents with lower per capita income. Hence, it could be said that people, from Gujarat, with higher per capita income buy interior paints more frequently compared to those with low per capita income level.
- It was observed that, in Vadodara and Ahmedabad, there wasn't a significant difference between married and unmarried respondents, regarding regularity in purchase of interior paint. In all these three cities, married and unmarried people had similar buying pattern for interior paints. Moreover, in Gujarat state also, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between married and unmarried respondents, regarding regularity in purchase of interior paint.
- However, in Surat and Rajkot, married and unmarried people had difference of consistency in buying interior paints. In Surat, majority of the married respondents, often or always buy interior paints compared to unmarried respondent. Hence, it could be said that unmarried people, from Surat, were less frequent buyer of interior paints compared to married people. While in Rajkot, majority of the unmarried respondents, often or always buy interior paints compared to married respondent. Hence, it could be said that unmarried people, from Surat, were more frequent buyer of interior paints compared to married people.
- It was observed that, in Ahmedabad and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of interior paint. In both cities, people, with family size up to 4, and people, with family size above 4, had similar buying pattern for interior paints.

- However, in Vadodara and Surat, people, with family size up to 4, and people, with family size above 4, had difference of consistency in buying interior paints. In Vadodara and Surat, majority people with family size above 4, rarely or never buy interior paints compared to respondents with family size up to 4. Hence, it could be said that people with smaller family, from Vadodara and Surat, were more frequent buyer of interior paints compared to people with large family.
- Moreover, in Gujarat state also, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of interior paint. In overall, majority people with family size above 4, rarely or never buy interior paints compared to respondents with family size up to 4. Hence, it could be said that people with smaller family were more frequent buyer of interior paints compared to people with large family.
- It was found that there was no difference between people from Vadodara, Ahmedabad, and Surat cities, individually, in regularity of interior paint purchase, with respect to number of children they had i.e., no child, one child, 2 children and 3 or more children.
- Moreover, all respondents with different number of children from Gujarat state, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had different consistency in interior paint purchase. Majority of the respondents who had one or two children were more frequent buyer of interior paints compared to respondents without child or with 3 or more children.
- However, all respondents, with different number of children from Rajkot, had significant difference regarding their consistency to buy interior paints but in Rajkot city respondents with one child or with 2 children were infrequent buyer of interior paints compared to respondents with no child or respondents with 3 or more children.
- It was found that there was a significant difference in purchase of clear finish wood surface paints between respondents of all four cities of Gujarat state.
- It was also observed that in Vadodara, Ahmedabad, Surat and Rajkot individually, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy clear finish wood surface paints. In Vadodara, Ahmedabad, Surat and Rajkot, it was found that majority of the respondents who always buy clear finish wood surface paints were no more than 46 years of

age. Hence, it could be said that younger people were more consistent buyer of clear finish wood surface paints compared to older people from Vadodara, Ahmedabad, Surat and Rajkot.

- Moreover, in Gujarat i.e., Vadodara, Ahmedabad, Surat and Rajkot collectively, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy clear finish wood surface paints. Here also, it was found that majority of the respondents who always buy clear finish wood surface paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of clear finish wood surface paints compared to older people from Gujarat.
- It was found that, in Vadodara and Surat, male respondents had similar outline for purchasing clear finish wood surface paint with female respondents. In overall also, there wasn't a significant difference between male and female respondents' regularity to purchase clear finish wood surface paint. Overall from Gujarat, male and female respondents had similar.
- However, in Ahmedabad and Rajkot cities, there was a difference in pattern of purchasing clear finish wood surface paints. In Ahmedabad and Rajkot both, majority of the people who always preferred to buy clear finish wood surface paints were female compared to male. Hence, it could be said that female respondents were frequent buyer compared to male respondents from Ahmedabad and Rajkot.
- It was found that there was a significant difference in regularity of clear finish wood surface purchase between undergraduate, graduate and postgraduate respondents from Vadodara, Ahmedabad, Surat and Rajkot individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different educational qualification from Vadodara, Ahmedabad, Surat and Rajkot had different purchase pattern for clear finish wood surface paints. People with higher education preferred to buy clear finish wood surface paints very often compared to people with less education.
- In overall also, i.e., Gujarat, people with higher education preferred to buy clear finish wood surface paints more frequently compared to people with less education.
- It was found that there was a significant difference in regularity of clear finish wood surface purchase between service class, business class and professional respondents from Vadodara, Ahmedabad and Rajkot individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different occupation

from Vadodara, Ahmedabad and Rajkot had different purchase pattern for clear finish wood surface paints. It was found that in overall as well as in Vadodara, Ahmedabad and Rajkot individually, business class people preferred to buy clear finish wood surface paints very frequently compared to service class people and professionals.

- However, there was no difference between business class, service class and professional people from Surat regarding their regularity of purchasing clear finish wood surface paints.
- It was observed that, in Vadodara, Ahmedabad and Rajkot, there wasn't a significant difference between respondents with different monthly income group i.e., Rs.29166.67 or less, Rs.29166.68 to Rs.46250.00 and above Rs.46250, regarding regularity in purchase of clear finish wood surface paint. In all these three cities, people with different monthly income had similar buying pattern for clear finish wood surface paints.
- However, in Surat, people with different monthly income had difference of consistency in buying clear finish wood surface paints. In Surat, majority respondents, with income more than Rs.46250, always buy clear finish wood surface paints compared to respondents with monthly income below Rs.46250. Hence, it could be said that people, from Surat, with higher monthly income buy clear finish wood surface paints very frequently compared to those with low monthly income level.
- In Gujarat, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different monthly income didn't have difference of consistency in buying clear finish wood surface paints.
- It was observed that, in Vadodara and Rajkot, there wasn't a significant difference between respondents with different per capita income group i.e., low, moderate and high, regarding regularity in purchase of clear finish wood surface paint. In both cities, people with different per capita income had similar buying pattern for clear finish wood surface paints.
- However, in Ahmedabad and Surat, people with different per capita income had difference of consistency in buying clear finish wood surface paints. In both of these cities, majority respondents, with high per capita income, always or often buy clear finish wood surface paints compared to respondents with lower per capita income. Hence, it could be said that people, from Ahmedabad and Surat, with higher per capita income buy clear finish wood surface paints very frequently compared to those with low per capita income level.

- In Gujarat state, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different per capita income had difference of consistency in buying clear finish wood surface paints. In Gujarat, majority respondents, with higher per capita income level, always buy clear finish wood surface paints compared to respondents with lower per capita income. Hence, it could be said that people, from Gujarat, with higher per capita income buy clear finish wood surface paints very often compared to those with low per capita income level.
- It was observed that, in Vadodara and Surat, there wasn't a significant difference between married and unmarried respondents, regarding regularity in purchase of clear finish wood surface paint. In both cities, married and unmarried people had similar buying pattern for clear finish wood surface paints.
- However, in Ahmedabad and Rajkot, married and unmarried people had difference of consistency in buying clear finish wood surface paints. In both of these cities, majority married respondents, sometimes or often buy clear finish wood surface paints compared to unmarried respondent. Hence, it could be said that unmarried people, from Ahmedabad and Rajkot, buy clear finish wood surface paints less frequently compared to married people.
- Moreover, in Gujarat state also, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between married and unmarried respondents, regarding regularity in purchase of clear finish wood surface paint. Here also, married people were more frequent buyer of clear finish wood surface compared to unmarried people.
- It was observed that, in Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of clear finish wood surface paint. In all these cities, people, with family size up to 4, and people, with family size above 4, had similar buying pattern for clear finish wood surface paints.
- However, in Gujarat state i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, people, with family size up to 4, and people, with family size above 4, had difference of consistency in buying clear finish wood surface paints. In Gujarat, majority people with family size above 4, rarely buy clear finish wood surface paints compared to respondents with family size above 4. Hence, it could be said that people with smaller family, from Gujarat, rarely buy clear finish wood surface paints compared to people with large family.

- It was observed that, in Ahmedabad and Surat, there wasn't a significant difference between respondents, with nuclear family, and respondents, with joint family, regarding regularity in purchase of clear finish wood surface paint. In both cities, people, with nuclear family, and people, with joint family, had similar buying pattern for clear finish wood surface paints.
- However, in Vadodara and Rajkot, people, with nuclear family, and people, with joint family, had difference of consistency in buying clear finish wood surface paints. In Vadodara and Rajkot, majority people with joint family, never buy clear finish wood surface paints compared to respondents with nuclear family. Hence, it could be said that people, with joint family, buy clear finish wood surface paints infrequently compared to people with large family. Moreover, in Gujarat state also, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between respondents, with nuclear family, and respondents, with joint, regarding regularity in purchase of clear finish wood surface paint. In Gujarat also, people, with joint family, buy clear finish wood surface paints infrequently compared to people with large family.
- It was found that there was no difference between people from Vadodara, Surat and Rajkot cities, individually, in regularity of clear finish wood surface paint purchase, with respect to number of children they had i.e., no child, one child, 2 children and 3 or more children.
- However, all respondents with different number of children from Gujarat state, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had infrequent purchase of clear finish wood surface paint. Hence, it was found that respondents without child or with children 3 or more were more frequent buyer of this paint compared to those with one or two children. However, in Ahmedabad, inverse results were obtained i.e., respondents without child or with children 3 or more were less frequent buyer of this paint compared to those with one or two children
- It was observed that there was a significant difference in purchase of opaque finish wood surface paints between respondents of all four cities of Gujarat state.
- It was observed that there wasn't a significant difference between respondents from Ahmedabad with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy opaque finish wood surface paints. Respondents with different age had similar consistency in buying opaque finish wood surface paints in Ahmedabad.

- However, it was also observed that in Vadodara, Surat and Rajkot individually, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy opaque finish wood surface paints. In Vadodara, Surat and Rajkot, it was found that majority of the respondents who always buy opaque finish wood surface paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of opaque finish wood surface paints compared to older people from Vadodara, Surat and Rajkot.
- Moreover, in Gujarat i.e., Vadodara, Ahmedabad, Surat and Rajkot collectively, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy opaque finish wood surface paints. Here also, it was found that majority of the respondents who always buy opaque finish wood surface paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of opaque finish wood surface paints compared to older people from Gujarat.
- It was found that, in Vadodara and Rajkot, male respondents had similar outline for purchasing opaque finish wood surface paint compared to female respondents. However, in Ahmedabad and Surat cities, there was a difference in pattern of purchasing opaque finish wood surface paints. In Ahmedabad and Surat both, majority of the people who always preferred to buy opaque finish wood surface paints were female compared to male. Hence it could be said that female were more frequent buyer of opaque finish wood surface paints compared to male.
- In overall also, there was a significant difference between male and female respondents' regularity to purchase opaque finish wood surface paint. Similar to people from Ahmedabad and Surat, collectively from Vadodara, Ahmedabad, Surat and Rajkot, female were more frequent buyer of opaque finish wood surface paints compared to male.
- It was found that there was a significant difference in regularity of opaque finish wood surface purchase between undergraduate, graduate and postgraduate respondents from Vadodara, Ahmedabad and Rajkot individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different educational qualification from Vadodara, Ahmedabad and Surat had different purchase pattern for opaque finish wood surface paints. People with higher education preferred to buy opaque finish wood surface paints very often compared to people with less education.



- In overall also, i.e., Gujarat, people with higher education preferred to buy opaque finish wood surface paints very often compared to people with less education.
- However, there was no difference between undergraduate, graduate and postgraduate respondents from Surat regarding their regularity of purchasing opaque finish wood surface paints.
- It was found that there was a significant difference in regularity of opaque finish wood surface purchase between service class, business class and professional respondents from Vadodara, Ahmedabad, Surat and Rajkot individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different occupation from Vadodara, Ahmedabad, Surat and Rajkot had different purchase pattern for opaque finish wood surface paints. In Vadodara and Rajkot, business class people preferred to buy opaque finish wood surface paints very often compared to service class people and professionals. While in Ahmedabad and Surat, professional people preferred to buy opaque finish wood surface paints very often compared to service class people and business class people.
- In overall also, i.e., Gujarat, professional people preferred to buy opaque finish wood surface paints very often compared to service class people and business class people.
- It was observed that, in Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents with different monthly income group i.e., Rs.29166.67 or less, Rs.29166.68 to Rs.46250.00 and above Rs.46250, regarding regularity in purchase of opaque finish wood surface paint. In all these cities, people with different monthly income had similar buying pattern for opaque finish wood surface paints.
- In Gujarat also, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different monthly income had similarity in consistency of buying opaque finish wood surface paints.
- It was observed that, in Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents with different per capita income group i.e., low, moderate and high, regarding regularity in purchase of opaque finish wood surface paint. In all these cities, people with different per capita income had similar buying pattern for opaque finish wood surface paints.



- However, in Gujarat state, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different per capita income had difference of consistency in buying opaque finish wood surface paints. In Gujarat, majority respondents, with low per capita income level, always buy opaque finish wood surface paints compared to respondents with lower per capita income. Hence, it could be said that people, from Gujarat, with higher per capita income buy opaque finish wood surface paints were less frequent compared to those with low per capita income level.
- It was observed that, in Vadodara, Surat and Rajkot, there wasn't a significant difference between married and unmarried respondents, regarding regularity in purchase of opaque finish wood surface paint. In all these three cities, married and unmarried people had similar buying pattern for opaque finish wood surface paints.
- However, in Ahmedabad, married and unmarried people had difference of consistency in buying opaque finish wood surface paints. In Ahmedabad, majority married respondents, sometimes or often buy opaque finish wood surface paints compared to unmarried respondent. Hence, it could be said that unmarried people, from Ahmedabad, were less frequent buyer of opaque finish wood surface paints compared to married people. Moreover, in Gujarat state also, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between married and unmarried respondents, regarding regularity in purchase of opaque finish wood surface paint. Here also, married people from Gujarat were more frequent buyer of opaque finish wood surface paints compared to unmarried people.
- It was observed that, in Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of opaque finish wood surface paint. Moreover, in Gujarat state also, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of opaque finish wood surface paint.
- It was observed that, in Ahmedabad and Rajkot, there wasn't a significant difference between respondents, with nuclear family, and respondents, with joint family, regarding regularity in purchase of opaque finish wood surface paint. In both cities, people, with nuclear family, and people, with joint family, had similar buying pattern for opaque finish wood surface paints.

- However, in Vadodara and Surat, people, with nuclear family, and people, with joint family, had difference of consistency in buying opaque finish wood surface paints. In Vadodara and Surat, majority people with joint family, less frequent buyer of opaque finish wood surface paints compared to respondents with nuclear family. Moreover, in Gujarat state also, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between respondents, with nuclear family, and respondents, with joint family, regarding regularity in purchase of opaque finish wood surface paint. In Gujarat also, respondents with nuclear family were more frequent buyer of opaque finish wood surface paints compared to those people with joint family.
- It was found that there was no difference between people from Vadodara, Surat and Rajkot cities, individually, in regularity of opaque finish wood surface paint purchase, with respect to number of children they had i.e., no child, one child, 2 children and 3 or more children.
- However, in Ahmedabad, respondents with different number of children had difference in regularity of opaque finish wood surface paint purchase. Here, respondents with one child or two children were more frequent buyer of opaque finish wood surface paints compared to respondents without child or respondents with 3 or more children.
- It was observed that there was a significant difference in purchase of metal surface paint between respondents of all four cities of Gujarat state.
- It was also observed that in Vadodara, Ahmedabad, Surat and Rajkot individually, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy metal surface paints. In Vadodara, Ahmedabad, Surat and Rajkot, it was found that majority of the respondents who always buy metal surface paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of metal surface paints compared to older people from Vadodara, Surat and Rajkot.
- Moreover, in Gujarat i.e., Vadodara, Ahmedabad, Surat and Rajkot collectively, there was a significant difference between respondents with different age groups, i.e., 37 years or less, 37 to 46 years and above 46 years, regarding their consistency to buy metal surface paints. Here also, it was found that majority of the respondents who always buy metal surface paints were no more than 46 years of age. Hence, it could be said that younger people were more consistent buyer of metal surface paints compared to older people from Gujarat.

- It was found that, in Vadodara and Ahmedabad, male respondents had similar outline for purchasing metal surface paint with female respondents. However, in Rajkot and Surat cities, there was a difference in pattern of purchasing metal surface paints. In Rajkot and Surat both, majority of the people who always preferred to buy metal surface paints were female compared to male.
- In overall also, there was a significant difference between male and female respondents' regularity to purchase metal surface paint. Similar to people from Ahmedabad and Surat, collectively from Vadodara, Ahmedabad, Surat and Rajkot, female were more frequent buyer of metal surface paints compared to male.
- It was found that there was a significant difference in regularity of metal surface purchase between undergraduate, graduate and postgraduate respondents from Vadodara, Ahmedabad, Surat and Rajkot individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different educational qualification from Vadodara, Ahmedabad, Surat and Rajkot had different purchase pattern for metal surface paints. People with higher education preferred to buy metal surface paints very often compared to people with less education.
- In overall also, i.e., Gujarat, people with higher education preferred to buy metal surface paints very often compared to people with less education.
- It was found that there was a significant difference in regularity of metal surface purchase between service class, business class and professional respondents from Ahmedabad, Surat and Vadodara individually as well as collectively from Vadodara, Ahmedabad, Surat and Rajkot i.e., Gujarat. Hence, it could be said that respondents with different occupation from Ahmedabad, Surat and Vadodara had different purchase pattern for metal surface paints. Professionals and Business class people preferred to buy metal surface paints very frequently compared to service class people.
- In overall also, i.e., Gujarat, business class and professionals people preferred to buy metal surface paints very often compared to service class people.
- However, there was no difference between business class, service class and professional people from Rajkot regarding their regularity of purchasing metal surface paints.
- It was observed that, in Vadodara, Ahmedabad and Rajkot, there wasn't a significant difference between respondents with different monthly income group i.e., Rs.29166.67 or less,

Rs.29166.68 to Rs.46250.00 and above Rs.46250, regarding regularity in purchase of metal surface paint. In all these three cities, people with different monthly income had similar buying pattern for metal surface paints.

- However, in Surat, people with different monthly income had difference of consistency in buying metal surface paints. In Surat, majority respondents, with income more than Rs.46250, always buy metal surface paints compared to respondents with monthly income below Rs.46250. Hence, it could be said that people, from Surat, with higher monthly income buy metal surface paints very often compared to those with low monthly income level.
- In Gujarat, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different monthly income had difference of consistency in buying metal surface paints. In Gujarat, majority respondents, with income more than Rs.46250, always buy metal surface paints compared to respondents with monthly income below Rs.46250. Hence, it could be said that people, from Gujarat, with higher monthly income buy metal surface paints very often compared to those with low monthly income level.
- It was observed that, in Vadodara, Ahmedabad and Rajkot, there wasn't a significant difference between respondents with different per capita income group i.e., low, moderate and high, regarding regularity in purchase of metal surface paint. In all these three cities, people with different per capita income had similar buying pattern for metal surface paints.
- However, in Surat, people with different per capita income had difference of consistency in buying metal surface paints. In Surat, majority respondents, with high per capita income, always buy metal surface paints compared to respondents with lower per capita income. Hence, it could be said that people, from Surat, with higher per capita income buy metal surface paints very often compared to those with low per capita income level.
- In Gujarat state, i.e., collectively in Vadodara, Ahmedabad, Surat and Rajkot, people with different per capita income had difference of consistency in buying metal surface paints. In Gujarat, majority respondents, with higher per capita income level, always buy metal surface paints compared to respondents with lower per capita income. Hence, it could be said that people, from Gujarat, with higher per capita income buy metal surface paints very often compared to those with low per capita income level.

- It was observed that, in Ahmedabad, there wasn't a significant difference between married and unmarried respondents, regarding regularity in purchase of metal surface paint. In Ahmedabad, married and unmarried people had similar buying pattern for metal surface paints.
- However, in Vadodara Surat and Rajkot, married and unmarried people had difference of consistency in buying metal surface paints. In all these cities, majority unmarried respondents, sometimes or often buy metal surface paints compared to unmarried respondent. Hence, it could be said that unmarried people, from Vadodara, were less frequent buyer of metal surface paints compared to married people.
- Moreover, in Gujarat state also, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between married and unmarried respondents, regarding regularity in purchase of metal surface paint. Here also, it was found that unmarried people, from Vadodara, were less frequent buyer of metal surface paints compared to married people.
- It was observed that, in Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of metal surface paint. In all these cities, people, with family size up to 4, and people, with family size above 4, had similar buying pattern for metal surface paints. Moreover, in Gujarat state also, i.e., collectively from Vadodara, Ahmedabad, Surat and Rajkot, there wasn't a significant difference between respondents, with family size up to 4, and respondents, with family size above 4, regarding regularity in purchase of metal surface paint.
- It was observed that, in Ahmedabad and Rajkot, there wasn't a significant difference between respondents, with nuclear family, and respondents, with joint family, regarding regularity in purchase of metal surface paint. In both cities, people, with nuclear family, and people, with joint family, had similar buying pattern for metal surface paints.
- However, in Vadodara and Rajkot, people, with nuclear family, and people, with joint family, had difference of consistency in buying metal surface paints. In Vadodara and Rajkot, majority people with joint family, never buy metal surface paints compared to respondents with nuclear family. Hence, it could be said that people with joint family, from Vadodara and Rajkot, never buy metal surface paints compared to people with large family. Moreover, in Gujarat state also, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot, there was a significant

difference between respondents, with nuclear family, and respondents, with joint, regarding regularity in purchase of metal surface paint.

- It was found that there was no difference between people from Vadodara, Ahmedabad, Surat and Rajkot cities, individually, in regularity of metal surface paint purchase, with respect to number of children they had i.e., no child, one child, 2 children and 3 or more children. Moreover, all respondents with different number of children from Gujarat state, i.e. collectively from Vadodara, Ahmedabad, Surat and Rajkot cities, had also quite similar consistency of metal surface paint purchase.

Respondents were asked about information source for environment friendly paints and their intention to buy ecofriendly paints in future.

Following are some important outcomes –

- Respondents who were not generally exposed to information regarding environmental responsibility, 36% respondents were from Rajkot and 32% respondents were from Surat which was quite higher values than total 25% contribution from each city.
- Respondents who were commonly exposed to information regarding environmental responsibility, 41.2% were of age no more than 37 years while who were not commonly exposed to the fact, 84% were of age more than 46 years. It was also found that there was significant difference between opinion of male respondents and female respondents. It was found that education level increases exposure to information regarding environmental responsibility. It was also observed that there was no significant difference between opinions of married and unmarried respondents. Moreover, it was observed that per capita income level increases, exposure to information regarding environmental responsibility increases. Respondents with smaller family size were more exposed to such information regarding environmental responsibility. In parallel, Respondents with nuclear family were more exposed to information regarding environmental responsibility.
- It was observed that younger people would more likely to prefer environment friendly paint in future. Respondents who would prefer environment friendly paint in future, 39.6% were of age no more than 37 years while who would not prefer environment friendly paint in future, 87.5% were of age more than 46 years. It was observed that female would more likely to prefer environment friendly paint in future compare to male. It was also education level increases

preference of environment friendly paint in future. While, people with nuclear family would more likely to prefer environment friendly paint in future.

According to respondents of all cities, Asian Paints, Dulux, Nerolac and Berger were brands providing green paints. While lesser respondent agreed to believe that Shalimar paints was providing green paints.

Respondents from four selected cities of Gujarat were asked about their brand preferences for decorative paints and opinions were analysed across all demographic factors. According to respondents of all cities, Asian Paints, Dulux, Nerolac and Berger were brands providing green paints. While lesser respondent agreed to believe that Shalimar paints was providing green paints. Shalimar was, as seen earlier, the least believed green brand with 84(46.4%) and 83 (49.7%) responses in Vadodara and Rajkot cities. Even though, having 90% and 84.1% favorable responses from Ahmedabad and Surat cities Shalimar was the least considered green brand. As an Environment Friendly company, Kansai Nerolac Paints Ltd. was the leading company elected by respondents from selected cities of Gujarat. Unlikely, Shalimar Paints Ltd. was the least rated environment friendly company by the respondents of selected cities of Gujarat state. Following are some important outcomes regarding respondents' brand preferences and factor influencing selection of specific brands. –

- It was observed that, in overall (Gujarat), Royale Paints (Mean = 1.88) brand of Asian Paints Ltd. was the most preferred decorative paint brand among consumers while Superlac (Mean = 4.40) of Shalimar Paints Ltd was the least preferred brand among consumers of Gujarat. Moreover, Impression Eco Clean (Mean = 2.08) was the second most preferred decorative paint brand.
  - It was also observed that across all four cities i.e., Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between consumers' brand preferences. In Vadodara and Rajkot, Royale was the most preferred decorative paint brand while in Surat and Ahmedabad, Impression Eco Clean was the most preferred paint brand.
  - It was found that consumers across all four cities of Gujarat had almost different brand preferences while making purchase of decorative paints. Hence, it could be said there was a regional difference in decorative paint brand preferences.



- It was observed that Impression Eco Clean by Kansai Nerolac Ltd was the most preferable brand among consumers from Surat (Mean = 1.73) compared to other consumers from Vadodara (Mean = 1.98), Ahmedabad (Mean = 1.97) and Rajkot (Mean = 2.64).
  - Royale was the most preferred brand among consumers from Vadodara (Mean = 1.32) compared to consumers from Ahmedabad (Mean = 2.02), Surat (Mean = 2.04) and Rajkot (Mean = 2.13).
- It was observed that, in Gujarat, younger and older respondents had similar choice of decorative interior paint brands. In Vadodara, Ahmedabad, Surat and Rajkot individually also, there was almost similar brand preferences among respondents with different age groups i.e., up to 37 years, 38 years to 46 years and above 46 years.
- It was found that there was almost similar pattern of brand preference, for all five interior paint brands i.e., Royale, Pentalite, Impression Eco Clean, Breathe Easy and Superlac, among male and female respondents of Gujarat as well as Vadodara, Surat and Rajkot individually. However, in Ahmedabad, male consumers gave less preference to Pentalite brand compared to female consumers while for Royale, Impression Eco Clean, Breathe Easy and Superlac, female and male respondents had similar liking.
- In Gujarat, it was observed that for Superlac brand, most significant difference was observed between undergraduate (mean = 4.22) respondents and postgraduate (mean = 4.35) respondents ( $p$  Value = 0.006) and second most significant difference was observed between graduate (mean = 4.58) respondents and postgraduate respondents ( $p$  Value = 0.015).
  - However, it was observed that there was no dissimilarity in preference of decorative interior paint brands among respondents, from Vadodara, Ahmedabad, Surat and Rajkot individually, with different educational qualifications.
- It was also found that, in Gujarat, interior decorative paint brand preference differs across occupation of the consumers and this difference had great effect of brand preferences by service class people and business class people. Royale was the most preferred brand among business class people compared to service class and professionals.
  - However, In Vadodara, there wasn't a significant choice difference among respondents with different occupations regarding decorative interior paint brands.



- In Ahmedabad, Royale was the most preferred brand among business class people compared to service class and professionals. While, Superlac was the least preferred brand among professionals compared to service class and business class people.
- While, in Surat, Royale was the most preferred brand among professionals compared to service class and business class people. While, Superlac was the least preferred brand among business class people compared to service class and professionals.
- In Rajkot, there wasn't a significant choice difference among respondents with different occupations regarding decorative interior paint brands except Impression Eco Clean and Breathe Easy. Here, Impression Eco Clean was the most preferred brand while Breathe Easy was the least preferred brand among service class people.
- It was found that there was almost similar pattern of brand preference, for all five interior paint brands i.e., Royale, Pentalite, Impression Eco Clean, Breathe Easy and Superlac, among married and unmarried respondents of Gujarat as well as Vadodara, Surat and Rajkot individually.
- In Gujarat, for Breathe Easy brand, most significant choice difference was observed between respondents with monthly income no more than Rs.29166.67 and respondents with monthly income above Rs.46250. While for Superlac, most significant choice difference was observed between respondents with monthly income from Rs.29166.68 to Rs.46250 and respondents with monthly income above Rs.46250.
  - However, in Vadodara and Rajkot, there wasn't a significant difference between respondents, with different monthly income level, regarding their choice for interior paint brands.
  - In Ahmedabad, Impression Eco Clean was the most preferred brand among respondent with income between Rs.29166.67 to Rs.46250 and Superlac was the least preferred brand among respondent with income above Rs.46250.
  - In Surat, Royale was the most preferred brand among respondent with income above Rs.46250 and, Superlac was the least preferred brand among respondent with income above Rs.46250.
- In Gujarat, it was observed that Superlac was most preferred by respondents with moderate per capita income and Pentalite was most preferred by respondents with low per capita income.

- In Vadodara, for Breathe Easy brand, most significant choice difference was observed between respondents with high per capita income and respondents with moderate per capita income while similarity was observed in preference of other interior paint brands among people with different per-capita income level.
- In Ahmedabad, most significant difference in choice of Superlac brand was between respondents with low per capita income and respondents with high per capita income while for Impression Eco Clean, most significant difference in choice was between respondents with low per capita income and respondents with high per capita income.
- In Surat, Royale was the most preferred brand among people with high per-capita income level while Superlac was the least preferred brand among people with high per-capita income.
- In Rajkot, except Superlac brand, there wasn't a difference in interior paint brand preference among people with different per-capita income level. Here, Superlac was the least preferred brand among respondent with high per capita income.
- In Gujarat, there was similar brand preference for Royale, Pentalite and Breathe Easy among people with family size up to 4 and family size above 4. However, there was a significant difference between respondents with different family size regarding their brand preferences for Impression Eco Clean and Superlac. Impression Eco Clean was the most preferred brand among people with family size up to 4 and Superlac was the least preferred brand for the same group.
  - In Vadodara and Surat, there was similar brand preference for all brands of interior decorative paints i.e., Royale, Pentalite, Impression Eco Clean, Superlac and Breathe Easy among people with family size up to 4 and family size above 4.
  - While, in Ahmedabad, Pentalite and, in Rajkot, Impression Eco Clean were the least preferred brands among people with family size above 4.
- In Gujarat as well as Vadodara, Surat and Rajkot individually, there was similar brand preference for all brands of interior decorative paints i.e., Royale, Pentalite, Impression Eco Clean, Superlac and Breathe Easy among people with nuclear and joint family type. While in Ahmedabad, Pentalite was the least preferred brand among people with joint family.

- It was observed that consumers across all four cities of Gujarat had almost different brand preferences while making purchase of decorative paints. Hence, it could be said there was a regional difference in decorative exterior paint brand preferences. It was also observed that across all four cities i.e., Vadodara, Ahmedabad, Surat and Rajkot, there was a significant difference between consumers' brand preferences. In Vadodara (Mean = 2.21), Ahmedabad (Mean = 2.22) and Rajkot (Mean = 1.65), Apex/Ultima was the most preferred decorative paint brand while in Surat (Mean = 2.48) Excel was the most preferred paint brand.
- It was also observed that in Gujarat, age factor of consumers had no association with their choice of exterior paint brand.
- It was observed that there was not an association of gender factor with consumers' preference of exterior paint brands. In Vadodara, Ahmedabad, Surat and Rajkot individually as well as collectively from all four cities i.e., from Gujarat, male and female respondents had similar preferences among all five exterior decorative paints i.e., Apex/Ultima, Weather Shield, Excel, Weather Coat and Xtra.
- Moreover, in Ahmedabad and Surat both cities, educational qualification of consumers had no association with their exterior paint brand preferences. While, clear difference was observed between graduate and postgraduate respondents of Vadodara, regarding their preference for Apex/Ultima brand as exterior paint brand. It was also observed from mean score that, in Vadodara, Apex/Ultima brand was most preferred brand among respondents with graduation. Difference was also observed between undergraduate and postgraduate respondents of Rajkot, regarding their preference for Xtra brand as exterior paint brand. It was also observed from mean score that in Rajkot, Xtra brand was the most preferred by respondents with post-graduation.
- It was observed that, in Gujarat, decorative exterior paint brands preference defers across occupation of the consumers.
  - In Vadodara and Surat, Weather Shield, Excel, and Weather Coat, business class respondents, service class people and professionals had similar brand choices. While in Vadodara, Apex/Ultima brand was highly preferred while Xtra brand was least preferred by service class people. However, in Surat, Apex/Ultima brand was least preferred while Xtra brand was highly preferred by service class people.

- In Rajkot, Apex/Ultima and Weather Shield were highly preferred brand among service class people for exterior decorative paints.
  - In Ahmedabad, Excel and Xtra were most preferred brand among service class people while Weather Coat was the most preferred brand among professionals.
- It was observed that married and unmarried respondents had similar choice of decorative exterior paint brands. In Vadodara, Ahmedabad, Surat and Rajkot individually also, there was almost similar brand preferences among married and unmarried respondents.
- It was found that there was almost similar pattern of brand preference, for all five exterior paint brands i.e., Apex/Ultima, Weather Shield, Weather Coat and Xtra, among respondents, with different monthly income, of Gujarat as well as Vadodara, Ahmedabad, Surat and Rajkot individually. Only in Ahmedabad, respondents with different monthly income level had difference in likelihood towards Excel brand of exterior decorative paints.
- It was found that there was almost similar pattern of brand preference, for all five exterior paint brands i.e., Apex/Ultima, Weather Shield, Weather Coat and Xtra, among respondents, with different per capita income, of Gujarat as well as Vadodara, Ahmedabad, Surat and Rajkot individually.
- In Gujarat, there was a significant difference between respondents with different family size regarding their brand preferences for Weather Shield and Xtra. Weather Shield was most preferred brand and Xtra was the least preferred brand among people with family size up to 4 compared to people with family size above 4.
  - In Vadodara and Ahmedabad individually, similar preference pattern was observed among people with family size up to 4 and people with family size above 4.
  - In Surat, there was difference in choice of Apex/Ultima as exterior paint brand among people with family size up to 4 and people with family size above 4. Apex/Ultima was highly preferred by people with family size above 4 compared to people with family size up to 4.
  - In Rajkot, there was difference in choice of Xtra as exterior paint brand among people with family size up to 4 and people with family size above 4. Xtra was highly preferred by people with family size above 4 compared to people with family size up to 4.

- In Gujarat as well as in Ahmedabad and Rajkot individually, it was observed that there was almost similar brand preference, between respondents with nuclear family and respondents with joint family, among Apex/Ultima, Weather Shield, Excel, Weather Coat and Xtra.
  - In Vadodara, for Apex/Ultima and Weather Coat, while in Surat only for Apex/Ultima, there was a difference between choices of people with nuclear family and people with joint family.

Following are some findings from analysis of factor influencing peoples' choice of specific paint brand.

- It was observed that respondents from four selected cities of Gujarat state were more cautious about environment friendliness, price and quality of the paints. However, they compromise with the design and pattern as well as maintenance for paint during their selection of paint brand. In Vadodara (Mean = 2.86), Ahmedabad (Mean = 2.90) and Rajkot (Mean = 2.92), the factor 'Environment Friendliness' was the most preferred factor affecting respondents' selection of paint brand. However, in Surat city, 'Price of the Paint' (Mean = 2.71) was the most preferred factor and 'Environment Friendliness' (Mean = 3.00) was the second most preferred factor for selection of paint brands.
- It was also observed that there was almost similar perception about factor effecting choice of exterior paint brand among people with different age groups.
- Value for Money, Quality, Price, Performance, Safety, Design and Patterns, Maintenance and Environment Friendliness had an analogous effect on preference of eco-friendly paints among male and female respondents, within Gujarat as well as Vadodara, Rajkot and Surat individually. While, in Ahmedabad, it was observed that female from Ahmedabad had more effect of paints' design and pattern during their purchase of green paints compared to male respondents.
- It was observed that for environment friendliness of paint, there was a strong significant (Significance = 0.042) difference between undergraduate and postgraduate people regarding their preference of eco-friendly paint brand. However, most remarkable difference (Significance = 0.010) was observed between graduate and undergraduate respondents regarding effect of environment friendliness of paint on their purchase of eco-friendly paints. From mean score, it was observed that graduate respondents had major effect of environment

friendliness (Mean = 2.82) while maintenance (Mean = 6.17) factor had minimal effect on their preference of eco-friendly green paints compared to undergraduate and postgraduate respondents of Gujarat.

- In Vadodara, it was observed that graduate respondents had major effect of Value for money while maintenance factor had minimal effect on their preference of eco-friendly green paints compared to undergraduate and postgraduate respondents.
- In Ahmedabad, it was observed that graduate respondents had major effect of environment friendliness while maintenance factor had minimal effect on their preference of eco-friendly green paints compared to undergraduate and postgraduate respondents.
- In Surat, it was observed that graduate respondents had major effect of performance factor had minimal effect on their preference of eco-friendly green paints compared to undergraduate and postgraduate respondents of Surat.
- In Rajkot, it was observed that there was no difference between respondents with different educational qualifications regarding effect of all factors.
- In Gujarat, it was observed that environment friendliness of paint was the most preferred factor for selection of eco-friendly paints among business class people followed by professionals. For service class people, most affecting factors to their purchase of eco-friendly paints were price and Quality of paints. While design and pattern was the least affecting factors among respondents from all three occupations i.e., Service class, Business class and Professionals.
  - In Vadodara, it was observed that environment friendliness of paint was the most preferred factor for selection of eco-friendly paints among business class people followed by professionals. For service class people, most affecting factors to their purchase of eco-friendly paints were Quality and price of paints. While design and pattern was the least affecting factors among respondents from Business class and Professionals while for Service class people least effecting factor to their eco-paint purchase was maintenance on paint.
  - In Ahmedabad, it was observed that environment friendliness of paint was the most preferred factor for selection of eco-friendly paints among professional people followed by business class people. For service class people, most affecting factors to their purchase of eco-friendly paints were price and Quality of paints. While design

- and pattern was the least affecting factors among respondents from Service class and Professionals while for business class people least effecting factor to their eco-paint purchase was maintenance on paint.
- In Surat, it was observed that environment friendliness of paint was the most preferred factor for selection of eco-friendly paints among professional people followed by business class people. For service class people, most affecting factors to their purchase of eco-friendly paints was price of paints. While design and pattern was the least affecting factors among respondents from Service class and business class people while for professionals least effecting factor to their eco-paint purchase was maintenance on paint.
  - In Rajkot, it was observed that environment friendliness of paint was the most preferred factor for selection of eco-friendly paints among business class people followed by professionals. For service class people, most affecting factors to their purchase of eco-friendly paints were Quality of paints. While design and pattern was the least affecting factors among respondents from Business class and Professionals while for Service class people least effecting factor to their eco-paint purchase was maintenance on paint.
  - In Gujarat, it was also observed that married respondents had lesser effect of design and pattern factor compared to unmarried respondents.
    - In Vadodara, it was also observed that married respondents had lesser effect of performance of the paint factor compared to unmarried respondents.
    - In Ahmedabad, it was also observed that married respondents had lesser effect of price of the paint factor compared to unmarried respondents while unmarried respondents had lesser effect of price of the paint factor compared to married respondents.
    - In Surat, it was also observed that married respondents had higher effect of maintenance factor compared to unmarried respondents.
    - In Rajkot, it was also observed that married respondents had higher effect of value for money factor compared to unmarried respondents.
  - In Gujarat, performance and Environment Friendliness factors had significantly different effect on choice of eco-friendly paints among respondents with monthly income up to Rs.29166.67 and respondents with monthly income from Rs.29166.68 to Rs.46250.

- In Vadodara, value for money factor had significantly different effect on choice of eco-friendly paints among respondents with monthly income up to Rs.29166.67 and respondents with monthly income above Rs.46250. While, there was no significant difference, in peoples' choice of eco-friendly paint brands due to environment friendliness of paint, between any specific pair of people with different monthly incomes.
- In Ahmedabad, value for money factor had significantly different effect on choice of eco-friendly paints among respondents with monthly income up to Rs.29166.67 and respondents with monthly income above Rs.46250. While among respondents with monthly income from Rs.29166.68 to Rs.46250 and respondents with monthly income above Rs.46250 there was also significantly different effect of value for money factor during their purchase of green paints. For design and pattern, factor had significantly different effect on choice of eco-friendly paints among respondents with monthly income up to Rs.29166.67 and respondents with monthly income above Rs.46250. Maintenance factor also had significantly different effect on choice of eco-friendly paints among respondents with monthly income up to Rs.29166.67 and respondents with monthly income above Rs.46250. Similarly, environment friendliness factor had significantly different effect on choice of eco-friendly paints among respondents with monthly income up to Rs.29166.67 and respondents with monthly income above Rs.46250.
- In Surat, maintenance factor had significantly different effect on choice of eco-friendly paints among respondents with monthly income above Rs.46250 and respondents with monthly income from Rs.29166.68 to Rs.46250.
- In Rajkot, value for money factor had significantly different effect on choice of eco-friendly paints among respondents with monthly income up to Rs.29166.67 and respondents with monthly income from Rs.29166.68 to Rs.46250. While among respondents with monthly income up to Rs.29166.67 and respondents with monthly income above Rs.46250 there was also significantly different effect of value for money factor during their purchase of green paints. Maintenance factor also had significantly different effect on choice of eco-friendly paints among respondents with monthly income up to Rs.29166.67 and respondents with monthly income from Rs.29166.68 to



- Rs.46250. While among respondents with monthly income up to Rs.29166.67 and respondents with monthly income above Rs.46250 there was also significantly different effect of value for money factor during their purchase of green paints. Similarly, environment friendliness factor had significantly different effect on choice of eco-friendly paints among respondents with monthly income from Rs.29166.68 to Rs.46250 and respondents with monthly income above Rs.46250.
- In Gujarat, it was also observed that there wasn't strong significant difference in effect of environment friendliness of paints factor between people from any two per capita income groups pair i.e., low and moderate per capita income, moderate and high per capita income and high and low per capita income.
    - In Ahmedabad, it was also observed that, for Value for Money and Environment Friendliness of paint, there was a strong significant difference between people from any two per capita income groups pair i.e., low and high per capita income.
    - In Surat, it was also observed that there was a strong significant difference in effect of quality factor between people from any two per capita income groups pair i.e., moderate and high per capita income.
    - In Rajkot, it was also observed that there was a strong significant difference in effect of maintenance factor between people from any two per capita income groups pair i.e., moderate and low per capita income.
  - In Gujarat overall as well as in Vadodara, Surat and Ahmedabad, there was almost similar effect of all factors i.e., Value for Money, Quality of Paint, Price of Paint, Performance, Safety issues, Design and Pattern, Maintenance and Environment Friendliness of Paint, among people with family size above 4 and people with family size up to 4. While, in Rajkot only, there was a significant difference in effect of value for money factor on their choice of eco-friendly paint brands among respondents with different family size i.e., family size up to 4 members and above 4 members.
  - It was observed that, in Gujarat overall as well as in Vadodara, there was almost similar effect of all factors i.e., Value for Money, Quality of Paint, Price of Paint, Performance, Safety issues, Design and Pattern, Maintenance and Environment Friendliness of Paint, among people with nuclear family and people with joint family. In Ahmedabad, it was observed that people with joint family had greater effect of quality factor on their choice of eco-friendly paints compared

to people with nuclear family. In Surat, it was found that people with joint family had greater effect of designs and patterns factor on their choice of eco-friendly paints compared to people with nuclear family. In Rajkot, it was observed that people with joint family had greater effect of safety factor on their choice of eco-friendly paints compared to people with nuclear family.

## 6.2 Conclusion

From the research conducted across four selected cities i.e., Vadodara, Ahmedabad, Surat and Rajkot, of Gujarat state, it can be concluded that purchase intention, towards eco-friendly paints among people from Gujarat, is significantly different with respect to their demographic factors. Monthly income and per-capita income, age, educational qualification and occupation of people play highly influencing role during their purchase of eco-friendly paints. People with higher per-capita income or higher monthly income are more intended to purchase eco-friendly paints. Younger people are seen more intended towards green-paints compared to older people. Business class people and professionals are more intended to buy eco-friendly paints compared to service class people.

It was also concluded from hypotheses results that as environmental knowledge of consumer increases consumers' motivation and positive attitude to purchase eco-friendly paint increases. Further, positive belief of consumer increases consumers' motivation and positive attitude to purchase eco-friendly paint increases. Furthermore, social norms of people of Gujarat had great influence on their intention to purchase as well as motivational level and attitude towards green paints. Moreover, as positive attitude and motivation to purchase eco-friendly paints increase, consumers' intention to purchase eco-friendly paints increases which would convert in actual purchase action. Motivation and positive attitude towards green-paints collectively had positive effect on intention to purchase eco-friendly paints. Knowledge, Belief and Social norms also had positive effect on both, attitude and motivation towards green paints. Hence, all null hypotheses were rejected here and alternate hypotheses were accepted. This means, people of Gujarat are highly knowledgeable and had strong positive belief towards eco-friendly paints which strengthen their level of motivation and attitude towards intention to purchase.

There was a strong significant difference in opinions regarding harmfulness of breathing VOCs between people from Vadodara, Ahmedabad, Surat and Rajkot. Furthermore, people who believed that breathing VOCs were harmful or very harmful to their health were younger than people who believed that breathing VOCs were somewhat harmful or not harmful. Compared to less educated people, more people with higher education believed that breathing VOCs were harmful or very harmful to their health. Majority people with higher monthly income believed that breathing VOCs were very harmful for health compared to people with lower monthly income. Majority people with higher per capita income believed that breathing VOCs were very harmful for health compared to people with lower per capita income. In Surat, people with nuclear family were more affirmative towards harmfulness of breathing VOCs compared to those with joint family. Majority younger people believed that it was extremely important to have harmful chemical free items such as decorative paints in their houses compared to people with higher age.

Further, majority people, who believed that it was extremely important to have harmful chemical free items in their houses and with age no more than 37 years, were also from Rajkot. In Gujarat, younger people paint their houses more frequently compared to older people. Majority of the people with age more than 46 years paint their houses after 5 years. Majority of people having monthly income below Rs.29166.68 preferred to paint their houses after 5 years and majority of the people with monthly income above Rs.46250 liked to paint houses within 5 years. People, from Gujarat, with higher monthly income buy distemper paints very often compared to those with low monthly income level. People with different age had similar consistency in buying emulsion paints in Ahmedabad and Surat. People with higher education preferred to buy emulsion paints very often compared to people with less education. It was also observed that education level increases preference of environment friendly paint in future. While, people with nuclear family would more likely to prefer environment friendly paint in future.

According to people of all cities, Asian Paints, Dulux, Nerolac and Berger were manufacturers providing green paints. While lesser respondent agreed to believe that Shalimar paints was providing green paints. Royale was the most preferred green brand followed by Impression Eco Clean and Breathe Easy for interior decorative paints. While, Apex/Ultima was the most preferred green brand followed by weather shield, weather coat and excel, for exterior decorative application. Environment Friendliness, Value for Money, Price and Quality are the most

influencing factors for selection of these brands while maintenance after application and their designs and patterns are least influencing factors.

In a nutshell, people of Gujarat are highly knowledgeable about green-paints and other green products as they get information about these items from print and electronic media which make them a highly potential consumers of environment friendly paints.

### **6.3 Limitations**

- Only urban areas of four cities i.e., Vadodara, Ahmedabad, Surat and Rajkot, of Gujarat were selected. Selection of more cities of Gujarat like, Vapi, Bhavnagar, Surendranagar, Bharuch, Sabarkatha, Mehsana etc. would give more clear idea about purchase behaviour towards eco-friendly paint in Gujarat. Rural areas were also not considered during this study.
- In this study, decorative eco-friendly paints were taken care of while no industrial paints as well as products made from other types of paints were not considered.
- Only, green marketing and green purchasing were taken from all green supply chain practices while no other practice of green supply chain was considered.
- Only five major players of decorative paint industry were considered i.e., Asian Paints, Kansai Nerolac, Berger, Akzo Nobel and Shalimar. Players like, Jotun, British Paints and other American and Japanese manufacturers were not considered.

### **6.4 Direction for Future Research**

- Study at all over India level would give better and comparative figures across major states of India. Comparative study, between states of India or between two countries, is also possible.
- Different products like Eco-friendly tyres, electronics etc. could be a nice option to study different perspective of Indian Consumer.
- Comparative study of major paint manufacturers and small manufacturers would give bright inputs to paint industry.

- Inclusion of Industrial paints and other green supply chain practices like manufacturing and distribution systems would give different edge towards marketing and promotions of green paints.
- Study in Rural area could indirectly educate rural people about eco-friendly products and its benefits which might help major players to penetrate in these untouched areas.