

ANNEXURE B

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TABLE 6.1

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-Region Effect	Anova Stat. for Inter-Region Effect		Parameter Estimation (Mean)				Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association		
			F	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban		F	Signif of F	Guj. Ker.	Eta Squared	Beta		
a. Transportation Class (with 1,507 deg. of freedom)																
1. Utility Value Influence	5.00		No Anova		5.00	5.00	5.00	5.00	-	No Anova		5.00	5.00	No M. C. A.		
2. Influence of Price	1.39	Yes	134.765	0.000	1.00	1.00	3.59	1.61	-	287.743	0.000	1.00	2.38	0.60	0.3600	0.62
3. Peer Group Influence	2.42	Yes	24.053	0.000	2.70	2.32	1.69	2.57	-	4.367	0.037	2.50	2.23	0.12	0.0144	0.11
4. Normative Influence	2.28	Yes	70.371	0.000	2.58	2.10	1.41	2.67	-	1.992	0.159	2.33	2.18	0.07	0.0049	0.07
5. Aspirational Influence	1.42	No	1.319	0.252	1.40	1.47	1.21	1.46	No	1.221	0.270	1.44	1.36	-	-	-
6. Family Influence	1.15	Yes	9.170	0.003	1.05	1.35	1.00	1.00	-	22.373	0.000	1.21	1.00	0.23	0.0529	0.25
b. Entertainment Class (with 1,463 deg. of freedom)																
1. Utility Value Influence	4.98	Yes	9.040	0.003	5.00	5.00	5.00	4.92	-	7.845	0.005	5.00	4.96	0.13	0.0169	0.12
2. Influence of Price	1.63	Yes	46.312	0.000	1.00	1.00	2.72	1.56	-	192.185	0.000	1.00	2.14	0.49	0.2401	0.50
3. Peer Group Influence	2.55	Yes	12.878	0.000	3.11	2.92	1.95	2.38	-	100.795	0.000	3.03	2.16	0.41	0.0681	0.41
4. Normative Influence	2.00	No	0.275	0.600	1.87	2.15	1.98	2.10	No	0.002	0.965	1.99	2.01	0.01	0.0001	0.00
5. Aspirational Influence	1.30	Yes	13.534	0.000	1.30	1.31	1.47	1.14	-	0.053	0.819	1.30	1.30	0.00	0.0000	0.01
6. Family Influence	1.25	Yes	31.578	0.000	1.06	1.00	1.72	1.14	-	81.354	0.000	1.03	1.43	0.34	0.1156	0.36
c. Personal Effects/Use Class (with 1,514 deg. of freedom)																
1. Utility Value Influence	4.98	No	0.305	0.581	5.00	5.00	4.97	4.97	Yes	16.334	0.000	5.00	4.97	0.18	0.0324	0.18
2. Influence of Price	1.41	Yes	104.400	0.000	1.00	1.00	2.48	1.12	-	149.572	0.000	1.00	1.81	0.41	0.1681	0.41
3. Peer Group Influence	1.53	No	0.059	0.809	1.92	1.05	1.97	1.14	No	0.912	0.340	1.51	1.56	0.03	0.0009	0.04
4. Normative Influence	1.59	Yes	14.506	0.000	1.84	1.33	1.58	1.60	-	0.001	0.974	1.60	1.59	0.00	0.0000	0.00
5. Aspirational Influence	1.11	Yes	30.848	0.000	1.04	1.11	1.29	1.00	-	4.924	0.027	1.07	1.14	0.09	0.0081	0.09
6. Family Influence	1.16	Yes	12.724	0.000	1.08	1.03	1.39	1.14	-	54.061	0.000	1.06	1.26	0.29	0.0841	0.30

TABLE 6.1 (contd.)
TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)		Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared
		F Cal.	Signif of F	Rural	Urban	Eta Squared	Beta		
a. Transportation Class (with 1,307 deg. of freedom)									
1. Utility Value Influence	-	No Anova		5.00	5.00	No	M. C. A.	No M. C. A.	C. A.
2. Influence of Price	-	50.606	0.000	1.63	1.19	0.21	0.0400	0.26	0.649
3. Peer Group Influence	-	0.087	0.768	2.45	2.40	0.02	0.0004	0.02	0.117
4. Normative Influence	-	0.001	0.979	2.29	2.28	0.01	0.0001	0.00	0.005
5. Aspirational Influence	No	3.087	0.080	1.35	1.47	-	-	-	-
6. Family Influence	-	24.419	0.000	1.04	1.24	0.24	0.0576	0.26	0.121
b. Entertainment Class (with 1,483 deg. of freedom)									
1. Utility Value Influence	-	11.062	0.001	5.00	4.96	0.15	0.0225	0.15	0.039
2. Influence of Price	-	56.670	0.000	1.90	1.32	0.25	0.0625	0.27	0.313
3. Peer Group Influence	-	2.866	0.091	2.51	2.61	0.05	0.0025	0.07	0.173
4. Normative Influence	Yes	6.398	0.012	1.89	2.12	0.12	0.0144	0.12	0.013
5. Aspirational Influence	-	13.663	0.000	1.38	1.21	0.16	0.0256	0.16	0.027
6. Family Influence	-	55.612	0.000	1.40	1.08	0.28	0.0784	0.30	0.204
c. Personal Effects/Use Class (with 1,514 deg. of freedom)									
1. Utility Value Influence	No	0.315	0.575	4.99	4.98	0.02	0.0004	0.02	0.031
2. Influence of Price	-	107.862	0.000	1.74	1.06	0.35	0.1225	0.35	0.291
3. Peer Group Influence	Yes	148.490	0.000	1.94	1.10	0.47	0.2209	0.47	0.225
4. Normative Influence	-	11.651	0.001	1.71	1.47	0.15	0.0225	0.15	0.022
5. Aspirational Influence	-	10.388	0.001	1.16	1.06	0.13	0.0169	0.14	0.027
6. Family Influence	-	28.854	0.000	1.24	1.08	0.21	0.0441	0.22	0.134

TABLE 6.1 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-Action Effect	Anova Stat. for Interaction Effect		Parameter Estimation (Mean)			Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association	
			F	Cal.	Signif. of F	Gui. Rural	Ker. Urban		F	Cal.	Signif. of F	Gui. Ker.	Eta Squared	Beta
d. Home & Kitchen Appliances (with 506 deg. of freedom)														
1. Utility Value Influence	5.00	Yes	8.766	0.003	0.003	5.00	4.98	5.00	-	9.388	0.002	4.99	0.13	0.0169
2. Influence of Price	1.19	Yes	107.685	0.000	0.000	1.00	1.00	1.82	-	127.074	0.000	1.00	0.38	0.1444
3. Peer Group Influence	1.70	Yes	7.972	0.005	0.005	2.32	1.31	1.90	-	11.775	0.001	1.82	0.15	0.0225
4. Normative Influence	1.58	No	3.605	0.058	0.058	1.50	1.50	1.75	Yes	13.570	0.000	1.50	0.16	0.0256
5. Aspirational Influence	1.11	Yes	14.873	0.000	0.000	1.13	1.19	1.12	-	19.744	0.000	1.16	0.19	0.0367
6. Family Influence	1.12	Yes	6.842	0.009	0.009	1.08	1.04	1.26	-	45.989	0.000	1.06	0.28	0.0784
e) White Goods (with 535 deg. of freedom)														
1. Utility Value Influence	4.85	Yes	8.835	0.003	0.003	4.67	4.87	5.00	-	14.684	0.000	4.78	0.21	0.0441
2. Influence of Price	1.32	No	2.193	0.140	0.140	1.00	1.03	1.85	Yes	142.619	0.000	1.02	0.54	0.2916
3. Peer Group Influence	2.60	Yes	17.920	0.000	0.000	3.18	2.85	1.57	-	71.722	0.000	3.00	0.40	0.0160
4. Normative Influence	2.99	Yes	68.997	0.000	0.000	2.68	3.02	3.91	-	14.164	0.000	2.87	0.17	0.0289
5. Aspirational Influence	1.94	No	2.705	0.101	0.101	2.36	2.00	1.65	Yes	28.570	0.000	2.16	0.29	0.0841
6. Family Influence	1.24	Yes	113.894	0.000	0.000	1.00	1.07	2.08	-	166.732	0.000	1.04	0.47	0.2209

TABLE 6.1 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)	F Cal.	Signif. of F	Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared
					Rural	Urban	Eta Squared	Beta		
d. Home & Kitchen Appliances (with 1,500 deg. of freedom)	-									
1. Utility Value Influence	-	9.597	0.002	5.00	4.99	0.13	0.0169	0.13	0.186	0.034
2. Influence of Price	-	98.354	0.000	1.38	1.02	0.33	0.1089	0.34	0.512	0.262
3. Peer Group Influence	-	157.703	0.000	2.13	1.29	0.48	0.2304	0.48	0.501	0.251
4. Normative Influence	No	4.100	0.043	1.62	1.54	0.08	0.0064	0.09	0.181	0.033
5. Aspirational Influence	-	1.399	0.237	1.13	1.10	0.06	0.0036	0.05	0.199	0.040
6. Family Influence	-	19.897	0.000	1.16	1.08	0.18	0.0324	0.19	0.333	0.111
e) White Goods (with 1,353 deg. of freedom)	-									
1. Utility Value Influence	-	5.636	0.018	4.78	4.90	0.15	0.0225	0.12	0.244	0.060
2. Influence of Price	No	0.373	0.542	1.28	1.34	0.04	0.0016	0.03	0.536	0.288
3. Peer Group Influence	-	0.200	0.655	2.65	2.57	0.03	0.0009	0.02	0.403	0.163
4. Normative Influence	-	5.749	0.017	3.09	2.93	0.09	0.0081	0.12	0.202	0.041
5. Aspirational Influence	No	6.252	0.013	2.12	1.82	0.16	0.0256	0.13	0.314	0.098
6. Family Influence	-	44.649	0.000	1.36	1.16	0.20	0.0400	0.26	0.540	0.292

TABLE 6.2

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Interaction Effect	Anova Stat. for Interaction Effect			Parameter Estimation (Mean)						Main Effect (State)		Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association	
			F	Signif of F		Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban					F	Signif of F	Guj. Ker.	Ker.	Eta Squared	Beta
a. Transportation Class (with 1,307 deg. of freedom)																			
1. Influence of Price	2.05	Yes	53.470	0.000		1.56	1.97	3.79	2.07	-				46.844	0.000	1.78	2.74	0.33	0.1089
2. Easy Availability	1.02	Yes	5.312	0.022		1.00	1.06	1.00	1.00	-				7.663	0.006	1.03	1.00	0.14	0.0196
3. After Sales Service	3.42	Yes	9.014	0.003		3.47	3.32	2.79	3.93	-				0.151	0.698	3.39	3.49	0.03	0.0009
4. Looks of the brand	1.55	Yes	81.213	0.000		1.00	1.12	1.91	3.35	-				554.834	0.000	1.06	2.80	0.75	0.5625
5. Popularity	4.74	No	2.179	0.141		4.81	4.49	5.00	5.00	Yes				12.251	0.001	4.64	5.00	0.18	0.0324
6. Perceived Durability	2.92	No	0.986	0.321		3.06	2.26	4.41	3.15	Yes				21.509	0.000	2.64	3.64	0.23	0.0529
7. Advertisement of the brand	1.00		No Anova			1.00	1.00	1.00	1.00					No Anova		1.00	1.00	No M.C.A.	
8. Peer Group Influence	3.03	Yes	42.453	0.000		3.73	2.24	2.74	3.56	-				4.433	0.036	2.94	3.24	0.09	0.0081
9. Aspirational Influence	1.06	Yes	19.776	0.000		1.10	1.00	1.00	1.17	-				3.424	0.065	1.05	1.10	0.10	0.0100
10. Family Influence	1.13	No	3.995	0.047		1.10	1.22	1.07	1.00	Yes				9.436	0.002	1.17	1.03	0.17	0.0289
11. Dealer/Retailer Influence	1.33	Yes	6.960	0.009		1.00	1.74	1.00	1.30	-				10.039	0.002	1.39	1.18	0.13	0.0169
12. Prior Experience of brand	1.00		No Anova			1.00	1.00	1.00	1.00					No Anova		1.00	1.00	No M.C.A.	

TABLE 6.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)		Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared	
		F Cal.	Signif of F	Rural	Urban	Eta Squared	Beta			
a. Transportation Class (with 1,307 deg. of freedom)										
1. Influence of Price	-	1.843	0.176	2.11	2.00	0.04	0.0016	0.07	0.341	0.116
2. Easy Availability	-	14.147	0.000	1.00	1.04	0.20	0.0400	0.21	0.247	0.061
3. After Sales Service	-	1.158	0.283	3.30	3.51	0.06	0.0036	0.06	0.066	0.004
4. Looks of the brand	-	54.200	0.000	1.22	1.82	0.29	0.0841	0.23	0.789	0.623
5. Popularity	Yes	5.803	0.017	4.86	4.65	0.12	0.0144	0.13	0.227	0.052
6. Perceived Durability	Yes	19.207	0.000	3.39	2.54	0.22	0.0484	0.24	0.331	0.110
7. Advertisement of the brand		No Anova		1.00	1.00	No M.C.A.			No	M.C.A.
8. Peer Group Influence	-	29.637	0.000	3.49	2.65	0.27	0.0729	0.28	0.292	0.085
9. Aspirational Influence	-	1.272	0.260	1.08	1.05	0.05	0.0025	0.06	0.115	0.013
10. Family Influence	No	2.302	0.130	1.10	1.15	0.07	0.0049	0.07	0.186	0.035
11. Dealer/Retailer Influence	-	68.623	0.000	1.00	1.60	0.41	0.1681	0.42	0.439	0.193
12. Prior Experience of brand		No Anova		1.00	1.00	No M.C.A.			No	M.C.A.

TABLE 6.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-action Effect	Anova Stat. for Inter-action Effect			Parameter Estimation (Mean)			Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association		
			F Cal.	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban		F Cal.	Signif of F	Guj. Ker.	Eta Squared	Eta Squared	Beta	
b. Entertainment Class (with 1,463 deg. of freedom)																
1. Influence of Price	2.08	Yes	13.282	0.000	1.62	1.85	2.67	2.12	-	39.341	0.000	1.72	2.38	0.27	0.0729	0.28
2. Easy Availability	1.03	Yes	12.102	0.001	1.00	1.00	1.00	1.09	-	11.093	0.001	1.00	1.05	0.16	0.0256	0.15
3. After Sales Service	1.37	Yes	20.766	0.000	1.00	1.00	1.29	2.06	-	62.046	0.000	1.00	1.69	0.35	0.1225	0.33
4. Looks of the brand	1.80	No	2.037	0.154	1.37	1.39	2.00	2.32	Yes	54.483	0.000	1.38	2.16	0.32	0.1024	0.32
5. Popularity	4.78	Yes	31.308	0.000	4.09	4.14	5.00	4.97	-	32.340	0.000	4.56	4.98	0.28	0.0784	0.30
6. Perceived Durability	2.48	No	0.383	0.536	3.15	1.91	2.91	1.87	No	0.761	0.383	2.60	2.37	0.06	0.0036	0.04
7. Advertisement of the brand	1.00	-	No Anova		1.00	1.00	1.00	1.00		No Anova		1.00	1.00	No M.C.A.		
8. Peer Group Influence	3.12	No	0.045	0.833	3.99	3.46	2.81	2.33	Yes	72.309	0.000	3.76	2.56	0.38	0.1444	0.36
9. Aspirational Influence	1.04	Yes	7.632	0.006	1.00	1.00	1.00	1.14	-	6.996	0.008	1.00	1.07	0.13	0.0169	0.12
10. Family Influence	1.07	No	0.085	0.771	1.00	1.00	1.12	1.13	Yes	30.260	0.000	1.00	1.12	0.25	0.0625	0.25
11. Dealer/Retailer Influence	1.29	Yes	64.993	0.000	1.06	1.38	1.57	1.17	-	13.868	0.000	1.20	1.36	0.16	0.0256	0.16
12. Prior Experience of brand	1.00	-	No Anova		1.00	1.00	1.00	1.00		No Anova		1.00	1.00	No M.C.A.		

TABLE 6.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)		Parameter Estimation (Mean)		Degree of Association			Multiple R	Multiple R Squared
		F Cal.	Signif of F	Rural	Urban	Eta Squared	Eta Squared	Beta		
b. Entertainment Class (with 1,463 deg. of freedom)										
1. Influence of Price	-	13.995	0.000	2.14	2.01	0.06	0.0036	0.08	0.28	0.079
2. Easy Availability	-	13.995	0.000	1.00	1.05	0.18	0.0324	0.17	0.23	0.054
3. After Sales Service	-	24.015	0.000	1.15	1.61	0.23	0.0529	0.20	0.40	0.161
4. Looks of the brand	No	3.042	0.082	1.68	1.92	0.10	0.0100	0.09	0.34	0.114
5. Popularity	-	51.234	0.000	4.94	4.62	0.21	0.0441	0.24	0.37	0.135
6. Perceived Durability	Yes	47.946	0.000	3.03	1.88	0.31	0.0961	0.31	0.31	0.097
7. Advertisement of the brand		No Anova		1.00	1.00		No M.C.A.		No	M.C.A.
8. Peer Group Influence	Yes	13.769	0.000	3.41	2.81	0.19	0.0361	0.16	0.41	0.165
9. Aspirational Influence	-	8.826	0.003	1.00	1.08	0.14	0.0196	0.13	0.19	0.035
10. Family Influence	No	0.098	0.754	1.06	1.08	0.03	0.0009	0.01	0.25	0.062
11. Dealer/Retailer Influence	-	2.164	0.142	1.31	1.26	0.05	0.0025	0.06	0.17	0.028
12. Prior Experience of brand		No Anova		1.00	1.00		No M.C.A.		No	M.C.A.

TABLE 6.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-action Effect	Anova Stat. for Inter-action Effect			Parameter Estimation (Mean)				Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association	
			F	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban	F		Signif of F	Guj.	Ker.	Eta Squared	Beta	
c. Personal Effects/Use Class (with 1,514 deg.of freedom)																
1. Influence of Price	1.40	Yes	109.565	0.000	1.00	1.00	2.55	1.03	-	132.479	0.000	1.00	1.80	0.37	0.1369	0.38
2. Easy Availability	1.05	Yes	14.501	0.000	1.00	1.00	1.00	1.18	-	13.724	0.000	1.00	1.09	0.16	0.0256	0.16
3. After Sales Service	1.05	Yes	14.701	0.000	1.00	1.00	1.21	1.00	-	15.534	0.000	1.00	1.11	0.16	0.0256	0.17
4. Looks of the brand	1.25	Yes	4.906	0.027	1.11	1.00	1.60	1.28	-	61.978	0.000	1.05	1.44	0.32	0.1024	0.32
5. Popularity	4.74	No	1.095	0.296	4.68	5.00	4.58	4.72	Yes	5.299	0.022	4.84	4.65	0.10	0.0100	0.10
6. Perceived Durability	2.19	No	3.804	0.052	2.51	1.74	2.34	2.13	No	0.488	0.485	2.14	2.24	0.03	0.0009	0.03
7. Advertisement of the brand	1.00		No Anova		1.00	1.00	1.00	1.00		No Anova		1.00	1.00	No M.C.A.		
8. Peer Group Influence	1.67	Yes	10.972	0.001	1.98	1.00	2.62	1.00	-	11.593	0.001	1.51	1.82	0.12	0.0144	0.12
9. Aspirational Influence	1.01	Yes	8.383	0.004	1.00	1.00	1.00	1.02	-	7.934	0.005	1.00	1.01	0.12	0.0144	0.12
10. Family Influence	1.13	No	3.066	0.081	1.09	1.00	1.31	1.10	Yes	21.867	0.000	1.05	1.21	0.20	0.0400	0.20
11. Dealer/Retailer Influence	1.43	Yes	91.391	0.001	1.17	1.00	2.37	1.14	-	154.389	0.000	1.09	1.76	0.40	0.1600	0.41
12. Prior Experience of brand	1.00		No Anova		1.00	1.00	1.00	1.00		No Anova		1.00	1.00	No M.C.A.		

TABLE 6.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)	Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared	
			Rural	Urban	Eta Squared	Beta			
c. Personal Effects/Use Class (with 1,514 deg. of freedom)									
1. Influence of Price	-	113.198	0.000	1.77	1.01	0.36	0.1296	0.36	0.272
2. Easy Availability	-	14.982	0.000	1.00	1.09	0.17	0.0289	0.16	0.052
3. After Sales Service	-	15.189	0.000	1.11	1.00	0.16	0.0256	0.16	0.054
4. Looks of the brand	-	19.167	0.000	1.35	1.14	0.17	0.0289	0.18	0.134
5. Popularity	Yes	7.768	0.006	4.63	4.86	0.12	0.0144	0.12	0.024
6. Perceived Durability	Yes	11.017	0.001	2.43	1.94	0.14	0.0196	0.14	0.022
7. Advertisement of the brand		No Anova		1.00	1.00	No M.C.A.		No M.C.A.	
8. Peer Group Influence	-	182.589	0.000	2.30	1.00	0.50	0.2500	0.50	0.269
9. Aspirational Influence	-	8.661	0.003	1.00	1.01	0.13	0.0169	0.13	0.031
10. Family Influence	Yes	19.135	0.000	1.20	1.05	0.18	0.0324	0.19	0.072
11. Dealer/Retailer Influence	-	164.435	0.000	1.77	1.07	0.42	0.1764	0.42	0.341
12. Prior Experience of brand		No Anova		1.00	1.00	No M.C.A.		No M.C.A.	

TABLE 6.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-action Effect	Anova Stat. for Inter-action Effect		Parameter Estimation (Mean)			Main Effect (State)		Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association	
			F Cal.	Signif of F	Guj. Rural	Guj. Urban	Ker. Urban			F Cal.	Signif of F	Guj. Ker.		Eta Squared	Beta
c. Home & Kitchen Appliances (with 1,506 deg. of freedom)															
1. Influence of Price	1.25	Yes	41.181	0.000	1.03	1.00	1.96	1.10	-	59.599	0.000	1.01	1.50	0.30	0.0900
2. Easy Availability	1.05	Yes	43.551	0.000	1.00	1.00	1.00	1.19	-	46.642	0.000	1.00	1.10	0.28	0.0784
3. After Sales Service	1.19	Yes	14.643	0.000	1.00	1.23	1.29	1.25	-	19.054	0.000	1.11	1.27	0.19	0.0361
4. Looks of the brand	1.40	Yes	113.348	0.000	1.79	1.13	1.18	1.46	-	7.872	0.005	1.46	1.33	0.12	0.0144
5. Popularity	4.40	No	1.993	0.114	4.46	4.49	4.25	4.38	Yes	4.547	0.033	4.47	4.32	0.09	0.0081
6. Perceived Durability	1.61	No	1.169	0.280	1.53	1.52	1.82	1.58	No	2.779	0.096	1.52	1.70	-	-
7. Advertisement of the brand	1.01	Yes	5.979	0.015	1.00	1.00	1.00	1.03	-	6.403	0.012	1.00	1.01	0.11	0.0121
8. Peer Group Influence	1.88	Yes	81.716	0.000	1.70	1.49	3.19	1.31	-	46.618	0.000	1.60	2.19	0.24	0.0576
9. Aspirational Influence	1.00		No Anova		1.00	1.00	1.00	1.00		No Anova		1.00	1.00	No M.C.A.	
10. Family Influence	1.42	Yes	10.210	0.001	1.35	1.41	1.59	1.36	-	4.053	0.045	1.38	1.47	0.09	0.0081
11. Dealer/Retailer Influence	1.39	Yes	13.668	0.000	1.27	1.45	1.53	1.32	-	1.335	0.248	1.36	1.42	0.05	0.0025
12. Prior Experience of brand	1.04	No	0.338	0.561	1.00	1.07	1.02	1.07	No	0.530	0.467	1.04	1.05	0.04	0.0016

TABLE 6.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)		Parameter Estimation (Mean)			Degree of Association		Multiple R	Multiple R Squared
		F Cal.	Signif of F	Rural	Urban	Eta	Eta Squared	Beta		
d. Home & Kitchen Appliances (with 1,506 deg. of freedom)										
1. Influence of Price	-	42.776	0.000	1.46	1.05	0.25	0.0625	0.26	0.39	0.153
2. Easy Availability	-	39.777	0.000	1.00	1.10	0.26	0.0676	0.25	0.37	0.140
3. After Sales Service	-	8.283	0.000	1.13	1.24	0.13	0.0169	0.12	0.23	0.051
4. Looks of the brand	-	23.335	0.000	1.51	1.29	0.19	0.0361	0.19	0.22	0.049
5. Popularity	No	1.055	0.305	4.36	4.43	0.04	0.0016	0.05	0.10	0.011
6. Perceived Durability	No	1.220	0.270	1.66	1.55	-	-	-	-	-
7. Advertisement of the brand	-	5.461	0.020	1.00	1.01	0.11	0.0121	0.10	0.15	0.023
8. Peer Group Influence	-	121.014	0.000	2.39	1.40	0.39	0.1521	0.40	0.47	0.217
9. Aspirational Influence	-	No Anova		1.00	1.00		No M.C.A.		No M.C.A.	
10. Family Influence	-	3.314	0.069	1.46	1.38	0.08	0.0064	0.08	0.12	0.014
11. Dealer/Retailer Influence	-	0.004	0.951	1.39	1.39	0.00	0.0000	0.00	0.05	0.003
12. Prior Experience of brand	Yes	19.442	0.000	1.01	1.07	0.19	0.0361	0.19	0.19	0.038

TABLE 6.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Interaction Effect	Anova Stat. for Interaction Effect		Parameter Estimation (Mean)				Main Effect (State)		Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association		
			F	Signif. of F	Guj. Rural	Ker. Urban	Guj. Rural	Ker. Urban			F	Signif. of F	Guj. Rural	Ker. Urban	Eta Squared	Eta	Beta
e) White Goods (with 1,353 deg. of freedom)																	
1. Influence of Price	1.75	Yes	38.705	0.000	1.93	1.34	1.49	2.17	-		14.607	0.000	1.60	1.96	0.18	0.0324	0.19
2. Easy Availability	1.03	No	0.029	0.864	1.00	1.05	1.00	1.06	No		0.052	0.820	1.03	1.04	0.03	0.0009	0.01
3. After Sales Service	2.03	Yes	40.385	0.000	1.12	1.45	3.79	2.74	-		295.768	0.000	1.30	3.07	0.65	0.4225	0.66
4. Looks of the brand	2.22	Yes	17.742	0.000	2.47	1.56	2.42	2.69	-		41.371	0.000	1.96	2.60	0.29	0.0841	0.31
5. Popularity	4.85	Yes	5.566	0.019	4.85	4.84	5.00	4.79	-		0.367	0.545	4.84	4.86	0.02	0.0004	0.03
6. Perceived Durability	2.05	Yes	117.730	0.001	3.03	1.27	2.52	1.86	-		1.649	0.200	2.04	2.07	0.01	0.0001	0.06
7. Advertisement of the brand	1.03	Yes	48.423	0.000	1.00	1.00	1.19	1.03	-		62.500	0.000	1.00	1.08	0.33	0.1089	0.36
8. Peer Group Influence	2.54	Yes	31.648	0.000	3.34	2.67	1.42	2.19	-		64.988	0.000	2.96	1.95	0.39	0.1521	0.38
9. Aspirational Influence	1.54	Yes	21.602	0.000	1.39	1.89	1.46	1.30	-		26.147	0.000	1.67	1.35	0.23	0.0529	0.25
10. Family Influence	1.15	Yes	48.679	0.000	1.00	1.15	1.42	1.16	-		30.289	0.000	1.09	1.24	0.27	0.0729	0.27
11. Dealer/Retailer Influence	1.26	Yes	14.543	0.000	1.00	1.62	1.08	1.18	-		15.179	0.000	1.35	1.15	0.15	0.0225	0.19
12. Prior Experience of brand	1.02	Yes	65.680	0.000	1.00	1.00	1.15	1.00	-		37.108	0.000	1.00	1.05	0.24	0.0576	0.28

TABLE 6.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)		Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared
		F Cal.	Signif of F	Rural	Urban	Eta Squared	Beta		
e) White Goods (with 1,353 deg. of freedom)	-								
1. Influence of Price	-	1.309	0.253	1.79	1.72	0.03	0.0009	0.06	0.037
2. Easy Availability	Yes	10.212	0.002	1.00	1.06	0.17	0.0289	0.17	0.029
3. After Sales Service	-	3.432	0.065	2.01	2.04	0.01	0.0001	0.07	0.429
4. Looks of the brand	-	17.742	0.000	2.45	2.08	0.16	0.0256	0.02	0.123
5. Popularity	-	4.204	0.041	4.90	4.82	0.10	0.0100	0.11	0.012
6. Perceived Durability	-	74.265	0.000	2.86	1.54	0.41	0.1681	0.41	0.169
7. Advertisement of the brand	-	29.605	0.000	1.06	1.01	0.20	0.0400	0.25	0.171
8. Peer Group Influence	-	0.961	0.328	2.70	2.45	0.09	0.0081	0.05	0.152
9. Aspirational Influence	-	12.920	0.000	1.41	1.62	0.15	0.0225	0.18	0.085
10. Family Influence	-	0.014	0.906	1.14	1.16	0.03	0.0009	0.01	0.071
11. Dealer/Retailer Influence	-	42.259	0.000	1.03	1.42	0.30	0.0900	0.32	0.124
12. Prior Experience of brand	-	40.260	0.000	1.05	1.00	0.25	0.0625	0.29	0.141

TABLE 6.3

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
a. Transportation Class (with 2,308 deg. of freedom)												
1. Utility Value Influence		No One-way		5.0000	5.0000	5.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
2. Influence of Price	17.9316	0.0000	Reject	1.8447	1.0000	1.2537	1.5578	0.0000	0.6335	0.1535	0.0000	0.0547
3. Peer Group Influence	9.8521	0.0001	Reject	2.7476	2.0743	2.3694	1.2581	0.7152	0.9398	0.1240	0.0831	0.0812
4. Normative Influence	9.5217	0.0001	Reject	2.4660	1.9122	2.3507	0.9581	0.7373	0.8541	0.0944	0.0857	0.0738
5. Aspirational Influence	33.8267	0.0000	Reject	1.7573	1.4324	1.1493	0.6637	0.7038	0.3577	0.0654	0.0818	0.0309
6. Family Influence	12.1431	0.0000	Reject	1.0000	1.1689	1.2537	0.0000	0.2381	0.5743	0.0000	0.0277	0.0496
b. Entertainment Class (with 2,463 deg. of freedom)												
1. Utility Value Influence	5.5731	0.0040	Reject	4.9569	5.0000	5.0000	0.2035	0.0000	0.0000	0.0134	0.0000	0.0000
2. Influence of Price	79.5632	0.0000	Reject	2.2284	1.0083	1.1163	1.4368	0.0913	0.3218	0.0943	0.0083	0.0283
3. Peer Group Influence	22.0731	0.0000	Reject	2.7306	2.7542	2.0465	0.9690	1.2452	0.8325	0.0636	0.1137	0.0733
4. Normative Influence	0.3212	0.7255	Accept	2.0065	1.9458	2.0465	0.9252	0.8496	1.2239	0.0607	0.0776	0.1078
5. Aspirational Influence	35.5942	0.0000	Reject	1.4483	1.3500	1.0000	0.5049	0.6817	0.0000	0.0331	0.0622	0.0000
6. Family Influence	13.5798	0.0000	Reject	1.3750	1.0458	1.2171	0.6168	0.1449	0.7067	0.0405	0.0132	0.0622

TABLE 6.3 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Intervals for Means			Multiple Range Test : Scheffe's Procedure - Pairs of Groups Significantly Different at .05 level
	Low	Middle	High	
a. Transportation Class (With 2,308 deg.of freedom)				
1. Utility Value Influence	5.0000 - 5.0000	5.0000 - 5.0000	5.0000 - 5.0000	No One-Way
2. Influence of Price	1.5402 - 2.1491	1.0000 - 1.0000	1.1455 - 1.3620	a) Low-Middle b) Low-High.
3. Peer Group Influence	2.5017 - 2.9934	1.9086 - 2.2400	2.2088 - 2.5300	a) Low-Middle b) Low-High.
4. Normative Influence	2.2788 - 2.6533	1.7414 - 2.0830	2.2048 - 2.4967	a) Low-Middle b) Middle-High.
5. Aspirational Influence	1.6276 - 1.8870	1.2694 - 1.5955	1.0881 - 1.2104	a) Low-Middle, b) Low-High, c) Middle-High.
6. Family Influence	1.0000 - 1.0000	1.1138 - 1.2241	1.1556 - 1.3519	a) Low-Middle b) Low-High.
b. Entertainment Class (With 2,463 deg.of freedom)				
1. Utility Value Influence	4.9306 - 4.9832	5.0000 - 5.0000	5.0000 - 5.0000	a) Low-Middle b) Low-High.
2. Influence of Price	2.0426 - 2.4143	0.9918 - 1.0248	1.0602 - 1.1723	a) Low-Middle b) Low-High.
3. Peer Group Influence	2.6053 - 2.8560	2.5291 - 2.9792	1.9015 - 2.1916	a) Low-High, b) Middle-High.
4. Normative Influence	1.8868 - 2.1261	1.7293 - 2.0994	1.8333 - 2.2597	No two groups significantly different
5. Aspirational Influence	1.3830 - 1.5136	1.2268 - 1.4732	1.0000 - 1.0000	a) Low-High, b) Middle-High.
6. Family Influence	1.2952 - 1.4548	1.0196 - 1.0720	1.0939 - 1.3402	a) Low-Middle b) Low-High.

TABLE 6.3 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
c. Personal Effects/Use Class (with 2,517 deg. of freedom)												
1. Utility Value Influence	17.0897	0.0000	Reject	5.0000	4.9962	4.9516	0.0000	0.0437	0.1483	0.0000	0.0038	0.0119
2. Influence of Price	69.4148	0.0000	Reject	1.9138	1.0000	1.0000	1.3106	0.0000	0.0000	0.0860	0.0000	0.0000
3. Peer Group Influence	68.1611	0.0000	Reject	1.9784	1.2913	1.0677	1.1105	0.5556	0.1717	0.0729	0.0485	0.0138
4. Normative Influence	35.6018	0.0000	Reject	1.9116	1.3422	1.3301	1.0638	0.4031	0.4018	0.0698	0.0352	0.0323
5. Aspirational Influence	10.8326	0.0000	Reject	1.1961	1.0356	1.0419	0.5537	0.1034	0.1390	0.0364	0.0090	0.0112
6. Family Influence	0.4370	0.6462	Accept	1.1466	1.1692	1.1796	0.3420	0.2455	0.4412	0.0225	0.0214	0.0354
d. Home & Kitchen Appliances (with 2,507 deg. of freedom)												
1. Utility Value Influence	6.5129	0.0016	Reject	4.9894	5.0000	5.0000	0.0504	0.0000	0.0000	0.0035	0.0000	0.0000
2. Influence of Price	57.3308	0.0000	Reject	1.4648	1.0000	1.0000	0.7476	0.0000	0.0000	0.0512	0.0000	0.0000
3. Peer Group Influence	125.1147	0.0000	Reject	2.2692	1.4393	1.1608	0.9834	0.5824	0.1870	0.0674	0.0507	0.0146
4. Normative Influence	8.8639	0.0002	Reject	1.6753	1.5644	1.4584	0.5974	0.4136	0.4111	0.0409	0.0360	0.0320
5. Aspirational Influence	73.9714	0.0000	Reject	1.2660	1.0051	1.0000	0.3708	0.0580	0.0000	0.0254	0.0051	0.0000
6. Family Influence	4.7422	0.0091	Reject	1.1045	1.1718	1.0993	0.1971	0.2479	0.2362	0.0135	0.0216	0.0184

TABLE 6.3 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Intervals for Means			Multiple Range Test : Scheffe's Procedure - Pairs of Groups Significantly Different at .05 level
	Low	Middle	High	
c. Personal Effects/Use Class (with 2,517 deg. of freedom)				
1. Utility Value Influence	5.0000 - 5.0000	4.9886 - 5.0037	4.9281 - 4.9751	a) Low-High, b) Middle-High.
2. Influence of Price	1.7443 - 2.0833	1.0000 - 1.0000	1.0000 - 1.0000	a) Low-Middle, b) Low-High.
3. Peer Group Influence	1.8348 - 2.1221	1.1953 - 1.3874	1.0405 - 1.0950	a) Low-Middle, b) Low-High.
4. Normative Influence	1.7740 - 2.0493	1.2726 - 1.4119	1.2664 - 1.3939	a) Low-Middle, b) Low-High.
5. Aspirational Influence	1.1245 - 1.2677	1.0178 - 1.0535	1.0199 - 1.0640	a) Low-Middle, b) Low-High.
6. Family Influence	1.1023 - 1.1908	1.1268 - 1.2116	1.1096 - 1.2496	No two groups significantly different.
d. Home & Kitchen Appliances (with 2,507 deg. of freedom)				
1. Utility Value Influence	4.9826 - 4.9962	5.0000 - 5.0000	5.0000 - 5.0000	a) Low-Middle, b) Low-High.
2. Influence of Price	1.3638 - 1.5658	1.0000 - 1.0000	1.0000 - 1.0000	a) Low-Middle, b) Low-High.
3. Peer Group Influence	2.1363 - 2.4020	1.3391 - 1.5396	1.1320 - 1.1895	a) Low-Middle, b) Low-High, c) Middle-High.
4. Normative Influence	1.5946 - 1.7560	1.4392 - 1.6357	1.3952 - 1.5216	a) Low-High.
5. Aspirational Influence	1.2160 - 1.3161	0.9951 - 1.0150	1.0000 - 1.0000	a) Low-Middle, b) Low-High.
6. Family Influence	1.0778 - 1.1311	1.1291 - 1.2144	1.0630 - 1.1356	a) Low-Middle, b) Middle-High.

TABLE 6.3 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
e) White Goods (with 2,354 deg. of freedom)												
1. Utility Value Influence	9.8168	0.0001	Reject	4.9471	4.7126	4.8960	0.1548	0.6719	0.2099	0.0168	0.0650	0.0163
2. Influence of Price	7.1245	0.0009	Reject	1.5529	1.2290	1.2561	1.0635	0.4304	0.4858	0.1154	0.0416	0.0378
3. Peer Group Influence	16.9297	0.0000	Reject	3.2176	2.4798	2.3651	1.1914	1.2187	1.0292	0.1292	0.1178	0.0801
4. Normative Influence	9.8100	0.0001	Reject	3.3353	2.9026	2.8646	0.6191	0.8673	0.8987	0.0671	0.0838	0.0700
5. Aspirational Influence	25.6237	0.0000	Reject	2.3471	2.1316	1.6005	1.0294	0.9768	0.6326	0.1117	0.0944	0.0492
6. Family Influence	19.9915	0.0000	Reject	1.0000	1.1822	1.3918	0.0000	0.3660	0.6341	0.0000	0.0354	0.0494

TABLE 6.3 (contd.)
 ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BUYING DECISIONS IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Intervals for Means			Multiple Range Test : Scheffe's Procedure - Pairs of Groups Significantly Different at .05 level
	Low	Middle	High	
e) White Goods (with 2,354 deg. of freedom)				
1. Utility Value Influence	4.9137 - 4.9804	4.5838 - 4.8414	4.8638 - 4.9283	a) Low-Middle, b) Middle-High.
2. Influence of Price	1.3235 - 1.7823	1.1465 - 1.3115	1.1814 - 1.3307	a) Low-Middle, b) Low-High.
3. Peer Group Influence	2.9607 - 3.4746	2.2462 - 2.7133	2.2069 - 2.5233	a) Low-Middle, b) Low-High.
4. Normative Influence	3.2018 - 3.4688	2.7364 - 3.0689	2.7264 - 3.0027	a) Low-Middle, b) Low-High.
5. Aspirational Influence	2.1250 - 2.5691	1.9444 - 2.3188	1.5033 - 1.6977	a) Low-High, b) Middle-High.
6. Family Influence	1.0000 - 1.0000	1.1121 - 1.2524	1.2944 - 1.4893	a) Low-Middle, b) Low-High, c) Middle-High.

TABLE 6.4
ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One-Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
a. Transportation Class (with 2,308 deg. of freedom)												
1. Influence of Price	20.2776	0.0000	Reject	2.6602	1.5811	1.8358	1.3971	1.1821	1.0981	0.1377	0.1374	0.0949
2. Easy Availability	10.2254	0.0000	Reject	1.0000	1.0000	1.0522	0.0000	0.0000	0.1535	0.0000	0.0000	0.0133
3. After Sales Service	13.5477	0.0000	Reject	2.8350	3.3108	3.9254	1.9051	1.6317	1.3300	0.1877	0.1897	0.1149
4. Looks of the brand	9.2457	0.0000	Reject	1.3945	1.3243	1.8358	1.1351	0.9379	0.9435	0.1118	0.1090	0.0815
5. Popularity	25.8081	0.0000	Reject	4.8252	4.1689	5.0000	0.5131	1.5511	0.0000	0.0506	0.1803	0.0000
6. Perceived Durability	16.1514	0.0000	Reject	3.7184	2.1892	2.7090	1.8756	1.6190	1.9575	0.1848	0.1882	0.1691
7. Advertisement of the brand	No One-Way			1.0000	1.0000	1.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
8. Peer Group Influence	17.8762	0.0000	Reject	3.7282	2.6351	1.4871	1.2142	1.6926	1.4871	0.1196	0.1968	0.1285
9. Aspirational Influence -	9.9467	0.0001	Reject	1.0874	1.1486	1.0000	0.2838	0.3582	0.0000	0.0280	0.0416	0.0000
10. Family Influence	10.0526	0.0001	Reject	1.0000	1.1486	1.2127	0.0000	0.3582	0.4881	0.0000	0.0416	0.0422
11. Dealer/Retailer Influence	3.7468	0.0247	Reject	1.2718	1.1892	1.4552	0.8540	0.3943	0.7521	0.0841	0.0458	0.0650
12. Prior Experience of brand	No One-Way			1.0000	1.0000	1.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000

TABLE 6.4 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Intervals For Mean			Multiple Range Test : Scheffe's Procedure - Pairs of Groups Significantly different at the .05 Level
	Low	Middle	High	
a. Transportation Class (with 2,308 deg. of freedom)				
1. Influence of Price	2.3871 - 2.9333	1.3072 - 1.8550	1.6482 - 2.0235	a) Low-Middle, b) Low-High.
2. Easy Availability	1.0000 - 1.0000	1.0000 - 1.0000	1.0260 - 1.0785	a) Low-High, b) Middle-High.
3. After Sales Service	2.4626 - 3.2073	2.9328 - 3.6888	3.6981 - 4.1526	a) Low-High, b) Middle-High.
4. Looks of the brand	1.1277 - 1.5714	1.1070 - 1.5416	1.6746 - 1.9970	a) Low-High, b) Middle-High.
5. Popularity	4.7250 - 4.9255	3.8096 - 4.5283	5.0000 - 5.0000	a) Low-Middle, b) Middle-High.
6. Perceived Durability	3.3519 - 4.0850	1.8141 - 2.5643	2.3745 - 3.0434	a) Low-Middle, b) Low-High.
7. Advertisement of the brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0000 - 1.0000	No One-way.
8. Peer Group Influence	3.4908 - 3.9655	2.2430 - 3.0273	2.4511 - 2.9593	a) Low-Middle, b) Low-High.
9. Aspirational Influence	1.0330 - 1.1428	1.0677 - 1.2316	1.0000 - 1.0000	a) Low-High, b) Middle-High.
10. Family Influence	1.0000 - 1.0000	1.0657 - 1.2316	1.1293 - 1.2961	a) Low-Middle, b) Low-High.
11. Dealer/Retailer Influence	1.1049 - 1.4387	1.0978 - 1.2805	1.3267 - 1.5837	a) Middle-High.
12. Prior Experience of brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0000 - 1.0000	No One-way.

TABLE 6.4 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One-Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
b. Entertainment Class (with 2,464 deg. of freedom)												
1. Influence of Price	127.0982	0.0000	Reject	2.8234	1.6833	1.1783	1.2608	0.8299	0.3843	0.0854	0.0758	0.0338
2. Easy Availability	15.4923	0.0000	Reject	1.0000	1.0083	1.0853	0.0000	0.0913	0.2586	0.0000	0.0083	0.0228
3. After Sales Service	8.2593	0.0003	Reject	1.5436	1.0917	1.3333	1.2291	0.2898	0.9382	0.0832	0.0265	0.0826
4. Looks of the brand	2.2407	0.1075	Accept	1.8303	1.6083	1.9147	1.1505	1.1617	1.2642	0.0779	0.1060	0.1113
5. Popularity	21.3045	0.0000	Reject	4.8784	4.4167	4.9690	0.4631	1.2872	0.1211	0.0314	0.1175	0.0107
6. Perceived Durability	19.4852	0.0000	Reject	3.0229	1.9417	2.0465	1.9235	1.6967	1.5866	0.1303	0.1549	0.1397
7. Advertisement of the brand	No One-Way			1.0000	1.0000	1.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
8. Peer Group Influence	152.7742	0.0000	Reject	4.0000	3.1583	1.5891	1.1134	1.6841	0.9238	0.0754	0.1537	0.0813
9. Aspirational Influence	9.0394	0.0001	Reject	1.0000	1.0167	1.1240	0.0000	0.1826	0.4842	0.0000	0.0167	0.0426
10. Family Influence	47.6006	0.0000	Reject	1.0000	1.0083	1.2326	0.0000	0.0913	0.4241	0.0000	0.0083	0.0373
11. Dealer/Retailer Influence	8.6343	0.0002	Reject	1.3876	1.2333	1.1628	0.5780	0.4247	0.4684	0.0391	0.0388	0.0412
12. Prior Experience of brand	No One-Way			1.0000	1.0000	1.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000

TABLE 6.4 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Intervals For Mean			Multiple Range Test : Scheffe's Procedure - Pairs of Groups Significantly different at the .05 Level
	Low	Middle	High	
b. Entertainment Class (with 2,464 deg. of freedom)				
1. Influence of Price	2.6551 - 2.9917	1.5333 - 1.8334	1.1114 - 1.2452	a) Low-Middle, b) Low-High, c) Middle-High.
2. Easy Availability	1.0000 - 1.0000	0.9918 - 1.0248	1.0402 - 1.1303	a) Low-High, b) Middle-High.
3. After Sales Service	1.3795 - 1.7077	1.0393 - 1.1440	1.1699 - 1.4968	a) Low-Middle.
4. Looks of the brand	1.6767 - 1.9839	1.3984 - 1.8183	1.6495 - 2.1350	No two groups significantly different.
5. Popularity	4.8166 - 4.9403	4.0184 - 4.6493	4.9479 - 4.9901	a) Low-High, b) Middle-High.
6. Perceived Durability	2.7662 - 3.2797	1.6350 - 2.2484	1.7701 - 2.3229	a) Low-Middle, b) Low-High.
7. Advertisement of the brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0000 - 1.0000	No One-way.
8. Peer Group Influence	3.8514 - 4.1468	2.8539 - 3.4627	1.4282 - 1.7501	a) Low-Middle, b) Low-High, c) Middle-High.
9. Aspirational Influence	1.0000 - 1.0000	0.9837 - 1.0497	1.0397 - 1.2084	a) Low-High, b) Middle-High.
10. Family Influence	1.0000 - 1.0000	0.9918 - 1.0248	1.1587 - 1.3064	a) Low-High, b) Middle-High.
11. Dealer/Retailer Influence	1.3105 - 1.4648	1.1566 - 1.3101	1.0812 - 1.2444	a) Low-Middle, b) Low-High.
12. Prior Experience of brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0000 - 1.0000	No One-way.

TABLE 6.4 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One-Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
c. Personal Effects/Use Class (with 2,515 deg. of freedom)												
1. Influence of Price	51.9118	0.0000	Reject	1.8879	1.0254	1.0000	1.4521	0.0889	0.0000	0.0953	0.0078	0.0000
2. Easy Availability	4.9656	0.0000	Reject	1.0862	1.0254	1.0000	0.4071	0.0889	0.0000	0.0267	0.0078	0.0000
3. After Sales Service	9.1303	0.0001	Reject	1.1207	1.0000	1.0000	0.4773	0.0000	0.0000	0.0313	0.0000	0.0000
4. Looks of the brand	15.4699	0.0000	Reject	1.2888	1.0153	1.3935	0.6435	0.1747	0.7185	0.0422	0.0153	0.0577
5. Popularity	0.3818	0.6828	Accept	4.7586	4.6794	4.7677	0.9546	0.9304	0.9385	0.0627	0.0813	0.0754
6. Perceived Durability	29.7151	0.0000	Reject	2.7845	1.8295	1.6065	1.9264	1.4011	1.1481	0.1265	0.1224	0.0922
7. Advertisement of the brand	No One-Way			1.0000	1.0000	1.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
8. Peer Group Influence	68.3799	0.0000	Reject	2.3233	1.2494	1.0452	1.6340	0.7236	0.1438	0.1073	0.0632	0.0115
9. Aspirational Influence	9.8203	0.0001	Reject	1.0000	1.0000	1.0172	0.0000	0.0000	0.0740	0.0000	0.0000	0.0059
10. Family Influence	22.3407	0.0000	Reject	1.0000	1.2201	1.2430	0.0000	0.3296	0.6553	0.0000	0.0288	0.0526
11. Dealer/Retailer Influence	28.6890	0.0000	Reject	1.7263	1.2176	1.1742	1.1298	0.3002	0.3630	0.0742	0.0262	0.0292
12. Prior Experience of brand	No One-Way			1.0000	1.0000	1.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000

TABLE 6.4 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Intervals For Mean			Multiple Range Test : Scheffe's Procedure - Pairs of Groups Significantly different at the .05 Level
	Low	Middle	High	
c. Personal Effects/Use Class (with 2,515 deg. of freedom)				
1. Influence of Price	1.7001 - 2.0758	1.0101 - 1.0408	1.0000 - 1.0000	a) Low-Middle, b) Low-High.
2. Easy Availability	1.0336 - 1.1389	1.0101 - 1.0408	1.0000 - 1.0000	a) Low-High.
3. After Sales Service	1.0590 - 1.1824	1.0000 - 1.0000	1.0000 - 1.0000	a) Low-Middle, b) Low-High.
4. Looks of the brand	1.2050 - 1.3720	0.9851 - 1.0455	1.2795 - 1.5076	a) Low-Middle, b) Middle-High.
5. Popularity	4.6351 - 4.8821	4.5186 - 4.8402	4.6188 - 4.9167	No two groups significantly different.
6. Perceived Durability	5.5353 - 3.0337	1.5873 - 2.0717	1.4243 - 1.7886	a) Low-Middle, b) Low-High.
7. Advertisement of the brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0000 - 1.0000	No One-way.
8. Peer Group Influence	2.1119 - 2.5346	1.1243 - 1.3744	1.0223 - 1.0680	a) Low-Middle, b) Low-High.
9. Aspirational Influence	1.0000 - 1.0000	1.0000 - 1.0000	1.0055 - 1.0289	a) Low-High, b) Middle-High.
10. Family Influence	1.0000 - 1.0000	1.1631 - 1.2771	1.1390 - 1.3470	a) Low-Middle, b) Low-High.
11. Dealer/Retailer Influence	1.5801 - 1.8724	1.1657 - 1.2694	1.1166 - 1.2318	a) Low-Middle, b) Low-High.
12. Prior Experience of brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0000 - 1.0000	No One-way.

TABLE 6.4 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One-Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
d. Home & Kitchen Appliances (with 2,507 deg. of freedom)												
1. Influence of Price	28.9499	0.0000	Reject	1.5563	1.0211	1.0242	1.2043	0.0703	0.0799	0.0825	0.0061	0.0062
2. Easy Availability	10.6081	0.0000	Reject	1.0900	1.0000	1.0364	0.2473	0.0000	0.1519	0.0169	0.0000	0.0118
3. After Sales Service	51.2234	0.0000	Reject	1.0000	1.2496	1.3824	0.0000	0.4201	0.5381	0.0000	0.0366	0.0419
4. Looks of the brand	44.5671	0.0000	Reject	1.6526	1.1982	1.2312	0.5779	0.4397	0.4843	0.0396	0.0383	0.0377
5. Popularity	4.3048	0.0140	Reject	4.4053	4.2381	4.5216	0.7499	0.7421	0.9767	0.0514	0.0646	0.0760
6. Perceived Durability	2.9225	0.0547	Accept	1.7058	1.6717	1.4218	1.2930	1.2458	0.9912	0.0886	0.1084	0.0772
7. Advertisement of the brand	6.4711	0.0017	Reject	1.0000	1.0000	1.0208	0.0000	0.0000	0.1073	0.0000	0.0000	0.0084
8. Peer Group Influence	123.3180	0.0000	Reject	2.7308	1.2862	1.2577	1.5237	0.4492	0.3932	0.1044	0.0391	0.0306
9. Aspirational Influence	No One-Way			1.0000	1.0000	1.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
10. Family Influence	5.3947	0.0048	Reject	1.4096	1.5382	1.3394	0.6138	0.4971	0.3973	0.0421	0.0433	0.0309
11. Dealer/Retailer Influence	20.5979	0.0000	Reject	1.5767	1.3299	1.1962	0.8405	0.2979	0.2875	0.0576	0.0259	0.0224
12. Prior Experience of brand	39.1739	0.0000	Reject	1.0000	1.0000	1.1267	0.0000	0.0000	0.2659	0.0000	0.0000	0.0207

TABLE 6.4 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Intervals For Mean			Multiple Range Test : Scheffe's Procedure - Pairs of Groups Significantly different at the .05 Level
	Low	Middle	High	
d. Home & Kitchen Appliances (with 2,507 deg. of freedom)				
1. Influence of Price	1.3937 - 1.7190	1.0090 - 1.0332	1.0120 - 1.0365	a) Low-Middle, b) Low-High.
2. Easy Availability	1.0566 - 1.1234	1.0000 - 1.0000	1.0130 - 1.0597	a) Low-Middle, b) Low-High.
3. After Sales Service	1.0000 - 1.0000	1.1722 - 1.3219	1.2997 - 1.4651	a) Low-Middle, b) Low-High, c) Middle-High.
4. Looks of the brand	1.5745 - 1.7306	1.1225 - 1.2739	1.1568 - 1.3057	a) Low-Middle, b) Low-High.
5. Popularity	4.3040 - 4.5066	4.1103 - 4.3659	4.3715 - 4.6718	a) Middle-High.
6. Perceived Durability	1.5311 - 1.8804	1.4572 - 1.8862	1.2695 - 1.5742	No two groups significantly different.
7. Advertisement of the brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0043 - 1.0373	a) Low-High, b) Middle-High.
8. Peer Group Influence	2.5250 - 2.9366	1.2088 - 1.3635	1.1973 - 1.3182	a) Low-Middle, b) Low-High.
9. Aspirational Influence	1.0000 - 1.0000	1.0000 - 1.0000	1.0000 - 1.0000	No One-way.
10. Family Influence	1.3267 - 1.4925	1.4526 - 1.6238	1.2783 - 1.4004	a) Middle-High.
11. Dealer/Retailer Influence	1.4632 - 1.6902	1.2716 - 1.3742	1.1520 - 1.2404	a) Low-Middle, b) Low-High.
12. Prior Experience of brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0858 - 1.1676	a) Low-High, b) Middle-High.

TABLE 6.4 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One-Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
e) White Goods (with 2,354 deg. of freedom)												
1. Influence of Price	38.3441	0.0000	Reject	2.4765	1.5794	1.4813	1.1415	1.0532	0.5488	0.1238	0.1018	0.0427
2. Easy Availability	10.0358	0.0001	Reject	1.0000	1.0000	1.0745	0.0000	0.0000	0.2300	0.0000	0.0000	0.0179
3. After Sales Service	2.7705	0.0640	Accept	1.7353	2.1308	2.1202	1.4238	1.4214	1.2157	0.1544	0.1374	0.0946
4. Looks of the brand	0.4199	0.6574	Accept	2.3176	2.1752	2.2082	1.2650	1.2642	0.9076	0.1372	0.1222	0.0707
5. Popularity	12.4826	0.0000	Reject	5.0000	4.8692	4.7579	0.0000	0.3388	0.4644	0.0000	0.0328	0.0361
6. Perceived Durability	1.6977	0.1846	Accept	2.5059	2.1822	1.8848	1.6660	1.6287	1.4925	0.1807	0.1575	0.1162
7. Advertisement of the brand	17.3129	0.0000	Reject	1.0000	1.0000	1.0712	0.0000	0.0000	0.1675	0.0000	0.0000	0.0130
8. Peer Group Influence	34.8662	0.0000	Reject	3.3176	2.7150	2.0357	0.9413	1.4828	1.0565	0.1021	0.1433	0.0823
9. Aspirational Influence	13.9566	0.0000	Reject	1.3353	1.3980	1.7320	0.5845	0.6871	0.6574	0.0634	0.0664	0.0512
10. Family Influence	12.2217	0.0000	Reject	1.2118	1.0389	1.1894	0.3730	0.1366	0.2906	0.0405	0.0132	0.0226
11. Dealer/Retailer Influence	61.3636	0.0000	Reject	1.8471	1.0592	1.0980	1.0829	0.1986	0.2024	0.1175	0.0192	0.0158
12. Prior Experience of brand	8.8259	0.0002	Reject	1.0000	1.0000	1.0424	0.0000	0.0000	0.1398	0.0000	0.0000	0.0109

TABLE 6.4 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS INFLUENCING BRAND CHOICE IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Intervals For Mean			Multiple Range Test : Scheffe's Procedure - Pairs of Groups Significantly different at the .05 Level
	Low	Middle	High	
e) White Goods (with 2,354 deg. of freedom)				
1. Influence of Price	2.2303 - 2.7227	1.3776 - 1.7813	1.3970 - 1.5657	a) Low-Middle, b) Low-High.
2. Easy Availability	1.0000 - 1.0000	1.0000 - 1.0000	1.0391 - 1.1098	a) Low-High, b) Middle-High.
3. After Sales Service	1.4282 - 2.0424	1.8584 - 2.4033	1.9333 - 2.3071	No two groups significantly different.
4. Looks of the brand	2.0448 - 2.5905	1.9329 - 2.4175	2.0686 - 2.3477	No two groups significantly different.
5. Popularity	5.0000 - 5.0000	4.8042 - 4.9341	4.6865 - 4.8292	a) Low-High.
6. Perceived Durability	1.8465 - 2.5652	1.8701 - 2.4944	1.6554 - 2.1143	No two groups significantly different.
7. Advertisement of the brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0455 - 1.0970	a) Low-High, b) Middle-High.
8. Peer Group Influence	3.1146 - 3.5207	2.4308 - 2.9992	1.8733 - 2.1981	a) Low-Middle, b) Low-High, c) Middle-High.
9. Aspirational Influence	1.2092 - 1.4614	1.2663 - 1.5297	1.6309 - 1.8330	a) Low-High, b) Middle-High.
10. Family Influence	1.1313 - 1.2922	1.0128 - 1.0651	1.1447 - 1.2341	a) Low-Middle, b) Middle-High.
11. Dealer/Retailer Influence	1.6135 - 2.0806	1.0211 - 1.0973	1.0669 - 1.1291	a) Low-Middle, b) Low-High.
12. Prior Experience of brand	1.0000 - 1.0000	1.0000 - 1.0000	1.0209 - 1.0639	a) Low-High, b) Middle-High.

TABLE 7.1

TWO WAY ANALYSIS OF VARIANCE ON OPINION OF STATUS VALUE AND NECESSITY VALUE OF PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Interaction Effect	Anova Stat. for Interaction Effect			Parameter Estimation (Mean)				Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association		
			F Cal.	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban	F Cal.		Signif of F	Guj. Ker.	Eta Square	Beta			
A. OPINION ON STATUS VALUE (with 1,528 deg.of freedom)																	
1. Transportation Class	2.43	No	0.905	0.342	2.60	2.29	2.61	2.21	No	0.568	0.451	2.44	2.41	0.03	0.0009	0.03	
2. Entertainment Class	1.81	No	2.830	0.093	2.04	1.58	2.11	1.50	No	0.012	0.914	1.81	1.81	0.00	0.0000	0.00	
3. Personal Effects/Use Class	1.67	Yes	8.007	0.005	1.75	1.48	1.96	1.49	-	10.458	0.001	1.62	1.73	0.13	0.0169	0.13	
4. Home & Kitchen Appliances	1.62	No	0.064	0.800	1.78	1.47	1.76	1.47	No	0.089	0.765	1.62	1.61	0.01	0.0001	0.01	
5. White Goods	3.73	Yes	44.165	0.000	3.79	3.58	3.68	3.88	-	9.390	0.002	3.69	3.78	0.13	0.0169	0.13	
B. OPINION ON NECESSITY VALUE (with 1,528 deg.of freedom)																	
1. Transportation Class	3.65	Yes	32.921	0.000	3.99	3.72	3.29	3.59	-	70.406	0.000	3.86	3.44	0.33	0.1089	0.33	
2. Entertainment Class	3.90	Yes	14.839	0.000	4.43	3.80	3.76	3.62	-	46.223	0.000	4.11	3.69	0.27	0.0729	0.27	
3. Personal Effects/Use Class	3.64	Yes	24.101	0.000	3.58	3.54	3.42	4.03	-	5.719	0.017	3.56	3.72	0.10	0.0100	0.10	
4. Home & Kitchen Appliances	3.57	Yes	34.626	0.000	3.51	3.88	2.85	4.05	-	12.012	0.001	3.69	3.44	0.13	0.0169	0.13	
5. White Goods	2.16	No	3.685	0.055	1.93	2.47	1.75	2.51	No	1.617	0.204	2.20	2.12	0.05	0.0025	0.05	

TABLE 7.1 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON OPINION OF STATUS VALUE AND NECESSITY VALUE OF PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Anova Stat. for Main Effect (Area)		Main Effect (Area)	Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared
	F Cal.	Signif of F		Rural	Urban	Eta Square	Beta		
A. OPINION ON STATUS VALUE (with 1,528 deg.of freedom)									
1. Transportation Class	50.933	0.000	Yes	2.60	2.25	0.30	0.0900	0.30	0.089
2. Entertainment Class	122.309	0.000	Yes	2.07	1.54	0.43	0.1849	0.43	0.188
3. Personal Effects/Use Class	108.700	0.000	-	1.86	1.49	0.41	0.1681	0.41	0.183
4. Home & Kitchen Appliances	105.177	0.000	Yes	1.77	1.47	0.41	0.1681	0.41	0.167
5. White Goods	0.055	0.815	-	3.74	3.73	0.01	0.0001	0.01	0.016
B. OPINION ON NECESSITY VALUE (with 1,528 deg.of freedom)									
1. Transportation Class	0.094	0.759	-	3.64	3.66	0.01	0.0001	0.01	0.112
2. Entertainment Class	37.968	0.000	-	4.09	3.71	0.25	0.0625	0.25	0.134
3. Personal Effects/Use Class	18.622	0.000	-	3.50	3.78	0.18	0.0324	0.18	0.042
4. Home & Kitchen Appliances	122.850	0.000	-	3.18	3.97	0.42	0.1764	0.42	0.195
5. White Goods	129.224	0.000	Yes	1.84	2.49	0.44	0.1936	0.44	0.199

TABLE 7.2

TWO WAY ANALYSIS OF VARIANCE ON SOURCES OF INFORMATION RELIED UPON IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-action Effect	Anova Stat.			Parameter Estimation (Mean)			Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association	
			F	Signif of F	Cal.	Guj.	Ker.	Urban		F	Signif of F	Guj.	Ker.	Eta Squared	Beta
a. Transportation Class (with 1,307 deg. of freedom)															
1. Peer Group	4.04	Yes	19.737	0.000		4.41	3.76	4.13	-	0.363	0.547	4.07	3.97	0.05	0.0025
2. Retailer/Dealer	4.08	No	3.968	0.047		3.86	4.22	4.48	No	0.423	0.516	4.05	4.16	0.06	0.0036
3. Television Advertisements	1.12	Yes	19.665	0.000		1.05	1.22	1.15	-	6.841	0.009	1.14	1.06	0.13	0.0169
4. Radio Advertisements	1.05	Yes	6.823	0.009		1.13	1.00	1.00	-	4.730	0.030	1.06	1.00	0.14	0.0196
5. Advertisements on Print Media	1.69	No	0.333	0.565		1.21	1.61	2.56	Yes	77.757	0.000	1.42	2.36	0.45	0.2025
b. Entertainment Class (with 1,463 deg. of freedom)															
1. Peer Group	3.92	No	0.044	0.834		4.52	4.21	3.67	Yes	60.032	0.000	4.38	3.54	0.34	0.1156
2. Retailer/Dealer	3.79	Yes	4.950	0.027		3.88	3.81	4.01	-	0.681	0.410	3.85	3.74	0.04	0.0016
3. Television Advertisements	1.00	No	Anova			1.00	1.00	1.00	No	Anova		1.00	1.00	No	M. C. A.
4. Radio Advertisements	1.41	Yes	7.305	0.007		1.43	1.31	1.35	-	1.024	0.312	1.38	1.43	0.05	0.0025
5. Advertisements on Print Media	1.79	Yes	4.630	0.032		1.00	1.00	2.32	-	554.070	0.000	1.00	2.45	0.73	0.5329
c. Personal Effects/Use (with 1,514 deg. of freedom)															
1. Peer Group	2.12	No	0.953	0.329		2.09	1.42	2.92	Yes	30.805	0.000	1.77	2.46	0.23	0.0529
2. Retailer/Dealer	3.67	Yes	7.126	0.008		4.63	3.95	3.68	-	118.845	0.000	4.31	3.04	0.41	0.1681
3. Television Advertisements	1.01	Yes	14.701	0.000		1.00	1.00	1.05	-	15.534	0.000	1.00	1.03	0.16	0.0256
4. Radio Advertisements	1.17	Yes	53.725	0.000		1.41	1.00	1.00	-	3.583	0.059	1.21	1.13	0.08	0.0064
5. Advertisements on Print Media	1.35	Yes	11.555	0.001		1.03	1.04	1.52	-	211.789	0.000	1.04	1.66	0.53	0.2809

TABLE 7.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON SOURCES OF INFORMATION RELIED UPON IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)	Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared	
			F Cal.	Signif of F	Rural	Urban			Eta Squared
a. Transportation Class (with 1,307 deg. of freedom)									
1. Peer Group	-	10.907	0.001	4.24	3.88	0.18	0.0324	0.18	0.034
2. Retailer/Dealer	Yes	21.369	0.000	3.81	4.30	0.26	0.0676	0.25	0.067
3. Television Advertisements	-	6.707	0.010	1.08	1.15	0.13	0.0169	0.14	0.037
4. Radio Advertisements	-	18.169	0.000	1.10	1.00	0.24	0.0576	0.23	0.072
5. Advertisements on Print Media	Yes	21.033	0.000	1.42	1.90	0.26	0.0676	0.23	0.256
b. Entertainment Class (with 1,463 deg. of freedom)									
1. Peer Group	Yes	6.770	0.010	4.07	3.75	0.13	0.0169	0.11	0.127
2. Retailer/Dealer	-	9.679	0.002	3.95	3.61	0.14	0.0196	0.14	0.022
3. Television Advertisements	No	No Anova		1.00	1.00	No	M. C. A.	No	M. C. A.
4. Radio Advertisements	-	0.560	0.455	1.39	1.43	0.04	0.0016	0.04	0.003
5. Advertisements on Print Media	-	5.666	0.018	1.83	1.76	0.07	0.0049	0.07	0.732
c. Personal Effects/Use (with 1,514 deg. of freedom)									
1. Peer Group	Yes	39.508	0.000	2.51	1.72	0.26	0.0676	0.26	0.118
2. Retailer/Dealer	-	74.408	0.000	4.15	3.15	0.33	0.1089	0.32	0.274
3. Television Advertisements	-	15.189	0.000	1.03	1.00	0.16	0.0256	0.16	0.054
4. Radio Advertisements	-	2.468	0.117	1.20	1.13	0.07	0.0049	0.07	0.103
5. Advertisements on Print Media	-	10.263	0.001	1.42	1.29	0.11	0.0121	0.12	0.296

TABLE 7.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON SOURCES OF INFORMATION RELIED UPON IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-action Effect	Anova Stat. for Inter-action Effect			Parameter Estimation (Mean)				Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)			Degree of Association	
			F Cal.	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban	F Cal.		Signif of F	Guj. Ker.	Eta Squared	Eta Squared	Beta Squared		
d. Home & Kitchen Appliances (with 1,506 deg. of freedom)																	
1. Peer Group	2.61	Yes	24.635	0.000	2.73	2.22	3.63	1.99	-	8.006	0.005	2.47	2.76	0.10	0.0100	0.11	
2. Retailer/Dealer	3.08	No	3.040	0.082	3.67	3.52	2.81	2.26	Yes	90.261	0.000	3.59	2.52	0.39	0.1521	0.38	
3. Television Advertisements	1.02	Yes	8.901	0.003	1.05	1.02	1.00	1.01	-	15.202	0.000	1.04	1.01	0.17	0.0289	0.17	
4. Radio Advertisements	1.22	Yes	16.037	0.000	1.31	1.00	1.32	1.25	-	18.554	0.000	1.16	1.28	0.17	0.0289	0.17	
5. Advertisements on Print Media	1.52	Yes	35.629	0.000	1.07	1.38	1.93	1.76	-	229.633	0.000	1.22	1.84	0.55	0.3025	0.54	
e. White Goods (with 1,353 deg. of freedom)																	
1. Peer Group	3.64	Yes	85.018	0.000	4.09	3.51	2.26	4.01	-	7.967	0.005	3.76	3.46	0.12	0.0144	0.13	
2. Retailer/Dealer	4.09	Yes	8.513	0.004	4.40	4.46	3.21	3.78	-	107.075	0.000	4.43	3.60	0.46	0.2116	0.48	
3. Television Advertisements	1.77	Yes	56.573	0.000	1.61	1.79	2.26	1.66	-	8.414	0.004	1.71	1.84	0.13	0.0169	0.14	
4. Radio Advertisements	1.28	Yes	31.277	0.000	1.35	1.17	1.04	1.47	-	2.500	0.115	1.25	1.34	0.09	0.0081	0.08	
5. Advertisements on Print Media	2.20	Yes	38.404	0.000	1.29	1.99	3.05	2.89	-	319.310	0.000	1.68	2.94	0.67	0.4489	0.65	

TABLE 7.2 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON SOURCES OF INFORMATION RELIED UPON IN PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)		Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared
		F Cal.	Signif of F	Rural	Urban	Eta Squared	Beta		
d. Home & Kitchen Appliances (with 1,506 deg. of freedom)	-								
1. Peer Group	-	85.291	0.000	3.15	2.11	0.37	0.1369	0.37	0.147
2. Retailer/Dealer	Yes	9.201	0.003	3.27	2.90	0.14	0.0196	0.12	0.166
3. Television Advertisements	-	3.270	0.071	1.03	1.01	0.08	0.0064	0.08	0.036
4. Radio Advertisements	-	39.569	0.000	1.31	1.12	0.26	0.0676	0.26	0.098
5. Advertisements on Print Media	-	3.312	0.069	1.47	1.56	0.08	0.0064	0.07	0.303
e. White Goods (with 1,353 deg. of freedom)	-								
1. Peer Group	-	6.928	0.013	3.48	3.74	0.10	0.0100	0.12	0.028
2. Retailer/Dealer	-	8.988	0.003	4.00	4.14	0.08	0.0064	0.14	0.233
3. Television Advertisements	-	5.276	0.022	1.83	1.73	0.09	0.0081	0.11	0.029
4. Radio Advertisements	-	0.903	0.343	1.24	1.31	0.06	0.0036	0.05	0.010
5. Advertisements on Print Media	-	29.765	0.000	1.88	2.40	0.28	0.0784	0.20	0.492

Table 7.3

Idea-Initiator of Products in Product Classes for State and Area

	Total		STATE/AREA							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS										
BICYCLE										
Total	75	100%	11	14.7%	44	58.7%	20	26.7%		
Male Hhd.Head	15	20.0%					15	20.0%		
Child(ren)	60	80.0%	11	14.7%	44	58.7%	5	6.7%		
MOPED										
Total	62	100%	38	61.3%	24	38.7%				
Male Hhd.Head	37	59.7%	13	21.0%	24	38.7%				
Child(ren)	14	22.6%	14	22.6%						
Others in the Hhd.	11	17.7%	11	17.7%						
SCOOTER										
Total	203	100%	58	28.6%	94	46.3%	14	6.9%	37	18.2%
Male Hhd.Head	180	88.7%	58	28.6%	71	35.0%	14	6.9%	37	18.2%
Female Hhd. Head	23	11.3%			23	11.3%				
MOTORBIKE										
Total	42	100%	20	47.6%			5	11.9%	17	40.5%
Male Hhd.Head	26	61.9%	9	21.4%					17	40.5%
Child(ren)	5	11.9%					5	11.9%		
Others in the Hhd.	11	26.2%	11	26.2%						

(Continued....)

	Total		STATE/AREA							
			Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
ENTERTAINMENT CLASS										
RADIO										
Total	134	100%	14	10.4%	16	11.9%	51	38.1%	53	39.6%
Male Hhd.Head	134	100%	14	10.4%	16	11.9%	51	38.1%	53	39.6%
TAPE REC.										
Total	381	100%	95	24.9%	81	21.3%	87	22.8%	118	31.0%
Male Hhd.Head	229	60.1%	48	12.6%	67	17.6%	21	5.5%	93	24.4%
Female Hhd.										
Head	67	17.6%	4	1.0%	14	3.7%	32	8.4%	17	4.5%
Child(ren)	85	22.3%	43	11.3%			34	8.9%	8	2.1%
B&W TV										
Total	166	100%	41	24.7%	43	25.9%	53	31.9%	29	17.5%
Male Hhd.Head	9	5.4%							9	5.4%
Female Hhd.										
Head	76	45.8%	13	7.8%	28	16.9%	27	16.3%	8	4.8%
Child(ren)	81	48.8%	28	16.9%	15	9.0%	26	15.7%	12	7.2%
PERSONAL EFFECTS/USE CLASS										
WRIST WATCH										
Total	507	100%	122	24.1%	122	24.1%	133	26.2%	130	25.6%
Male Hhd.Head	444	87.6%	93	18.3%	122	24.1%	107	21.1%	122	24.1%
Female Hhd.										
Head	51	10.1%	29	5.7%			14	2.8%	8	1.6%
Various members	12	2.4%					12	2.4%		
SEWING MACHINE										
Total	141	100%	41	29.1%	11	7.8%	53	37.6%	36	25.5%
Female Hhd.										
Head	141	100%	41	29.1%	11	7.8%	53	37.6%	36	25.5%
MOULD, SUITCASE										
Total	246	100%	81	32.9%	70	28.5%	12	4.9%	83	33.7%
Male Hhd.Head	215	87.4%	77	31.3%	57	23.2%	7	2.8%	74	30.1%
Female Hhd.										
Head	17	6.9%	4	1.6%	13	5.3%				
Child(ren)	9	3.7%							9	3.7%
Various members	5	2.0%					5	2.0%		

(Continued....)

	Total		STATE/AREA					
	Count	Col. %age	Guj-Rural	Guj-Urban	Ker-Rural	Ker-Urban		
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
HOME & KITCHEN APPLIANCES								
WALL CLOCK								
Total	361	100%	122	33.8%	62	17.2%	78	21.6%
Male Hhd.Head	57	15.8%	14	3.9%	13	3.6%	11	3.0%
Female Hhd. Head	304	84.2%	108	29.9%	49	13.6%	67	18.6%
ELECTRIC FAN								
Total	454	100%	133	29.3%	93	20.5%	107	23.6%
Male Hhd.Head	402	88.5%	119	26.2%	93	20.5%	79	17.4%
Female Hhd. Head	52	11.5%	14	3.1%			28	6.2%
LT. WT. IRON								
Total	139	100%	4	2.9%	67	48.2%	19	13.7%
Male Hhd.Head	41	29.5%			34	24.5%	7	5.0%
Female Hhd. Head	55	39.6%			19	13.7%	12	8.6%
Child(ren)	43	30.9%	4	2.9%	14	10.1%		
PRESSURECOOKER								
Total	421	100%	133	31.6%	121	28.7%	57	13.5%
Male Hhd.Head	213	50.6%	55	13.1%	35	8.3%	45	10.7%
Female Hhd. Head	208	49.4%	78	18.5%	86	20.4%	12	2.9%
MIXER								
Total	295	100%	67	22.7%	118	40.0%	19	6.4%
Male Hhd.Head	64	21.7%	14	4.7%	50	16.9%		
Female Hhd. Head	231	78.3%	53	18.0%	68	23.1%	19	6.4%
GRINDER								
Total	184	100%	24	13.0%	44	23.9%	50	27.2%
Female Hhd. Head	184	100%	24	13.0%	44	23.9%	50	27.2%
EXHAUST FAN								
Total	79	100%			5	6.3%	19	24.1%
Male Hhd.Head	61	77.2%					14	17.7%
Female Hhd. Head	18	22.8%			5	6.3%	5	6.3%

(Continued....)

	Total		STATE/AREA							
			Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age								
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS										
MOTOR CAR										
Total	55	100%	11	20.0%	30	54.5%	5	9.1%	9	16.4%
Male Hhd.Head	41	74.5%	11	20.0%	16	29.1%	5	9.1%	9	16.4%
Female Hhd.										
Head	14	25.5%			14	25.5%				
COLOR TV										
Total	329	100%	92	28.0%	103	31.3%	33	10.0%	101	30.7%
Male Hhd.Head	117	35.6%	14	4.3%	53	16.1%	12	3.6%	38	11.6%
Female Hhd.										
Head	152	46.2%	45	13.7%	37	11.2%	7	2.1%	63	19.1%
Child(ren)	60	18.2%	33	10.0%	13	4.0%	14	4.3%		
VCP/VCR										
Total	107	100%	11	10.3%	30	28.0%	12	11.2%	54	50.5%
Female Hhd.										
Head	29	27.1%					7	6.5%	22	20.6%
Child(ren)	78	72.9%	11	10.3%	30	28.0%	5	4.7%	32	29.9%
AIRCOOLER/A.C.										
Total	30	100%			30	100%				
Male Hhd.Head	19	63.3%			19	63.3%				
Child(ren)	11	36.7%			11	36.7%				
REFRIGERATOR										
Total	319	100%	63	19.7%	118	37.0%	46	14.4%	92	28.8%
Male Hhd.Head	21	6.6%							21	6.6%
Female Hhd.										
Head	298	93.4%	63	19.7%	118	37.0%	46	14.4%	71	22.3%
WASHINGMACHINE										
Total	85	100%			42	49.4%	12	14.1%	31	36.5%
Female Hhd.										
Head	74	87.1%			31	36.5%	12	14.1%	31	36.5%
Child(ren)	11	12.9%			11	12.9%				
VACUUM CLEANER										
Total	11	100%			11	100%				
Child(ren)	11	100%			11	100%				
DISH WASHER										

Table 7.4

Advisor of Products in Product Classes for State and Area

	Total		STATE/AREA							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS										
BICYCLE										
Total	75	100%	11	14.7%	44	58.7%	20	26.7%		
Male Hhd.Head	44	58.7%	11	14.7%	28	37.3%	5	6.7%		
Female Hhd.										
Head	15	20.0%					15	20.0%		
Various members	16	21.3%			16	21.3%				
MOPED										
Total	77	100%	53	68.8%	24	31.2%				
Female Hhd.										
Head	28	36.4%	13	16.9%	15	19.5%				
Various members	40	51.9%	40	51.9%						
None	9	11.7%			9	11.7%				
SCOOTER										
Total	188	100%	43	22.9%	94	50.0%	14	7.4%	37	19.7%
Male Hhd.Head	12	6.4%			12	6.4%				
Female Hhd.										
Head	79	42.0%	32	17.0%	24	12.8%	7	3.7%	16	8.5%
Others in the Hhd.	7	3.7%					7	3.7%		
Various members	17	9.0%	11	5.8%					6	3.2%
None	73	38.8%			58	30.9%			15	8.0%
MOTORBIKE										
Total	42	100%	20	47.6%			5	11.9%	17	40.5%
Male Hhd.Head	5	11.9%					5	11.9%		
Female Hhd.										
Head	18	42.9%	9	21.4%					9	21.4%
Various members	19	45.2%	11	26.2%					8	19.0%

(Continued....)

	Total		STATE/AREA							
			Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col.	Count	Col.	Count	Col.	Count	Col.	Count	Col.
	%age		%age		%age		%age		%age	
ENTERTAINMENT CLASS										
RADIO										
Total	149	100%	29	19.5%	16	10.7%	51	34.2%	53	35.6%
Male Hhd.Head	23	15.4%	15	10.1%					8	5.4%
Female HhdHead	24	16.1%	14	9.4%					10	6.7%
Various mem.	19	12.8%					19	12.8%		
None	83	55.7%			16	10.7%	32	21.5%	35	23.5%
TAPE RECORDER										
Total	366	100%	80	21.9%	81	22.1%	87	23.8%	118	32.2%
Male Hhd.Head	76	20.8%	18	4.9%	9	2.5%	32	8.7%	17	4.6%
Female HhdHead	140	38.3%	37	10.1%	42	11.5%	7	1.9%	54	14.8%
Others of Hhd.	6	1.6%							6	1.6%
Various mem.	63	17.2%	25	6.8%			29	7.9%	9	2.5%
None	81	22.1%			30	8.2%	19	5.2%	32	8.7%
B&W TV										
Total	181	100%	56	30.9%	43	23.8%	53	29.3%	29	16.0%
Male Hhd.Head	157	86.7%	56	30.9%	43	23.8%	38	21.0%	20	11.0%
Female HhdHead	9	5.0%							9	5.0%
Various mem.	15	8.3%					15	8.3%		
PERSONAL EFFECTS/USE CLASS										
WRIST WATCH										
Total	492	100%	107	21.7%	122	24.8%	133	27.0%	130	26.4%
Male Hhd.Head	36	7.3%	14	2.8%			14	2.8%	8	1.6%
Female HhdHead	150	30.5%	55	11.2%	15	3.0%	40	8.1%	40	8.1%
Various mem.	54	11.0%					46	9.3%	8	1.6%
None	252	51.2%	38	7.7%	107	21.7%	33	6.7%	74	15.0%
SEWING MACHINE										
Total	156	100%	56	35.9%	11	7.1%	53	34.0%	36	23.1%
Male Hhd.Head	141	90.4%	41	26.3%	11	7.1%	53	34.0%	36	23.1%
Female HhdHead	15	9.6%	15	9.6%						
MOULD.SUITCASE										
Total	246	100%	81	32.9%	70	28.5%	12	4.9%	83	33.7%
Male Hhd.Head	40	16.3%	19	7.7%	13	5.3%			8	3.3%
Female HhdHead	82	33.3%	51	20.7%	15	6.1%	7	2.8%	9	3.7%
None	124	50.4%	11	4.5%	42	17.1%	5	2.0%	66	26.8%

(Continued....)

	Total		STATE/AREA							
			Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
HOME & KITCHEN CLASS										
WALL CLOCK										
Total	361	100%	122	33.8%	62	17.2%	78	21.6%	99	27.4%
Male Hhd.Head	285	78.9%	93	25.8%	51	14.1%	67	18.6%	74	20.5%
Female HhdHead	50	13.9%	29	8.0%			11	3.0%	10	2.8%
Various mem.	11	3.0%			11	3.0%				
None	15	4.2%							15	4.2%
ELECTRIC FAN										
Total	439	100%	118	26.9%	93	21.2%	107	24.4%	121	27.6%
Male Hhd.Head	60	13.7%	14	3.2%			28	6.4%	18	4.1%
Female HhdHead	147	33.5%	69	15.7%	26	5.9%	26	5.9%	26	5.9%
None	232	52.8%	35	8.0%	67	15.3%	53	12.1%	77	17.5%
LT.WT. IRON										
Total	139	100%	4	2.9%	67	48.2%	19	13.7%	49	35.3%
Male Hhd.Head	57	41.0%	4	2.9%	14	10.1%	5	3.6%	34	24.5%
Female HhdHead	30	21.6%			23	16.5%	7	5.0%		
None	52	37.4%			30	21.6%	7	5.0%	15	10.8%
PRESSURECOOKER										
Total	421	100%	133	31.6%	121	28.7%	57	13.5%	110	26.1%
Male Hhd.Head	173	41.1%	78	18.5%	56	13.3%	5	1.2%	34	8.1%
Female HhdHead	105	24.9%	55	13.1%	15	3.6%	25	5.9%	10	2.4%
None	143	34.0%			50	11.9%	27	6.4%	66	15.7%
MIXER										
Total	280	100%	52	18.6%	118	42.1%	19	6.8%	91	32.5%
Male Hhd.Head	191	68.2%	38	13.6%	43	15.4%	19	6.8%	91	32.5%
Female HhdHead	41	14.6%	14	5.0%	27	9.6%				
None	48	17.1%			48	17.1%				
GRINDER										
Total	176	100%	24	13.6%	44	25.0%	50	28.4%	58	33.0%
Male Hhd.Head	129	73.3%	24	13.6%	19	10.8%	37	21.0%	49	27.8%
Various mem.	13	7.4%					13	7.4%		
None	34	19.3%			25	14.2%			9	5.1%
EXHAUST FAN										
Total	79	100%			5	6.3%	19	24.1%	55	69.6%
Male Hhd.Head	13	16.5%					5	6.3%	8	10.1%
Female HhdHead	16	20.3%					7	8.9%	9	11.4%
None	50	63.3%			5	6.3%	7	8.9%	38	48.1%

(Continued....)

	Total		STATE/AREA							
			Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS										
MOTOR CAR										
Total	55	100%	11	20.0%	30	54.5%	5	9.1%	9	16.4%
Various mem.	50	90.9%	11	20.0%	30	54.5%			9	16.4%
None	5	9.1%					5	9.1%		
COLOR TV										
Total	314	100%	77	24.5%	103	32.8%	33	10.5%	101	32.2%
Male Hhd.Head	141	44.9%	34	10.8%	37	11.8%	7	2.2%	63	20.1%
Female HhdHead	67	21.3%	14	4.5%	23	7.3%			30	9.6%
Various mem.	101	32.2%	29	9.2%	38	12.1%	26	8.3%	8	2.5%
None	5	1.6%			5	1.6%				
VCP/VCR										
Total	107	100%	11	10.3%	30	28.0%	12	11.2%	54	50.5%
Male Hhd.Head	14	13.1%							14	13.1%
Various mem.	93	86.9%	11	10.3%	30	28.0%	12	11.2%	40	37.4%
AIRCOOLER/A.C.										
Total	30	100%			30	100%				
Male Hhd.Head										
Various mem.	30	100%			30	100%				
REFRIGERATOR										
Total	319	100%	63	19.7%	118	37.0%	46	14.4%	92	28.8%
Male Hhd.Head	253	79.3%	52	16.3%	104	32.6%	26	8.2%	71	22.3%
Female HhdHead	15	4.7%							15	4.7%
Various mem.	51	16.0%	11	3.4%	14	4.4%	20	6.3%	6	1.9%
WASHINGMACHINE										
Total	85	100%			42	49.4%	12	14.1%	31	36.5%
Male Hhd.Head	55	64.7%			12	14.1%	12	14.1%	31	36.5%
Various mem.	30	35.3%			30	35.3%				
VACUUM CLEANER										
Total	11	100%			11	100%				
Various members	11	100%			11	100%				
DISH WASHER										
Total										

Table 7.5

Purchaser of Products in Product Classes for State and Area

	Total		STATE/AREA					
	Count	Col. %age	Guj-Rural	Guj-Urban	Ker-Rural	Ker-Urban		
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS								
BICYCLE								
Total	75	100%	11	14.7%	44	58.7%	20	26.7%
Male Hhd.Head	54	72.0%	11	14.7%	28	37.3%	15	20.0%
Others in the Hhd.	5	6.7%					5	6.7%
Parent(s) & Child(ren)	16	21.3%			16	21.3%		
MOPED								
Total	77	100%	53	68.8%	24	31.2%		
Male Hhd.Head	63	81.8%	39	50.6%	24	31.2%		
Child(ren)	14	18.2%	14	18.2%				
SCOOTER								
Total	188	100%	43	22.9%	94	50.0%	14	7.4%
Male Hhd.Head	166	88.3%	43	22.9%	72	38.3%	14	7.4%
Child(ren)	11	5.9%			11	5.9%		
MHH & FHH	11	5.9%			11	5.9%		
MOTORBIKE								
Total	42	100%	20	47.6%			5	11.9%
Male Hhd.Head	26	61.9%	9	21.4%				
Child(ren)	5	11.9%					5	11.9%
Others in the Hhd.	11	26.2%	11	26.2%				

(Continued....)

	Total		STATE/AREA							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
ENTERTAINMENT CLASS										
RADIO										
Total	134	100%	14	10.4%	16	11.9%	51	38.1%	53	39.6%
Male Hhd.Head	134	100%	14	10.4%	16	11.9%	51	38.1%	53	39.6%
TAPE RECORDER										
Total	381	100%	95	24.9%	81	21.3%	87	22.8%	118	31.0%
Male Hhd.Head	376	98.7%	95	24.9%	81	21.3%	82	21.5%	118	31.0%
Child(ren)	5	1.3%					5	1.3%		
B&W TV										
Total	166	100%	41	24.7%	43	25.9%	53	31.9%	29	17.5%
Male Hhd.Head	134	80.7%	41	24.7%	28	16.9%	53	31.9%	12	7.2%
MHH & FHH	32	19.3%			15	9.0%			17	10.2%
PERSONAL EFFECTS/USE CLASS										
WRIST WATCH										
Total	507	100%	122	24.1%	122	24.1%	133	26.2%	130	25.6%
Male Hhd.Head	502	99.0%	122	24.1%	122	24.1%	128	25.2%	130	25.6%
Child(ren)	5	1.0%					5	1.0%		
SEWING MACHINE										
Total	141	100%	41	29.1%	11	7.8%	53	37.6%	36	25.5%
Male Hhd.Head	126	89.4%	41	29.1%	11	7.8%	46	32.6%	28	19.9%
MHH & FHH	15	10.6%					7	5.0%	8	5.7%
MOULD.SUITCASE										
Total	246	100%	81	32.9%	70	28.5%	12	4.9%	83	33.7%
Male Hhd.Head	200	81.3%	81	32.9%	55	22.4%	7	2.8%	57	23.2%
Child(ren)	14	5.7%					5	2.0%	9	3.7%
MHH & FHH	32	13.0%			15	6.1%			17	6.9%

(Continued....)

	Total		STATE/AREA							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
HOME & KITCHEN APPLIANCES										
WALL CLOCK										
Total	361	100%	122	33.8%	62	17.2%	78	21.6%	99	27.4%
Male Hhd.Head	344	95.3%	122	33.8%	62	17.2%	78	21.6%	82	22.7%
MHH & FHH	17	4.7%							17	4.7%
ELECTRIC FAN										
Total	454	100%	133	29.3%	93	20.5%	107	23.6%	121	26.7%
Male Hhd.Head	454	100%	133	29.3%	93	20.5%	107	23.6%	121	26.7%
LT.WT.IRON										
Total	139	100%	4	2.9%	67	48.2%	19	13.7%	49	35.3%
Male Hhd.Head	134	96.4%	4	2.9%	67	48.2%	14	10.1%	49	35.3%
Female										
Hhd.Head	5	3.6%					5	3.6%		
PRESSURECOOKER										
Total	421	100%	133	31.6%	121	28.7%	57	13.5%	110	26.1%
Male Hhd.Head	399	94.8%	133	31.6%	110	26.1%	52	12.4%	104	24.7%
Female										
Hhd.Head	22	5.2%			11	2.6%	5	1.2%	6	1.4%
MIXER										
Total	295	100%	67	22.7%	118	40.0%	19	6.4%	91	30.8%
Male Hhd.Head	272	92.2%	67	22.7%	107	36.3%	7	2.4%	91	30.8%
Female										
Hhd.Head	16	5.4%			11	3.7%	5	1.7%		
MHH & FHH	7	2.4%					7	2.4%		
GRINDER										
Total	176	100%	24	13.6%	44	25.0%	50	28.4%	58	33.0%
Male Hhd.Head	126	71.6%	15	8.5%	33	18.8%	45	25.6%	33	18.8%
Female										
Hhd.Head	16	9.1%			11	6.3%	5	2.8%		
MHH & FHH	34	19.3%	9	5.1%					25	14.2%
EXHAUST FAN										
Total	79	100%			5	6.3%	19	24.1%	55	69.6%
Male Hhd.Head	70	88.6%			5	6.3%	19	24.1%	46	58.2%
MHH & FHH	9	11.4%							9	11.4%

(Continued....)

	Total		STATE/AREA							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS										
MOTOR CAR										
Total	55	100%	11	20.0%	30	54.5%	5	9.1%	9	16.4%
Male Hhd.Head	55	100%	11	20.0%	30	54.5%	5	9.1%	9	16.4%
COLOR TV										
Total	329	100%	92	28.0%	103	31.3%	33	10.0%	101	30.7%
Male Hhd.Head	207	62.9%	92	28.0%	62	18.8%	19	5.8%	34	10.3%
MHH & FHH	122	37.1%			41	12.5%	14	4.3%	67	20.4%
VCP/VCR										
Total	107	100%	11	10.3%	30	28.0%	12	11.2%	54	50.5%
Male Hhd.Head	71	66.4%	11	10.3%	14	13.1%	7	6.5%	39	36.4%
Child(ren)	25	23.4%			11	10.3%	5	4.7%	9	8.4%
MHH & FHH	11	10.3%			5	4.7%			6	5.6%
AIRCOOLER/A.C.										
Total	30	100%			30	100%				
Male Hhd.Head	19	63.3%			19	63.3%				
Child(ren)	11	36.7%			11	36.7%				
REFRIGERATOR										
Total	319	100%	63	19.7%	118	37.0%	46	14.4%	92	28.8%
Male Hhd.Head	191	59.9%	54	16.9%	62	19.4%	32	10.0%	43	13.5%
MHH & FHH	128	40.1%	9	2.8%	56	17.6%	14	4.4%	49	15.4%
WASHINGMACHINE										
Total	85	100%			42	49.4%	12	14.1%	31	36.5%
Male Hhd.Head	14	16.5%			14	16.5%				
Child(ren)	11	12.9%			11	12.9%				
MHH & FHH	60	70.6%			17	20.0%	12	14.1%	31	36.5%
VACUUM CLEANER										
Total	11	100%			11	100%				
Child(ren)	11	100%			11	100%				
DISH WASHER										
Total										

Table 7.6

Financing of Products in Product Classes in State and Area

	Total		location							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS										
BICYCLE										
Total	75	100%	11	14.7%	44	58.7%	20	26.7%		
Only Income	49	65.3%			44	58.7%	5	6.7%		
Only Savings	26	34.7%	11	14.7%			15	20.0%		
MOPED										
Total	62	100%	38	61.3%	24	38.7%				
Only Savings	62	100%	38	61.3%	24	38.7%				
SCOOTER										
Total	203	100%	58	28.6%	94	46.3%	14	6.9%	37	18.2%
Only Savings	95	46.8%	40	19.7%	55	27.1%				
Only										
Installments	101	49.8%	18	8.9%	39	19.2%	7	3.4%	37	18.2%
Income & Installments	7	3.4%					7	3.4%		
MOTORBIKE										
Total	42	100%	20	47.6%			5	11.9%	17	40.5%
Only Savings	33	78.6%	20	47.6%			5	11.9%	8	19.0%
Only										
Installments	9	21.4%							9	21.4%

(Continued....)

	Total		location							
	Count	Col. %age	Guj-Rural	Guj-Urban	Ker-Rural	Ker-Urban				
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
ENTERTAINMENT CLASS										
RADIO										
Total	134	100%	14	10.4%	16	11.9%	51	38.1%	53	39.6%
Only Income	101	75.4%	14	10.4%	16	11.9%	18	13.4%	53	39.6%
Only Savings	33	24.6%					33	24.6%		
TAPE RECORDER										
Total	381	100%	95	24.9%	81	21.3%	87	22.8%	118	31.0%
Only Income	32	8.4%			16	4.2%	7	1.8%	9	2.4%
Only Savings	313	82.2%	95	24.9%	65	17.1%	52	13.6%	101	26.5%
Only Installments	36	9.4%					28	7.3%	8	2.1%
B&W TV										
Total	166	100%	41	24.7%	43	25.9%	53	31.9%	29	17.5%
Only Savings	97	58.4%	27	16.3%	43	25.9%	27	16.3%		
Only Installments	69	41.6%	14	8.4%			26	15.7%	29	17.5%
PERSONAL EFFECTS/USE CLASS										
WRIST WATCH										
Total	507	100%	122	24.1%	122	24.1%	133	26.2%	130	25.6%
Only Income	409	80.7%	108	21.3%	122	24.1%	57	11.2%	122	24.1%
Only Savings	98	19.3%	14	2.8%			76	15.0%	8	1.6%
SEWING MACHINE										
Total	127	100%	41	32.3%	11	8.7%	39	30.7%	36	28.3%
Only Income	76	59.8%	23	18.1%	11	8.7%	25	19.7%	17	13.4%
Only Savings	51	40.2%	18	14.2%			14	11.0%	19	15.0%
MOULD.SUITCASE										
Total	246	100%	81	32.9%	70	28.5%	12	4.9%	83	33.7%
Only Income	232	93.3%	67	27.2%	70	28.5%	12	4.9%	83	33.7%
Only Savings	14	5.7%	14	5.7%						

(Continued....)

	Total		location							
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
HOME & KITCHEN APPLIANCES										
WALLCLOCK										
Total	383	100%	122	31.9%	76	19.8%	78	20.4%	107	27.9%
Only Income	355	92.7%	122	31.9%	76	19.8%	50	13.1%	107	27.9%
Only Savings	28	7.3%					28	7.3%		
ELECTRIC FAN										
Total	440	100%	133	30.2%	79	18.0%	107	24.3%	121	27.5%
Only Income	329	74.8%	119	27.0%	79	18.0%	39	8.9%	92	20.9%
Only Savings	111	25.2%	14	3.2%			68	15.5%	29	6.6%
LT.WT.IRON										
Total	139	100%	4	2.9%	67	48.2%	19	13.7%	49	35.3%
Only Income	139	100%	4	2.9%	67	48.2%	19	13.7%	49	35.3%
PRESSURECOOKER										
Total	421	100%	133	31.6%	121	28.7%	57	13.5%	110	26.1%
Only Income	407	96.7%	119	28.3%	121	28.7%	57	13.5%	110	26.1%
Only Savings	14	3.3%	14	3.3%						
MIXER										
Total	295	100%	67	22.7%	118	40.0%	19	6.4%	91	30.8%
Only Income	188	63.7%	53	18.0%	67	22.7%	5	1.7%	63	21.4%
Only Savings	107	36.3%	14	4.7%	51	17.3%	14	4.7%	28	9.5%
GRINDER										
Total	184	100%	24	13.0%	44	23.9%	50	27.2%	66	35.9%
Only Income	71	38.6%	11	6.0%	30	16.3%	5	2.7%	25	13.6%
Only Savings	113	61.4%	13	7.1%	14	7.6%	45	24.5%	41	22.3%
EXHAUST FAN										
Total	70	100%			5	7.1%	19	27.1%	46	65.7%
Only Income	70	100%			5	7.1%	19	27.1%	46	65.7%

(Continued....)

	Total		location							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS										
MOTOR CAR										
Total	55	100%	11	20.0%	30	54.5%	5	9.1%	9	16.4%
Only Savings	55	100%	11	20.0%	30	54.5%	5	9.1%	9	16.4%
COLOR TV										
Total	329	100%	92	28.0%	103	31.3%	33	10.0%	101	30.7%
Only Income	9	2.7%							9	2.7%
Only Savings	172	52.3%	78	23.7%	64	19.5%	12	3.6%	18	5.5%
Only										
Installments	148	45.0%	14	4.3%	39	11.9%	21	6.4%	74	22.5%
VCP/VCR										
Total	107	100%	11	10.3%	30	28.0%	12	11.2%	54	50.5%
Only Savings	84	78.5%	11	10.3%	30	28.0%	12	11.2%	31	29.0%
Only										
Installments	23	21.5%							23	21.5%
AIRCOOLER/A.C.										
Total	30	100%			30	100%				
Only Income	14	46.7%			14	46.7%				
Only Savings	16	53.3%			16	53.3%				
REFRIGERATOR										
Total	319	100%	63	19.7%	118	37.0%	46	14.4%	92	28.8%
Only Savings	252	79.0%	63	19.7%	92	28.8%	39	12.2%	58	18.2%
Only										
Installments	67	21.0%			26	8.2%	7	2.2%	34	10.7%
WASHINGMACHINE										
Total	85	100%			42	49.4%	12	14.1%	31	36.5%
Only Savings	42	49.4%			30	35.3%	12	14.1%		
Only										
Installments	43	50.6%			12	14.1%			31	36.5%
VACUUM CLEANER										
Total	11	100%			11	100%				
Only Savings	11	100%			11	100%				
DISH WASHER										
Total										

Table 7.7

Annual Discretionary Income of Households for State and Area

	Total		location							
	Count	Col %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
Less than										
Rs.500	104	19.7%	14	2.6%			61	11.5%	29	5.5%
Between Rs.500										
and Rs.1500	182	34.4%	99	18.7%	24	4.5%	39	7.4%	20	3.8%
Between Rs.1500										
and Rs.3000	150	28.4%	20	3.8%	67	12.7%	19	3.6%	44	8.3%
Between Rs.3000										
and Rs.4500	39	7.4%			25	4.7%			14	2.6%
Between Rs.4500										
and Rs.6000	46	8.7%			17	3.2%	14	2.6%	15	2.8%
Between Rs.6000										
and Rs.7500	8	1.5%							8	1.5%
Between Rs.7500										
and Rs.9000	.	.								
Above Rs.9000	.	.								

Product Class Ownership for State and Area
(Summary of Table 7.8)

	Total		STATE/AREA							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	226	42.7%	28	5.3%	15	2.8%	99	18.7%	84	15.9%
Yes	303	57.3%	105	19.8%	118	22.3%	34	6.4%	46	8.7%
ENTERTAINMENT										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
Yes	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
PERSONAL EFFECTS/USE										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
Yes	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
HOME & KITCHEN APPLIANCES										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	33	6.2%					33	6.2%		
Yes	496	93.8%	133	25.1%	133	25.1%	100	18.9%	130	24.6%
WHITE GOODS										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	199	37.6%	55	10.4%	15	2.8%	100	18.9%	29	5.5%
Yes	330	62.4%	78	14.7%	118	22.3%	33	6.2%	101	19.1%

Table 7.8

Ownership of Products in Product Classes for State and Area

	Total		STATE/AREA							
			Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS										
BICYCLE										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	454	85.8%	122	23.1%	89	16.8%	113	21.4%	130	24.6%
Yes	75	14.2%	11	2.1%	44	8.3%	20	3.8%		
MOPED										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	467	88.3%	95	18.0%	109	20.6%	133	25.1%	130	24.6%
Yes	62	11.7%	38	7.2%	24	4.5%				
SCOOTER										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	326	61.6%	75	14.2%	39	7.4%	119	22.5%	93	17.6%
Yes	203	38.4%	58	11.0%	94	17.8%	14	2.6%	37	7.0%
MOTORBIKE										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	500	94.5%	113	21.4%	133	25.1%	133	25.1%	121	22.9%
Yes	29	5.5%	20	3.8%					9	1.7%
ENTERTAINMENT CLASS										
RADIO										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	374	70.7%	119	22.5%	103	19.5%	75	14.2%	77	14.6%
Yes	155	29.3%	14	2.6%	30	5.7%	58	11.0%	53	10.0%
TAPE RECORDER										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	85	16.1%	27	5.1%			46	8.7%	12	2.3%
Yes	444	83.9%	106	20.0%	133	25.1%	87	16.4%	118	22.3%
B&W TV										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	412	77.9%	106	20.0%	90	17.0%	95	18.0%	121	22.9%
Yes	117	22.1%	27	5.1%	43	8.1%	38	7.2%	9	1.7%

(Continued....)

	Total		STATE/AREA							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
PERSONAL EFFECTS/USE CLASS										
WRIST WATCH										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
Yes	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
SEWING MACHINE										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	274	51.8%	81	15.3%	60	11.3%	80	15.1%	53	10.0%
Yes	255	48.2%	52	9.8%	73	13.8%	53	10.0%	77	14.6%
MOULD.SUITCASE										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	203	38.4%	41	7.8%	9	1.7%	114	21.6%	39	7.4%
Yes	326	61.6%	92	17.4%	124	23.4%	19	3.6%	91	17.2%
HOME & KITCHEN APPLIANCES										
WALL CLOCK										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	62	11.7%					62	11.7%		
Yes	467	88.3%	133	25.1%	133	25.1%	71	13.4%	130	24.6%
ELECTRIC FAN										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	82	15.5%			40	7.6%	33	6.2%	9	1.7%
Yes	447	84.5%	133	25.1%	93	17.6%	100	18.9%	121	22.9%
LT.WT.IRON										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	356	67.3%	118	22.3%	66	12.5%	114	21.6%	58	11.0%
Yes	173	32.7%	15	2.8%	67	12.7%	19	3.6%	72	13.6%
PRESSURECOOKER										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	96	18.1%					76	14.4%	20	3.8%
Yes	433	81.9%	133	25.1%	133	25.1%	57	10.8%	110	20.8%
MIXER										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	223	42.2%	55	10.4%	15	2.8%	114	21.6%	39	7.4%
Yes	306	57.8%	78	14.7%	118	22.3%	19	3.6%	91	17.2%
GRINDER										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	358	67.7%	109	20.6%	89	16.8%	96	18.1%	64	12.1%
Yes	171	32.3%	24	4.5%	44	8.3%	37	7.0%	66	12.5%
EXHAUST FAN										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	466	88.1%	133	25.1%	128	24.2%	121	22.9%	84	15.9%
Yes	63	11.9%			5	.9%	12	2.3%	46	8.7%

(Continued....)

	Total	STATE/AREA					
	Count	Col. %age	Guj-Rural	Guj-Urban	Ker-Rural	Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count
WHITE GOODS							
MOTOR CAR							
Total	529	100%	133	25.1%	133	25.1%	130
No	485	91.7%	133	25.1%	103	19.5%	128
Yes	44	8.3%			30	5.7%	5
COLOR TV							
Total	529	100%	133	25.1%	133	25.1%	130
No	241	45.6%	55	10.4%	43	8.1%	114
Yes	288	54.4%	78	14.7%	90	17.0%	19
VCP/VCR							
Total	529	100%	133	25.1%	133	25.1%	130
No	431	81.5%	122	23.1%	103	19.5%	121
Yes	98	18.5%	11	2.1%	30	5.7%	12
AIRCOOLER/A.C.							
Total	529	100%	133	25.1%	133	25.1%	130
No	499	94.3%	133	25.1%	103	19.5%	133
Yes	30	5.7%			30	5.7%	
REFRIGERATOR							
Total	529	100%	133	25.1%	133	25.1%	130
No	253	47.8%	81	15.3%	24	4.5%	100
Yes	276	52.2%	52	9.8%	109	20.6%	33
WASHINGMACHINE							
Total	529	100%	133	25.1%	133	25.1%	130
No	480	90.7%	133	25.1%	103	19.5%	128
Yes	49	9.3%			30	5.7%	5
VACUUM CLEANER							
Total	529	100%	133	25.1%	133	25.1%	130
No	518	97.9%	133	25.1%	122	23.1%	133
Yes	11	2.1%			11	2.1%	
DISH WASHER							
Total	529	100%	133	25.1%	133	25.1%	130
No	529	100%	133	25.1%	133	25.1%	130

Table 7.9

Number of Each Product Owned in Product Classes for State and Area

	Total		STATE/AREA							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS										
BICYCLE										
Total	75	100%	11	14.7%	44	58.7%	20	26.7%		
Only One	61	81.3%	11	14.7%	30	40.0%	20	26.7%		
Two	14	18.7%			14	18.7%				
MOPED										
Total	62	100%	38	61.3%	24	38.7%				
Only One	62	100%	38	61.3%	24	38.7%				
SCOOTER										
Total	195	100%	58	29.7%	94	48.2%	14	7.2%	29	14.9%
Only One	170	87.2%	58	29.7%	69	35.4%	14	7.2%	29	14.9%
Two	25	12.8%			25	12.8%				
MOTORBIKE										
Total	37	100%	20	54.1%					17	45.9%
Only One	37	100%	20	54.1%					17	45.9%
ENTERTAINMENT CLASS										
RADIO										
Total	134	100%	14	10.4%	16	11.9%	51	38.1%	53	39.6%
Only One	134	100%	14	10.4%	16	11.9%	51	38.1%	53	39.6%
TAPE RECORDER										
Total	374	100%	95	25.4%	81	21.7%	80	21.4%	118	31.6%
Only One	374	100%	95	25.4%	81	21.7%	80	21.4%	118	31.6%
B&W TV										
Total	117	100%	27	23.1%	43	36.8%	38	32.5%	9	7.7%
Only One	117	100%	27	23.1%	43	36.8%	38	32.5%	9	7.7%

(Continued....)

	Total		STATE/AREA							
			Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
PERSONAL EFFECTS/USE CLASS										
WRIST WATCH										
Total	507	100%	122	24.1%	122	24.1%	133	26.2%	130	25.6%
Only One	242	47.7%	80	15.8%	41	8.1%	76	15.0%	45	8.9%
Two	79	15.6%	19	3.7%	15	3.0%	11	2.2%	34	6.7%
Three	92	18.1%	14	2.8%	41	8.1%	20	3.9%	17	3.4%
Four	85	16.8%	9	1.8%	25	4.9%	26	5.1%	25	4.9%
Five	9	1.8%							9	1.8%
SEWING MACHINE										
Total	136	100%	41	30.1%	11	8.1%	48	35.3%	36	26.5%
Only One	136	100%	41	30.1%	11	8.1%	48	35.3%	36	26.5%
MOULD, SUITCASE										
Total	246	100%	81	32.9%	70	28.5%	12	4.9%	83	33.7%
Only One	125	50.8%	68	27.6%	27	11.0%			30	12.2%
Two	83	33.7%	13	5.3%	18	7.3%	7	2.8%	45	18.3%
Three	22	8.9%			14	5.7%			8	3.3%
Four	5	2.0%					5	2.0%		
Five	11	4.5%			11	4.5%				
HOME & KITCHEN APPLIANCES										
WALL CLOCK										
Total	347	100%	122	35.2%	62	17.9%	64	18.4%	99	28.5%
Only One	317	91.4%	122	35.2%	37	10.7%	59	17.0%	99	28.5%
Two	25	7.2%			25	7.2%				
Three	5	1.4%					5	1.4%		
ELECTRIC FAN										
Total	440	100%	133	30.2%	93	21.1%	93	21.1%	121	27.5%
Only One	155	35.2%	41	9.3%	11	2.5%	81	18.4%	22	5.0%
Two	83	18.9%	29	6.6%	29	6.6%			25	5.7%
Three	104	23.6%	48	10.9%	23	5.2%			33	7.5%
Four	43	9.8%	4	.9%			7	1.6%	32	7.3%
Five	39	8.9%	11	2.5%	19	4.3%			9	2.0%
Six	5	1.1%					5	1.1%		
Seven	11	2.5%			11	2.5%				
LT. WT. IRON										
Total	139	100%	4	2.9%	67	48.2%	19	13.7%	49	35.3%
Only One	139	100%	4	2.9%	67	48.2%	19	13.7%	49	35.3%
PRESSURE COOKER										
Total	421	100%	133	31.6%	121	28.7%	57	13.5%	110	26.1%
Only One	405	96.2%	133	31.6%	110	26.1%	52	12.4%	110	26.1%
Two	16	3.8%			11	2.6%	5	1.2%		
MIXER										
Total	295	100%	67	22.7%	118	40.0%	19	6.4%	91	30.8%
Only One	295	100%	67	22.7%	118	40.0%	19	6.4%	91	30.8%

(Continued....)

	Total		STATE/AREA							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
GRINDER										
Total	171	100%	24	14.0%	44	25.7%	37	21.6%	66	38.6%
Only One	171	100%	24	14.0%	44	25.7%	37	21.6%	66	38.6%
EXHAUST FAN										
Total	63	100%			5	7.9%	12	19.0%	46	73.0%
Only One	63	100%			5	7.9%	12	19.0%	46	73.0%
WHITE GOODS										
MOTOR CAR										
Total	44	100%			30	68.2%	5	11.4%	9	20.5%
Only One	33	75.0%			19	43.2%	5	11.4%	9	20.5%
Two	11	25.0%			11	25.0%				
COLOR TV										
Total	288	100%	78	27.1%	90	31.3%	19	6.6%	101	35.1%
Only One	288	100%	78	27.1%	90	31.3%	19	6.6%	101	35.1%
VCP/VCR										
Total	87	100%			30	34.5%	12	13.8%	45	51.7%
Only One	87	100%			30	34.5%	12	13.8%	45	51.7%
AIRCOOLER/A.C.										
Total	30	100%			30	100%				
Two	19	63.3%			19	63.3%				
Four	11	36.7%			11	36.7%				
REFRIGERATOR										
Total	276	100%	52	18.8%	109	39.5%	33	12.0%	82	29.7%
Only One	276	100%	52	18.8%	109	39.5%	33	12.0%	82	29.7%
WASHINGMACHINE										
Total	49	100%			30	61.2%	5	10.2%	14	28.6%
Only One	49	100%			30	61.2%	5	10.2%	14	28.6%
VACUUM CLEANER										
Total	11	100%			11	100%				
Only One	11	100%			11	100%				
DISH WASHER										
Total										

Table 7.10

Rank Order of Products in Product Classes for State and Area
from among all Products Purchased

	Total		Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS										
BICYCLE										
Total	40	100.0%	11	27.5%	14	35.0%	15	37.5%		
First	15	37.5%					15	37.5%		
Tenth	11	27.5%	11	27.5%						
Fourteenth	14	35.0%			14	35.0%				
MOPED										
Total	62	100.0%	38	61.3%	24	38.7%				
Second	13	21.0%	13	21.0%						
Third	15	24.2%			15	24.2%				
Fifth	11	17.7%	11	17.7%						
Sixth	23	37.1%	14	22.6%	9	14.5%				
SCOOTER										
Total	120	100.0%	33	27.5%	50	41.7%	14	11.7%	23	19.2%
Second	11	9.2%			11	9.2%				
Third	45	37.5%	15	12.5%	14	11.7%	7	5.8%	9	7.5%
Fourth	19	15.8%			13	10.8%			6	5.0%
Fifth	34	28.3%	14	11.7%	12	10.0%			8	6.7%
Ninth	4	3.3%	4	3.3%						
Tenth	7	5.8%					7	5.8%		
MOTORBIKE										
Total	9	100.0%	9	100.0%						
Second	9	100.0%	9	100.0%						
ENTERTAINMENT CLASS										
RADIO										
Total	95	100.0%	14	14.7%			53	55.8%	28	29.5%
First	64	67.4%					46	48.4%	18	18.9%
Second	10	10.5%							10	10.5%
Third	7	7.4%					7	7.4%		
Fourth	14	14.7%	14	14.7%						
TAPE RECORDER										
Total	292	100.0%	81	27.7%	51	17.5%	82	28.1%	78	26.7%
Third	41	14.0%			13	4.5%	14	4.8%	14	4.8%
Fourth	83	28.4%	20	6.8%	29	9.9%	26	8.9%	8	2.7%
Fifth	74	25.3%	14	4.8%	9	3.1%	14	4.8%	37	12.7%
Sixth	73	25.0%	43	14.7%			21	7.2%	9	3.1%
Eighth	10	3.4%							10	3.4%
Tenth	4	1.4%	4	1.4%						
Eleventh	7	2.4%					7	2.4%		
BLACK&WHITE TV										
Total	104	100.0%	27	26.0%	30	28.8%	38	36.5%	9	8.7%
Sixth	39	37.5%	13	12.5%	15	14.4%	11	10.6%		
Seventh	51	49.0%	14	13.5%	15	14.4%	13	12.5%	9	8.7%
Eighth	14	13.5%					14	13.5%		

Table 7.10

Rank Order of Products in Product Classes for State and Area
from among all Products Purchased

	Total		Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
PERSONAL EFFECTS/USE CLASS										
WRIST WATCH										
Total	404	100.0%	108	26.7%	78	19.3%	128	31.7%	90	22.3%
First	276	68.3%	97	24.0%	78	19.3%	56	13.9%	45	11.1%
Second	99	24.5%	11	2.7%			61	15.1%	27	6.7%
Third	10	2.5%							10	2.5%
Sixth	8	2.0%							8	2.0%
Tenth	11	2.7%					11	2.7%		
SEWING MACHINE										
Total	94	100.0%	27	28.7%			48	51.1%	19	20.2%
Second	28	29.8%					28	29.8%		
Third	26	27.7%	4	4.3%			13	13.8%	9	9.6%
Fifth	23	24.5%	23	24.5%						
Sixth	17	18.1%					7	7.4%	10	10.6%
MOULD.SUITCASE										
Total	140	100.0%	42	30.0%	40	28.6%	7	5.0%	51	36.4%
Second	36	25.7%			12	8.6%	7	5.0%	17	12.1%
Fifth	9	6.4%							9	6.4%
Sixth	24	17.1%			15	10.7%			9	6.4%
Seventh	53	37.9%	24	17.1%	13	9.3%			16	11.4%
Ninth	14	10.0%	14	10.0%						
Eleventh	4	2.9%	4	2.9%						
HOME & KITCHEN APPLIANCES										
WALL CLOCK										
Total	277	100.0%	108	39.0%	37	13.4%	59	21.3%	73	26.4%
Second	9	3.2%			9	3.2%				
Third	81	29.2%	39	14.1%	15	5.4%			27	9.7%
Fourth	67	24.2%	31	11.2%			14	5.1%	22	7.9%
Fifth	60	21.7%	15	5.4%	13	4.7%	32	11.6%		
Sixth	15	5.4%				0.0%			15	5.4%
Eighth	27	9.7%	14	5.1%			13	4.7%		
Ninth	9	3.2%	9	3.2%						
Tenth	9	3.2%							9	3.2%
ELECTRIC FAN										
Total	326	100.0%	108	33.1%	49	15.0%	88	27.0%	81	24.8%
Second	100	30.7%	57	17.5%			25	7.7%	18	5.5%
Third	102	31.3%	27	8.3%	20	6.1%	43	13.2%	12	3.7%
Fourth	50	15.3%			15	4.6%	7	2.1%	28	8.6%
Fifth	18	5.5%	4	1.2%	14	4.3%				
Sixth	24	7.4%	11	3.4%			13	4.0%		
Eighth	17	5.2%							17	5.2%
Ninth	6	1.8%							6	1.8%
Thirteenth	9	2.8%	9	2.8%						
LT.WT.IRON										
Total	87	100.0%	4	4.6%	37	42.5%	14	16.1%	32	36.8%
Fourth	12	13.8%			12	13.8%				
Fifth	11	12.6%			11	12.6%				
Seventh	9	10.3%							9	10.3%
Ninth	7	8.0%					7	8.0%		
Tenth	14	16.1%			14	16.1%				
Fourteenth	13	14.9%	4	4.6%		0.0%			9	10.3%
Fifteenth	15	17.2%					7	8.0%	8	9.2%
Seventeenth	6	6.9%							6	6.9%

Table 7.10

Rank Order of Products in Product Classes for State and Area
from among all Products Purchased

	Total		Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
PRESSURECOOKER										
Total	307	100.0%	108	35.2%	77	25.1%	52	16.9%	70	22.8%
First	49	16.0%	11	3.6%	11	3.6%			27	8.8%
Second	100	32.6%	18	5.9%	57	18.6%	7	2.3%	18	5.9%
Third	43	14.0%	23	7.5%			11	3.6%	9	2.9%
Fourth	58	18.9%	29	9.4%	9	2.9%	20	6.5%		
Fifth	43	14.0%	27	8.8%					16	5.2%
Seventh	14	4.6%					14	4.6%		
MIXER										
Total	181	100.0%	42	23.2%	74	40.9%	14	7.7%	51	28.2%
Third	12	6.6%			12	6.6%				
Fourth	37	20.4%			11	6.1%			26	14.4%
Fifth	15	8.3%			15	8.3%				
Sixth	22	12.2%	9	5.0%	13	7.2%				
Seventh	23	12.7%	14	7.7%	9	5.0%				
Eighth	34	18.8%			14	7.7%	14	7.7%	6	3.3%
Ninth	19	10.5%							19	10.5%
Tenth	15	8.3%	15	8.3%						
Twelvth	4	2.2%	4	2.2%						
GRINDER										
Total	100	100.0%	13	13.0%	14	14.0%	32	32.0%	41	41.0%
Seventh	11	11.0%					11	11.0%		
Tenth	9	9.0%							9	9.0%
Eleventh	28	28.0%			14	14.0%	14	14.0%		
Fifteenth	15	15.0%							15	15.0%
Sixteenth	9	9.0%	9	9.0%						
Seventeenth	24	24.0%					7	7.0%	17	17.0%
Eighteenth	4	4.0%	4	4.0%						
EXHAUST FAN										
Total	30	100.0%					7	23.3%	23	76.7%
Tenth	8	26.7%							8	26.7%
Eleventh	7	23.3%					7	23.3%		
Twelvth	9	30.0%							9	30.0%
Fourteenth	6	20.0%							6	20.0%

Table 7.10

Rank Order of Products in Product Classes for State and Area
from among all Products Purchased

	Total		Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS										
COLOR TV										
Total	187	100.0%	53	28.3%	59	31.6%	14	7.5%	61	32.6%
Sixth	21	11.2%			11	5.9%			10	5.3%
Seventh	43	23.0%			26	13.9%			17	9.1%
Eighth	28	15.0%	15	8.0%	13	7.0%				
Ninth	11	5.9%	11	5.9%						
Tenth	30	16.0%	23	12.3%			7	3.7%		
Twelvth	15	8.0%			9	4.8%			6	3.2%
Thirteenth	39	20.9%	4	2.1%			7	3.7%	28	15.0%
VCP/VCR										
Total	21	100.0%					7	33.3%	14	66.7%
Fourteenth	8	38.1%							8	38.1%
Sixteenth	13	61.9%					7	33.3%	6	28.6%
REFRIGERATOR										
Total	171	100.0%	27	15.8%	65	38.0%	28	16.4%	51	29.8%
Sixth	12	7.0%			12	7.0%				
Seventh	11	6.4%			11	6.4%				
Ninth	38	22.2%			15	8.8%	14	8.2%	9	5.3%
Eleventh	22	12.9%	9	5.3%	13	7.6%				
Twelvth	21	12.3%	14	8.2%			7	4.1%		
Thirteenth	28	16.4%			14	8.2%			14	8.2%
Fourteenth	26	15.2%					7	4.1%	19	11.1%
Sixteenth	9	5.3%							9	5.3%
Seventeenth	4	2.3%	4	2.3%						
WASHINGMACHINE										
Total	8	100.0%							8	100.0%
Eighteenth	5	62.5%							5	62.5%
Nineteenth	3	37.5%							3	37.5%
DISH WASHER										
Total										

Table 7.11

Product Class Preference for State and Area

	Total		location							
	Count	Col. %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
FIRST PREFERENCE										
Total	160	100%	119	25.9%	78	17.0%	133	28.9%	130	28.3%
None	235	51.1%	69	15.0%	44	9.6%	56	12.2%	66	14.3%
Transportation	8	1.7%							8	1.7%
Entertainment	49	10.7%	14	3.0%			15	3.3%	20	4.3%
Home & Kitchen	35	7.6%					35	7.6%		
White Goods	133	28.9%	36	7.8%	34	7.4%	27	5.9%	36	7.8%
SECOND PREFERENCE										
Total	460	100%	119	25.9%	78	17.0%	133	28.9%	130	28.3%
None	440	95.7%	119	25.9%	78	17.0%	113	24.6%	130	28.3%
Home & Kitchen	13	2.8%					13	2.8%		
White Goods	7	1.5%					7	1.5%		
THIRD PREFERENCE										
Total	460	100%	119	25.9%	78	17.0%	133	28.9%	130	28.3%
None	460	100%	119	25.9%	78	17.0%	133	28.9%	130	28.3%
FOURTH PREFERENCE										
Total	460	100%	119	25.9%	78	17.0%	133	28.9%	130	28.3%
None	460	100%	119	25.9%	78	17.0%	133	28.9%	130	28.3%
FIFTH PREFERENCE										
Total	460	100%	119	25.9%	78	17.0%	133	28.9%	130	28.3%
None	460	100%	119	25.9%	78	17.0%	133	28.9%	130	28.3%

TABLE 7.12

TWO WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-action Effect	Anova Stat. for Inter-action Effect		Parameter Estimation (Mean)				Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association	
			F Cal.	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban		F Cal.	Signif of F	Guj. Ker.	Eta Squared	Beta	
a. Transportation Class (with 1,299 deg.of freedom)															
1. Utility Value	5.00		No Anova		5.00	5.00	5.00	5.00		No Anova		5.00	5.00	No M.C.A.	
2. Enhancement of Status due to Possession of Product	3.57	No	1.485	0.224	3.90	3.47	3.41	3.20	Yes	18.895	0.000	3.67	3.29	0.24	0.0576
3. Enhancement of Status due to the particular brand	3.06	No	1.493	0.223	3.14	3.00	3.07	3.00	No	1.158	0.283	3.07	3.03	0.07	0.0049
4. After Sales Service of the brand	3.49	Yes	21.901	0.000	3.21	3.21	3.82	4.61	-	161.616	0.000	3.21	4.28	0.58	0.3364
5. Brand Durability	3.50	Yes	41.559	0.000	3.10	3.33	4.71	3.96	-	196.640	0.000	3.22	4.28	0.60	0.3600
6. Performance of Brand	4.93	Yes	12.466	0.000	5.00	5.00	4.59	4.87	-	41.095	0.000	5.00	4.75	0.34	0.1156
b. Entertainment Class (with 1,477 deg.of freedom)															
1. Utility Value	4.86	No	0.710	0.400	5.00	5.00	4.79	4.72	-	31.186	0.000	5.00	4.75	0.25	0.0625
2. Enhancement of Status due to Possession of Product	3.48	Yes	77.337	0.000	3.46	3.47	3.88	3.10	-	1.142	0.286	3.47	3.49	0.02	0.0004
3. Enhancement of Status due to the particular brand	2.94	Yes	13.479	0.000	3.00	3.00	2.77	3.00	-	15.531	0.000	3.00	2.89	0.16	0.0256
4. After Sales Service of the brand	2.94	Yes	13.479	0.000	3.00	3.00	2.77	3.00	-	15.531	0.000	3.00	2.89	0.16	0.0256
5. Brand Durability	3.21	Yes	27.568	0.000	3.23	3.22	2.87	3.53	-	0.531	0.466	3.22	3.20	0.02	0.0004
6. Performance of Brand	4.89	Yes	5.306	0.022	5.00	5.00	4.89	4.72	-	23.585	0.000	5.00	4.81	0.22	0.0484

TABLE 7.12 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect		Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared
		F Cal.	Signif. of F	Rural	Urban	Eta Squared	Beta		
a. Transportation Class (with 1,299 deg. of freedom)									
1. Utility Value	-	No Anova		5.00	5.00	No M.C.A.		No M.C.A.	
2. Enhancement of Status due to Possession of Product	Yes	24.218	0.000	3.78	3.40	0.27	0.0729	0.36	0.130
3. Enhancement of Status due to the particular brand	Yes	25.127	0.000	3.13	3.00	0.28	0.0784	0.29	0.082
4. After Sales Service of the brand	-	7.884	0.005	3.36	3.60	0.15	0.0225	0.59	0.350
5. Brand Durability	-	0.179	0.673	3.50	3.51	0.01	0.0001	0.60	0.366
6. Performance of Brand	-	4.386	-0.037	4.90	4.96	0.10	0.01	0.35	0.125
b. Entertainment Class (with 1,477 deg. of freedom)									
1. Utility Value	-	0.868	0.352	4.89	4.84	0.05	0.0025	0.25	0.064
2. Enhancement of Status due to Possession of Product	-	83.740	0.000	3.68	3.26	0.36	0.1296	0.36	0.133
3. Enhancement of Status due to the particular brand	-	16.493	0.000	2.88	3.00	0.17	0.0289	0.24	0.058
4. After Sales Service of the brand	-	16.493	0.000	2.88	3.00	0.17	0.0289	0.24	0.058
5. Brand Durability	-	31.792	0.000	3.04	3.40	0.24	0.0576	0.24	0.060
6. Performance of Brand	-	6.493	0.011	4.95	4.84	0.12	0.0144	0.25	0.061

TABLE 7.12 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-action Effect	Anova Stat. for Inter-action Effect		Parameter Estimation (Mean)				Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)	Degree of Association			
			F	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban		F	Signif of F		Guj. Ker.	Eta Squared	Beta	
c. Personal Effects/Use Class (with 1,503 deg. of freedom)																
1. Utility Value	4.95	Yes	13.626	0.000	5.00	5.00	4.95	4.87	-	29.754	0.000	5.00	4.91	0.23	0.0529	0.23
2. Enhancement of Status due to Possession of Product	3.23	Yes	28.412	0.000	3.25	3.11	3.55	3.00	-	5.628	0.018	3.18	3.28	0.10	0.0100	0.10
3. Enhancement of Status due to the particular brand	3.00	No	No Anova		3.00	3.00	3.00	3.00	No	No Anova		3.00	3.00	No	M.C.A.	
4. After Sales Service of the brand	3.00	No	No Anova		3.00	3.00	3.00	3.00	No	No Anova		3.00	3.00	No	M.C.A.	
5. Brand Durability	3.56	No	0.034	0.853	3.70	3.35	3.75	3.43	No	0.814	0.367	3.53	3.59	0.04	0.0016	0.04
6. Performance of Brand	4.80	Yes	75.088	0.000	5.00	5.00	4.95	4.28	-	99.884	0.000	5.00	4.62	0.36	0.1296	0.36
d. Home & Kitchen Appliances (with 1,492 deg. of freedom)																
1. Utility Value	4.99	No	0.986	0.321	5.00	5.00	4.97	4.98	Yes	18.366	0.000	5.00	4.98	0.19	0.0361	0.19
2. Enhancement of Status due to Possession of Product	3.20	Yes	72.245	0.000	3.18	3.11	3.53	3.06	-	32.874	0.000	3.15	3.26	0.19	0.0361	0.21
3. Enhancement of Status due to the particular brand	3.00	No	No Anova		3.00	3.00	3.00	3.00	No	No Anova		3.00	3.00	No	M. C. A.	
4. After Sales Service of the brand	3.09	Yes	6.621	0.010	3.04	3.04	3.10	3.18	-	38.634	0.000	3.04	3.15	0.27	0.0729	0.27
5. Brand Durability	3.23	No	0.342	0.559	3.10	3.25	3.20	3.38	Yes	13.720	0.000	3.18	3.30	0.18	0.0324	0.16
6. Performance of Brand	4.80	Yes	85.535	0.000	5.00	5.00	4.92	4.29	-	158.837	0.000	5.00	4.56	0.45	0.2025	0.43

TABLE 7.12 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)		Parameter Estimation (Mean)		Degree of Association			Multiple R	Multiple R Squared
		F Cal.	Signif. of F	Rural	Urban	Eta Squared	Eta Squared	Beta		
c. Personal Effects/Use Class (with 1,503 deg.of freedom)										
1. Utility Value	-	5.848	0.016	4.97	4.93	0.10	0.0100	0.10	0.25	0.065
2. Enhancement of Status due to Possession of Product	-	83.967	0.000	3.41	3.06	0.37	0.1369	0.37	0.38	0.145
3. Enhancement of Status due to the particular brand		No Anova		3.00	3.00	No M.C.A.			No	M. C. A.
4. After Sales Service of the brand		No Anova		3.00	3.00	No M.C.A.			No	M. C. A.
5. Brand Durability	Yes	23.029	0.000	3.73	3.39	0.21	0.0441	0.21	0.21	0.045
6. Performance of Brand	-	80.924	0.000	4.97	4.63	0.32	0.1024	0.33	0.49	0.237
d. Home & Kitchen Appliances (with 1,492 deg.of freedom)										
1. Utility Value	No	0.838	0.360	4.99	4.99	0.00	0.0000	0.00	0.19	0.037
2. Enhancement of Status due to Possession of Product	-	125.909	0.000	3.33	3.08	0.41	0.1681	0.42	0.46	0.211
3. Enhancement of Status due to the particular brand		No Anova		3.00	3.00	No M.C.A.			No	M. C. A.
4. After Sales Service of the brand	-	5.846	0.016	3.07	3.11	0.12	0.0144	0.10	0.29	0.086
5. Brand Durability	Yes	28.416	0.000	3.14	3.31	0.24	0.0576	0.23	0.29	0.084
6. Performance of Brand	-	72.701	0.000	4.96	4.65	0.33	0.1089	0.30	0.54	0.295

TABLE 7.12 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-action Effect	Anova Stat. for Inter-action Effect			Parameter Estimation (Mean)				Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association	
			F Cal.	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban	F Cal.		Signif of F	Guj. Ker.	Eta Squared	Beta		
e. White Goods (with 1,326 deg.of freedom)																
1. Utility Value	4.97	Yes	12.800	0.000	5.00	5.00	4.86	4.96	-	28.900	0.000	5.00	4.94	0.26	0.0676	0.28
2. Enhancement of Status due to Possession of Product	3.96	Yes	30.037	0.000	4.16	4.04	4.54	3.52	-	11.537	0.001	4.09	3.77	0.21	0.0441	0.17
3. Enhancement of Status due to the particular brand	3.29	Yes	6.697	0.010	3.19	3.24	3.13	3.47	-	7.596	0.006	3.22	3.38	0.17	0.0289	0.15
4. After Sales Service of the brand	3.05	Yes	35.476	0.000	3.00	3.04	3.20	3.04	-	17.116	0.000	3.02	3.08	0.20	0.0400	0.21
5. Brand Durability	3.29	Yes	6.697	0.010	3.19	3.24	3.13	3.47	-	7.596	0.006	3.22	3.38	0.17	0.0289	0.15
6. Performance of Brand	4.80	Yes	15.400	0.000	5.00	5.00	4.79	4.40	-	115.181	0.000	5.00	4.50	0.52	0.2704	0.50

TABLE 7.12 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR STATE AND REGION

ANOVA tests at 5% level of significance	Main Effect (Area)	Anova Stat. for Main Effect (Area)		Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared
		F Cal.	Signif. of F	Rural	Urban	Eta Squared	Beta		
e. White Goods (with 1,326 deg.of freedom)									
1. Utility Value	-	6.780	0.010	4.96	4.98	0.09	0.0081	0.29	0.086
2. Enhancement of Status due to Possession of Product	-	29.692	0.000	4.27	3.80	0.30	0.0900	0.34	0.119
3. Enhancement of Status due to the particular brand	-	7.895	0.005	3.17	3.34	0.18	0.0324	0.23	0.052
4. After Sales Service of the brand	-	3.100	0.079	3.06	3.04	0.06	0.0036	0.22	0.048
5. Brand Durability	-	7.895	0.005	3.17	3.34	0.18	0.0324	0.23	0.052
6. Performance of Brand	-	8.157	0.005	4.94	4.72	0.21	0.0441	0.53	0.285

TABLE 7.13
TWO WAY ANALYSIS OF VARIANCE ON FACTORS MOTIVATING SAVINGS FOR STATE AND REGION

ANOVA tests at 5% level of significance with (1,525) degrees of freedom	Grand Mean	Inter- action Effect	Anova Stat. for Inter- action Effect			Parameter Estimation (Mean)				Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association	
			F	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban	F		Signif of F	Guj.	Ker.	Eta Square	Beta	
1. Old Age	2.22	Yes	50.896	0.000	3.41	1.78	1.89	1.82	-	47.168	0.000	2.59	1.85	0.26	0.0676	0.26
2. Unexpected Expenditure	2.99	Yes	47.721	0.000	3.38	3.45	1.98	3.17	-	108.421	0.000	3.42	2.57	0.38	0.1444	0.38
3. Major Expenditures	3.38	No	0.423	0.516	3.66	2.95	3.71	3.21	No	0.863	0.353	3.31	3.46	0.04	0.0016	0.04
4. Buy Durable Products	1.36	Yes	15.412	0.000	1.23	1.70	1.24	1.28	-	14.183	0.000	1.47	1.26	0.16	0.0256	0.16
5. Buy Farmland/House	2.52	No	0.681	0.410	2.37	2.13	2.78	2.80	Yes	11.965	0.001	2.25	2.79	0.15	0.0225	0.15
6. For Children	2.32	No	2.324	0.128	2.99	3.02	1.46	1.80	Yes	182.442	0.000	3.01	1.63	0.51	0.2601	0.51

TABLE 7.13 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON FACTORS MOTIVATING SAVINGS FOR STATE AND REGION

ANOVA tests at 5% level of significance with (1,525) degrees of freedom	Anova Stat. for Main Effect (Area)		Main Effect (Area)	Parameter Estimation (Mean)			Degree of Association		Multiple R	Multiple R Squared
	F	Signif of F		Rural	Urban	Eta	Eta Square	Beta		
1. Old Age	61.395	0.000	-	2.65	1.80	0.30	0.0900	0.30	0.40	0.158
2. Unexpected Expenditure	59.294	0.000	-	2.68	3.31	0.28	0.0784	0.28	0.48	0.227
3. Major Expenditures	14.283	0.000	Yes	3.68	3.08	0.16	0.0256	0.16	0.17	0.028
4. Buy Durable Products	21.269	0.000	-	1.24	1.49	0.19	0.0361	0.19	0.25	0.062
5. Buy Farmland/House	0.511	0.475	-	2.58	2.46	0.03	0.0009	0.03	0.15	0.023
6. For Children	3.277	0.071	No	2.23	2.42	0.07	0.0049	0.07	0.51	0.261

TABLE 7.14

TWO WAY ANALYSIS OF VARIANCE ON LIFESTYLE FOR STATE AND REGION

ANOVA tests at 5% level of significance	Grand Mean	Inter-action Effect	Anova Stat. for Inter-action Effect		Parameter Estimation (Mean)				Main Effect (State)	Anova Stat. for Main Effect (State)		Parameter Estimation (Mean)		Degree of Association	
			F	Signif of F	Guj. Rural	Guj. Urban	Ker. Rural	Ker. Urban		F	Signif of F	Guj. Ker.	Eta Squared	Beta	
A. Time Spent Indoors on Various Leisure Activities (with 1,528 deg.of freedom)	2.56	Yes	33.177	0.000	2.33	2.44	2.47	3.00	-	75.600	0.000	2.40	2.72	0.36	0.36
B. Time Spent Out-of-Home, and Interacting with other People in Various Leisure Activities (with 1,528 deg.of freedom)	1.47	Yes	10.801	0.001	1.17	1.40	1.69	1.63	-	3.685	0.055	1.43	1.51	0.35	0.35

TABLE 7.14 (contd.)

TWO WAY ANALYSIS OF VARIANCE ON LIFESTYLE FOR STATE AND REGION

ANOVA tests at 5% level of significance	Anova Stat. for Main Effect (Area)		Main Effect (Area)	Parameter Estimation (Mean)		Degree of Association		Multiple R	Multiple R Squared
	F Cal.	Signif of F		Rural	Urban	Eta Squared	Beta		
A. Time Spent Indoors on Various Leisure Activities (with 1,528 deg. of freedom)	93.352	0.000	-	2.39	2.74	0.32	0.1024	0.32	0.232
B. Time Spent Out-of-Home, and Interacting with other People in Various Leisure Activities (with 1,528 deg. of freedom)	75.497	0.000	-	1.29	1.66	0.08	0.0064	0.08	0.129

Table 7.15

Profile of Print Media Exposure for State and Area

	Total		location							
	Count	Col %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
MHH READS NEWSPAPERS										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
Yes	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
HE READS VERNACULAR NWSPPR.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	13	2.5%			13	2.5%				
Yes	516	97.5%	133	25.1%	120	22.7%	133	25.1%	130	24.6%
HE READS ENG. NEWSPAPERS										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	480	90.7%	133	25.1%	121	22.9%	133	25.1%	93	17.6%
Yes	49	9.3%			12	2.3%			37	7.0%
FHH READS NEWSPAPERS										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	221	41.8%	95	18.0%	52	9.8%	62	11.7%	12	2.3%
Yes	308	58.2%	38	7.2%	81	15.3%	71	13.4%	118	22.3%
SHE READS VERNACULAR NEWSPAPERS										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	233	44.0%	95	18.0%	64	12.1%	62	11.7%	12	2.3%
Yes	296	56.0%	38	7.2%	69	13.0%	71	13.4%	118	22.3%
SHE READS ENG. NEWSPAPERS										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	502	94.9%	133	25.1%	121	22.9%	133	25.1%	115	21.7%
Yes	27	5.1%			12	2.3%			15	2.8%

(Continued....)

	Total		location							
			Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
MHH READS										
MAGAZINES										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	296	56.0%	106	20.0%	52	9.8%	90	17.0%	48	9.1%
Yes	233	44.0%	27	5.1%	81	15.3%	43	8.1%	82	15.5%
HE READS VERN-										
ACULAR GENERAL										
INTEREST MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	308	58.2%	106	20.0%	64	12.1%	90	17.0%	48	9.1%
Yes	221	41.8%	27	5.1%	69	13.0%	43	8.1%	82	15.5%
HE READS VERN-										
ACULAR FILM MZ										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	497	94.0%	133	25.1%	108	20.4%	126	23.8%	130	24.6%
Yes	32	6.0%			25	4.7%	7	1.3%		
HE READS VERN-										
ACULAR WOMEN'S										
MAGAZINES										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	524	99.1%	133	25.1%	133	25.1%	128	24.2%	130	24.6%
Yes	5	.9%					5	.9%		
HE READS ENG.										
GENERAL INT.										
MAGAZINES										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	446	84.3%	133	25.1%	121	22.9%	126	23.8%	66	12.5%
Yes	83	15.7%			12	2.3%	7	1.3%	64	12.1%
HE READS ENG.										
BUSINESS MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
HE READS ENG.										
FILM MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	517	97.7%	133	25.1%	121	22.9%	133	25.1%	130	24.6%
Yes	12	2.3%			12	2.3%				
HE READS ENG.										
SPORTS MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	509	96.2%	133	25.1%	121	22.9%	133	25.1%	122	23.1%
Yes	20	3.8%			12	2.3%			8	1.5%
HE READS ENG.										
WOMEN'S MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	517	97.7%	133	25.1%	121	22.9%	133	25.1%	130	24.6%
Yes	12	2.3%			12	2.3%				

	Total		location							
			Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
	Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
FHH READS										
MAGAZINES										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	316	59.7%	110	20.8%	67	12.7%	76	14.4%	63	11.9%
Yes	213	40.3%	23	4.3%	66	12.5%	57	10.8%	67	12.7%
SHE READS VER.										
GEN.INT. MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	363	68.6%	110	20.8%	93	17.6%	97	18.3%	63	11.9%
Yes	166	31.4%	23	4.3%	40	7.6%	36	6.8%	67	12.7%
SHE READS VER.										
FILM MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	472	89.2%	133	25.1%	103	19.5%	126	23.8%	110	20.8%
Yes	57	10.8%			30	5.7%	7	1.3%	20	3.8%
SHE READS VER.										
WOMEN'S MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	387	73.2%	133	25.1%	106	20.0%	76	14.4%	72	13.6%
Yes	142	26.8%			27	5.1%	57	10.8%	58	11.0%
SHE READS ENG.										
GEN.INTEREST										
MAGAZINES										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	505	95.5%	133	25.1%	121	22.9%	133	25.1%	118	22.3%
Yes	24	4.5%			12	2.3%			12	2.3%
SHE READS ENG.										
BUSINESS MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	523	98.9%	133	25.1%	133	25.1%	133	25.1%	124	23.4%
Yes	6	1.1%							6	1.1%
SHE READS ENG.										
FILM MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	503	95.1%	133	25.1%	121	22.9%	133	25.1%	116	21.9%
Yes	26	4.9%			12	2.3%			14	2.6%
SHE READS ENG.										
SPORTS MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	523	98.9%	133	25.1%	133	25.1%	133	25.1%	124	23.4%
Yes	6	1.1%							6	1.1%
SHE READS ENG.										
WOMEN'S MGZS.										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
No	510	96.4%	133	25.1%	120	22.7%	133	25.1%	124	23.4%
Yes	18	3.4%			13	2.3%			6	1.1%

Table 7.16

Profile of Households by Family Structure, Dwelling, and Life Cycle
for State and Area

	Total		location					
	Count	Col %age	Guj-Rural	Guj-Urban	Ker-Rural	Ker-Urban		
	Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
FAMILY SIZE								
Total	529	100%	133	25.1%	133	25.1%	130	24.6%
Two members								
Only	1	.2%			1	.2%		
3-5 members	260	49.1%	68	12.9%	64	12.1%	73	13.8%
6-8 members	260	49.1%	65	12.3%	68	12.9%	60	11.3%
8-10 members	8	1.5%					8	1.5%
JOINT FAMILY								
Total	529	100%	133	25.1%	133	25.1%	130	24.6%
No	356	67.3%	82	15.5%	65	12.3%	113	21.4%
Yes	172	32.5%	51	9.6%	68	12.7%	20	3.8%
DWELLING TYPE								
Total	529	100%	133	25.1%	133	25.1%	130	24.6%
Own House	439	83.0%	106	20.0%	79	14.9%	133	25.1%
Rented	76	14.4%	27	5.1%	40	7.6%	9	1.7%
Co. Qrts	13	2.5%			14	2.5%		
MHH AGE GROUP								
Total	529	100%	133	25.1%	133	25.1%	130	24.6%
31-40 yrs.	33	6.2%			11	2.1%	22	4.2%
41-50 yrs.	204	38.6%	95	18.0%	27	5.1%	48	9.1%
51-60 yrs.	276	52.2%	38	7.2%	84	15.9%	80	15.1%
Over 60 yrs.	16	3.0%			11	2.1%	5	.9%
FHH AGE GROUP								
Total	529	100%	133	25.1%	133	25.1%	130	24.6%
31-40 yrs.	112	21.2%	28	5.3%	23	4.3%	21	4.0%
41-50 yrs.	316	59.7%	105	19.8%	70	13.2%	81	15.3%
51-60 yrs.	96	18.1%			40	7.6%	26	4.9%
Over 60 yrs.	5	.9%					5	.9%

Table 7.17

Socio-Economic Profile of the Households for State and Area

	Total		location							
	Count	Col %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
MHH EDUCATION										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
Upto 3 yrs of Schooling	1	.2%			1	.2%				
Upto 7 yrs of Schooling	161	30.4%	70	13.2%	14	2.6%	47	8.9%	30	5.7%
Upto 12 yrs of Schooling	285	53.9%	59	11.2%	90	17.0%	74	14.0%	62	11.7%
Upto 3 yrs of College	35	6.6%					12	2.3%	23	4.3%
Over 3 yrs of College	47	8.9%	4	.8%	28	5.3%			15	2.8%
FHH EDUCATION										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
Upto 3 yrs of Schooling	56	10.6%	14	2.6%	42	7.9%				
Upto 7 yrs of Schooling	215	40.6%	81	15.3%	24	4.5%	62	11.7%	48	9.1%
Upto 12 yrs of Schooling	201	38.0%	38	7.2%	38	7.2%	64	12.1%	61	11.5%
Upto 3 yrs of College	25	4.7%			6	1.1%	7	1.3%	12	2.3%
Over 3 yrs of College	32	6.0%			23	4.3%			9	1.7%
MHH OCCUPATION										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
HHd/Unskilled/Low Skilled	1	.2%			1	.2%				
Semi Skilled Workers	127	24.0%	28	5.3%	23	4.3%	29	5.5%	47	8.9%
Small Entrepreneurs	161	30.4%	36	6.8%	36	6.8%	52	9.8%	37	7.0%
Skilled Workers	196	37.1%	65	12.3%	56	10.6%	52	9.8%	23	4.3%
Professionals/Managerial lev	44	8.3%	4	.8%	17	3.2%			23	4.3%

(Continued....)

	Total		location							
	Count	Col %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
FHH OCCUPATION										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
Hhd/Unskilled/										
Low Skilled	440	83.2%	124	23.4%	96	18.1%	119	22.5%	101	19.1%
Semi Skilled										
Workers										
Small										
Entrepreneurs	1	.2%			1	.2%				
Skilled										
Workers	79	14.9%	9	1.7%	36	6.8%	14	2.6%	20	3.8%
Professionals										
Managerial lev	9	1.7%							9	1.7%
FAMILY MONTHLY										
INCOME										
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
Upto Rs 2500	96	18.1%	14	2.6%	1	.2%	61	11.5%	20	3.8%
Rs2501-Rs4000	158	29.9%	70	13.2%	30	5.7%	39	7.4%	19	3.6%
Rs4001-Rs7000	169	31.9%	49	9.3%	49	9.3%	28	5.3%	43	8.1%
Rs7000-Rs10000	83	15.7%			30	5.7%	5	.9%	48	9.1%
Above Rs10001/	23	4.3%			23	4.3%				

Table 7.18

Households in the Three Layers of Social Class

	Total		location							
	Count	Col %age	Guj-Rural		Guj-Urban		Ker-Rural		Ker-Urban	
			Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
Total	529	100%	133	25.1%	133	25.1%	133	25.1%	130	24.6%
SOCIAL CLASS										
Low	232	43.9%	70	13.2%	38	7.2%	76	14.4%	48	9.1%
Middle	132	25.0%	50	9.5%	30	5.7%	24	4.5%	28	5.3%
High	165	31.2%	13	2.5%	65	12.3%	33	6.2%	54	10.2%

TABLE 7.19

ONE WAY ANALYSIS OF VARIANCE ON OPINION OF STATUS VALUE AND NECESSITY VALUE OF PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
A. OPINION ON STATUS VALUE (with 2,526 deg. of freedom)												
1. Transportation Class	155.7776	0.0000	Reject	2.7909	2.3788	1.9545	0.4263	0.4760	0.5115	0.0280	0.0414	0.0398
2. Entertainment Class	223.0922	0.0000	Reject	2.2184	1.7904	1.2645	0.4300	0.5501	0.3911	0.0282	0.0479	0.0304
3. Personal Effects/Use Class	131.5132	0.0000	Reject	1.9138	1.7071	1.3071	0.4176	0.4057	0.2413	0.0274	0.0353	0.0188
4. Home & Kitchen Appliances	290.4513	0.0000	Reject	1.8805	1.6082	1.2580	0.2151	0.3101	0.2538	0.0141	0.0270	0.0198
5. White Goods	1.8417	0.1596	Accept	3.7311	3.6884	3.7712	0.3310	0.3581	0.4265	0.0217	0.0312	0.0332
B. OPINION ON NECESSITY VALUE (with 2,526 deg. of freedom)												
1. Transportation Class	21.1158	0.0000	Reject	3.4688	3.8826	3.7182	0.7203	0.5318	0.4719	0.0473	0.0463	0.0367
2. Entertainment Class	38.4478	0.0000	Reject	4.0474	4.1616	3.4909	0.7798	0.5487	0.8011	0.0512	0.0478	0.0624
3. Personal Effects/Use Class	150.2646	0.0000	Reject	3.1279	3.8081	4.2283	0.5175	0.7369	0.6982	0.0340	0.0641	0.0544
4. Home & Kitchen Appliances	316.4855	0.0000	Reject	2.8288	3.8193	4.4139	0.7988	0.4749	0.4514	0.0524	0.0413	0.0351
5. White Goods	327.2585	0.0000	Reject	1.6202	2.1856	2.9038	0.3203	0.5051	0.6563	0.0210	0.0440	0.0511

TABLE 7.19 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON OPINION OF STATUS VALUE AND NECESSITY VALUE OF PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Intervals for Means			Multiple Range Test : Scheffe's Procedure - Pairs of Groups significantly Different at the .05 level
	Low	Middle	High	
A. OPINION ON STATUS VALUE (with 2,526 deg. of freedom)				
1. Transportation Class	2.7358 - 2.8461	2.2968 - 2.4608	1.8759 - 2.0332	a) Low-Middle, b) Low-High, c) Middle-High.
2. Entertainment Class	2.1628 - 2.2740	1.6957 - 1.8851	1.1863 - 1.3066	a) Low-Middle, b) Low-High, c) Middle-High.
3. Personal Effects/Use Class	1.8598 - 1.9678	1.6372 - 1.7769	1.2700 - 1.3442	a) Low-Middle, b) Low-High, c) Middle-High.
4. Home & Kitchen Appliances	1.8527 - 1.9084	1.5548 - 1.6616	1.2190 - 1.2970	a) Low-Middle, b) Low-High, c) Middle-High.
5. White Goods	3.6883 - 3.7740	3.6268 - 3.7501	3.7057 - 3.8368	No two groups significantly different.
B. OPINION ON NECESSITY VALUE (with 2,526 deg. of freedom)				
1. Transportation Class	3.3756 - 3.5619	3.7910 - 3.9742	3.6456 - 3.7907	a) Low-Middle, b) Low-High.
2. Entertainment Class	3.9465 - 4.1483	4.0671 - 4.2561	3.3678 - 3.6140	a) Low-High, b) Middle-High.
3. Personal Effects/Use Class	3.0609 - 3.1948	3.6812 - 3.9350	4.1210 - 4.3356	a) Low-Middle, b) Low-High, c) Middle-High.
4. Home & Kitchen Appliances	2.7255 - 2.9322	3.7375 - 3.9010	4.3445 - 4.4832	a) Low-Middle, b) Low-High, c) Middle-High.
5. White Goods	1.5787 - 1.6616	2.0986 - 2.2726	2.8029 - 3.0047	a) Low-Middle, b) Low-High, c) Middle-High.

TABLE 7.20

ONE WAY ANALYSIS OF VARIANCE ON SOURCES OF INFORMATION RELIED UPON IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High
a. Transportation Class (with 2,308 deg.of freedom)									
1. Peer Group	13.2007	0.0000	Reject	4.4272	3.7973	3.8731	0.8237	1.0498	0.9689
2. Retailer/Dealer	2.3426	0.0978	Accept	4.0971	4.2635	3.9701	0.8106	0.8202	1.0826
3. Television Advertisements	13.7349	0.0000	Reject	1.0000	1.1689	1.1791	0.0000	0.2381	0.3849
4. Radio Advertisements	16.2019	0.0000	Reject	1.1359	1.0000	1.0000	0.3444	0.0000	0.0000
5. Advertisements on Print Media	70.4660	0.0000	Reject	1.1748	1.3176	2.2836	0.5675	0.4650	1.0139
b. Entertainment Class (with 2,478 deg.of freedom)									
1. Peer Group	78.7436	0.0000	Reject	4.5043	3.7500	3.0310	0.9033	1.2265	1.2275
2. Retailer/Dealer	43.4812	0.0000	Reject	4.2478	3.5625	3.1705	0.9614	0.9906	1.3785
3. Television Advertisements	No	Anova		1.0000	1.0000	1.0000	0.0000	0.0000	0.0000
4. Radio Advertisements	42.6177	0.0000	Reject	1.6250	1.2667	1.1395	0.6289	0.4096	0.3479
5. Advertisements on Print Media	18.8560	0.0000	Reject	1.8556	1.3583	2.0853	1.0525	0.6190	1.0348

TABLE 7.20 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON SOURCES OF INFORMATION RELIED UPON IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Standard Error			Ninety Five Percent Confidence Intervals			Multiple Range Test : Scheffe's Procedure - Pairs of Groups Significantly different at .05 Level
	Low	Middle	High	Low	Middle	High	
a. Transportation Class (with 2,308 deg. of freedom)							
1. Peer Group	0.0812	0.1220	0.0837	4.2662 - 4.5882	3.5541 - 4.0405	3.7076 - 4.0387	a) Low-Middle, b) Low-High.
2. Retailer/Dealer	0.0799	0.0953	0.0935	3.9870 - 4.2555	4.0735 - 4.4535	3.7852 - 4.1551	No two groups significantly different.
3. Television Advertisements	0.0000	0.0277	0.0332	1.0000 - 1.0000	1.1138 - 1.2241	1.1133 - 1.2449	a) Low-Middle, b) Low-High.
4. Radio Advertisements	0.0339	0.0000	0.0000	1.0686 - 1.2032	1.0000 - 1.0000	1.0000 - 1.0000	a) Low-Middle, b) Low-High.
5. Advertisements on Print Media	0.0559	0.0541	0.0876	1.0638 - 1.2587	1.2098 - 1.4253	2.1103 - 2.4568	a) Low-High, b) Middle-High.
b. Entertainment Class (with 2,478 deg. of freedom)							
1. Peer Group	0.0593	0.1120	0.1081	4.3875 - 4.6212	3.5283 - 3.9717	2.8172 - 3.2449	a) Low-Middle, b) Low-High, c) Middle-High.
2. Retailer/Dealer	0.0631	0.0904	0.1214	4.1235 - 4.3722	3.3834 - 3.7416	2.9304 - 3.4107	a) Low-Middle, b) Low-High, c) Middle-High.
3. Television Advertisements	0.0000	0.0000	0.0000	1.0000 - 1.0000	1.0000 - 1.0000	1.0000 - 1.0000	No Oneway Anova.
4. Radio Advertisements	0.0413	0.0374	0.0306	1.5436 - 1.7064	1.1926 - 1.3407	1.0789 - 1.2001	a) Low-Middle, b) Low-High.
5. Advertisements on Print Media	0.0691	0.0565	0.0911	1.7195 - 1.9918	1.2464 - 1.4702	1.9050 - 2.2655	a) Low-Middle, b) High-Middle.

TABLE 7.20 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON SOURCES OF INFORMATION RELIED UPON IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High
c. Personal Effects/Use Class (with 2,515 deg. of freedom)									
1. Peer Group	166.1654	0.0000	Reject	3.1810	1.4758	1.0849	1.6467	0.9401	0.1806
2. Retailer/Dealer	88.1932	0.0000	Reject	4.4052	3.6387	2.5817	1.0899	1.2983	1.6295
3. Television Advertisements	17.9169	0.0000	Reject	1.0000	1.0000	1.0452	0.0000	0.0000	0.1438
4. Radio Advertisements	35.0395	0.0000	Reject	1.3750	1.0000	1.0000	0.7570	0.0000	0.0000
5. Advertisements on Print Media	38.2093	0.0000	Reject	1.5690	1.0496	1.2914	0.7249	0.1501	0.4686
d. Home & Kitchen Appliances (with 2,507 deg. of freedom)									
1. Peer Group	186.8048	0.0000	Reject	3.6851	2.0601	1.6646	1.2257	1.2523	0.6267
2. Retailer/Dealer	31.8662	0.0000	Reject	3.6103	2.8487	2.5771	1.3001	1.2002	1.3198
3. Television Advertisements	16.7452	0.0000	Reject	1.0000	1.0541	1.0211	0.0000	0.1547	0.0540
4. Radio Advertisements	138.2920	0.0000	Reject	1.4726	1.0707	1.0000	0.4309	0.2061	0.0000
5. Advertisements on Print Media	14.9408	0.0000	Reject	1.4890	1.3471	1.6913	0.6252	0.3162	0.5875
e. White Goods (with 2,354 deg. of freedom)									
1. Peer Group	0.5697	0.5662	Accept	3.7353	3.6760	3.5667	1.3197	1.3867	1.1276
2. Retailer/Dealer	16.8258	0.0000	Reject	4.5529	3.9190	3.9602	0.3365	0.9898	0.9254
3. Television Advertisements	3.9104	0.0209	Reject	1.7353	1.8777	1.7103	0.5322	0.4870	0.4833
4. Radio Advertisements	65.2212	0.0000	Reject	1.7235	1.2757	1.0591	0.6244	0.5196	0.1891
5. Advertisements on Print Media	70.4660	0.0000	Reject	1.1748	1.3176	2.2836	0.5675	0.4650	1.0139

TABLE 7.20 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON SOURCES OF INFORMATION RELIED UPON IN PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Standard Error			Ninety Five Percent Confidence Intervals			Multiple Range Test : Scheffe's procedure for groups significantly different at .05 Level
	Low	Middle	High	Low	Middle	High	
c. Personal Effects/Use Class (with 2,515 deg. of freedom)							
1. Peer Group	0.1081	0.0821	0.0145	2.9680 - 3.3940	1.3133 - 1.6383	1.0563 - 1.1136	a) Low-Middle, b) Low-High, c) Middle-High.
2. Retailer/Dealer	0.0716	0.1134	0.1309	4.2642 - 4.5462	3.4143 - 3.8631	2.3232 - 2.8403	a) Low-Middle, b) Low-High, c) Middle-High.
3. Television Advertisements	0.0000	0.0000	0.0115	1.0000 - 1.0000	1.0000 - 1.0000	1.0223 - 1.0680	a) Low-High, b) Middle-High.
4. Radio Advertisements	0.0497	0.0000	0.0000	1.2771 - 1.4729	1.0000 - 1.0000	1.0000 - 1.0000	a) Low-Middle, b) Low-High.
5. Advertisements on Print Media	0.0476	0.0131	0.0376	1.4752 - 1.5627	1.0237 - 1.0756	1.2170 - 1.3657	a) Low-Middle, b) Low-High, c) Middle-High.
d. Home & Kitchen Appliances (with 2,507 deg. of freedom)							
1. Peer Group	0.0840	0.1090	0.0488	3.5195 - 3.8506	1.8445 - 2.2758	1.5683 - 1.7610	a) Low-Middle, b) Low-High, c) Middle-High.
2. Retailer/Dealer	0.0891	0.1045	0.1084	3.4347 - 3.7859	2.6421 - 3.0554	2.3631 - 2.7910	a) Low-Middle, b) Low-High.
3. Television Advertisements	0.0000	0.0135	0.0042	1.0000 - 1.0000	1.0275 - 1.0807	1.0128 - 1.0294	a) Low-Middle, b) Middle-High.
4. Radio Advertisements	0.0295	0.0179	0.0000	1.4144 - 1.5308	1.0352 - 1.1062	1.0000 - 1.0000	a) Low-Middle, b) Low-High.
5. Advertisements on Print Media	0.0428	0.0275	0.0457	1.4046 - 1.5735	1.2926 - 1.4015	1.6010 - 1.7816	a) Low-High, b) Middle-High.
e. White Goods (with 2,354 deg. of freedom)							
1. Peer Group	0.1431	0.1341	0.0878	3.4506 - 4.0199	3.4102 - 3.9418	3.3933 - 3.7400	No two groups significantly different.
2. Retailer/Dealer	0.0365	0.0957	0.0720	4.4804 - 4.6255	3.7293 - 4.1087	3.8179 - 4.1024	a) Low-Middle, b) Low-High.
3. Television Advertisements	0.0577	0.0471	0.0376	1.6205 - 1.8501	1.7844 - 1.9711	1.6360 - 1.7846	a) Middle-High.
4. Radio Advertisements	0.0677	0.0502	0.0147	1.5888 - 1.8582	1.1761 - 1.3753	1.0300 - 1.0882	a) Low-Middle, b) Low-High, c) Middle-High.
5. Advertisements on Print Media	0.0559	0.0541	0.0876	1.0638 - 1.2857	1.2098 - 1.4253	2.1103 - 2.4568	a) Low-High, b) Middle-High.

Table 7.21

Idea-Initiator of Products in Product Classes for Social Classes

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS								
BICYCLE								
Total	75	100%	15	20.0%	25	33.3%	35	46.7%
Male Hhd.Head	15	20.0%	15	20.0%				
Child(ren)	60	80.0%			25	33.3%	35	46.7%
MOPED								
Total	62	100%	37	59.7%	25	40.3%		
Male Hhd.Head	37	59.7%	23	37.1%	14	22.6%		
Child(ren)	14	22.6%	14	22.6%				
Others in the Hhd.	11	17.7%			11	17.7%		
SCOOTER								
Total	203	100%	42	20.7%	41	20.2%	120	59.1%
Male Hhd.Head	180	88.7%	42	20.7%	41	20.2%	97	47.8%
Female Hhd.Head	23	11.3%					23	11.3%
MOTORBIKE								
Total	42	100%	9	21.4%	19	45.2%	14	33.3%
Male Hhd.Head	26	61.9%	9	21.4%	8	19.0%	9	21.4%
Child(ren)	5	11.9%					5	11.9%
Others in the Hhd.	11	26.2%			11	26.2%		

(Continued....)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low	Middle		High		
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
ENTERTAINMENT CLASS								
RADIO								
Total	134	100%	59	44.0%	31	23.1%	44	32.8%
Male Hhd.Head	134	100%	59	44.0%	31	23.1%	44	32.8%
TAPE RECORDER								
Total	381	100%	159	41.7%	93	24.4%	129	33.9%
Male Hhd.Head	229	60.1%	83	21.8%	60	15.7%	86	22.6%
Female								
Hhd.Head	67	17.6%	18	4.7%	11	2.9%	38	10.0%
Child(ren)	85	22.3%	58	15.2%	22	5.8%	5	1.3%
B&W TV								
Total	166	100%	87	52.4%	52	31.3%	27	16.3%
Male Hhd.Head	9	5.4%	9	5.4%				
Female								
Hhd.Head	76	45.8%	36	21.7%	13	7.8%	27	16.3%
Child(ren)	81	48.8%	42	25.3%	39	23.5%		
PERSONAL EFFECTS/ USE CLASS								
WRIST WATCH								
Total	507	100%	232	45.8%	120	23.7%	155	30.6%
Male Hhd.Head	444	87.6%	203	40.0%	106	20.9%	135	26.6%
Female								
Hhd.Head	51	10.1%	29	5.7%	14	2.8%	8	1.6%
Various mem.	12	2.4%					12	2.4%
SEWING MACHINE								
Total	141	100%	23	16.3%	60	42.6%	58	41.1%
Female								
Hhd.Head	141	100%	23	16.3%	60	42.6%	58	41.1%
MOULD, SUITCASE								
Total	246	100%	53	21.5%	59	24.0%	134	54.5%
Male Hhd.Head	215	87.4%	53	21.5%	59	24.0%	103	41.9%
Female								
Hhd.Head	17	6.9%					17	6.9%
Child(ren)	9	3.7%					9	3.7%
Various								
members	5	2.0%					5	2.0%

(Continued....)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
HOME & KITCHEN								
APPLIANCES								
WALL CLOCK								
Total	361	100%	170	47.1%	83	23.0%	108	29.9%
Male Hhd.Head	57	15.8%			36	10.0%	21	5.8%
Female								
Hhd.Head	304	84.2%	170	47.1%	47	13.0%	87	24.1%
ELECTRIC FAN								
Total	454	100%	198	43.6%	132	29.1%	124	27.3%
Male Hhd.Head	402	88.5%	146	32.2%	132	29.1%	124	27.3%
Female								
Hhd.Head	52	11.5%	52	11.5%				
LT.WT.IRON								
Total	139	100%			25	18.0%	114	82.0%
Male Hhd.Head	41	29.5%			1	.7%	40	28.8%
Female								
Hhd.Head	55	39.6%			1	.7%	54	38.8%
Child(ren)	43	30.9%			23	16.5%	20	14.4%
PRESSURECOOKER								
Total	421	100%	136	32.3%	132	31.4%	153	36.3%
Male Hhd.Head	213	50.6%	75	17.8%	59	14.0%	79	18.8%
Female								
Hhd.Head	208	49.4%	61	14.5%	73	17.3%	74	17.6%
MIXER								
Total	295	100%	75	25.4%	69	23.4%	151	51.2%
Male Hhd.Head	64	21.7%	37	12.5%	15	5.1%	12	4.1%
Female								
Hhd.Head	231	78.3%	38	12.9%	54	18.3%	139	47.1%
GRINDER								
Total	184	100%			67	36.4%	117	63.6%
Female								
Hhd.Head	184	100%			67	36.4%	117	63.6%
EXHAUST FAN								
Total	79	100%			1	1.3%	78	98.7%
Male Hhd.Head	61	77.2%			1	1.3%	60	75.9%
Female								
Hhd.Head	18	22.8%					18	22.8%

(Continued....)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS								
MOTOR CAR								
Total	55	100%			11	20.0%	44	80.0%
Male Hhd.Head	41	74.5%			11	20.0%	30	54.5%
Female								
Hhd.Head	14	25.5%					14	25.5%
COLOR TV								
Total	329	100%	70	21.3%	94	28.6%	165	50.2%
Male Hhd.Head	117	35.6%	14	4.3%	18	5.5%	85	25.8%
Female								
Hhd.Head	152	46.2%	41	12.5%	62	18.8%	49	14.9%
Child(ren)	60	18.2%	15	4.6%	14	4.3%	31	9.4%
VCP/VCR								
Total	107	100%			28	26.2%	79	73.8%
Female								
Hhd.Head	29	27.1%			8	7.5%	21	19.6%
Child(ren)	78	72.9%			20	18.7%	58	54.2%
AIRCOOLER/A.C.								
Total	30	100%					30	100%
Male Hhd.Head	19	63.3%					19	63.3%
Child(ren)	11	36.7%					11	36.7%
REFRIGERATOR								
Total	319	100%	61	19.1%	93	29.2%	165	51.7%
Male Hhd.Head	21	6.6%			9	2.8%	12	3.8%
Female								
Hhd.Head	298	93.4%	61	19.1%	84	26.3%	153	48.0%
WASHINGMACHINE								
Total	85	100%					85	100%
Female								
Hhd.Head	74	87.1%					74	87.1%
Child(ren)	11	12.9%					11	12.9%
VACUUM CLEANER								
Total	11	100%					11	100%
Child(ren)	11	100%					11	100%
DISH WASHER								
Total								

Table 7.22

Advisor of Products in Product Classes for Social Classes

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS								
BICYCLE								
Total	75	100%	15	20.0%	25	33.3%	35	46.7%
Male Hhd.Head	44	58.7%			25	33.3%	19	25.3%
Female								
Hhd.Head	15	20.0%	15	20.0%				
Various members	16	21.3%					16	21.3%
MOPED								
Total	77	100%	52	67.5%	25	32.5%		
Female								
Hhd.Head	28	36.4%	14	18.2%	14	18.2%		
Various members	40	51.9%	29	37.7%	11	14.3%		
None	9	11.7%	9	11.7%				
SCOOTER								
Total	188	100%	27	14.4%	41	21.8%	120	63.8%
Male Hhd.Head	12	6.4%					12	6.4%
Female								
Hhd.Head	79	42.0%	14	7.4%	15	8.0%	50	26.6%
Others in the								
Hhd.	7	3.7%					7	3.7%
Various members	17	9.0%			11	5.9%	6	3.2%
None	73	38.8%	13	6.9%	15	8.0%	45	23.9%
MOTORBIKE								
Total	42	100%	9	21.4%	19	45.2%	14	33.3%
Male Hhd.Head	5	11.9%					5	11.9%
Female								
Hhd.Head	18	42.9%	9	21.4%			9	21.4%
Various members	19	45.2%			19	45.2%		

(Continued....)

	Total		SOCIAL CLASS					
			Low		Middle		High	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
ENTERTAINMENT CLASS								
RADIO								
Total	149	100%	74	49.7%	31	20.8%	44	29.5%
Male Hhd.Head	23	15.4%	15	10.1%			8	5.4%
Female HhdHead	24	16.1%	14	9.4%	10	6.7%		
Various mem.	19	12.8%	19	12.8%				
None	83	55.7%	26	17.4%	21	14.1%	36	24.2%
TAPE RECORDER								
Total	366	100%	144	39.3%	93	25.4%	129	35.2%
Male Hhd.Head	76	20.8%	18	4.9%	25	6.8%	33	9.0%
Female HhdHead	140	38.3%	69	18.9%	26	7.1%	45	12.3%
Others in Hhd.	6	1.6%					6	1.6%
Various mem.	63	17.2%	43	11.7%	11	3.0%	9	2.5%
None	81	22.1%	14	3.8%	31	8.5%	36	9.8%
B&W TV								
Total	181	100%	102	56.4%	52	28.7%	27	14.9%
Male Hhd.Head	157	86.7%	78	43.1%	52	28.7%	27	14.9%
Female HhdHead	9	5.0%	9	5.0%				
Various mem.	15	8.3%	15	8.3%				
PERSONAL EFFECTS/USE CLASS								
WRIST WATCH								
Total	492	100%	217	44.1%	120	24.4%	155	31.5%
Male Hhd.Head	36	7.3%	14	2.8%	14	2.8%	8	1.6%
Female HhdHead	150	30.5%	125	25.4%	25	5.1%		
Various mem.	54	11.0%	19	3.9%	13	2.6%	22	4.5%
None	252	51.2%	59	12.0%	68	13.8%	125	25.4%
SEWING MACHINE								
Total	156	100%	38	24.4%	60	38.5%	58	37.2%
Male Hhd.Head	141	90.4%	23	14.7%	60	38.5%	58	37.2%
Female HhdHead	15	9.6%	15	9.6%				
MOULD.SUITCASE								
Total	246	100%	53	21.5%	59	24.0%	134	54.5%
Male Hhd.Head	40	16.3%	15	6.1%			25	10.2%
Female HhdHead	82	33.3%	38	15.4%	28	11.4%	16	6.5%
None	124	50.4%			31	12.6%	93	37.8%

(Continued....)

	Total		SOCIAL CLASS					
			Low		Middle		High	
	Count	Col.	Count	Col.	Count	Col.	Count	Col.
	%age		%age		%age		%age	
HOME & KITCHEN APPLIANCES								
WALL CLOCK								
Total	361	100%	170	47.1%	83	23.0%	108	29.9%
Male Hhd.Head	285	78.9%	155	42.9%	47	13.0%	83	23.0%
Female HhdHead	50	13.9%	15	4.2%	35	9.7%		
Various mem.	11	3.0%					11	3.0%
None	15	4.2%			1	.3%	14	3.9%
ELECTRIC FAN								
Total	439	100%	183	41.7%	132	30.1%	124	28.2%
Male Hhd.Head	60	13.7%	52	11.8%			8	1.8%
Female HhdHead	147	33.5%	77	17.5%	54	12.3%	16	3.6%
None	232	52.8%	54	12.3%	78	17.8%	100	22.8%
LT.WT. IRON								
Total	139	100%			25	18.0%	114	82.0%
Male Hhd.Head	57	41.0%			24	17.3%	33	23.7%
Female HhdHead	30	21.6%			1	.7%	29	20.9%
None	52	37.4%					52	37.4%
PRESSURECOOKER								
Total	421	100%	136	32.3%	132	31.4%	153	36.3%
Male Hhd.Head	173	41.1%	61	14.5%	73	17.3%	39	9.3%
Female HhdHead	105	24.9%	66	15.7%	25	5.9%	14	3.3%
None	143	34.0%	9	2.1%	34	8.1%	100	23.8%
MIXER								
Total	280	100%	60	21.4%	69	24.6%	151	53.9%
Male Hhd.Head	191	68.2%	23	8.2%	54	19.3%	114	40.7%
Female HhdHead	41	14.6%	15	5.4%	14	5.0%	12	4.3%
None	48	17.1%	22	7.9%	1	.4%	25	8.9%
GRINDER								
Total	176	100%			59	33.5%	117	66.5%
Male Hhd.Head	129	73.3%			46	26.1%	83	47.2%
Various mem.	13	7.4%			13	7.4%		
None	34	19.3%					34	19.3%
EXHAUST FAN								
Total	79	100%			1	1.3%	78	98.7%
Male Hhd.Head	13	16.5%					13	16.5%
Female HhdHead	16	20.3%					16	20.3%
None	50	63.3%			1	1.3%	49	62.0%

(Continued....)

	Total		SOCIAL CLASS					
			Low		Middle		High	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS								
MOTOR CAR								
Total	55	100%			11	20.0%	44	80.0%
Various mem.	50	90.9%			11	20.0%	39	70.9%
None	5	9.1%					5	9.1%
COLOR TV								
Total	314	100%	55	17.5%	94	29.9%	165	52.5%
Male Hhd.Head	141	44.9%	41	13.1%	51	16.2%	49	15.6%
Female HhdHead	67	21.3%	14	4.5%	10	3.2%	43	13.7%
Various mem.	101	32.2%			33	10.5%	68	21.7%
None	5	1.6%					5	1.6%
VCP/VCR								
Total	107	100%			28	28.2%	79	73.8%
Male Hhd.Head	14	13.1%					14	13.1%
Various mem.	93	86.9%			28	28.2%	65	60.7%
AIRCOOLER/A.C.								
Total	30	100%					30	100%
Male Hhd.Head								
Various mem.	30	100%					30	100%
REFRIGERATOR								
Total	319	100%	61	19.1%	93	29.2%	165	51.7%
Male Hhd.Head	253	79.3%	61	19.1%	60	18.8%	132	41.4%
Female HhdHead	15	4.7%			9	2.8%	6	1.9%
Various mem.	51	16.0%			24	7.5%	27	8.5%
WASHINGMACHINE								
Total	85	100%					85	100%
Male Hhd.Head	55	64.7%					55	64.7%
Various mem.	30	35.3%					30	35.3%
VACUUM CLEANER								
Total	11	100%					11	100%
Various mem.	11	100%					11	100%
DISH WASHER								
Total								

Table 7.23

Purchaser of Products in Product Classes for Social Classes

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION								
CLASS								
BICYCLE								
Total	75	100%	15	20.0%	25	33.3%	35	46.7%
Male Hhd.Head	54	72.0%	15	20.0%	25	33.3%	14	18.7%
Others in the								
Hhd.	5	6.7%					5	6.7%
Parent(s) &								
Child(ren)	16	21.3%					16	21.3%
MOPED								
Total	77	100%	52	67.5%	25	32.5%		
Male Hhd.Head	63	81.8%	38	49.4%	25	32.5%		
Child(ren)	14	18.2%	14	18.2%				
SCOOTER								
Total	188	100%	27	14.4%	41	21.8%	120	63.8%
Male Hhd.Head	166	88.3%	27	14.4%	40	21.3%	99	52.7%
Child(ren)	11	5.9%					11	5.9%
MHH & FHH	11	5.9%			1	.5%	10	5.3%
MOTORBIKE								
Total	42	100%	9	21.4%	19	45.2%	14	33.3%
Male Hhd.Head	26	61.9%	9	21.4%	8	19.0%	9	21.4%
Child(ren)	5	11.9%					5	11.9%
Others in the								
Hhd.	11	26.2%			11	26.2%		

(Continued....)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
ENTERTAINMENT CLASS								
RADIO								
Total	134	100%	59	44.0%	31	23.1%	44	32.8%
Male Hhd.Head	134	100%	59	44.0%	31	23.1%	44	32.8%
TAPE RECORDER								
Total	381	100%	159	41.7%	93	24.4%	129	33.9%
Male Hhd.Head	376	98.7%	159	41.7%	93	24.4%	124	32.5%
Child(ren)	5	1.3%					5	1.3%
B&W TV								
Total	166	100%	87	52.4%	52	31.3%	27	16.3%
Male Hhd.Head	134	80.7%	69	41.6%	38	22.9%	27	16.3%
MHH & FHH	32	19.3%	18	10.8%	14	8.4%		
PERSONAL EFFECTS/USE CLASS								
WRIST WATCH								
Total	507	100%	232	45.8%	120	23.7%	155	30.6%
Male Hhd.Head	502	99.0%	232	45.8%	120	23.7%	150	29.6%
Child(ren)	5	1.0%					5	1.0%
SEWING MACHINE								
Total	141	100%	23	16.3%	60	42.6%	58	41.1%
Male Hhd.Head	126	89.4%	23	16.3%	60	42.6%	43	30.5%
MHH & FHH	15	10.6%					15	10.6%
MOULD.SUITCASE								
Total	246	100%	53	21.5%	59	24.0%	134	54.5%
Male Hhd.Head	200	81.3%	29	11.8%	59	24.0%	112	45.5%
Child(ren)	14	5.7%					14	5.7%
MHH & FHH	32	13.0%	24	9.8%			8	3.3%

(Continued,...)

	Total		SOCIAL CLASS					
	Count	Col.	Low		Middle		High	
		%age						
	Count	Col.	Count	Col.	Count	Col.	Count	Col.
		%age		%age		%age		%age
HOME & KITCHEN								
APPLIANCES								
WALL CLOCK								
Total	361	100%	170	47.1%	83	23.0%	108	29.9%
Male Hhd.Head	344	95.3%	161	44.6%	83	23.0%	100	27.7%
MHH & FHH	17	4.7%	9	2.5%			8	2.2%
ELECTRIC FAN								
Total	454	100%	198	43.6%	132	29.1%	124	27.3%
Male Hhd.Head	454	100%	198	43.6%	132	29.1%	124	27.3%
LT.WT. IRON								
Total	139	100%			25	18.0%	114	82.0%
Male Hhd.Head	134	96.4%			25	18.0%	109	78.4%
Female								
Hhd.Head	5	3.6%					5	3.6%
PRESSURECOOKER								
Total	421	100%	136	32.3%	132	31.4%	153	36.3%
Male Hhd.Head	399	94.8%	136	32.3%	132	31.4%	131	31.1%
Female								
Hhd.Head	22	5.2%					22	5.2%
MIXER								
Total	295	100%	75	25.4%	69	23.4%	151	51.2%
Male Hhd.Head	272	92.2%	75	25.4%	69	23.4%	128	43.4%
Female								
Hhd.Head	16	5.4%					16	5.4%
MHH & FHH	7	2.4%					7	2.4%
GRINDER								
Total	176	100%			59	33.5%	117	66.5%
Male Hhd.Head	126	71.6%			58	33.0%	68	38.6%
Female								
Hhd.Head	16	9.1%					16	9.1%
MHH & FHH	34	19.3%			1	.6%	33	18.8%
EXHAUST FAN								
Total	79	100%			1	1.3%	78	98.7%
Male Hhd.Head	70	88.6%			1	1.3%	69	87.3%
MHH & FHH	9	11.4%					9	11.4%

(Continued....)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low	Middle	High			
			Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS								
MOTOR CAR								
Total	55	100%		11	20.0%		44	80.0%
Male Hhd.Head	55	100%		11	20.0%		44	80.0%
COLOR TV								
Total	329	100%	70	21.3%	94	28.6%	165	50.2%
Male Hhd.Head	207	62.9%	61	18.5%	83	25.2%	63	19.1%
MHH & FHH	122	37.1%	9	2.7%	11	3.3%	102	31.0%
VCP/VCR								
Total	107	100%		28	26.2%		79	73.8%
Male Hhd.Head	71	66.4%		28	26.2%		43	40.2%
Child(ren)	25	23.4%					25	23.4%
MHH & FHH	11	10.3%					11	10.3%
AIRCOOLER/A.C.								
Total	30	100%					30	100%
Male Hhd.Head	19	63.3%					19	63.3%
Child(ren)	11	36.7%					11	36.7%
REFRIGERATOR								
Total	319	100%	61	19.1%	93	29.2%	165	51.7%
Male Hhd.Head	191	59.9%	46	14.4%	82	25.7%	63	19.7%
MHH & FHH	128	40.1%	15	4.7%	11	3.4%	102	32.0%
WASHINGMACHINE								
Total	85	100%					85	100%
Male Hhd.Head	14	16.5%					14	16.5%
Child(ren)	11	12.9%					11	12.9%
MHH & FHH	60	70.6%					60	70.6%
VACUUM CLEANER								
Total	11	100%					11	100%
Child(ren)	11	100%					11	100%
DISH WASHER								
Total								

Table 7.24

Financing of Products in Product Classes for Social Classes

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS								
BICYCLE								
Total	75	100%	15	20.0%	25	33.3%	35	46.7%
Only Income	49	65.3%			14	18.7%	35	46.7%
Only Savings	26	34.7%	15	20.0%	11	14.7%		
MOPED								
Total	62	100%	37	59.7%	25	40.3%		
Only Savings	62	100%	37	59.7%	25	40.3%		
SCOOTER								
Total	203	100%	42	20.7%	41	20.2%	120	59.1%
Only Savings	95	46.8%	42	20.7%	13	6.4%	40	19.7%
Only								
Installments	101	49.8%			28	13.8%	73	36.0%
Income &								
Installments	7	3.4%					7	3.4%
MOTORBIKE								
Total	42	100%	9	21.4%	19	45.2%	14	33.3%
Only Savings	33	78.6%			19	45.2%	14	33.3%
Only								
Installments	9	21.4%	9	21.4%				

(Continued...)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
ENTERTAINMENT CLASS								
RADIO								
Total	134	100%	59	44.0%	31	23.1%	44	32.8%
Only Income	101	75.4%	26	19.4%	31	23.1%	44	32.8%
Only Savings	33	24.6%	33	24.6%				
TAPE RECORDER								
Total	381	100%	159	41.7%	93	24.4%	129	33.9%
Only Income	32	8.4%					32	8.4%
Only Savings	313	82.2%	123	32.3%	93	24.4%	97	25.5%
Only Installments	36	9.4%	36	9.4%				
B&W TV								
Total	166	100%	87	52.4%	52	31.3%	27	16.3%
Only Savings	97	58.4%	43	25.9%	27	16.3%	27	16.3%
Only Installments	69	41.6%	44	26.5%	25	15.1%		
PERSONAL EFFECTS/ USE CLASS								
WRIST WATCH								
Total	507	100%	232	45.8%	120	23.7%	155	30.6%
Only Income	409	80.7%	134	26.4%	120	23.7%	155	30.6%
Only Savings	98	19.3%	98	19.3%				
SEWING MACHINE								
Total	127	100%	9	7.1%	60	47.2%	58	45.7%
Only Income	76	59.8%	9	7.1%	27	21.3%	40	31.5%
Only Savings	51	40.2%			33	26.0%	18	14.2%
MOULD. SUITCASE								
Total	246	100%	53	21.5%	59	30.0%	134	54.5%
Only Income	232	94.3%	39	15.9%	59	30.0%	134	54.5%
Only Savings	14	5.7%	14	5.7%				

(Continued...)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
HOME & KITCHEN								
APPLIANCES								
WALL CLOCK								
Total	383	100%	183	47.8%	84	21.9%	116	30.3%
Only Income	355	92.7%	155	40.5%	84	21.9%	116	30.3%
Only Savings	28	7.3%	28	7.3%				
ELECTRIC FAN								
Total	440	100%	185	42.0%	131	29.8%	124	28.2%
Only Income	329	74.8%	85	19.3%	120	27.3%	124	28.2%
Only Savings	111	25.2%	100	22.7%	11	2.5%		
LT.WT.IRON								
Total	139	100%			25	18.0%	114	82.0%
Only Income	139	100%			25	18.0%	114	82.0%
PRESSURECOOKER								
Total	421	100%	136	32.3%	132	31.4%	153	36.3%
Only Income	407	96.7%	122	29.0%	132	31.4%	153	36.3%
Only Savings	14	3.3%	14	3.3%				
MIXER								
Total	295	100%	75	25.4%	69	23.4%	151	51.2%
Only Income	188	63.7%	15	5.1%	57	19.3%	116	39.3%
Only Savings	107	36.3%	60	20.3%	12	4.1%	35	11.9%
GRINDER								
Total	184	100%			67	36.4%	117	63.6%
Only Income	71	38.6%			19	10.3%	52	28.3%
Only Savings	113	61.4%			48	26.1%	65	35.3%
EXHAUST FAN								
Total	70	100%			1	1.4%	69	98.6%
Only Income	70	100%			1	1.4%	69	98.6%

(Continued...)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low	Middle		High		
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS								
MOTOR CAR								
Total	55	100%			11	20.0%	44	80.0%
Only Savings	55	100%			11	20.0%	44	80.0%
COLOR TV								
Total	329	100%	70	21.3%	94	28.6%	165	50.2%
Only Income	9	2.7%					9	2.7%
Only Savings	172	52.3%	51	15.5%	56	17.0%	65	19.8%
Only Installments	148	45.0%	19	5.8%	38	11.6%	91	27.7%
VCP/VCR								
Total	107	100%			28	26.2%	79	73.8%
Only Savings	84	78.5%			19	17.8%	65	60.7%
Only Installments	23	21.5%			9	8.4%	14	13.1%
AIRCOOLER/A.C.								
Total	30	100%					30	100%
Only Income	14	46.7%					14	46.7%
Only Savings	16	53.3%					16	53.3%
REFRIGERATOR								
Total	319	100%	61	19.1%	93	29.2%	165	51.7%
Only Savings	252	79.0%	51	16.0%	69	21.6%	132	41.4%
Only Installments	67	21.0%	10	3.1%	24	7.5%	33	10.3%
WASHINGMACHINE								
Total	85	100%					85	100%
Only Savings	42	49.4%					42	49.4%
Only Installments	43	50.6%					43	50.6%
VACUUM CLEANER								
Total	11	100%					11	100%
Only Savings	11	100%					11	100%
DISH WASHER								
Total								

Table 7.25

Annual Discretionary Income of households for Social Classes

	Total		SOCIAL CLASS					
	Count	Col %age	Low		Middle		High	
			Count	Col %age	Count	Col %age	Count	Col %age
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
Less than Rs.500	104	19.7%	104	19.7%				
Between Rs.500 and Rs.1500	182	34.4%	91	17.2%	87	16.4%	4	.8%
Between Rs.1500 and Rs.3000	150	28.4%	37	7.0%	44	8.3%	69	13.0%
Between Rs.3000 and Rs.4500	39	7.4%					39	7.4%
Between Rs.4500 and Rs.6000	46	8.7%			1	.2%	45	8.5%
Between Rs.6000 and Rs.7500	8	1.5%					8	1.5%
Between Rs.7500 and Rs.9000	.	.						
Above Rs.9000	.	.						

Product Class Ownership for Social Classes
(Summary of Table 7.26)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	226	42.7%	129	24.4%	66	12.5%	31	5.9%
Yes	303	57.3%	103	19.5%	66	12.5%	134	25.3%
ENTERTAINMENT								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
Yes	529	100%	232	43.9%	132	25.0%	165	31.2%
PERSONAL EFFECTS/USE								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
Yes	529	100%	232	43.9%	132	25.0%	165	31.2%
HOME & KITCHEN APPLIANCES								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	33	6.2%	33	6.2%				
Yes	496	93.8%	199	37.6%	132	25.0%	165	31.2%
WHITE GOODS								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	199	37.6%	147	27.8%	52	9.8%		
Yes	330	62.4%	85	16.1%	80	15.1%	165	31.2%

Table 7.26

Ownership of Products in Product Classes for Social Classes

		Total		SOCIAL CLASS					
				Low		Middle		High	
		Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS									
BICYCLE									
Total		529	100%	232	43.9%	132	25.0%	165	31.2%
No		454	85.8%	217	41.0%	107	20.2%	130	24.6%
Yes		75	14.2%	15	2.8%	25	4.7%	35	6.6%
MOPED									
Total		529	100%	232	43.9%	132	25.0%	165	31.2%
No		467	88.3%	195	36.9%	107	20.2%	165	31.2%
Yes		62	11.7%	37	7.0%	25	4.7%		
SCOOTER									
Total		529	100%	232	43.9%	132	25.0%	165	31.2%
No		326	61.6%	190	35.9%	91	17.2%	45	8.5%
Yes		203	38.4%	42	7.9%	41	7.8%	120	22.7%
MOTORBIKE									
Total		529	100%	232	43.9%	132	25.0%	165	31.2%
No		500	94.5%	223	42.2%	121	22.9%	156	29.5%
Yes		29	5.5%	9	1.7%	11	2.1%	9	1.7%
ENTERTAINMENT CLASS									
RADIO									
Total		529	100%	232	43.9%	132	25.0%	165	31.2%
No		374	70.7%	173	32.7%	101	19.1%	100	18.9%
Yes		155	29.3%	59	11.2%	31	5.9%	65	12.3%
TAPE RECORDER									
Total		529	100%	232	43.9%	132	25.0%	165	31.2%
No		85	16.1%	72	13.6%	13	2.5%		
Yes		444	83.9%	160	30.2%	119	22.5%	165	31.2%
B&W TV									
Total		529	100%	232	43.9%	132	25.0%	165	31.2%
No		412	77.9%	194	36.7%	80	15.1%	138	26.1%
Yes		117	22.1%	38	7.2%	52	9.8%	27	5.1%

(Continued....)

	Total		SOCIAL CLASS					
			Low		Middle		High	
	Count	Col.	Count	Col.	Count	Col.	Count	Col.
	%age		%age		%age		%age	
WRIST WATCH								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
Yes	529	100%	232	43.9%	132	25.0%	165	31.2%
SEWING MACHINE								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	274	51.8%	181	34.2%	37	7.0%	56	10.6%
Yes	255	48.2%	51	9.6%	95	18.0%	109	20.6%
MOULD.SUITCASE								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	203	38.4%	165	31.2%	24	4.5%	14	2.6%
Yes	326	61.6%	67	12.7%	108	20.4%	151	28.5%
HOME & KITCHEN APPLIANCES								
WALL CLOCK								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	62	11.7%	62	11.7%				
Yes	467	88.3%	170	32.1%	132	25.0%	165	31.2%
ELECTRIC FAN								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	82	15.5%	48	9.1%			34	6.4%
Yes	447	84.5%	184	34.8%	132	25.0%	131	24.8%
LT.WT.IRON								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	356	67.3%	232	43.9%	88	16.6%	36	6.8%
Yes	173	32.7%			44	8.3%	129	24.4%
PRESSURECOOKER								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	96	18.1%	96	18.1%				
Yes	433	81.9%	136	25.7%	132	25.0%	165	31.2%
MIXER								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	223	42.2%	157	29.7%	52	9.8%	14	2.6%
Yes	306	57.8%	75	14.2%	80	15.1%	151	28.5%
GRINDER								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	358	67.7%	232	43.9%	78	14.7%	48	9.1%
Yes	171	32.3%			54	10.2%	117	22.1%
EXHAUST FAN								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	466	88.1%	232	43.9%	131	24.8%	103	19.5%
Yes	63	11.9%			1	.2%	62	11.7%

(Continued....)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low	Middle	High			
			Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS								
MOTOR CAR								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	485	91.7%	232	43.9%	132	25.0%	121	22.9%
Yes	44	8.3%					44	8.3%
COLOR TV								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	241	45.6%	162	30.6%	52	9.8%	27	5.1%
Yes	288	54.4%	70	13.2%	80	15.1%	138	26.1%
VCP/VCR								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	431	81.5%	232	43.9%	113	21.4%	86	16.3%
Yes	98	18.5%			19	3.6%	79	14.9%
AIRCOOLER/A.C.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	499	94.3%	232	43.9%	132	25.0%	135	25.5%
Yes	30	5.7%					30	5.7%
REFRIGERATOR								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	253	47.8%	190	35.9%	63	11.9%		
Yes	276	52.2%	42	7.9%	69	13.0%	165	31.2%
WASHINGMACHINE								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	480	90.7%	232	43.9%	132	25.0%	116	21.9%
Yes	49	9.3%					49	9.3%
VACUUM CLEANER								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	518	97.9%	232	43.9%	132	25.0%	154	29.1%
Yes	11	2.1%					11	2.1%
DISH WASHER								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	529	100%	232	43.9%	132	25.0%	165	31.2%

Table 7.27

Number of Each Product in Product Classes for Social Classes

	Total		SOCIAL CLASS					
	Count	Col. %age	Low	Middle	High			
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS								
BICYCLE								
Total	75	100%	15	20.0%	25	33.3%	35	46.7%
Only One	61	81.3%	15	20.0%	25	33.3%	21	28.0%
Two	14	18.7%					14	18.7%
MOPED								
Total	62	100%	37	59.7%	25	40.3%		
Only One	62	100%	37	59.7%	25	40.3%		
SCOOTER								
Total	195	100%	42	21.5%	41	21.0%	112	57.4%
Only One	170	87.2%	42	21.5%	41	21.0%	87	44.6%
Two	25	12.8%					25	12.8%
MOTORBIKE								
Total	37	100%	9	24.3%	11	29.7%	17	45.9%
Only One	37	100%	9	24.3%	11	29.7%	17	45.9%
ENTERTAINMENT CLASS								
RADIO								
Total	134	100%	59	44.0%	31	23.1%	44	32.8%
Only One	134	100%	59	44.0%	31	23.1%	44	32.8%
TAPE RECORDER								
Total	374	100%	159	42.5%	93	24.9%	122	32.6%
Only One	374	100%	159	42.5%	93	24.9%	122	32.6%
B&W TV								
Total	117	100%	38	32.5%	52	44.4%	27	23.1%
Only One	117	100%	38	32.5%	52	44.4%	27	23.1%

(Continued....)

	Total		SOCIAL CLASS					
			Low		Middle		High	
	Count	Col.	Count	Col.	Count	Col.	Count	Col.
		%age		%age		%age		%age
PERSONAL EFFECTS/USE CLASS								
WRIST WATCH								
Total	507	100%	232	45.8%	120	23.7%	155	30.6%
Only One	242	47.7%	175	34.5%	41	8.1%	26	5.1%
Two	79	15.6%	48	9.5%	21	4.1%	10	2.0%
Three	92	18.1%	9	1.8%	27	5.3%	56	11.0%
Four	85	16.8%			31	6.1%	54	10.7%
Five	9	1.8%					9	1.8%
SEWING MACHINE								
Total	136	100%	23	16.9%	60	44.1%	53	39.0%
Only One	136	100%	23	16.9%	60	44.1%	53	39.0%
MOULD.SUITCASE								
Total	246	100%	53	21.5%	59	24.0%	134	54.5%
Only One	125	50.8%	44	17.9%	40	16.3%	41	16.7%
Two	83	33.7%	9	3.7%	19	7.7%	55	22.4%
Three	22	8.9%					22	8.9%
Four	5	2.0%					5	2.0%
Five	11	4.5%					11	4.5%
HOME & KITCHEN APPLIANCES								
WALL CLOCK								
Total	347	100%	156	45.0%	83	23.9%	108	31.1%
Only One	317	91.4%	156	45.0%	83	23.9%	78	22.5%
Two	25	7.2%					25	7.2%
Three	5	1.4%					5	1.4%
ELECTRIC FAN								
Total	440	100%	184	41.8%	132	30.0%	124	28.2%
Only One	155	35.2%	92	20.9%	39	8.9%	24	5.5%
Two	83	18.9%	47	10.7%	28	6.4%	8	1.8%
Three	104	23.6%	45	10.2%	44	10.0%	15	3.4%
Four	43	9.8%			10	2.3%	33	7.5%
Five	39	8.9%			11	2.5%	28	6.4%
Six	5	1.1%					5	1.1%
Seven	11	2.5%					11	2.5%
LT.WT.IRON								
Total	139	100%			25	18.0%	114	82.0%
Only One	139	100%			25	18.0%	114	82.0%
PRESSURECOOKER								
Total	421	100%	136	32.3%	132	31.4%	153	36.3%
Only One	405	96.2%	136	32.3%	132	31.4%	137	32.5%
Two	16	3.8%					16	3.8%
MIXER								
Total	295	100%	75	25.4%	69	23.4%	151	51.2%
Only One	295	100%	75	25.4%	69	23.4%	151	51.2%

(Continued....)

	Total		SOCIAL CLASS					
	Count	Col. %age	Low	Middle		High		
				Count	Col. %age	Count	Col. %age	
GRINDER								
Total	171	100%		54	31.6%	117	68.4%	
Only One	171	100%		54	31.6%	117	68.4%	
EXHAUST FAN								
Total	63	100%		1	1.6%	62	98.4%	
Only One	63	100%		1	1.6%	62	98.4%	
WHITE GOODS								
MOTOR CAR								
Total	44	100%				44	100%	
Only One	33	75.0%				33	75.0%	
Two	11	25.0%				11	25.0%	
COLOR TV								
Total	288	100%	70	24.3%	80	27.8%	138	47.9%
Only One	288	100%	70	24.3%	80	27.8%	138	47.9%
VCP/VCR								
Total	87	100%		8	9.2%	79	90.8%	
Only One	87	100%		8	9.2%	79	90.8%	
AIRCOOLER/A.C.								
Total	30	100%				30	100%	
Two	19	63.3%				19	63.3%	
Four	11	36.7%				11	36.7%	
REFRIGERATOR								
Total	276	100%	42	15.2%	69	25.0%	165	59.8%
Only One	276	100%	42	15.2%	69	25.0%	165	59.8%
WASHINGMACHINE								
Total	49	100%				49	100%	
Only One	49	100%				49	100%	
VACUUM CLEANER								
Total	11	100%				11	100%	
Only One	11	100%				11	100%	
DISH WASHER								
Total								

Table 7.28

Rank Order of Products in Product Classes for Social Classes
from among all Products Purchased

	Total		Low		Middle		High	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
TRANSPORTATION CLASS								
BICYCLE								
Total	40	100.0%	15	37.5%	25	62.5%		
First	15	37.5%	15	37.5%	11	27.5%		
Tenth	11	27.5%						
Fourteenth	14	35.0%			14	35.0%		
MOPED								
Total	62	100.0%	37	59.7%	25	40.3%		
Second	13	21.0%	13	21.0%	14	22.6%		
Third	15	24.2%	1	1.6%	11	17.7%		
Fifth	11	17.7%						
Sixth	23	37.1%	23	37.1%				
SCOOTER								
Total	120	100.0%	29	24.2%	15	12.5%	76	63.4%
Second	11	9.2%		0.0%	1	0.8%	10	8.4%
Third	45	37.5%	15	12.5%	14	11.7%	16	13.4%
Fourth	19	15.8%		0.0%			19	15.8%
Fifth	34	28.3%	14	11.7%			20	16.7%
Ninth	4	3.3%					4	3.4%
Tenth	7	5.8%					7	5.8%
MOTORBIKE								
Total	9	100.0%					9	100.0%
Second	9	100.0%					9	100.0%
ENTERTAINMENT CLASS								
RADIO								
Total	95	100.0%	59	62.1%	23	24.2%	13	13.7%
First	64	67.4%	45	47.4%	13	13.7%	6	6.3%
Second	10	10.5%			10	10.5%		
Third	7	7.4%					7	7.4%
Fourth	14	14.7%	14	14.7%				
TAPE RECORDER								
Total	292	100.0%	137	46.9%	70	24.0%	85	29.1%
Third	41	14.0%	14	4.8%			27	9.3%
Fourth	83	28.4%	38	13.0%	36	12.3%	9	3.1%
Fifth	74	25.3%	56	19.2%	10	3.4%	8	2.7%
Sixth	73	25.0%	29	9.9%	14	4.8%	30	10.3%
Eighth	10	3.4%			10	3.4%		
Tenth	4	1.4%					4	1.4%
Eleventh	7	2.4%					7	2.4%
BLACK&WHITE TV								
Total	104	100.0%	38	36.5%	52	50.0%	14	13.5%
Sixth	39	37.5%	14	13.4%	25	24.1%		
Seventh	51	49.0%	24	23.1%	27	26.0%		
Eighth	14	13.5%					14	13.5%

Table 7.28 (contd.)

Rank Order of Products in Product Classes for Social Classes
from among all Products Purchased

	Total		Low		Middle		High	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
PERSONAL EFFECTS/USE CLASS								
WRIST WATCH								
Total	404	100.0%	210	52.0%	97	24.0%	97	24.0%
First	276	68.3%	140	34.7%	53	13.1%	83	20.6%
Second	99	24.5%	60	14.9%	33	8.2%	6	1.5%
Third	10	2.5%	10	2.5%				
Sixth	8	2.0%					8	2.0%
Tenth	11	2.7%			11	2.7%		
SEWING MACHINE								
Total	94	100.0%	14	14.9%	46	48.9%	34	36.2%
Second	28	29.8%	14	14.9%			14	14.9%
Third	26	27.7%			22	23.4%	4	4.3%
Fifth	23	24.5%			14	14.9%	9	9.6%
Sixth	17	18.1%			10	10.6%	7	7.5%
MOULD, SUITCASE								
Total	140	100.0%	44	31.4%	20	14.3%	76	54.3%
Second	36	25.7%			1	0.7%	35	25.0%
Fifth	9	6.4%					9	6.4%
Sixth	24	17.1%	15	10.7%	9	6.4%		
Seventh	53	37.9%	15	10.7%	10	7.1%	28	20.0%
Ninth	14	10.0%	14	10.0%				
Eleventh	4	2.9%					4	2.9%
HOME & KITCHEN APPLIANCES								
WALL CLOCK								
Total	277	100.0%	147	53.1%	69	24.9%	69	24.9%
Second	9	3.2%	9	3.2%				
Third	81	29.2%	60	21.7%	21	7.6%		
Fourth	67	24.2%	63	22.8%			5	1.6%
Fifth	60	21.7%	15	5.4%	11	4.0%	38	13.9%
Sixth	15	5.4%			1	0.3%	16	5.7%
Eighth	27	9.7%			27	9.7%		
Ninth	9	3.2%					10	3.7%
Tenth	9	3.2%			9	3.2%		
ELECTRIC FAN								
Total	326	100.0%	162	49.7%	98	30.1%	66	20.2%
Second	100	30.7%	75	23.0%	25	7.7%		
Third	102	31.3%	77	23.6%	1	0.3%	24	7.4%
Fourth	50	15.3%	10	3.1%	33	10.1%	7	2.1%
Fifth	18	5.5%			14	4.3%	4	1.2%
Sixth	24	7.4%			24	7.4%		
Eighth	17	5.2%			1	0.3%	16	4.9%
Ninth	6	1.8%					6	1.8%
Thirteenth	9	2.8%					9	2.8%

Table 7.28 (contd.)

Rank Order of Products in Product Classes for Social Classes
from among all Products Purchased

	Total		Low		Middle		High	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
LT.WT.IRON								
Total	87	100.0%			25	28.7%	62	71.3%
Fourth	12	13.8%					12	13.8%
Fifth	11	12.6%			1	1.1%	10	11.5%
Seventh	9	10.3%			1	1.1%	8	9.2%
Ninth	7	8.0%			0	0.0%	7	8.1%
Tenth	14	16.1%			14	16.1%		
Fourteenth	13	14.9%			9	10.3%	4	4.6%
Fifteenth	15	17.2%					15	17.2%
Seventeenth	6	6.9%					6	6.9%
PRESSURECOOKER								
Total	307	100.0%	114	37.1%	98	31.9%	95	30.9%
First	49	16.0%	10	3.3%	21	6.8%	18	5.8%
Second	100	32.6%	39	12.7%	28	9.1%	33	10.7%
Third	43	14.0%			26	8.5%	17	5.5%
Fourth	58	18.9%	38	12.4%	13	4.2%	7	2.3%
Fifth	43	14.0%	27	8.8%	10	3.3%	6	1.9%
Seventh	14	4.6%					14	4.5%
MIXER								
Total	181	100.0%	53	29.3%	35	19.3%	93	51.4%
Third	12	6.6%					12	6.6%
Fourth	37	20.4%			2	1.1%	35	19.3%
Fifth	15	8.3%	15	8.3%				
Sixth	22	12.2%					22	12.2%
Seventh	23	12.7%	23	12.7%				
Eighth	34	18.8%			14	7.7%	20	11.0%
Ninth	19	10.5%			19	10.5%		
Tenth	15	8.3%	15	8.3%				
Twelvth	4	2.2%					4	2.2%
GRINDER								
Total	100	100.0%			35	35.0%	65	64.9%
Seventh	11	11.0%			11	11.0%		
Tenth	9	9.0%					9	9.0%
Eleventh	28	28.0%			14	14.0%	14	14.0%
Fifteenth	15	15.0%			1	1.0%	14	14.0%
Sixteenth	9	9.0%					9	9.0%
Seventeenth	24	24.0%			9	9.0%	15	15.0%
Eighteenth	4	4.0%					4	4.0%
EXHAUST FAN								
Total	30	100.0%			1	3.3%	29	96.7%
Tenth	8	26.7%					8	26.7%
Eleventh	7	23.3%					7	23.3%
Twelvth	9	30.0%			1	3.3%	8	26.7%
Fourteenth	6	20.0%					6	20.0%

Table 7.28 (contd.)

Rank Order of Products in Product Classes for Social Classes
from among all Products Purchased -

	Total		Low		Middle		High	
	Count	Col. %age	Count	Col. %age	Count	Col. %age	Count	Col. %age
WHITE GOODS								
COLOR TV								
Total	187	100.0%	48	25.7%	46	24.6%	93	49.8%
Sixth	21	11.2%	10	5.3%	1	0.5%	10	5.4%
Seventh	43	23.0%			14	7.5%	29	15.5%
Eighth	28	15.0%	15	8.0%			13	7.0%
Ninth	11	5.9%			11	5.9%		
Tenth	30	16.0%	14	7.5%			16	8.6%
Twelvth	15	8.0%	9	4.8%			6	3.2%
Thirteenth	39	20.9%			20	10.7%	19	10.1%
VCP/VCR								
Total	21	100.0%					21	100.0%
Fourteenth	8	38.1%					8	38.1%
Sixteenth	13	61.9%					13	61.9%
REFRIGERATOR								
Total	171	100.0%	29	17.0%	35	20.5%	107	62.5%
Sixth	12	7.0%					12	7.0%
Seventh	11	6.4%			1	0.6%	10	5.8%
Ninth	38	22.2%	15	8.8%			23	13.5%
Eleventh	22	12.9%					22	12.9%
Twelvth	21	12.3%	14	8.2%			7	4.1%
Thirteenth	28	16.4%			14	8.2%	14	8.2%
Fourteenth	26	15.2%			11	6.4%	15	8.8%
Sixteenth	9	5.3%			9	5.3%		
Seventeenth	4	2.3%					4	2.3%
WASHINGMACHINE								
Total	8	100.0%					8	100.0%
Eighteenth	5	62.5%					5	62.5%
Nineteenth	3	37.5%					3	37.5%

Table 7.29

Product Class Preference for Social Classes

	Total		SOCIAL CLASS					
	Count	Col. %age	Low		Middle		High	
			Count	Col. %age	Count	Col. %age	Count	Col. %age
FIRST								
PREFERENCE								
Total	460	100%	219	47.6%	116	25.2%	125	27.2%
None	235	51.1%	123	26.7%	50	10.9%	62	13.5%
Transportation	8	1.7%			8	1.7%		
Entertainment	49	10.7%	49	10.7%				
Home & Kitchen	35	7.6%	28	6.1%			7	1.5%
White Goods	133	28.9%	19	4.1%	58	12.6%	56	12.2%
SECOND								
PREFERENCE								
Total	460	100%	219	47.6%	116	25.2%	125	27.2%
None	440	95.7%	219	47.6%	103	22.4%	118	25.7%
Home & Kitchen	13	2.8%			13	2.8%		
White Goods	7	1.5%					7	1.5%
THIRD								
PREFERENCE								
Total	460	100%	219	47.6%	116	25.2%	125	27.2%
None	460	100%	219	47.6%	116	25.2%	125	27.2%
FOURTH								
PREFERENCE								
Total	460	100%	219	47.6%	116	25.2%	125	27.2%
None	460	100%	219	47.6%	116	25.2%	125	27.2%
FIFTH								
PREFERENCE								
Total	460	100%	219	47.6%	116	25.2%	125	27.2%
None	460	100%	219	47.6%	116	25.2%	125	27.2%

TABLE 7.30

ONE-WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
a. Transportation Class (with 2,300 deg. of freedom)												
1. Utility Value		No One-Way		5.0000	5.0000	5.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
2. Enhancement of Status due to Possession of Product	44.8414	0.0000	Reject	4.0388	3.3258	3.3358	0.7129	0.4599	0.6001	0.0702	0.0566	0.0518
3. Enhancement of Status due to the particular brand	13.0579	0.0000	Reject	3.1456	3.0000	3.0187	0.3545	0.0000	0.0951	0.0349	0.0000	0.0082
4. After Sales Service of the brand	56.1886	0.0000	Reject	3.0000	3.3333	3.9478	0.0000	0.7511	0.9038	0.0000	0.0925	0.0781
5. Brand Durability	11.0280	0.0000	Reject	3.2913	3.3788	3.7239	0.7089	0.4888	0.8618	0.0699	0.0602	0.0744
6. Performance of Brand	8.0523	0.0004	Reject	5.0000	5.0000	4.8507	0.0000	0.0000	0.4829	0.0000	0.0000	0.0417
b. Entertainment Class (with 1,477 deg. of freedom)												
1. Utility Value	55.5660	0.0000	Reject	5.0000	4.9833	4.5116	0.0000	0.1826	0.8419	0.0000	0.0167	0.0741
2. Enhancement of Status due to Possession of Product	56.0046	0.0000	Reject	3.7349	3.3333	3.1589	0.6611	0.4167	0.2863	0.0434	0.0380	0.0252
3. Enhancement of Status due to the particular brand	8.5523	0.0002	Reject	2.8707	3.0000	3.0000	0.4929	0.0000	0.0000	0.0324	0.0000	0.0000
4. After Sales Service of the brand	8.5523	0.0002	Reject	2.8707	3.0000	3.0000	0.4929	0.0000	0.0000	0.0324	0.0000	0.0000
5. Brand Durability	22.9839	0.0000	Reject	2.9914	3.3417	3.4806	0.7086	0.6149	0.7614	0.0465	0.0561	0.0670
6. Performance of Brand	4.8066	0.0086	Reject	4.8534	5.0000	4.8682	0.5223	0.0000	0.4615	0.0343	0.0000	0.0406

TABLE 7.30 (contd.)

ONE-WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Interval for Mean			Multiple Range Test : Scheffe's Procedure Pairs of Groups Significantly different at .05 Level
	Low	Middle	High	
a. Transportation Class (with 2,300 deg. of freedom)				
1. Utility Value	5.0000 - 5.0000	5.0000 - 5.0000	5.0000 - 5.0000	No One-Way
2. Enhancement of Status due to Possession of Product	3.8995 - 4.1782	3.2127 - 3.4388	3.2333 - 3.4384	a) Low-Middle, b) Low-High.
3. Enhancement of Status due to the particular brand	3.0764 - 3.2149	3.0000 - 3.0000	3.0024 - 3.0349	a) Low-Middle, b) Low-High.
4. After Sales Service of the brand	3.0000 - 3.0000	3.1487 - 3.5180	3.7933 - 4.1022	a) Low-Middle, b) Low-High, c) Middle-High.
5. Brand Durability	3.1527 - 3.4298	3.2586 - 3.4990	3.5766 - 3.8711	a) Low-High, b) Middle-High.
6. Performance of Brand	5.0000 - 5.0000	5.0000 - 5.0000	4.7682 - 4.9333	a) Low-High, b) Middle-High.
b. Entertainment Class (with 1,477 deg. of freedom)				
1. Utility Value	5.0000 - 5.0000	4.9503 - 5.0163	4.3650 - 4.6583	a) Low-High, b) Middle-High.
2. Enhancement of Status due to Possession of Product	3.6494 - 3.8204	3.2580 - 3.4087	3.1090 - 3.2088	a) Low-Middle, b) Low-High, c) Middle-High.
3. Enhancement of Status due to the particular brand	2.8069 - 2.9344	3.0000 - 3.0000	3.0000 - 3.0000	a) Low-Middle, b) Low-High.
4. After Sales Service of the brand	2.8069 - 2.9344	3.0000 - 3.0000	3.0000 - 3.0000	a) Low-Middle, b) Low-High.
5. Brand Durability	2.8997 - 3.0830	3.2305 - 3.4528	3.3480 - 3.6133	a) Low-Middle, b) Low-High.
6. Performance of Brand	4.7859 - 4.9210	5.0000 - 5.0000	4.7878 - 4.9486	a) Low-Middle.

TABLE 7.30 (contd.)

ONE-WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
c. Personal Effects/Use Class (with 1,503 deg.of freedom)												
1. Utility Value	15.3151	0.0000	Reject	4.9741	5.0000	4.8839	0.1290	0.0000	0.3059	0.0085	0.0000	0.0246
2. Enhancement of Status due to Possession of Product	48.1410	0.0000	Reject	3.4375	3.0000	3.1065	0.6288	0.0000	0.1973	0.0413	0.0000	0.0158
3. Enhancement of Status due to the particular brand	No One-Way	No One-Way	No One-Way	3.0000	3.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
4. After Sales Service of the brand	No One-Way	No One-Way	No One-Way	3.0000	3.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
5. Brand Durability	16.9193	0.0000	Reject	3.5647	3.8639	3.3161	0.8452	0.7962	0.6343	0.0555	0.0727	0.0509
6. Performance of Brand	14.7119	0.0000	Reject	4.9224	4.7889	4.6344	0.3870	0.4888	0.6178	0.0254	0.0446	0.0540
d. Home & Kitchen Appliances (with 2,493 deg.of freedom)			--									
1. Utility Value	15.9536	0.0000	Reject	5.0000	5.0000	4.9692	0.0000	0.0000	0.0993	0.0000	0.0000	0.0077
2. Enhancement of Status due to Possession of Product	144.9597	0.0000	Reject	3.4267	3.0244	3.0643	0.3574	0.0752	0.1451	0.0253	0.0065	0.0113
3. Enhancement of Status due to the particular brand	No One-Way	No One-Way	No One-Way	3.0000	3.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
4. After Sales Service of the brand	45.4761	0.0000	Reject	3.0000	3.1290	3.1687	0.0000	0.1874	0.2561	0.0000	0.0163	0.0199
5. Brand Durability	16.4480	0.0000	Reject	3.1977	3.1371	3.3498	0.3838	0.2051	0.3577	0.0272	0.0178	0.0278
6. Performance of Brand	1.2596	0.2847	Accept	4.8367	4.7554	4.7803	0.4764	0.4918	0.4837	0.0338	0.0428	0.0377

TABLE 7.30 (contd.)

ONE-WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Interval for Mean			Multiple Range Test : Scheffe's Procedure Pairs of Groups Significantly different at .05 Level
	Low	Middle	High	
c. Personal Effects/Use Class (with 1,503 deg.of freedom)				
1. Utility Value	4.9574 - 4.9908	5.0000 - 5.0000	4.8353 - 4.9324	a) Low-High, b) Middle-High.
2. Enhancement of Status due to Possession of Product	3.3562 - 3.5188	3.0000 - 3.0000	3.0751 - 3.1378	a) Low-Middle, b) Low-High.
3. Enhancement of Status due to the particular brand	3.0000 - 3.0000	3.0000 - 3.0000	3.0000 - 3.0000	No One-Way
4. After Sales Service of the brand	3.0000 - 3.0000	3.0000 - 3.0000	3.0000 - 3.0000	No One-Way
5. Brand Durability	3.4553 - 3.6740	3.7200 - 4.0078	3.2155 - 3.4168	a) Low-Middle, b) Low-High, c) Middle-High.
6. Performance of Brand	4.8723 - 4.9725	4.7005 - 4.8772	4.5278 - 4.7410	a) Low-High, b) Middle-High.
d. Home & Kitchen Appliances (with 2,493 deg.of freedom)				
1. Utility Value	5.0000 - 5.0000	5.0000 - 5.0000	4.9539 - 4.9844	a) Low-High, b) Middle-High.
2. Enhancement of Status due to Possession of Product	3.3768 - 3.4767	3.0115 - 3.0374	3.0420 - 3.0866	a) Low-Middle, b) Low-High.
3. Enhancement of Status due to the particular brand	3.0000 - 3.0000	3.0000 - 3.0000	3.0000 - 3.0000	No One-Way
4. After Sales Service of the brand	3.0000 - 3.0000	3.0967 - 3.1613	3.1293 - 3.2080	a) Low-Middle, b) Low-High.
5. Brand Durability	3.1440 - 3.2513	3.1018 - 3.1724	3.2949 - 3.4048	a) Low-High, b) Middle-High.
6. Performance of Brand	4.7701 - 4.9033	4.6707 - 4.8401	4.7059 - 4.8546	No two groups significantly different.

TABLE 7.30 (contd.)

ONE-WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
e. White Goods (with 2,327 deg.of freedom)												
1. Utility Value	7.9929	0.0004	Reject	5.0000	5.0000	4.9475	0.0000	0.0000	0.1685	0.0000	0.0000	0.0131
2. Enhancement of Status due to Possession of Product	16.7193	0.0000	Reject	4.3294	3.9146	3.7892	0.6617	0.7444	0.7051	0.0718	0.0832	0.0549
3. Enhancement of Status due to the particular brand	39.5030	0.0000	Reject	3.1765	3.0063	3.4804	0.3835	0.0559	0.5140	0.0416	0.0063	0.0400
4. After Sales Service of the brand	20.8413	0.0000	Reject	3.0000	3.0000	3.0968	0.0000	0.0000	0.1923	0.0000	0.0000	0.0150
5. Brand Durability	8.3241	0.0003	Reject	3.0000	3.0000	3.0482	0.0000	0.0000	0.1515	0.0000	0.0000	0.0118
6. Performance of Brand	15.1014	0.0000	Reject	5.0000	4.6104	4.7808	0.0000	0.7320	0.3998	0.0000	0.0818	0.0311

TABLE 7.30 (contd.)

ONE-WAY ANALYSIS OF VARIANCE ON EXTENT OF SATISFACTION DERIVED ON PURCHASE OF PRODUCT CLASSES FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Ninety five Percent Confidence Interval for Mean			Multiple Range Test : Scheffe's Procedure Pairs of Groups Significantly different at .05 Level
	Low	Middle	High	
e. White Goods (With 2,327 deg. of freedom)				
1. Utility Value	5.0000 - 5.0000	5.0000 - 5.0000	4.9216 - 4.9734	a) Low-High, b) Middle-High.
2. Enhancement of Status due to Possession of Product	4.1867 - 4.4721	3.7489 - 4.0802	3.6809 - 3.8976	a) Low-Middle, b) Low-High.
3. Enhancement of Status due to the particular brand	3.0938 - 3.2592	2.9938 - 3.0187	3.4014 - 3.5594	a) Low-Middle, b) Low-High, c) Middle-High.
4. After Sales Service of the brand	3.0000 - 3.0000	3.0000 - 3.0000	3.0673 - 3.1264	a) Low-High, b) Middle-High.
5. Brand Durability	3.0000 - 3.0000	3.0000 - 3.0000	3.0249 - 3.0715	a) Low-High, b) Middle-High.
6. Performance of Brand	5.0000 - 5.0000	4.4475 - 4.7733	4.7194 - 4.8423	a) Low-Middle, b) Low-High, c) Middle-High.

TABLE 7.31
ONE WAY ANALYSIS OF VARIANCE ON FACTORS MOTIVATING SAVINGS FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance with (1,525) degrees of freedom	One-Way Anova			Mean			Standard Deviation			Standard Error		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High	Low	Middle	High
1. Old Age	8.4532	0.0003	Reject	2.2328	2.5909	1.9212	1.3886	1.5331	1.3159	0.0912	0.1334	0.1024
2. Unexpected Expenditure	37.9548	0.0000	Reject	2.5560	3.2348	3.4182	1.1975	0.7083	1.0186	0.0786	0.0616	0.0793
3. Major Expenditures	55.7501	0.0000	Reject	3.8017	4.0758	2.2424	1.7042	1.5708	1.7640	0.1119	0.1367	0.1373
4. Buy Durable Products	48.5598	0.0000	Reject	1.1422	1.2803	1.7394	0.4477	0.4675	0.8475	0.0294	0.0407	0.0660
5. Buy Farmland/House	22.3266	0.0000	Reject	2.8233	1.6364	2.7939	1.8998	1.3150	1.8330	0.1247	0.1145	0.1427
6. For Children	118.8791	0.0000	Reject	1.5948	2.2803	3.3758	0.7838	1.1612	1.4789	0.0515	0.1011	0.1151

TABLE 7.31 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON FACTORS MOTIVATING SAVINGS FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance with (1,525) degrees of freedom	Ninety five Percent Confidence Interval for Mean			Multiple Range Test : Scheffe's Procedure Pairs of Groups Significantly different at .05 Level
	Low	Middle	High	
1. Old Age	2.0531 - 2.4124	2.3269 - 2.8549	1.7189 - 2.1235	a) Middle-High.
2. Unexpected Expenditure	2.4011 - 2.7109	3.1129 - 3.3568	3.2616 - 3.5748	a) Low-Middle, b) Low-High.
3. Major Expenditures	3.5813 - 4.0220	3.8053 - 4.3462	1.9713 - 2.5136	a) Low-High, b) Middle-High.
4. Buy Durable Products	1.0843 - 1.2002	1.1998 - 1.3608	1.6091 - 1.8697	a) Low-High, b) Middle-High.
5. Buy Farmland/House	2.5775 - 3.0690	1.4099 - 1.8628	2.5122 - 3.0757	a) Low-Middle, b) Middle-High.
6. For Children	1.4934 - 1.6962	2.0804 - 2.4802	3.1484 - 3.6031	a) Low-Middle, b) Low-High, c) Middle-High.

TABLE 7.32

ONE WAY ANALYSIS OF VARIANCE ON LIFESTYLE FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	One Way Anova			Mean			Standard Deviation		
	F Ratio	F Prob.	Null Hypo.	Low	Middle	High	Low	Middle	High
A. Time Spent at Home on Various Leisure Activities (with 2,526 deg. of freedom)	123.1901	0.0000	Reject	2.2543	2.6793	2.8869	0.3481	0.3115	0.5366
B. Time Spent Out-of-Home, and Interacting with other People in Various Leisure Activities (with 2,526 deg. of freedom)	229.5994	0.0000	Reject	1.1694	1.3359	2.0009	0.1564	0.3254	0.6069

TABLE 7.32 (contd.)

ONE WAY ANALYSIS OF VARIANCE ON LIFESTYLE FOR SOCIAL CLASSES

ANOVA tests at 5% level of significance	Standard Error			Ninety five Percent Confidence Intervals for Means			Multiple Range Test : Scheffe's Procedure - Pairs of Groups significantly Different at the .05 level
	Low	Middle	High	Low	Middle	High	
A. Time Spent at Home on Various Leisure Activities (with 2,526 deg. of freedom)	0.0229	0.0271	0.0418	2.2093 - 2.2993	2.6257 - 2.7329	2.8044 - 2.9694	a) Low-Middle, b) Low-High, c) Middle-High.
B. Time Spent Out-of-Home, and Interacting with other People in Various Leisure Activities (with 2,526 deg. of freedom)	0.0103	0.0284	0.0473	1.1492 - 1.1897	1.2796 - 1.3921	1.9076 - 2.0942	a) Low-Middle, b) Low-High, c) Middle-High.

Table 7.33

Profile of Print Media Exposure for Social Classes

	Total		SOCIAL CLASS					
	Count	Col %age	Low		Middle		High	
			Count	Col %age	Count	Col %age	Count	Col %age
MHH READS NEWSPAPERS								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
Yes	529	100%	232	43.9%	132	25.0%	165	31.2%
HE READS VERN- ACULAR NWSPPR.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	13	2.5%			1	.2%	12	2.3%
Yes	516	97.5%	232	43.9%	131	24.8%	153	28.9%
HE READS ENG. NEWSPAPERS								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	480	90.7%	232	43.9%	123	23.3%	125	23.6%
Yes	49	9.3%			9	1.7%	40	7.6%
FHH READS NEWSPAPERS								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	221	41.8%	167	31.6%	54	10.2%		
Yes	308	58.2%	65	12.3%	78	14.7%	165	31.2%
SHE READS VER- NACULAR NWSPPR.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	233	44.0%	167	31.6%	54	10.2%	12	2.3%
Yes	296	56.0%	65	12.3%	78	14.7%	153	28.9%
SHE READS ENG. NEWSPAPERS								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	502	94.9%	232	43.9%	123	23.3%	147	27.8%
Yes	27	5.1%			9	1.7%	18	3.4%

(Continued....)

	Total		SOCIAL CLASS					
			Low		Middle		High	
	Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
MMH READS MGZ.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	296	56.0%	199	37.6%	83	15.7%	14	2.6%
Yes	233	44.0%	33	6.2%	49	9.3%	151	28.5%
HE READS VERN.								
GEN.INT.MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	308	58.2%	199	37.6%	83	15.7%	26	4.9%
Yes	221	41.8%	33	6.2%	49	9.3%	139	26.3%
HE READS VERN.								
FILM MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	497	94.0%	232	43.9%	131	24.8%	134	25.3%
Yes	32	6.0%			1	.2%	31	5.9%
HE READS VERN.								
WOMEN'S MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	524	99.1%	232	43.9%	132	25.0%	160	30.2%
Yes	5	.9%					5	.9%
HE READS ENG.								
GEN.INT.MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	446	84.3%	232	43.9%	122	23.1%	92	17.4%
Yes	83	15.7%			10	1.9%	73	13.8%
HE READS ENG.								
BUSINESS MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	529	100%	232	43.9%	132	25.0%	165	31.2%
HE READS ENG.								
FILM MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	517	97.7%	232	43.9%	132	25.0%	153	28.9%
Yes	12	2.3%					12	2.3%
HE READS ENG.								
SPORTS MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	509	96.2%	232	43.9%	132	25.0%	145	27.4%
Yes	20	3.8%					20	3.8%
HE READS ENG.								
WOMEN'S MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	517	97.7%	232	43.9%	132	25.0%	153	28.9%
Yes	12	2.3%					12	2.3%

(Continued....)

	Total		SOCIAL CLASS					
			Low		Middle		High	
	Count	Col %age	Count	Col %age	Count	Col %age	Count	Col %age
FHH READS MGZ.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	316	59.7%	223	42.2%	83	15.7%	10	1.9%
Yes	213	40.3%	9	1.7%	49	9.3%	155	29.3%
SHE READS VER.								
GEN.INT.MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	363	68.6%	223	42.2%	83	15.7%	57	10.8%
Yes	166	31.4%	9	1.7%	49	9.3%	108	20.4%
SHE READS VER.								
FILM MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	472	89.2%	232	43.9%	131	24.8%	109	20.6%
Yes	57	10.8%			1	.2%	56	10.6%
SHE READS VER.								
WOMEN'S MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	387	73.2%	232	43.9%	97	18.3%	58	11.0%
Yes	142	26.8%			35	6.6%	107	20.2%
SHE READS ENG.								
GEN.INT.MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	505	95.5%	232	43.9%	132	25.0%	141	26.7%
Yes	24	4.5%					24	4.5%
SHE READS ENG.								
BUSINESS MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	523	98.9%	232	43.9%	132	25.0%	159	30.1%
Yes	6	1.1%					6	1.1%
SHE READS ENG.								
FILM MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	503	95.1%	232	43.9%	132	25.0%	139	26.3%
Yes	26	4.9%					26	4.9%
SHE READS ENG.								
SPORTS MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	523	98.9%	232	43.9%	132	25.0%	159	30.1%
Yes	6	1.1%					6	1.1%
SHE READS ENG.								
WOMEN'S MGZS.								
Total	529	100%	232	43.9%	132	25.0%	165	31.2%
No	510	96.4%	232	43.9%	132	25.0%	147	27.8%
Yes	19	3.6%					19	3.6%