TABLE OF CONTENTS

	PAGE
ACKNOWLEDGMENT	II
TABLE OF CONTENTS	IV
LIST OF FIGURES	VII
LIST OF TABLES	VIII

# 1.Ø.Ø. CHAPTER ONE

đ

#### INTRODUCTION

1.1.Ø.	INTRODUCTION	1
1.2.0.	THE INDIAN ADVERTISING SCENE	5
1.2.0.	GROWTH OF TV AND PRESS IN 2001 AD.	1Ø
1.3.Ø.	CONSUMER AND MARKETING	13
1.4.Ø.	NEED FOR THE PRESENT STUDY	14
1.5.0.	COMPLEXITY OF CONSUMER BEHAVIOUR	16
1.6 <i>.</i> Ø.	RELEVANCE OF THE PRESENT STUDY	25

#### 2.Ø.Ø. CHAPTER TWO

SUMMARY OF RELATED LITERATURE SURVEY

2.1.Ø.	INTRODUCTION	31
2.2.Ø.	PERSONALITY	31
2.3.Ø.	MOTIVATION	52
2.4.Ø.	PERCEPTION (Attributional Process)	65

#### 3.Ø.Ø. CHAPTER THREE

METHODS AND PROCEDURE

3.1.Ø.	INTRODUCTION	78
3.2.Ø.	STATEMENT OF THE PROBLEM	
	AND HYPOTHESES	78
3.3.Ø.	TOOLS	83
3.4.Ø.	PROCEDURE	116
3.5.Ø.	PRODUCTS UNDER STUDY	117
3.6.Ø.	SAMPLE	12Ø
3.7 <i>.</i> Ø.	STATISTICAL TECHNIQUES	123
3.8.Ø.	COMPUTER PROGRAMME	146
3.9.Ø.	SUMMARY	146

4.Ø.Ø. CHAPTER FOUR

### RESULTS AND DISCUSSION

4.1.Ø.	INTRODUCTION	149
4.2.Ø.	RESULTS OF CANONICAL ANALYSES	149
4.2.1.	Between Predictor set and Frequency of Purchase variables	151
4.2.2.	Between Predictor Set and the Criterion Set of Likelihood of Purchase	158
4.2.3.A.	Between Personality variables Frequency of Purchase	168
4.2.3.B.	Between Personality variables and Likelihood of Purchase	171
4.2.4.A.	Between Perceptual variables and Frequency of Purchase	174
4.2.4.B.	Between Perceptual variables and Likelihood of Purchase	177
4.2.5.A.	Between Motivational variables and Frequency of Purchase	18Ø
4.2.5.B.	Between Motivational variables and Likelihood of Purchase	183
4.3.Ø.	RESULTS OF STEPWISE DISCRIMINANT FUNCTION ANALYSES	191
4.3.1.	For Frequency of Purchase variables for three product groups	193
4.3.2.	For Likelihood of Purchase variables for three product groups	257
4.4.Ø.	RESULTS OF CLUSTER ANALYSES	319
4.4.1.	For Frequency of Purchase variables	323
4.4.2.	For Likelihood of Furchase variables	329
4.5.0.	SUMMARY OF FINDINGS	353

# 5.0.0. CHAPTER FIVE

### SUMMARY AND CONCLUSIONS

5 1.Ø. 5.2.Ø. 5.3.Ø. 5.4.Ø.	.Ø. OBJECTIVES OF THE PRESENT STUDY .Ø. METHOD			
BIBLIOGR	APHY		38Ø	
APFENDIX	A	QUESTIONNAIRE	4Ø4	
موجه موجه والم والم				

0

•