ANNEXURE

Sr.  Title                                                                 Page
A1  Questionnaire I                                                          A-1
A2  Questionnaire II                                                         A-3
A3  Table Showing Post Hoc Analysis between the three Cities of Gujarat     A-8
    Showing Consumer Involvement for Laptop                                 A-8
A4  Table Showing Post Hoc Analysis between the three Cities of Gujarat     A-9
    Showing Consumer Involvement for Detergent                             A-9
A5  Post Hoc Analysis for determination of Consumer Involvement for         A-10
    Laptop with reference to Age Group of Respondents in Gujarat            A-10
A6  Post Hoc Analysis for determination of Consumer Involvement for         A-14
    Detergent with reference to Age Group of Respondents in Gujarat         A-14
A7  Post Hoc Analysis for determination of Consumer Involvement for         A-18
    Laptop with reference to Occupation of Respondents in Gujarat           A-18
A8  Post Hoc Analysis for determination of Consumer Involvement for         A-20
    Detergent with reference to Occupation of Respondents in Gujarat        A-20
A9  Post Hoc Analysis for determination of Consumer Involvement for         A-22
    Laptop with reference to Income of Respondents in Gujarat               A-22
A10 City Wise Post Hoc Analysis for determination of Consumer Involvement   A-27
    for Laptop with reference to Income of Respondents in Gujarat           A-27
A11 Post Hoc Analysis for determination of Consumer Involvement for         A-33
    Detergent with reference to Income of Respondents in Gujarat            A-33
A12 City Wise Post Hoc Analysis for determination of Consumer Involvement   A-38
    for Detergent with reference to Income of Respondents in Gujarat        A-38
A13 Post Hoc Analysis for determination of Consumer Involvement for         A-44
    Laptop with reference to Education of Respondents in Gujarat            A-44
A14 Post Hoc Analysis for determination of Consumer Involvement for         A-45
    Detergent with reference to Education of Respondents in Gujarat         A-45
A15 Post Hoc Analysis for determination of Consumer Involvement for         A-48
    Laptop with reference to Family Size of Respondents in Gujarat          A-48
A16 Post Hoc Analysis for determination of Consumer Involvement for         A-50
    Detergent with reference to Family Size of Respondents in Gujarat       A-50