**LIST OF TABLES**

<table>
<thead>
<tr>
<th>TABLE NO.</th>
<th>PAGE NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>7</td>
</tr>
<tr>
<td>1.2</td>
<td>8</td>
</tr>
<tr>
<td>1.3</td>
<td>8</td>
</tr>
<tr>
<td>1.4</td>
<td>9</td>
</tr>
<tr>
<td>1.5</td>
<td>10</td>
</tr>
<tr>
<td>1.6</td>
<td>10</td>
</tr>
<tr>
<td>1.7</td>
<td>11</td>
</tr>
<tr>
<td>1.8</td>
<td>13</td>
</tr>
<tr>
<td>1.9</td>
<td>27</td>
</tr>
<tr>
<td>1.10</td>
<td>33</td>
</tr>
<tr>
<td>1.11</td>
<td>34</td>
</tr>
<tr>
<td>1.12</td>
<td>35</td>
</tr>
<tr>
<td>3.1</td>
<td>81</td>
</tr>
<tr>
<td>3.1.1</td>
<td>81</td>
</tr>
<tr>
<td>3.1.2</td>
<td>82</td>
</tr>
<tr>
<td>3.1.3</td>
<td>82</td>
</tr>
<tr>
<td>3.2</td>
<td>83</td>
</tr>
<tr>
<td>3.2.1</td>
<td>83</td>
</tr>
<tr>
<td>3.2.2</td>
<td>84</td>
</tr>
<tr>
<td>3.2.3</td>
<td>85</td>
</tr>
<tr>
<td>3.2.4</td>
<td>85</td>
</tr>
<tr>
<td>3.2.5</td>
<td>86</td>
</tr>
<tr>
<td>3.2.6</td>
<td>86</td>
</tr>
<tr>
<td>3.2.7</td>
<td>87</td>
</tr>
<tr>
<td>3.2.8</td>
<td>87</td>
</tr>
<tr>
<td>3.2.9</td>
<td>88</td>
</tr>
<tr>
<td>3.3</td>
<td>89</td>
</tr>
<tr>
<td>3.3.1</td>
<td>90</td>
</tr>
<tr>
<td>3.3.2</td>
<td>90-91</td>
</tr>
<tr>
<td>3.3.3</td>
<td>91</td>
</tr>
<tr>
<td>3.3.4</td>
<td>92</td>
</tr>
<tr>
<td>3.3.5</td>
<td>93</td>
</tr>
<tr>
<td>3.4(a)</td>
<td>94</td>
</tr>
<tr>
<td>3.4(b)</td>
<td>94</td>
</tr>
<tr>
<td>3.4.1(a)</td>
<td>95</td>
</tr>
<tr>
<td>3.4.1(b)</td>
<td>96</td>
</tr>
<tr>
<td>3.4.2(a)</td>
<td>97</td>
</tr>
<tr>
<td>3.4.2(b)</td>
<td>98</td>
</tr>
<tr>
<td>3.4.3(a)</td>
<td>99-100</td>
</tr>
<tr>
<td>3.4.3(b)</td>
<td>100</td>
</tr>
<tr>
<td>3.4.4(a)</td>
<td>101</td>
</tr>
</tbody>
</table>
3.4.4(b) Relationship between Age and Television Brand Selection

3.4.5(a) Marital Status and Television Brand Preference

3.4.5(b) Relationship between Marital Status and Television Brand Selection

3.4.6(a) Education and Television Brand Preference

3.4.6(b) Relationship between Education and Television Brand Selection

3.4.7(a) Occupation and Television Brand Preference

3.4.7(b) Relationship between Occupation and Television Brand Selection

3.4.8(a) Type of Dwelling and Television Brand Preference

3.4.8(b) Relationship between Type of Dwelling and Television Brand Selection

3.4.9(a) Income and Television Brand Preference

3.4.9(b) Relationship between Income and Television Brand Selection

3.4.10(a) Mode of Payment and Television Brand Preference

3.4.10(b) Relationship between Mode of Payment and Television Brand Selection

3.4.11(a) Price and Television Brand Preference

3.4.11(b) Relationship between Price and Television Brand Selection

3.4.1 Descriptive Statistics for Bilaspur in case of Television Brand Selection

3.4.2 KMO and Bartlett’s Test for Bilaspur in case of Television Brand

3.4.3 Communalities for Bilaspur in case of Television Brand Selection

3.4.4 Total Variance Explained for Bilaspur in case of Television Brand

3.4.5 Component Matrix for Bilaspur in case of Television Brand Selection

3.4.6 Rotated Component Matrix for Bilaspur in case of Television Brand

3.4.7 Final Factor Matrix for Bilaspur in case of Television Brand

3.5.1 Descriptive Statistics for Kinnaur in case of Television Brand Selection

3.5.2 KMO and Bartlett’s Test for Kinnaur in case of Television Brand

3.5.3 Communalities for Kinnaur in case of Television Brand Selection

3.5.4 Total Variance Explained for Kinnaur in case of Television Brand

3.5.5 Component Matrix for Kinnaur in case of Television Brand Selection

3.5.6 Rotated Component Matrix for Kinnaur in case of Television Brand

3.5.7 Final Factor Matrix for Kinnaur in case of Television Brand
Brand Selection
4.1 Head of Household as Key Decision Maker 130
4.1.1 Wife of Head of the Household as Key Decision Maker 133
4.1.2 Children as Key Decision Maker 134
4.1.3 Relative/Friends as Key Decision Maker 134-135
4.1.4 Existing Customers as Key Decision Makers 135
4.1.5 Others as Key Decision Maker 136
4.2(a) Type of Family and Refrigerator Brand Preference 137
4.2(b) Relationship between Type of Family and Refrigerator Brand Selection 138-139
4.2.1(a) Economic Status and Refrigerator Brand Preference 139
4.2.1(b) Relationship between Economic Status and Refrigerator Brand 140
4.2.2(a) Caste and Refrigerator Brand Preference 141
4.2.2(b) Relationship between Caste and Refrigerator Brand Selection 142
4.2.3(a) Gender and Refrigerator Brand Preference 143-144
4.2.3(b) Relationship between Gender and Refrigerator Brand Selection 145
4.2.4(a) Age and Refrigerator Brand Preference 146
4.2.4(b) Relationship between Age and Refrigerator Brand Selection 147
4.2.5(a) Marital Status and Refrigerator Brand Preference 148
4.2.5(b) Relationship between Marital Status and Refrigerator Brand Selection 149
4.2.6(a) Education and Refrigerator Brand Preference 150
4.2.6(b) Relationship between Education and Refrigerator Brand Selection 151
4.2.7(a) Occupation and Refrigerator Brand Selection Preference 152
4.2.7(b) Relationship between Occupation and Refrigerator Brand Selection 153
4.2.8(a) Type of Dwelling and Refrigerator Brand Selection Preference 154
4.2.8(b) Relationship between Type of Dwelling and Refrigerator Brand 155
4.2.9(a) Income and Refrigerator Brand Preference 156
4.2.9(b) Relationship between Income and Refrigerator Brand Selection 157
4.2.10(a) Mode of Payment and Refrigerator Brand Preference 158
4.2.10(b) Relationship between Mode of Payment and Refrigerator Brand 159
4.2.11(a) Price and Refrigerator Brand Preference 160
4.2.11(b) Relationship between Price and Refrigerator Brand Selection 161
4.3.1 Descriptive Statistics for Bilaspur in case of Refrigerator Brand Selection 162
4.3.2 KMO and Bartlett’s Test for Bilaspur in case of Refrigerator Brand 163
4.3.3 Communalities for Bilaspur in case of Refrigerator Brand Selection 164
4.3.4 Total Variance Explained for Bilaspur in case of Refrigerator Brand 162-163
4.3.5 Component Matrix for Bilaspur in case of Refrigerator Brand Selection 164-165
4.3.6 Rotated Component Matrix for Bilaspur in case of Refrigerator Brand 165-166
4.3.7 Final Factor Matrix for Bilaspur in case of Refrigerator Brand Selection 166
4.4.1 Descriptive Statistics for Kinnaur in case of Refrigerator Brand Selection 167-168
4.4.2 KMO and Bartlett's Test for Kinnaur in case of Refrigerator Brand 168
4.4.3 Communalities for Kinnaur in case of Refrigerator Brand Selection 169
4.4.4 Total Variance Explained for Kinnaur in case of Refrigerator Brand 170-171
4.4.5 Component Matrix for Kinnaur in case of Refrigerator Brand Selection 171-172
4.4.6 Rotated Component Matrix for Kinnaur in case of Refrigerator Brand 172-173
4.4.7 Final Factor Matrix for Kinnaur in case of Refrigerator Brand Selection 174
5.1 Head of the Household as Key Decision Maker 177
5.1.1 Wife of Head of the Household as Key Decision Maker 178
5.1.2 Children as Key Decision Maker 178-179
5.1.3 Relatives/Friends as Key Decision Maker 179
5.1.4 Existing Customer as Key Decision Maker 180
5.1.5 Others as Key Decision Maker 181
5.2(a) Type of Family and Washing Machine Brand Preference 182-183
5.2(b) Relationship between Type of Family and Washing Machine Brand 183
5.2.1(a) Economic Status and Washing Machine Brand Preference 184
5.2.1(b) Relationship between Economic Status and Washing Machine 185
5.2.2 (a) Caste and Washing Machine Brand Preference 186
5.2.2(b) Relationship between Caste and Washing Machine Brand Selection 187
5.2.3(a) Gender and Washing Machine Brand Preference 187-188
5.2.3(b) Relationship between Gender and Washing Machine Brand Selection 188
5.2.4(a) Age and Washing Machine Brand Preference 189
5.2.4(b) Relationship between Age and Washing Machine Brand Selection 190
5.2.5 (a) Marital Status and Washing Machine Brand Preference 191
5.2.5(b) Relationship between Marital Status and Washing Machine Brand 192
5.2.6 (a) Education and Washing Machine Brand Preference 192-193
5.2.6(b) Relationship between Education and Washing Machine Brand Selection 193
5.2.7 (a) Occupation and Washing Machine Brand Preference 194
5.2.7(b) Relationship between Occupation and Washing Machine Brand 195
5.2.8(a) Type of Dwelling and Washing Machine Brand Preference 196
5.2.8(b) Relationship between Type of Dwelling and Washing Machine Brand 197
5.2.9(a) Income and Washing Machine Brand Preference 198
5.2.9(b) Relationship between Income and Washing Machine Brand Selection 199
5.2.10(a) Mode of Payment and Washing Machine Brand Preference 199-200
5.2.10(b) Relationship between Mode of Payment and Washing Machine Brand 200
5.2.11(a) Price and Washing Machine Brand Preference 200-202
5.2.11(b) Relationship between Price and Washing Machine Brand Selection 202
5.3.1 Descriptive Statistics for Bilaspur in case of Washing Machine Brand 203-204
5.3.2 KMO and Bartlett’s Test for Bilaspur in case of Washing Machine Brand 204
5.3.3 Communalities for Bilaspur in case of Washing Machine Brand Selection 204-205
5.3.4 Total Variance Explained for Bilaspur in case of Washing Machine Brand 205-206
5.3.5 Component Matrix for Bilaspur in case of Washing Machine Brand 207-208
5.3.6 Rotated Component Matrix for Bilaspur in case of Washing Machine 208-209
5.3.7 Final Factor Matrix for Bilaspur In Case of Washing Machine Brand 210
5.4.1 Descriptive Statistics for Kinnaur in case of Washing Machine Brand 211-212
5.4.2 KMO and Bartlett’s Test for Kinnaur in case of Washing Machine Brand 212
5.4.3 Communalities for Kinnaur in case of Washing Machine Brand Selection 212-213
5.4.4 Total Variance Explained for Kinnaur in case of Washing Machine Brand 212-213
5.4.5 Component Matrix for Kinnaur in case of Washing Machine Brand 214-215
5.4.6 Rotated Component Matrix for Kinnaur in case of Washing Machine 215-216
5.4.7 Final Factor Matrix for Kinnaur in case of Washing Machine Brand 218