APPENDIX 8
TEST of analysis of variance (One way ANOVA)

**Ho:** There exists no significant difference in the effectiveness of the participatory, Semi-participatory and non-participatory media on the enhancement level of awareness regarding consumerism among the selected respondents.

Test procedure

1. **Ho:** \( \mu_1 = \mu_2 = ... = \mu_k \)
   
   There is no significance difference among group means

2. **Grand Total** \( G = \sum y_{ij} \)
   
   \( G = \sum y_{ij} = 134.45 \)

   ➢ **Correlation Factor** \( CF = \frac{G^2}{n} \)
   
   \( CF = \frac{G^2}{n} = \frac{(134.45)^2}{192} = \frac{18076.8}{192} = 94.15001 \)

   ➢ **Total sum of square** = \( \sum \frac{y_{ij}^2}{2} - CF \)
   
   \( \sum \frac{y_{ij}^2}{2} - CF = 129.7177 - 94.15001 \)

   \( = 35.56769 \)

   ➢ **Treatment sum of square** = \( \sum \frac{T_{il}^2}{ni} - CF \)
   
   \( \sum \frac{T_{il}^2}{ni} - CF = \frac{(64.53)^2 + (42.29)^2 + (27.63)^2}{64} - 94.15 \)

   \( = \frac{4164.12 + 1788.44 + 7634.169}{64} - 94.15 \)

   \( = \frac{6715.982}{64} - 94.15 \)

   \( = 104.937 - 94.15 \)

   \( = 10.7872 \)

   ➢ **Errors sum of square** = Treatment S.S
   
   \( \bullet \) **Total S.S - Treatment S.S** \( 35.56769 - 10.7872 = 24.680 \)

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