

LIST OF TABLES

Table No.	Title	Page No.
3.1	Washing powder prices (March-April 1991)	39
3.2	Washing Bars/Cakes/Tablets (March-April 1991)	40
3.3	Production of detergents	41
4.1	Age-wise classification of respondents	45
4.2	Education-wise classification of respondents	46
4.3	Classification of respondents according to 'Occupation of the head of the family of the respondent'.	47
4.4	Annual income profile of respondents	47
4.5	Classification of respondents on the basis of their family size	48
4.6	Classification of respondents based on the responses of the brands 'they were using'	49
4.7	Relationship between income-class and detergent brand being used	51
4.8	Classification of respondents based on their responses of 'the brands they used'	52
4.9	Classification of respondents based upon their responses regarding reason for the change in the brand	53
4.10	Classification of respondents based upon the outlet they often selected for the purchase of detergent powder and bar	54
4.11	Classification of respondents on the basis of their preference to the colour of detergent	55
4.12	Classification of respondents based upon their preference given to the factors influencing them	56

contd.

LIST OF TABLES (contd.)

Table No.	Title	Page No.
4.13	'Descending Order' of the weighted averages of subjective and objective factors rated by the respondents	57
4.14	Classification of respondents based on the degree of recall of the advertising messages	59
4.15	Classification of responses of the respondents on the basis of the 'Theme of the Advertising Message' viewed being important for remembering the 'commercial message'.	60
4.16	Classification of responses of the respondents based upon the most appealing points they had noted in the commercial	62
4.17	Classification of responses of the respondents based upon the most persuasive commercials in the order of their performance with preference	66
4.18	Classification of responses of the respondents based upon the most liked commercial and reasons for liking the commercial	67