**Appendix**

**Exhibit-1:** Demographic profile of respondents.

|  |  |  |  |
| --- | --- | --- | --- |
| **Particular** | **Category** | **Frequency** | **Percentage** |
| ***Religion*** |  |  |  |
|  | Hindu | 187 | **92.57** |
|  | Muslim | 9 | **4.46** |
|  | Christian | 4 | **1.98** |
|  | Others | 2 | **0.99** |
| ***Gender*** |  |  |  |
|  | Male | 117 | **57.92** |
|  | Female | 85 | **42.08** |
| ***Annual Income in Rs.*** |  |  |  |
|  | <=1Lac | 30 | **14.85** |
|  | 1Lac-5Lac | 40 | **19.8** |
|  | 5Lac-10Lac | 80 | **39.6** |
|  | 10Lac Above | 52 | **25.74** |
| ***No. of brothers and Sisters in Family*** |  |  |  |
|  | 1 | 11 | **5.45** |
|  | 2 | 106 | **52.48** |
|  | 3 | 65 | **32.18** |
|  | 4 | 20 | **9.9** |

**Exhibit-2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| 1 | .898a | .807 | .791 | .630 |
| a. Predictors: (Constant), Statements for Factor Analysis S1, S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, S12, S13, S14, S15, S16 | | | | |

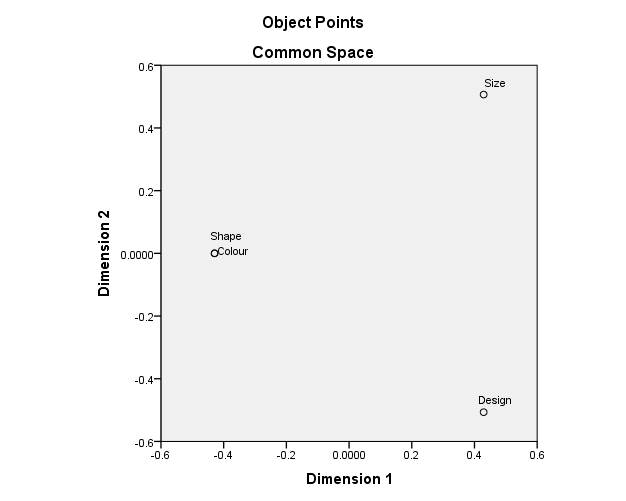
**Exhibit-3**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| **Model** | | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| 1 | Regression | 307.158 | 16 | 19.197 | 48.427 | .000b |
| Residual | 73.337 | 186 | .396 |  |  |
| Total | 380.495 | 202 |  |  |  |
| a. Dependent Variable: Product Category(FMCG, FMCD, CD, Bike and Car) | | | | | | |
| b. Predictors: (Constant), Statements for Factor Analysis S1, S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, S12, S13, S14, S15, S16 | | | | | | |

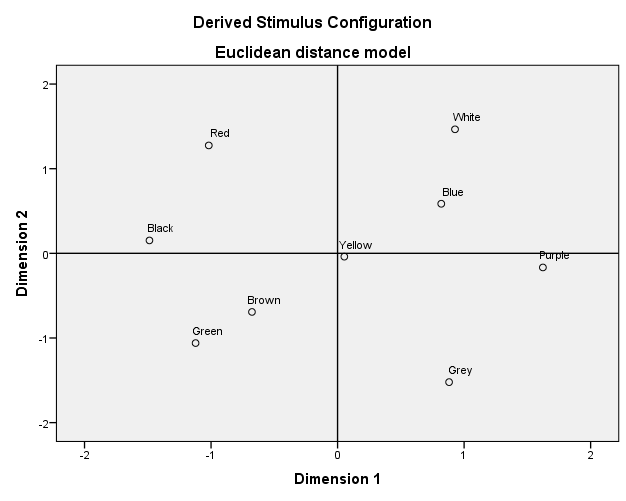
**Exhibit-4**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** |
| **B** | **Std. Error** | **Beta** |
| (Constant) | .692 | .522 |  | 1.326 | .186 |
| S1 | .255 | .039 | .262 | 6.532 | .000 |
| S2 | .310 | .084 | .252 | 3.676 | .000 |
| S3 | .235 | .127 | .189 | 1.850 | .066 |
| S4 | -.672 | .107 | -.689 | -6.285 | .000 |
| S5 | .514 | .098 | .187 | 5.237 | .000 |
| S6 | -.176 | .138 | -.097 | -1.274 | .204 |
| S7 | .368 | .111 | .230 | 3.323 | .001 |
| S8 | .087 | .078 | .075 | 1.120 | .264 |
| S9 | .515 | .088 | .429 | 5.868 | .000 |
| S10 | .317 | .099 | .337 | 3.188 | .002 |
| S11 | -.172 | .150 | -.124 | -1.146 | .253 |
| S12 | .229 | .101 | .167 | 2.268 | .024 |
| S13 | -.316 | .105 | -.324 | -2.994 | .003 |
| S14 | -.168 | .119 | -.085 | -1.415 | .159 |
| S15 | -.477 | .098 | -.478 | -4.884 | .000 |
| S16 | -.218 | .089 | -.167 | -2.451 | .015 |
| a. Dependent Variable: Product Category(FMCG, FMCD, CD, Bike and Car) | | | | | |

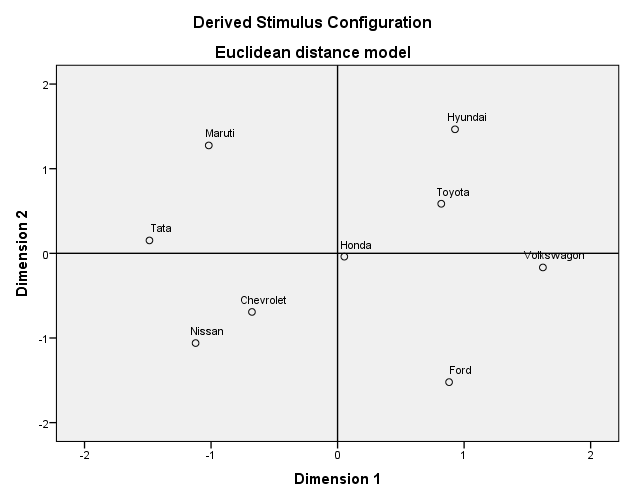
**Exhibit-5:** Perceptual map about colour, shape, design and size.



**Exhibit-6:** Perceptual map of different colours.



**Exhibit-7:** Perceptual map of different brands of car on the basis of brand colour.



**Exhibit-8**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .929 | 16 |

**Exhibit-9**

|  |  |  |
| --- | --- | --- |
| **KMO and Bartlett's Test** | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .878 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 3.826E3 |
| df | 120 |
| Sig. | .000 |

**Exhibit-10:** (Eigen values and Cumulative eigen values of factors).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Component** | **Statements** | **Initial Eigenvalues** | | |
| **Total** | **% of Variance** | **Cumulative %** |
| **S1** | I always prefer multi body colour. | 9.515 | 59.469 | 59.469 |
| **S2** | My liking is mostly based on the unique indicator position and colour. | 1.599 | 9.994 | 69.463 |
| **S3** | I give more attention to the unique colour of dashboard. | 1.164 | 7.273 | 76.736 |
| **S4** | The vehicle looks good if the interior meter display colour is good. | 1.071 | 6.694 | 83.430 |
| **S5** | I like the steel colour of door handle. | .720 | 4.502 | 87.931 |
| **S6** | It looks better if the front bumper is steel grill. | .464 | 2.898 | 90.829 |
| **S7** | It looks nice if the colour of wheel is metallic alloy. | .380 | 2.374 | 93.203 |
| **S8** | Unique number plate light and colour will give some satisfaction. | .244 | 1.523 | 94.726 |
| **S9** | Contrast body colour has greater impact on customer. | .193 | 1.208 | 95.935 |
| **S10** | Innovative interior colour will give a good impression. | .177 | 1.107 | 97.042 |
| **S11** | Contrast interior colour has better look than others. | .130 | .813 | 97.855 |
| **S12** | Different backlight colour will give more attention to customers. | .105 | .654 | 98.509 |
| **S13** | My attention is more towards unique mirror colours. | .083 | .517 | 99.026 |
| **S14** | Unique Head light colour is giving more satisfaction on look. | .065 | .407 | 99.433 |
| **S15** | Unique body colour which is not available with other brands gives more attention. | .052 | .325 | 99.757 |
| **S16** | Body colour bumper changes the entire look of the product. | .039 | .243 | 100.000 |

**Exhibit-11:** (Factors with respective variables for attitude development).

|  |  |
| --- | --- |
| **(F1)**  **Cues** | I like the steel colour of door handle. (s5) |
| It looks better if the front bumper is steel grill. (s6) |
| It looks nice if the colour of wheel is metallic alloy. (s7) |
| My attention is more towards unique mirror colours. (s13) |
| **(F2)**  **Aesthetic** | I give more attention to the unique colour of dashboard. (s3) |
| The vehicle looks good if the interior meter display colour is good. (s4) |
| Innovative interior colour will give a good impression.(s10) |
| Contrast interior colour has better look than others.(s11) |
| **(F3)**  **Uniqueness** | My liking is mostly based on the unique indicator position and colour. (s2) |
| Unique number plate light and colour will give some satisfaction. (s8) |
| Different backlight colour will give more attention to customers. (s12) |
| **(F4)**  **Physical Appearance** | I always prefer multi body colour. (s1) |
| Contrast body colour has greater impact on customer. (s9) |
| Unique Head light colour is giving more satisfaction on look. (s14) |
| Unique body colour which is not available with other brands gives more attention. (s15) |
| Body colour bumper changes the entire look of the product. (s16) |

**Exhibit-12:** Ranking of Factors on Satisfaction Level.

|  |  |  |
| --- | --- | --- |
| **Factors** | **Factor Loadings** | **Rank** |
| F4(Physical Appearance) | 3.66 | 1 |
| F2(Aesthetic) | 3.16 | 2 |
| F1(Cues) | 2.88 | 3 |
| F3(Uniqueness) | 2.20 | 4 |