

Appendix III

Normality test of the variables of the study

Results for tests of normality

Variables	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Educational level	.257	145	.000	.821	145	.000
Branding practices	.520	145	.000	.397	145	.000
Labelling practices	.458	145	.000	.554	145	.000
Packaging practices	.413	145	.000	.607	145	.000
Standardisation practices	.478	145	.000	.518	145	.000
Type of business	.369	145	.000	.674	145	.000
Differential pricing practices	.413	145	.000	.607	145	.000
Promotional pricing practices	.427	145	.000	.593	145	.000
Advertising practices	.403	145	.000	.615	145	.000
Sales Promotion practices	.385	145	.000	.625	145	.000
Public relations practices	.538	145	.000	.275	145	.000
Influence of social system on product related practices	.396	145	.000	.620	145	.000
Influence of social system on price related practices	.478	145	.000	.518	145	.000
influence of social system on promotion related practices	.458	145	.000	.554	145	.000

Source: Field Study

*Uniform pricing practices is constant. It has been omitted.

**Personal selling practices is constant. It has been omitted.

Since the Kolmogorov-Smirnov value of all the variables taken up for testing of the hypothesis of the study is below or less than 0.7 hence, the variables are identified as not normally distributed variables.