CHAPTER NUMBER- FIVE

FINDINGS AND IMPLICATIONS OF THE RESEARCH STUDY

CHAPTER FIVE
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FINDINGS AND IMPLICATIONS OF THE RESEARCH STUDY

5.0: PROLOGUE:

The key findings of the research study are presented in this chapter. The collected primary data was tabulated and analyzed by applying Descriptive statistics, Chi-Square, ANOVA, and Factor Analysis so as to draw meaningful inferences and also to offer its implications.

The primary data was collected from the retail shoppers who visited the retail stores for shopping in from the four selected cities viz., Baroda, Ahmedabad, Surat and Rajkot in the State of Gujarat.

5. 1: FINDINGS OF APPLICATION OF CHI-SQUARE TEST:

The Chi-Square Test, ANOVA and Factor Analysis to test various formulated hypotheses for this research study were also applied. For the purpose of applying the chi-square test, the responses given by selected retail shoppers' relating to their orientation towards the activities of shopping on five rating scales were combined into two groups as Agree – Disagree (in case of Question Number 06 and 07) Expectations – Experience (Question Number 08), and Perceived Importance – Overall Satisfaction (Question Number 09) and Agree – Disagree (Question Number 13) respectively.

5.1.1: Findings of Application of Chi-Square Test on Shopping Orientations:

The findings of Chi-square test on Shopping Orientations have been presented as follows:

Hypothesis: 01:

The Actual Experience of Selected Retail Shoppers' on "Ways of Shopping" Vis-a-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications and Income is Independent.

Table Number: 5.1:
Selected Retail Shoppers' Actual Experience on "Ways of Shopping" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	I like to go for shopping to pass leisure time	S[0.000]	S[0.000]	S[0.043]	S[0.000]	S[0.000]	S[0.000]
02	I go for shopping to reduce my stress	S[0.007]	S[0.000]	S[0.005]	S[0.000]	S[0.002]	S[0.000]
03	I feel tired after shopping	S[0.000]	S(.008)	S[0.008]	S[0.000]	S[0.000]	S[0.000]
04	The sales people add enjoyment to my shopping	S[0.000]	S[0.000]	S[0.002]	S[0.000]	S[0.000]	S[0.000]
05	I do not like to spend too much time for shopping	S[0.000]	S[0.006]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
06	Shopping is full of joy and fun for me	S[0.000]	S[0.000]	S[0.002]	S[0.000]	S[0.000]	S[0.000]
07	I dislike presence of crowd while shopping	S[0.000]	S[0.000]	S(.006)	**NS[0.307]**	S[0.036]	S[0.000]
08	Shopping provides me social experiences	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
09	I like to go for shopping alone	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
10	I like to buy from a particular retail store only	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
11	I prefer to buy products from nearby located retail stores	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
12	Shopping makes me feel better	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
13	Lower price attracts me to shop more	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
14	Special prices influences me to shop more	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]

As given in the Table Number 5.1, we reject the null hypothesis as the demographic variable age, gender and marital status, educational qualifications and income were found as significantly associated ('p' value < 0.05) with selected items concerning the ways of shopping adopted by the retail shoppers'. In case of occupation status also a significant association was found with selected items concerning the ways of shopping as adopted by the retail shoppers except in case of one item viz., "I dislike presence of crowd while shopping" where we accepted the null hypothesis as the average response of retail shoppers was found to be equal with 'p' value > 0.05.

Hypothesis: 02:

The Actual Experience of Selected Retail Shoppers' on "Fashion Trends" Vis-A-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications and Income is Independent.

Table Number: 5.2:
Selected Retail Shoppers' Actual Experience on "Fashion Trends" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	Shopping helps me to choose from a wide variety of products	**NS[0.581]**	**NS[0.303]**	**NS[0.769**]	S[0.011]	**NS[0.150]**	**NS[0.135]**
02	I like to visit new retail stores	S[0.000]	S[0.004]	S[0.000]	S[0.000]	S[0.002]	S[0.000]
03	I like to buy branded products only	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
04	Shopping helps me to get new ideas	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
05	I visit retail stores to know the latest trends of fashion	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]

As given in Table Number 5.2, the null hypothesis was rejected as the demographic variables viz., age, gender, marital status, educational qualifications and income were found as significantly related ('p' value < 0.05) with selected items concerning the experience of selected retail shoppers' on "Fashion Trends". In case of the selected items of "Shopping helps me to choose from a wide variety of products" the null hypothesis was accepted considering selected demographic variables viz., Age, Gender, Marital status, Educational Qualification, and Income except occupation as the average response of retail shoppers was found to be equal with 'p' value > 0.05.

Hypothesis: 03:

The Actual Experience of Selected Retail Shoppers on "Planning for Shopping" Vis-A-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications and Income is Independent.

Table Number: 5.3:
Selected Retail Shoppers' Actual Experience on "Planning for Shopping" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	I prefer to check price tag before buying a particular product	S[0.000]	S[0.000]	S[0.005]	S[0.000]	S[0.000]	S[0.000]
02	I prefer to touch and inspect the products before buying	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
03	I seek help from sales staff while buying a product	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
04	I like to buy from new retail stores	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
05	I like to compare different products before buying a particular product	S[0.000]	S(.005)	S[0.000]	S[0.000]	S[0.000]	S[0.000]
06	I like to spend less time while shopping	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
07	I prepare a shopping list before actual shopping	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
08	I often end up shopping more products than I actually need	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
09	The retail stores offers me better services	S[0.000]	S[0.007]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
10	I make unplanned visits to retail stores	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]

As given in the Table Number 5.3 the null hypothesis was rejected in case of each of the selected items compared with the demographic variables viz., age, gender, marital status, Occupation, educational qualifications and income which were found as significantly related ('p' value < 0.05) concerning actual experience of selected retail shoppers' intended for "Planning for Shopping".

Hypothesis: 04:

The "Shopping Experience" of Selected Retail Shoppers' Vis-A-Vis Selected Retail Shoppers' Background Variables Viz., Age; Gender; Marital Status; Occupation; Educational Qualifications and Income is Independent.

Table Number: 5.4:
Selected Retail Shoppers' "Experience of Shopping" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	I discuss with family members about products to be purchased by me	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
02	I discuss with others about products in the retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
03	I share bad shopping experiences with others	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
04	I share information about various sales promotion schemes with others	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]

As depicted in the table number 5.4 the null hypothesis was rejected in case of each of the selected items compared with the selected demographic variables viz., age, gender; marital status, Occupation, educational qualifications, and income were found as significantly related ('p' value < 0.05) with actual experience of selected retail shoppers.

Hypothesis: 05:

The Actual Experience of Selected Retail Shoppers' on "Shopping Orientations" Vis-A-Vis Selected Retail Shoppers' Background Variables Viz., Age; Gender; Marital Status; Occupation; Educational Qualifications and Income is Independent.

Table Number: 5.5:
Selected Retail Shoppers' Actual Experience on "Shopping Orientations" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	I am satisfied with the way I do the shopping	S[0.000]	S[0.000]	S[0.043]	S[0.000]	S[0.000]	S[0.000]
02	I am satisfied with the planned activities that I do for shopping	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
03	I share my shopping experiences with others	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
04	Shopping helps me to buy the latest products	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
05	Shopping helps me to know the latest fashion trends	S[0.028]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
06	I am satisfied with the shopping facilities	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]

As given in the Table Number 5.5 the null hypothesis was rejected as the demographic variables viz., age, gender; marital status, occupation, educational qualifications and income were found as significantly ('p' value < 0.05) associated with selected items concerning shopping orientation of selected retail shoppers.

5.1.1.1: Implications of the Research Study Based on the Results of Chi-Square Test on Shopping Orientations:

The researcher has made an attempt to bring out implications based on the selected items of shopping orientations of the selected shoppers viz., way of shopping; fashion trends; planning for shopping, and actual experience from shopping vis-a-vis its relationship with the selected demographic variables of the shoppers in the Gujarat State.

It means that the average response of the retail shoppers' on the selected items related to ways of shopping from selected cities with different background and or demographic variables viz., age; gender; marital status; occupation; educational qualifications and income, was not similar. The retailers of different cities therefore need to understand the ways of shopping of shoppers in their territory and offer tailor made shopping experiences of fun, stress free environment, provision of infrastructural facilities or games for shoppers who enjoy leisure time, special price offers for price sensitive shoppers, and eye catching layout to attract the shoppers. Considering the occupation of the selected shoppers, the opinion was found similar in case of the item of the presence of crowd in the retail store while shopping. Shoppers were of the view that a crowded store will delay their shopping, and shopping will become tedious and cumbersome task which will not only decrease the pleasure of shopping but it will also deteriorate the retail store image. So, the retailers need to monitor the retail store traffic especially during peak hours, and maintain the smooth flow of shoppers in the retail store.

The results of data analysis based on use and application of chi-square had also indicated that retail shoppers' preferred to visit new retail store format which gave them wide range of products and preferred to buy branded products. The retail shoppers' get new ideas of latest fashion trends while visiting the retail stores and also gets new insights for their shopping. The data analysis also revealed that shopping behaviour of the retail shoppers' was affected by wide array of products available in the retail store and by the activities initiated by the retail stores in order to attract and retain retail shoppers.

The availability of variety of brands available in the retail store also plays an important role in increasing the frequency of visit of the retail shoppers in the retail store, and hence it could add more loyal shoppers' in the long run. A retail store can play an important role as the retail shopper derives a sense of satisfaction from the retail store's format.

Retail shoppers get new fresh ideas regarding replacing their existing consumption patterns by buying new products which can enhance their standard of living.

They can keep themselves updated in terms of knowing the latest product trends by visiting the retail stores. The retailers should ensure availability of wide range of products and or brands of latest fashion to support the retail shoppers' by providing a good cordial store environment. The act of shopping is not only the process of buying the products from the preferred retail store, but it involves a conscious attempt on the part of retail shopper to buy products of superior value that may increase his or her comfort and satisfaction. The retail shoppers' have an urge to buy latest and trendy products from the retail store.

Considering the selected background variables of retail shoppers', the results of the chi-square have indicated that retail shoppers' belonging to different age groups; gender; marital status; education qualifications; occupation, and income gave different importance to planning for shopping activities in terms of their preference to check the price tag before buying a particular product. The desire of the retail shoppers to get the 'Touch and Feel Experience' also varied among them considering retail shoppers' belonging to different age groups; gender; marital status; education qualifications, and occupation and income respectively.

The retail shoppers' expect different kinds of sales staff support while shopping and which was more prominent in case of retail shoppers belonging to different selected demographic variables. The retail shoppers' approach towards shopping from new retail stores and to compare different products before buying a particular product was found as different in terms of the different selected demographic variables.

Retail shoppers' vary in their effort in planning for shopping in terms of spending time for shopping; preparation of shopping list for buying products from the retail store; giving importance to the amount of services provided by the retail store; making unplanned buying, and avoiding unplanned visits to retail stores.

Thus, it can be inferred that the time spent by retail shoppers' for shopping the products can be reduced by helping them in minimizing shopping time, and also in identifying the products for which the retail shoppers have prepared the list of shopping which can provide him or her with a unique customised shopping experience.

The retailers can ensure this by arranging the products merchandise, proper labelling, proper order in which the products are kept in shelves in the retail store.

The retail shoppers' attitude towards discussion with family members and others' about products to be purchased as well as sharing of pleasant or unpleasant shopping experience and information about different sales promotion schemes was evaluated with retail shoppers' demographic variables viz., age; gender; marital status; occupation; educational qualifications, and income respectively. The retailers in order to provide a pleasant shopping experience should ensure that they can provide friendly atmosphere and supporting facilities so as to spread positive word of mouth which can make their loyal shoppers to act as brand ambassadors for the retail stores. The retailers need to add to their infrastructural facilities by creating a special seating arrangement for the senior citizens, playing area for kids, and waiting lounge for retail shoppers respectively.

The sales promotion schemes in the retail stores too play a crucial role for not only increasing footfalls in the retail store but also it acts a point of differentiation among the rivals in the competitive scenario. The retailers should increase the overall visibility of the retail store and their sales promotion schemes by using various elements of integrated marketing communication and or promotional mix.

The results of the application of chi-square was pertaining to the shopping orientations of the retail shoppers' ways of shopping, planning efforts for shopping; fashion trends; sharing shopping experiences with others while shopping from the retail stores was found as varying as per his or her orientation for shopping. The retail shoppers' with different demographic background variables had shown his or her liking in their own way for shopping; the actual planning effort for shopping; the knowledge of latest fashion trends while visiting the retail stores as well as the amount of facilities available in the retail store, and the habit of sharing the actual experience with others respectively.

5.1.2: Findings of Applications of Chi-Square Test on Store Attributes:

Hypothesis: 06:

The Actual Experience of Selected Retail Shoppers' on "Accessibility" Vis-A-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications, and Income is Independent.

Table Number: 5.6:
Selected Retail Shoppers' Actual Experience on "Accessibility" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	I like a retail store for shopping which is located near to my residence	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
02	I like a retail store for shopping which is located near to my office	S[0.000]	S[0.070]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
03	It is convenient for me to go for shopping at any time in the retail store	**NS[0.83]**	S[0.024]	S [0.015]	S[0.000]	S[0.000]	S[0.000]
04	I get required information about the retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S [0.001]
05	The opening hours of the retail store are convenient to me	S[0.000]	0.001	S[0.000]	S[0.000]	S[0.000]	S[0.000]

As given in the Table Number 5.6 the null hypothesis was rejected as the selected demographic variables viz., age, gender; marital status, occupation, educational qualifications and income were found as significantly associated ('p' value < 0.05) with selected items concerning the selected store attribute of "Accessibility" except in case of one of the item that is "It is convenient for me to go for shopping at any time in the retail store" with regard to "Age" item as this result was found as insignificant.

Hypothesis: 07:

The Actual Experience of Selected Retail Shoppers on "Ambience of the Retail Store" Vis-A-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications, and Income is Independent.

Table Number: 5.7:
Selected Retail Shoppers' Actual Experience on "Ambience of the Retail Store" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	I feel at ease while shopping at the retail store	S[0.000]	S[0.000]	S[0.026]	S[0.009]	S[0.000]	S[0.000]
02	The infrastructure of the retail store is properly maintained	S[0.000]	**NS[0.065]**	S[0.000]	S[0.000]	S[0.000]	S[0.000]
03	The retail store has an attractive look	S[0.000]	**NS[0.727]**	S[0.000]	S[0.000]	S[0.000]	S[0.000]
04	The retail store has an attractive interior	S[0.000]	**NS[0.755]**	**NS[0.135]**	S[0.005]	S[0.000]	**NS[0.157**]
05	The placement of aisles in the retail store is appropriate which makes easy for me to get what I want	S[0.000]	S[0.008]	S[0.001]	S[0.000]	S[0.000]	S[0.000]
06	There is plenty of room to walk around in the retail store	S[0.016]	**NS[0.554]**	**NS[0.852]**	S[0.000]	S[0.013]	S[0.001]
07	The sufficient information on signboards is displayed in the retail store	**NS[0.094]**	**NS[0.616]**	**NS[0.179]**	S[0.000]	S[0.000]	S[0.000]
08	The décor of the retail store is attractive	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
09	I like clearly visible store advertisements in the retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
10	Striking window displays of products increases my desire to buy in that retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
11	The entry to the retail store is comfortable	S[0.000]	S[0.002]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
12	The retail store has enough checkout points	S[0.000]	**NS[0.499]**	S[0.000]	S[0.000]	S[0.000]	S[0.000]

The Table Number 5.7 shows the results of the chi-square test of "Ambience" vis-a-vis selected demographic variables of retail shoppers.

The null hypothesis was rejected as the selected demographic variables viz., age, gender; marital status, occupation, educational qualifications, and income were found as significantly related ('p' value < 0.05) with selected items concerning the selected store attributes of "Ambience of the Retail Store" except six items for which insignificant results with the selected demographic variable "Gender" were received viz., "The infrastructure of the retail store is properly maintained"; "The retail store has an attractive look"; "The retail store has an attractive interior "; "There is plenty of room to walk around in the retail store'';"The sufficient information on signboards is displayed in the retail store", and "The retail store has enough checkout points' respectively.

The insignificant result was also received for relationship between the items viz., "The sufficient information on signboards is displayed in the retail store vis-à-vis "Age" of the retail shopper. The insignificant result was also found for item that is "The retail store has an attractive interior"; "There is plenty of room to walk around in the retail store''; "The sufficient information on signboards is displayed in the retail store" with the selected demographic variables of "Marital Status". The insignificant result was found for relationship between the variables namely; "The retail store has an attractive interior" with selected demographic variable of "Income".

Hypothesis: 08:

The Actual Experience of Selected Retail Shoppers' on "Atmosphere of the Retail Store" Vis-A-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications and Income is Independent.

Table Number: 5.8:
Selected Retail Shoppers' Actual Expectation on "Atmosphere of the Retail Store" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	There are sufficient lights in the retail store	S[0.003]	S[0.000]	S[0.000]	S[0.005]	S[0.000]	S[0.000]
02	The retail store has sufficient air conditioning	S[0.000]	S[0.016]	S[0.000]	S[0.003]	S[0.000]	S[0.000]
03	The house keeping of retail store is good	S[0.000]	S[0.002]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
04	I feel pleased and comfortable due to the presence of the other shoppers in the retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
05	I feel safe due to the presence of other shoppers in the retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
06	I feel comfortable because of light music being played in the retail store	S[0.000]	S[0.006]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
07	The environment of the retail store motivates me for shopping	S[0.000]	**NS[0.117]**	S[0.000]	S[0.000]	S[0.000]	S[0.000]
08	I get pleasant smells inside the retail store	S[0.000]	S[0.003]	S[0.003]	S[0.000]	S[0.000]	S[0.000]

As given in the Table Number 5.8 the null hypothesis was rejected as the demographic variables viz., age, gender; marital status, occupation, educational qualifications, and income were found as significantly related ('p' value < 0.05) with selected items concerning the selected store attribute of "Store Atmosphere of the Retail Store" except the item of "The environment of the retail store motivates me for shopping" vis-à-vis "Gender" of the retail shopper which was found as insignificant.

Hypothesis: 09:

The Actual Experience of Selected Retail Shoppers' on "Range of Products in the Retail Store" Vis-A-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications and Income is Independent.

Table Number: 5.9:

Selected Retail Shoppers' Actual Experience on "Range of Products in the Retail Store" Vis-À Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	The retail store provides me a wide variety of products	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
02	The retail store provides me a variety in different categories of products	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
03	The products are available in different sizes in the retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
04	I get products of good quality in the retail store	S[0.000]	S[0.086]	S[0.000]	S[0.000]	S[0.000]	S[0.000]

The Table Number 5.9 shows the results of the chi-square test of "Range of Products in the Retail Store" vis-a-vis selected demographic variables.

The researcher had found significant results ('p' value < 0.05) compared with selected retail shoppers' actual experience on range of products vis-à-vis their selected background variables viz., age, gender; marital status, occupation, educational qualifications, and income respectively. The null hypothesis was rejected considering the selected items concerning the selected store attribute of "Range of Products" available in the retail store.

Hypothesis: 10:

The Actual Experience of Selected Retail Shoppers on "Facilities in the Retail Store" Vis-A-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications, and Income is Independent.

Table Number: 5.10:
Selected Retail Shoppers' Actual Experience on "Facilities in the Retail Store" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	A trolley and/or shopping basket for carrying products is available in the retail store	S[0.002]	S[0.0135]	S[0.001]	S[0.000]	S[0.000]	S[0.000]
02	The retail store exchanges products returned by me	S[0.030]	S[0.129]	S[0.008]	S[0.000]	S[0.000]	S[0.000]
03	The retail store refunds price of products once sold	S[0.000]	S[0.000]	**NS[0.411]**	S[0.000]	S[0.000]	S[0.000]
04	The retail store accepts a credit card	S[0.000]	S[0.000]	**NS[0.078]**	S[0.000]	S[0.000]	S[0.000]
05	The retail store accepts a debit card	S[0.000]	S[0.000]	S[0.002]	S[0.000]	S[0.001]	S[0.000]
06	The retail store provides membership cards	S[0.000]	S[0.000]	S[0.029]	S[0.000]	S[0.000]	S[0.000]
07	The retail store provides discount on membership cards	S[0.000]	S[0.000]	S[0.001]	S[0.000]	S[0.000]	S[0.000]
08	The retail store provides after sales services	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
09	The retail store has an escalator facilities	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
10	The retail store has an elevator facilities	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
11	The retail store has clean washroom/toilets	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
12	The retail store has a resting area	S[0.000]	**NS[0.810]**	**NS[0.592]**	S[0.000]	S[0.000]	S[0.037]
13	The retail store has a provision for differently abled people	**NS[0.995]**	S[0.009]	S[0.001]	S[0.000]	S[0.000]	S[0.189]
14	The retail store has spacious fitting and dressing rooms	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
15	The retail store has adequate security arrangements for the safety of vehicles in the parking area	S[0.000]	S[0.262]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
16	The availability of parking area in retail store is sufficient	S[0.000]	**NS[0.675]**	S[0.000]	S[0.000]	S[0.000]	S[0.000]
17	There are restaurants and other shops in the vicinity of the retail store	S[0.000]	S[0.029]	S[0.000]	S[0.000]	S[0.000]	S[0.000]

The Table Number 5.10 depicts the results of the Chi-Square test applied to identify the relationship between selected retail shoppers' actual experience on the facilities available in the retail store vis-à-vis their selected background variables viz., age, gender; marital status, Occupation, educational qualifications, and income respectively.

The null hypothesis was rejected as the significant results were obtained in case of all the selected items of facilities in the retail store vis-a-vis selected background variables of retail shoppers except five items viz., "the retail store refunds price of products once sold"; "The retail store accept a credit card"; "The retail store has a resting area"; "The retail store has a provision for physically challenged people", and "The availability of parking area in retail store is sufficient" respectively.

The items viz., "The retail store refunds price of products once sold"; "The retail store accept a credit card"; "The retail store has a resting area" were found as insignificantly related with selected demographic variable of marital status of retail shoppers. The item viz., "The retail store has a resting area" , and "The availability of parking area in retail store is sufficient" was also found as insignificantly related with "Gender" and "The retail store has a provision for differently abled people" was found as insignificantly related to "Age" of the retail shoppers.

Hypothesis: 11:

The Actual Experience of Selected Retail Shoppers' on "Behaviour of the Sales Staff of the Retail Store" Vis-A-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications, and Income is Independent.

Table Number: 5.11:
Selected Retail Shoppers Actual Experience on "Behaviour of the Sales Staff of the Retail Store" Vis-À-Vis Selected Background Variables of Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	The sales staff of the retail store has required information of the products	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
02	The sales staff of the retail store has required information of the availability of the products	S[0.000]	S[0.000]	S[0.176]	S[0.000]	S[0.000]	S[0.001]
03	The sales staff of the retail store has the required information of the price of the products	S[0.033]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
04	The sales staff of the retail store has the required information of the display of the products	S[0.000]	S[0.000]	**NS[0.912]**	S[0.000]	S[0.000]	S[0.000]
05	The sales staff of the retail store responds to my queries	S[0.000]	S[0.009**]**	S[0.000]	S[0.000]	S[0.000]	S[0.000]
06	The sales staff of the retail store responds to my problems	S[0.000]	S[0.002]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
07	The sales staff of retail store are friendly with me	S[0.001]	S[0.033]	S[0.001]	S[0.000]	S[0.000]	S[0.000]
08	The sales staff of retail store are polite and courteous	S[0.000]	**NS[0.597]**	S[0.000]	S[0.000]	S[0.000]	S[0.000]
09	The sales staff of retail store are well trained	S[0.000]	**NS[0.665]**	S[0.000]	S[0.000]	S[0.000]	S[0.000]

As given in the Table Number 5.11 shows the results of the chi-square test of "Behaviour of the Sales Staff" in the retail store vis-a-vis selected demographic variables of retail shoppers. The null hypothesis was rejected as the significant results were obtained in case of each of the selected items of "Behaviour of the Sales Staff Behaviour" vis-s-vis selected background variables of retail shoppers except three items viz., "The sales staff of the retail store has the required information of the display of the products"; "The sales staff of retail store are polite and courteous"; and "The sales staff of retail store are well trained" respectively.

The insignificant result was obtained in the case of relationship of item viz., "The sales staff of the retail store has the required information of the display of the products" vis-a-vis "Marital Status" of the retail shoppers.

The insignificant result was also received in the case of relationship of items viz., "The sales staff of retail store are polite and courteous", and "The sales staff of retail store are well trained" with "Gender" of retail shoppers.

Hypothesis: 12:

The Actual Experience of Selected Retail Shoppers' on "Promotional Schemes of the Retail Store" Vis-A-Vis Selected Retail Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications, and Income is Independent.

Table Number: 5.12:
Selected Retail Shoppers' Actual Experience on "Promotional Schemes of the Retail Store" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	The products offered with lower prices makes me feel less burden of making the payment	S(.020)	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.001]
02	The retail store gives me discount schemes	S[0.000]	S[0.001]	S[0.001]	S[0.000]	**NS[0.83]**	S[0.000]
03	The colour(s) and symbols used in promotions (e.g. advertisements) are attractive	S[0.000]	S[0.049]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
04	I like to buy products offered to me by retail store on promotional, discounted schemes	S[0.000]	**NS[0.088]**	S[0.011]	S[0.000]	S[0.000]	S[0.030]
05	I like to buy products at special events (For e g Wednesday bazaar at big bazaar)	S[0.001]	**N[0.340]**	**NS[0.547]**	S[0.000]	S[0.000]	S[0.000]

The table Number 5.12 shows the results of the chi-square test of "Promotional Schemes of the Retail Store" vis-a-vis selected demographic variables of retail shoppers.

The null hypothesis was rejected as the significant results were obtained in case of each of the selected items of "Promotional Schemes of the Retail Store" vis-s-vis selected background variables of the retail shoppers except in case of three items viz., "The retail store gives me discount schemes"; "I like to buy products offered to me by retail store on Promotional, Discounted Schemes"; and "I like to buy products at special events (For e. g. Wednesday Bazaar at Big Bazaar)".

The insignificant result was also found in case of relationship of item viz., "The retail store gives me discount schemes" with "Educational Qualifications" of retail shoppers.

The insignificant result was also obtained in the case of relationship of items "I like to buy products offered to me by retail store on Promotional, Discounted Schemes" and "I like to buy products at special events (For e.g. Wednesday Bazaar at Big Bazaar)" with "Gender" of the retail shoppers.

The insignificant result was also obtained in the case of relationship of items viz., "I like to buy products at special events (For e.g. Wednesday Bazaar at Big Bazaar)" with "Marital Status" of retail shoppers.

Hypothesis: 13:

The Actual Experience of Selected Shoppers' on "Institutional Factors" Vis-A-Vis Selected Shoppers' Background Variables viz., Age; Gender; Marital Status; Occupation; Educational Qualifications, and Income is Independent.

Table Number: 5.13:
Selected Retail Shoppers' Actual Experience on "Institutional Factors" Vis-À-Vis Selected Background Variables of Retail Shoppers

Sr. No.	Selected Items	'P' Value of X^2					
		Age	Gender	Marital Status	Occupation	Educational Qualifications	Income
01	I receive birthday wishes on mobile from the retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	**NS[0.068]**
02	I receive birthday wishes on email from the retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
03	I receive anniversary wishes on mobile from the retail store	S[0.000]	S[0.093]	S[0.003]	S[0.000]	S[0.000]	S[0.000]
04	I receive anniversary wishes on email from the retail store	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]	S[0.000]
05	The retail stores are crowded	S[0.000]	**NS[0.007]**	S[0.000]	S[0.000]	S[0.000]	S[0.000]

The Table Number 5.13 had showed the results of the Chi-square test of "Institutional Factors" in the retail store vis-a-vis selected demographic variables of retail shoppers.

The null hypothesis was rejected because the demographic variables of retail shoppers viz., age, gender; marital status, occupation, educational qualifications, and income were found as significantly related ('p' value < 0.05) with selected items concerning the selected store attribute of Institutional Factors of the retail store except the selected items viz., "I receive Birthday Wishes on Mobile from the retail store" considering "Income" of the retail shoppers and another selected item viz., "The retail stores are crowded" compared with "Gender" of the selected retail shoppers of the Gujarat State.

5.1.2.1: Implications of the Research Study Based on Results of Chi-Square Test on Store Attributes:

The researcher had attempted to provide implications based on the selected criteria of selected Store Attributes viz., Accessibility; Range of Products in the Retail Store; Store Ambience; Institutional Factors; Behaviour of the Sales Staff; Sales Promotional Schemes; Store Atmosphere, and the Physical Facilities of the Retail Store and their relationships with selected demographic variables of retail shoppers of the Gujarat State.

Accessibility:

The results of the Chi-square pertaining to the retail store attribute of Accessibility had revealed that retail shoppers felt comfortable and found the retail store easily accessible considering its location nearby residence or office. The analysis considering the different groups of different retail shoppers from different cities had revealed that the criterion for determining accessibility as a store attribute was different for each group of retail shoppers as well as the preference of kind of information need, and convenient opening hours of the retail store respectively. Nearness of retail store from the residence; proximity of the retail store from office; getting desired information about stores; the opening hours and closing hours varied from one group of retail shoppers to another. The retailers should adopt area wise segmentation strategies to attract and lure retail shoppers by communicating them about the accessibility of the retail store in terms of nearness and working hours of retail store. The retailers should focus on identifying the accessibility factor of their retail store in city by knowing the retail store traffic in the different locations so as to track the movement in the area where retail shoppers can move comfortably and easily.

The retailers should also ensure that their retail stores are situated in the areas where the road connectivity; transportation facilities; and other infrastructural facilities are made available so as to facilitate more number of retail shoppers to visit the retail store.

Physical Facilities of Retail Store:

The analysis revealed that the infrastructure; attractiveness of the retail store, and the interiors of the retail store plays an important role in attracting retail shoppers' to visit the retail store. The overall infrastructure will not only enhance the store image but the overall décor of the store will play a major role in creating a pleasant environment which in turn would help in order to attract and retain retail shoppers. The layout of the retail store should be designed in such a way that the movement within the retail store for browsing and checking the different varieties offered by the retailer becomes convenient for the retail shopper.

The presence of those Physical facilities may not serve as motivator for the retail shoppers to visit the retail store but the absence of such infrastructural facilities will certainly create and stimulate negative intentions amongst the retail shoppers. The retailers therefore must not only pay constant attention to maintain and continue these basic facilities to the shoppers' but also they must constantly strive to modify and revamp these infrastructural facilities from time to time.

The physical facilities of the retail store will make retail shoppers' to continue their shopping with ease and convenience. The retail shoppers' usually do not prefer to visit the retail store where the enough parking space is not available which in turn hinders the retail store image.

Store Ambience of the Retail Store:

The data analysis had revealed that the "Atmosphere of the retail store" plays an important role in not only motivating the retail shoppers' to shop from a particular retail store but also to visit the same retail store frequently which builds shoppers' loyalty. The overall environment of the retail store will create a feeling of pleasure of shopping in a given context which leads to satisfaction from the retail store and memorable shopping experiences for the retail shoppers. The appropriate illumination will enable the retail shoppers to identify, verify and choose various products in different locations in the shopping space. The housekeeping and cleanliness of the retail store will help the retail shoppers' to stay long and take their own time to choose and buy the products. The proper Air-Conditioning facilities for maintaining a proper temperature in the retail store would tempt him or her to not only stay longer but it shall also uplift his or her energy and mood while carrying out the tedious activities of shopping.

The crowd who visit the retail store creates a positive image of the retail store as the number of visitors in the retail store can serve as a point of reference to the present as well as potential retail shoppers' to visit the retail store. The Background Music in the retail store helps the retail shoppers' to reduce the boredom and at the same time making the shopping activities interesting. The soft music played in the retail store would help retail shoppers' to feel active and upbeat so that they can carry out the activity of shopping with zeal and enthusiasm. The motivation for shopping differs for retail shoppers' of different age-group, income, educational qualifications and occupation but, in case of Gender the motivation remains the same considering the attribute of retail store ambience.The pleasant smells in the retail store would create a positive feeling amongst retail shoppers; who are in the retail store. Events like Musical Performances, Poetry Reading Competitions, Children's Craft days or Cooking Demonstrations are ways to attract potential retail shoppers' and keep them in the retail store for a longer period of time. Cheery Décor; Lively Background Music, and a Sociable Staff contribute to the retail store atmosphere.

Range of Products of the Retail Store:

The wide range of products available in the retail store across all product segments with different assortments can provide the retail shoppers with a better choice in terms of different qualities, size, brands, and alternative substitutes respectively.

The availability of customised products which can suit the individual requirements of the retail shoppers' would create repurchase intentions amongst retail shoppers for the store.

The availability of different assortments in terms of size of the products would also enable the retail shoppers' to buy the enough quantity according to their consumption patterns.

It would also help retailers' to remain competitive in the organised retail market by positioning themselves differently by attracting large number of retail shoppers.

Behaviour of the Sales Staff of the Retail Store:

It can be inferred from the data analysis that the sales staff should posses the enough information which can be shared with the retail shoppers' to facilitate their desire of having information. The sales personnel should be trained in terms of understanding the retail shoppers' information need as well as willingness to share the information with them.

The sales staff should have the up to date information regarding availability of the products, the product display, product location, product assortments and also about the expected arrival of the products in case of stock out situation of the particular products.

The sales staff should approach the retail shoppers' in the convincing yet friendly manner so as aid the retail shopper in his shopping journey.

The caring nature of the sales staff should help the shopper to feel homely while making their shopping decisions. The politeness of the sales staff would evoke positive feelings while being in the retail store which strengthens the shopping intentions. The retailers must focus on proper training and induction of the sales staff so that they will deliver the best possible services to the retail shoppers as well as build long term customer relations which will helpful in creating loyalty intentions towards the store amongst the retail shoppers.

Sales Promotion Schemes Offered by the Retail Store:

It can be inferred from the data analysis that the promotional schemes play a major role in stimulating the shoppers' to buy more. The sales promotion schemes like bundling offers, charging fewer prices, offering discount schemes, special discount period during festive season, and special promotion schemes can intensify the retail shoppers' buying motives.

The variety of sales promotion schemes can increase the sales volume of the retail store but also create a Unique Selling Proposition [USP] in a competitive organized retail market.

The special discount events like the "Wednesday Bazaar at Big Bazaar" and "Sable Sasta Din" will make retail shoppers visit regularly with an anticipation of discount on even regular days. The sales promotion schemes will lead to impulse buying and the retail shoppers' will end up buying more products which in turn would be helpful in increasing the sales volume and also stock clearance of old as well as non-moving , out of fashion trends products which facilitates working capital management by converting stocks into sales proceeds.

The retailers should emphasis on proper display of merchandise and Mannequins by proper window dressing for promotion of the particular product.

The keyword is differentiation to grab maximum eyeballs and in-store promotional signage and floor merchandising in a creative manner can lead higher level of impact on retail shoppers' impulsive buying behaviour. The findings of this study provided sufficient evidence that retailers can effectively utilize promotional campaigns to increase desirability of products and to help customers become aware of the products as well as to create favourable attitudes.

Positive impulsive buying experiences can contribute positively in establishing store loyalty and retail shoppers' perceived value and delivery of desired satisfaction can influence future buying decisions. Effective sales promotional schemes can positively influence retail shoppers' impulsive purchase experiences.

Institutional Factors of the Retail Store:

The analysis of the primary data indicated that the Institutional factors supports in a competitive market scenario through well planned Customer Relationship Management [CRM] practices. By keeping close connect with their shoppers'; the retail store can create a distinct image in the minds of the retail shoppers. This strategy can be operationalised by sending Birthday Wishes through SMS, email etc. The retail store can position their stores as popular destinations for shopping along with fun and recreation. This will generate curiosity amongst infrequent visitors to visit and shop in the retail store.

In order to summarise the implications of this research study, one can infer that the Core product attributes (improved quality, variety of brands and assortment of merchandise) and secondary or augmented product attributes (proper display of products and warranty of products) influences retail shoppers' preferences while purchasing from emerging retail formats more as compared to supplementary product attributes.

The shopping experience enhancers (good parking facility trained sales personnel and complete security) and store environment attributes (adequate dressing rooms, cleanliness of store and pleasant ambience) influences the retail shoppers' choice of emerging retail formats. The shopping malls, speciality stores and hyper/supermarkets are preferred retail formats for buying various shopping goods like Clothing, Footwear, Jewellery, Furniture And Bags and Baggage. For buying the Convenience goods like Food and Grocery, Stationery and Confectionary are Highly Purchased by Consumers from Convenience Stores, Discount Stores and Departmental Stores respectively. The retail shoppers' visit to emerging retail formats revealed not only for shopping but also for seeking entertainment and enjoying food courts respectively.

5.2 FINDINGS OF THE RESEARCH STUDY ON OPINION OF SELECTED RETAIL SHOPPERS ON SELECTED STORE ATTRIBUTES [ONE WAY ANNOVA AND FACTOR ANALYSIS]:

The researcher had applied the ANNOVA and Factor Analysis for identifying the underlying dimensions considering the selected store attributes' of the retail store.

The findings of the research study based on application of ANNOVA and Factor Analysis are presented as follows:

5.2.1 ACCESSIBILITY OF RETAIL STORE:

ONE WAY ANNOVA FOR ACCESSIBILITY OF RETAIL STORE:

[Note: Abbreviations used in following tables are, N= Number SD = Standard Deviation; SE = Standard Error]

Hypothesis: 14:

Mean of retail shoppers' view about their actual experience is equal in terms of Accessibility of the retail store and an alternative hypothesis is at least one mean is different from other.

Table Number: 5.14:
Descriptive Statistics of Retail Shoppers' Experience considering Accessibility of Retail Store

Name of the Cities	N	Mean	SD	SE
Vadodara City	280	7.7821	1.54932	0.09259
Surat City	470	7.3319	1.78134	0.08217
Rajkot City	275	7.2364	1.76093	0.10619
Ahmedabad City	475	6.8947	1.44574	0.06634
Total	1500	7.2600	1.66200	0.04291

The Table Number 5.14 indicated the descriptive statistics for all the selected cities. The Vadodara City had the highest mean value of 7.78, followed by the mean value was 7.33 of Surat City, and mean value of 7.24 was of Rajkot City whereas Ahmedabad City was having lower mean value of 6.88.

Table Number: 5.15:
Test of Homogeneity of Variances for Retail Shoppers opinion on Accessibility of Retail Store

Levene's Statistic	df1	df2	Sig.
9.896	3	1496	0.00

The Table Number 5.15 indicated the Levene's Test of Homogeneity of Variance through which verification was done about the equality of variance of all group of retail shoppers. The results of Levene's test showed that the significant value (0.00) which was less than 0.05. It meant that the null hypothesis stands rejected as significant value did not exceed 0.05. It meant that variance of all groups was not equal.

Analysis of Variance:

Table Number: 5.16:
ANOVA TABLE for Retail Shoppers opinion on Accessibility Criteria of Retail Store

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	142.295	3	47.432	17.747	0.00
Within Groups	3998.305	1496	2.673		
Total	4140.600	1499			

The variation between the groups of all retail shoppers was 142.3 and within group the variation was 3998.3. The variation within groups was higher than variation between groups of retail shoppers. As null hypothesis was rejected because of significance value (0.00) is < 0.05 that meant that at least one type of retail shoppers group was different from the other retail shoppers' group.

Post Hoc Test (Tamhane):

Table Number: 5.17:
Multiple Comparisons of Retail Shoppers Opinion for Accessibility of Retail Store Through Tamhane Test

City wise Classification of Retail Shoppers		Mean Difference	SE	Sig.
Vadodara City	Surat City	0.45023(*)	0.12379	0.002
	Rajkot City	0.54578(*)	0.14089	0.001
	Ahmedabad City	0.88741(*)	0.11390	0.000
Surat City	Vadodara City	-0.45023(*)	0.12379	0.002
	Rajkot City	0.09555	0.13427	**0.980**
	Ahmedabad City	0.43718(*)	0.10560	0.000
Rajkot City	Vadodara City	-0.54578(*)	0.14089	0.001
	Surat City	-0.09555	0.13427	**0.980**
	Ahmedabad City	0.34163(*)	0.12520	0.039
Ahmedabad City	Vadodara City	-0.88741(*)	0.11390	0.000
	Surat City	-0.43718(*)	0.10560	0.000
	Rajkot City	-0.34163(*)	0.12520	0.039

* The mean difference is significant at the .05 level.

Based on Test of Homogeneity of Variance, it had become clear that variance of opinion in four cities was not equal. It meant that at least one variance was different from the other. ANOVA Table also indicated that mean in the four cities was not equal. Therefore, the Post–Hoc test was applied by assuming unequal variance. The opinion of retail shoppers in Vadodara and Ahmedabad Cities was different from each other as well as from Rajkot and Surat Cities because of significant value (< 0.05). Only the opinion of retail shoppers in Rajkot and Surat Cities with each other was found as equal because of insignificant (0.980) value which was > 0.05.

Post Hoc Test (Tukey HSD)

Table Number: 5.18:
Multiple Comparisons of Retail Shopper Opinion for Accessibility of Retail Store Through Tukey HSD Test

City wise Classification of Retail Shoppers	N	Subset for alpha = .05		
		2	3	1
Ahmedabad City	475	6.8947		
Rajkot City	275		7.2364	
Surat City	470		7.3319	
Vadodara City	280			7.7821
Sig.		1.000	.867	1.000

From the Table Number 5.18, it became clear that all the four selected cities made three different groups. Ahmedabad City made one group; whereas Rajkot and Surat made another group, and Vadodara City made third group in terms of opinion for accessibility criteria.

In order to test the appropriateness of the data as a pre-condition for conducting factor analysis, the adequacy of the data is checked based on the results of Kaiser – Mayer – Olkin (KMO) measures of sampling adequacy and Bartlett's Test of Spehericity (Homogeneity of Variance) for all the group of data.

FACTOR ANALYSIS FOR ACCESSIBILITY OF RETAIL STORE:

Retail Shoppers' Opinion for Accessibility of Retail Stores for All the Four Cities.

Table Number: 5.19:
Retail Shoppers' Opinion for Accessibility of Retail Store for All the Four Cities
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.634
Bartlett's Test of Sphericity	Approx. Chi-Square	1644.974
	df	10
	Sig.	0.000

In case of opinion of selected retail shoppers' related with accessibility of retail store, the results of the research study showed that the KMO measure of sampling adequacy was 0.634, which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Sphericity (0.00) too was significant ($p<.05$), which indicated that sufficient correlation existed between the items to proceed with the application of factor analysis.

Table Number: 5.20:
Total Variance on Retail Shoppers' Opinion for Accessibility Criteria of Retail for All the Four Cities

	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.276	45.530	45.530	2.276	45.530	45.530	1.889	37.781	37.781
2	1.183	23.664	69.194	1.183	23.664	69.194	1.571	31.412	69.194

Extraction Method: Principal Component Analysis.

The first two components (Factors) in the initial solution have an Eigen values over 1 and it accounted for about 69 per cent of the observed variations in case of accessibility of the retail store in the selected four cities of the Gujarat State. According to Kaiser Criterion, only the first two factors should be used because subsequent Eigen values were all less than 1.

Table Number: 5.21:
Factor Loading Score based on Rotated Component Matrix of Accessibility Criteria of the Retail Store for All Four Cities

Sr. No.	Selected Items	Factor Loading Score	
		1	2
01	1 I like a retail store for shopping which is located near to my residence	**0.752**	0.245
02	I like a retail store for shopping which is located near to my office	**0.806**	0.082
03	It is convenient for me to go for shopping at any time in the retail store	**0.759**	0.040
04	I get required information about the retail store	-0.015	**0.909**
05	The opening hours of the retail store are convenient to me	0.311	**0.823**

Factor loadings were used to measure correlation between selected items and the factors. A factor loading close to 1 indicated a strong correlation between an item and factor, while a loading closer to zero indicated weak correlation.

The factors are rotated with the used of Varimax with Kaiser Normalization Rotation method. Principle Component Analysis (PCA) method is used for factor extraction and to consider only those factors for interpretation purpose whose values are greater than 0.7.

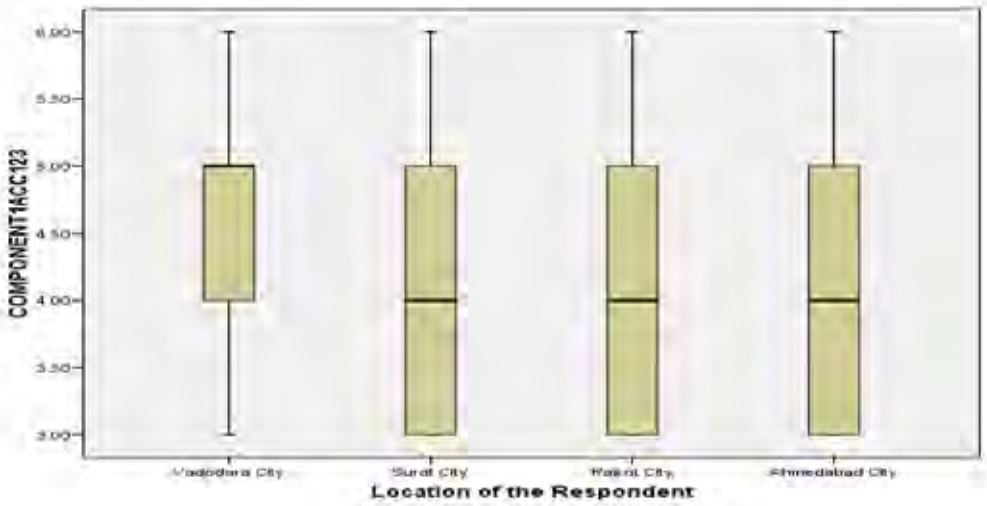
From the above table, it became apparent that how much different items were correlated with two components. The items viz., 'I like a retail store for shopping which is located near to my residence'; 'I like a retail store for shopping which is located near to my office' ; and 'It is convenient for me to go for shopping at any time in the retail store' were found as more correlated with component 1.

The item 'I get required information about the retail store' and 'The opening hours of the retail store are convenient to me' was found as more correlated with component 2.

Importance of Components for Retail Shoppers' Opinion on Accessibility of Retail Stores for All the Four Cities:

The importance of each component to different selected four cities can be understood with the help of below given box plots. The following box plot explains the total score of component 1 for four cities.

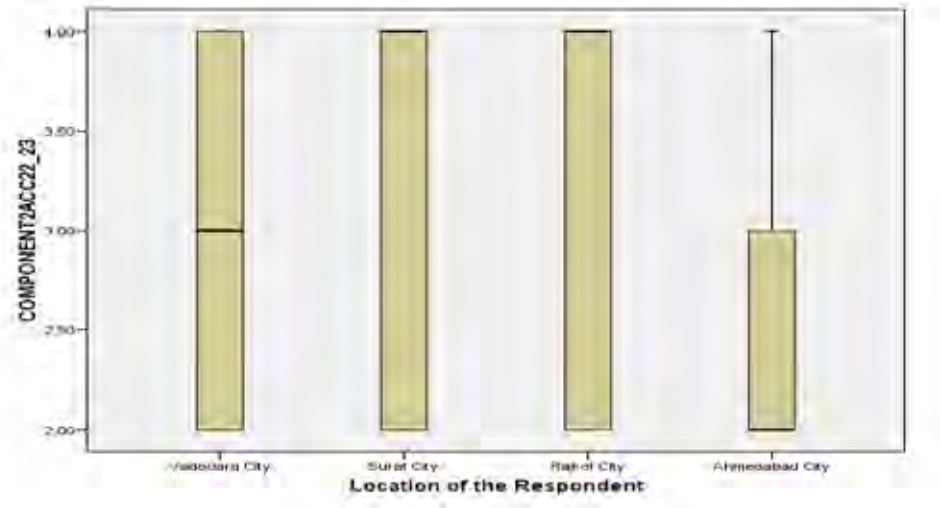
Graph Number 5.1:
City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Accessibility of Retail Stores for All the Four Cities



From the above box plot, .interpretation can be made that Vadodara City had higher median then Surat, Rajkot and Ahmedabad Cities of the Gujarat State. So finally, it can be concluded that component 1 was important for retail shoppers of Vadodara City. It meant that the three items viz., 'I like a retail store for shopping which is located near to my residence'; 'I like a retail store for shopping which is located near to my office', and 'It is convenient for me to go for shopping at any time in the retail store were found as important for retail shoppers of Vadodara City.'

Following Box plot explains retail shoppers' Opinion on Accessibility for All the Four cities and total score of component 2 items.

Graph Number 5.2:
City-wise Box Plot for Component 2 for Selected Retail Shoppers' Responses on the Criteria of Accessibility of Retail Store



From the above box plot, it can be observed that Surat and Rajkot Cities too had higher median value then Vadodara and Ahmedabad Cities. The Vadodara City had second highest median value, and Ahmedabad City had lower median value. So finally, it can be concluded that component 2 was important for retail shoppers' of Surat and Rajkot Cities respectively. It meant that two items viz., 'I get required information about the retail store', and 'the opening hours of the retail store are convenient to me' were found as important for retail shoppers' of Surat and Rajkot Cities respectively.

5.2.2 AMBIENCE OF THE RETAIL STORE:

ONE WAY ANNOVA FOR AMBIENCE OF THE RETAIL STORE:

[Note: Abbreviations used in following tables are, N= Number SD = Standard Deviation; SE = Standard Error]

Hypothesis: 15:

Mean of retail shoppers' view about their actual experience is equal in terms of Ambience of the retail store and an alternative hypothesis is at least one mean is different from other.

Table Number: 5.22:
Descriptive Statistics of Retail Shoppers' Experience considering Ambience of the Retail Store

Name of the Cities	N	Mean	SD	SE
Vadodara City	280	18.8000	3.15479	0.18853
Surat City	470	18.1851	3.53143	0.16289
Rajkot City	275	18.4982	3.57748	0.21573
Ahmedabad City	475	18.1495	2.24473	0.10300
Total	1500	18.3460	3.12252	0.08062

The above table indicated the descriptive statistics of all the selected cities. The Vadodara City had highest mean value of 18.8, followed by the mean value was 18.5 of Rajkot City, whereas mean value of 18.18 was found in Surat City, and Ahmedabad City was having lower mean value of 18,14.

Table Number: 5.23:
Test of Homogeneity of Variances for Retail Shoppers' opinion on Ambience of the Retail Store

Levene's Statistic	df1	df2	Sig.
50.176	3	1496	0.00

The result of Levene's Test as given in the above table has shown the significant value (0.00) which was less than 0.05. That meant that the null hypothesis was rejected as significant value did not exceed 0.05. It meant that variance of all groups was not equal.

Analysis of Variance:

Table Number: 5.24:
ANOVA TABLE for Retail Shoppers' opinion on Ambience of the Retail Store

Particulars	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	94.594	3	31.531	3.248	.021
Within Groups	14520.832	1496	9.706		
Total	14615.426	1499			

The variation between the groups of all retail shoppers was 94.594 and within group the variation was 14520.832. The variation within groups was higher than variation between groups of retail shoppers.

As null hypothesis was rejected because of significance value (0.021) was < 0.05 it meant at least one type of retail shoppers' group was different from the other retail shoppers.

Post Hoc Test (Tamhane):

Table Number: 5.25:
Multiple Comparisons of Retail Shoppers' Opinion for Ambience of the Retail Store Through Tamhane Test

City wise Classification of Retail Shoppers		**Mean Difference**	**SE**	**Sig.**
Vadodara City	Surat City	0.61489	0.24916	0.080
	Rajkot City	0.30182	0.28650	0.875
	Ahmedabad City	0.65053(*)	0.21483	**0.016**
Surat City	Vadodara City	-0.61489	0.24916	0.080
	Rajkot City	-0.31308	0.27032	0.818
	Ahmedabad City	0.03563	0.19272	1.000
Rajkot City	Vadodara City	-0.30182	0.28650	0.875
	Surat City	0.31308	0.27032	0.818
	Ahmedabad City	0.34871	0.23906	0.611
Ahmedabad City	Vadodara City	-0.65053(*)	0.21483	**0.016**
	Surat City	-0.03563	0.19272	1.000
	Rajkot City	-0.34871	0.23906	0.611

* The mean difference is significant at the .05 level.

The result of Post – Hoc test was given by assuming unequal variance in the above table. The opinion of retail shoppers in Vadodara and Ahmedabad Cities was different from each other because of significant value. For Surat, Rajkot and Ahmedabad Cities, the result was > 0.05 with each other; it showed that the opinion of retail shoppers was equal.

Post Hoc Test (Tukey HSD):

Table Number: 5.26:
Multiple Comparisons of Retail Shoppers' Opinion for Ambience of Retail Store Through Tukey HSD Test

City wise Classification of Retail Shoppers	N	Subset for alpha = .05	
		2	1
Ahmedabad City	475	18.1495	
Surat City	470	18.1851	
Rajkot City	275	18.4982	18.4982
Vadodara City	280		18.8000
Sig.		.450	.575

Means for groups in Homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 349.628.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

From the above table it became clear that all four cities made two different groups. Ahmedabad City, Surat and Rajkot made one group and Rajkot and Vadodara made another group in terms of opinion of retail shoppers' for Ambience of the retail store Criteria.

FACTOR ANALYSIS FOR AMBIENCE OF RETAIL STORE:

Retail Shoppers' Opinion for Ambience of the Retail Store for All the Four Cities.

Table Number: 5.27:
Retail Shoppers' Opinion for Ambience of the Retail Store for All the Four Cities KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.669
Bartlett's Test of Sphericity	Approx. Chi-Square	6194.947
	Df	66
	Sig.	0.000

In case of opinion of selected retail shoppers' related with regard to Ambience of retail store, the results showed that the KMO measure of sampling adequacy was 0.669, which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Sphericity (0.00) was found as significant ($p<.05$) which indicated that sufficient correlation existed between the items to proceed with the application of the Factor Analysis.

Table Number: 5.28:
Total Variance on Retail Shoppers' Opinion for Ambience of Retail Store for All the Four Cities

	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
01	3.542	29.517	29.517	3.542	29.517	29.517	2.680	22.331	22.331
02	1.774	14.787	44.304	1.774	14.787	44.304	1.856	15.468	37.800
03	1.525	12.708	57.012	1.525	12.708	57.012	1.832	15.265	53.064
04	1.325	11.042	68.054	1.325	11.042	68.054	1.799	14.989	68.054

Extraction Method: Principal Component Analysis.

The first four components (factors) in the initial solution had an Eigen values over 1 and it accounted for about 68 per cent of the observed variations in case of ambience of retail store in the selected four cities of the Gujarat State. According to Kaiser Criterion, only the four factors should be used because subsequent all Eigen values were less than 1.

Table Number: 5.29:
Factor Loading Score Based on Rotated Component Matrix of Ambience Criteria of the Retail Store for All Four Cities

Sr. No.	Selected Items	Factor Loading Score			
		1	2	3	4
01	I feel at ease while shopping at the retail store	0.337	0.535	-0.333	0.096
02	The infrastructure of the retail store is properly maintained	0.106	0.088	**0.880**	0.060
03	The retail store has an attractive look	0.333	0.129	**0.755**	-0.116
04	The retail store has an attractive interior	**0.742**	0.108	0.381	0.082
05	The placement of aisles in the retail store is appropriate which makes easy for me to get what I want	**0.759**	0.117	0.207	0.044
06	There is plenty of room to walk around in the retail store	**0.808**	-0.023	0.022	0.087
07	The sufficient information on signboards is displayed in the retail store	**0.712**	0.095	-0.028	0.401
08	The décor of the retail store is attractive	0.114	0.127	-0.017	**0.844**
09	I like clearly visible store advertisements in the retail store	0.256	0.063	-0.041	**0.808**
10	Striking window displays of products increases my desire to buy in that retail store	0.272	0.558	-0.208	-0.422
11	The entry to the retail store is comfortable	0.017	**0.801**	0.198	0.222
12	The retail store has enough checkout points	-0.065	**0.734**	0.319	0.059

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

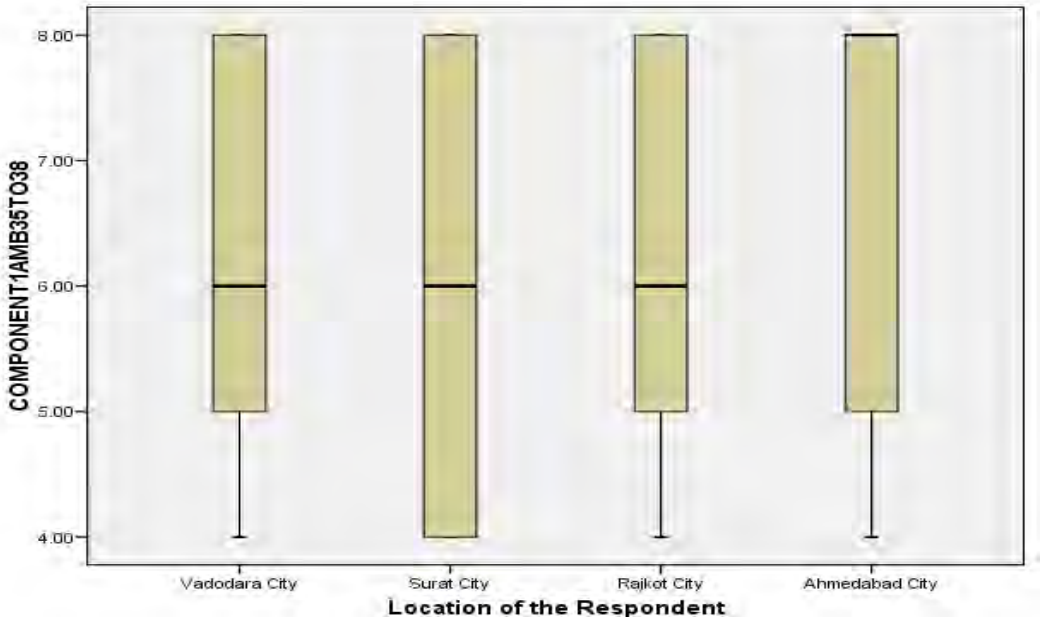
From the above table, it became clear that how much different items were correlated with two components. The items viz., 'The retail store has an attractive interior; 'The placement of aisles in the retail store is appropriate which makes easy for me to get what I want'; 'There is plenty of room to walk around in the retail store', and 'The sufficient information on signboards is displayed in the retail store were found as more correlated with component 1.

The items viz., 'The entry to the retail store is comfortable'; 'The retail store has enough checkout points' were related with component number 2. The items viz., 'The infrastructure of the retail store is properly maintained'; 'The retail store has an attractive look' were found as related with component number 03. The items viz., 'The décor of the retail store is attractive'; and 'I like clearly visible store advertisements in the retail store' too were found as more related with component 4.

Importance of Components for Retail Shoppers' Opinion on Ambience of the Retail Store for All the Four Cities:

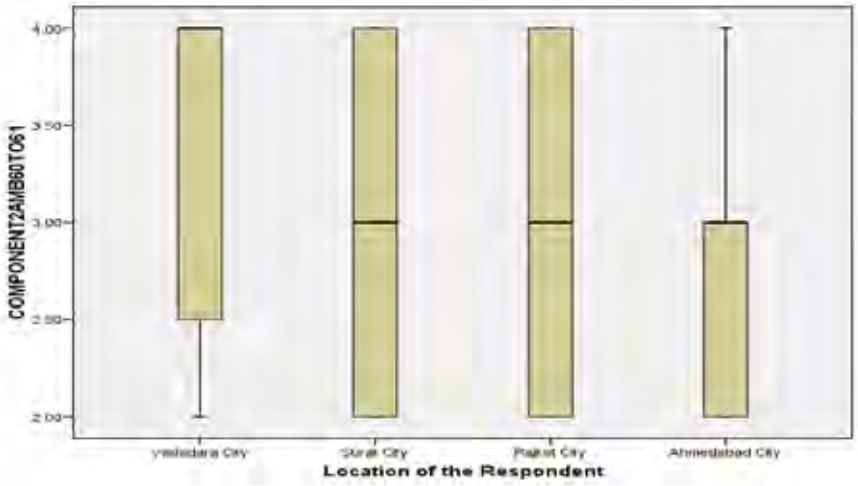
The importance of each component to different selected four cities can be understood with the help of below given box plots. The following box plot explains the total score of component 1 for four cities.

Graph Number 5.3:
City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Ambience of the Retail Store for All the Four Cities



From the above box plot interpretation can be made that Ahmedabad City had higher median then Surat, Rajkot and Vadodara Cities. So finally, it can be concluded that component 1 was important for retail shoppers of Ahmedabad City. It meant that the four items, viz., 'The retail store has an attractive interior'; 'The placement of aisles in the retail store is appropriate which makes easy for me to get what I want'; 'There is plenty of room to walk around in the retail store'; and 'the sufficient information on signboards is displayed in the retail store' were found as important considerations for retail shoppers of Ahmedabad City.

Graph Number 5.4:
City-wise Box Plot for Component 2 for Retail Shoppers' Opinion on Ambience of the Retail Store for All the Four Cities



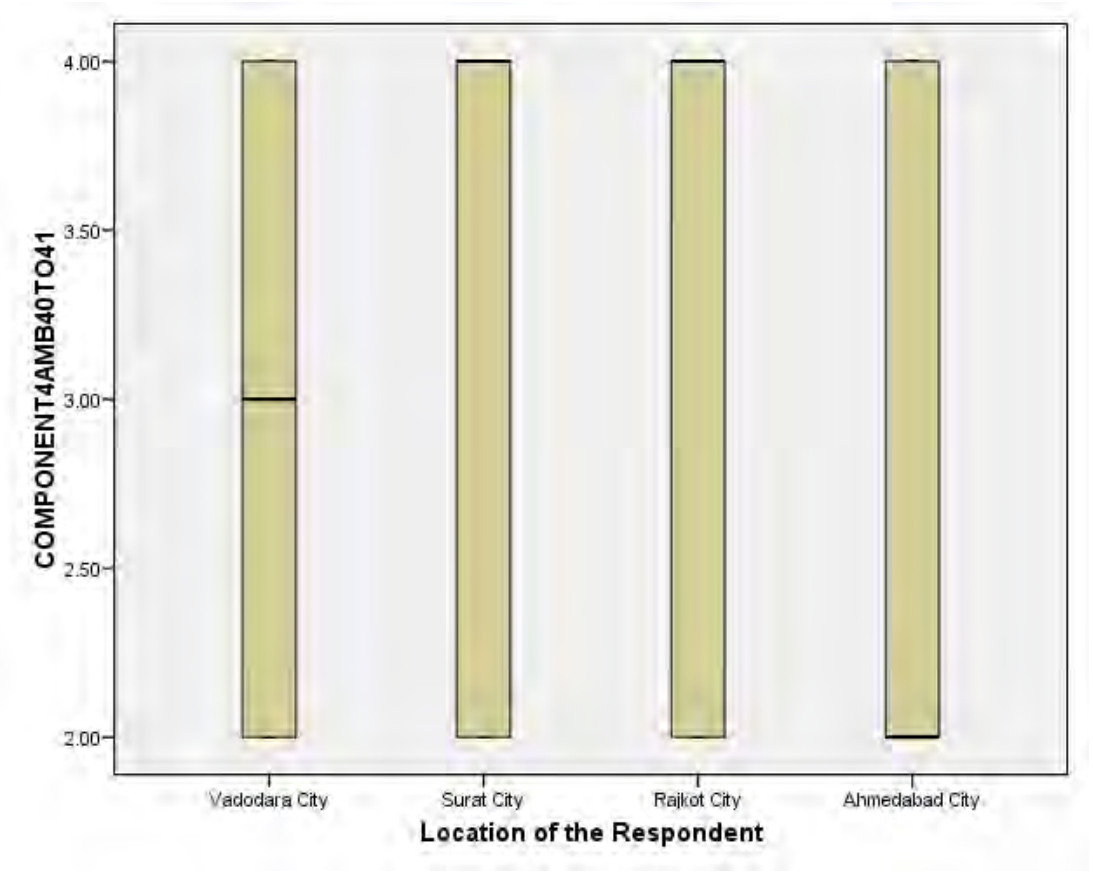
From the above box plot, it can be observed that the Vadodara City too had higher median value then Surat City, Rajkot and Ahmedabad Cities of the Gujarat State. It was concluded that component 2 was important for retail shoppers' of Vadodara City. That means two items viz., 'The entry to the retail store is comfortable', and 'The retail store has enough checkout points' were found important for retail shoppers' of Vadodara City.

Graph Number 5.5:
City-wise Box Plot for Component 3 for Retail Shoppers' Opinion on Ambience of the Retail Store for All the Four Cities

From the above box plot, it can be inferred that Surat and Rajkot Cities had higher median value compared with Vadodara and Ahmedabad Cities.

The Vadodara City had second highest median value whereas Ahmedabad City was having lower median value. Therefore, it can be concluded that component 4 was important for retail shoppers' of Surat and Rajkot Cities. It meant that two items viz., 'The décor of the retail store is attractive', and 'the retail store has an attractive look' were reported as important for retail shoppers of Surat and Rajkot Cities respectively.

Graph Number 5.6:
City-wise Box Plot for Component 04 for Retail Shoppers' Opinion on Ambience of the Retail Store for All the Four Cities



From the above box plot, it can be stated that Surat and Rajkot Cities were having higher median value compared with Vadodara and Ahmedabad Cities. The Vadodara City had second highest median value whereas Ahmedabad City was having lower median value. Therefore, it can be concluded that component 4 was important for retail shoppers of Surat and Rajkot Cities. It meant that two items viz., 'I get required information about the retail store', and 'I like clearly visible store advertisements in the retail store were found as important for retail shoppers of Surat and Rajkot Cities respectively.

5.2.3 ATMOSPHERE OF RETAIL STORE:

ONE WAY ANNOVA FOR ATMOSPHERE OF RETAIL STORE:

[Note: Abbreviations used in following tables are, N= Number SD = Standard Deviation; SE = Standard Error]

Hypothesis: 16:

Mean of retail shoppers' view about their actual experience is equal in terms of Atmosphere of the Retail Store and an alternative hypothesis is at least one mean is different from the other.

Table Number: 5.30:
Descriptive Statistics of Retail Shoppers' Experience considering Atmosphere of the Retail Store

Name of the Cities	N	Mean	SD	SE
Vadodara City	280	12.8071	2.19284	0.13105
Surat City	470	12.3851	2.44395	0.11273
Rajkot City	275	12.5345	2.28644	0.13788
Ahmedabad City	475	11.4526	1.89028	0.08673
Total	1500	12.1960	2.26414	0.05846

The above table indicates the descriptive statistics of all the selected cities. The Vadodara City had highest mean value of 12.8071, followed by the mean value was 12.5345 of Rajkot City, and mean value of 12.3851of Surat City, whereas Ahmedabad City was having lower mean value of 11.4526.

Table Number: 5.31:
Test of Homogeneity of Variances for Retail Shoppers' opinion on Atmosphere of the Retail Store

Levene's Statistic	df1	df2	Sig.
15.288	3	1496	0.00

The above table indicates the Levene's Test of Homogeneity of Variance through which verification can be done about the equality of variance of all group of retail shoppers. The results of Levene's test had showed that the significant value (0.00) which was less than 0.05. Therefore, the null hypothesis was rejected as significant value did not exceed 0.05, and variance of all groups was not equal.

Analysis of Variance:

Table Number: 5.32:
ANOVA TABLE for Retail Shoppers' Opinion on Atmosphere of the Retail Store

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	415.389	3	138.463	28.496	.000
Within Groups	7268.987	1496	4.859		
Total	7684.376	1499			

The variation between the groups of all retail shoppers was 415.389 and within group the variation was 7268.987. The variation within groups was higher than variation between groups of retail shoppers.

The null hypothesis was rejected because of significant value (0.00) was < 0.05. It meant that least one type of retail shoppers group was different from the other retail shoppers group.

Post Hoc Test (Tamhane):

Table Number: 5.33:
Multiple Comparisons of Retail Shoppers' Opinion for Atmosphere of the Retail Store Through Tamhane Test

City wise Classification of Retail Shoppers		Mean Difference	SE	Sig.
Vadodara City	Surat City	0.42204	0.17286	**0.086**
	Rajkot City	0.27260	0.19022	**0.629**
	Ahmedabad City	1.35451(*)	0.15715	0.000
Surat City	Vadodara City	-0.42204	0.17286	**0.086**
	Rajkot City	-0.14944	0.17810	**0.954**
	Ahmedabad City	0.93247(*)	0.14223	0.000
Rajkot City	Vadodara City	-0.27260	0.19022	**0.629**
	Surat City	0.14944	0.17810	**0.954**
	Ahmedabad City	1.08191(*)	0.16289	0.000
Ahmedabad City	Vadodara City	-1.35451(*)	0.15715	0.000
	Surat City	-0.93247(*)	0.14223	0.000
	Rajkot City	-1.08191(*)	0.16289	0.000

* The mean difference is significant at the .05 level.

The result of Post – Hoc test is given by assuming unequal variance in the above table. The opinion of retail shoppers in Ahmedabad City was different from remaining three selected cities considering significant values, of Vadodara, Surat, Rajkot and Ahmedabad Cities which was < 0.05.

Post Hoc Test (Tukey HSD)

Table Number: 5.34:
Multiple Comparisons of Retail Shoppers' Opinion for Atmosphere of the Retail Store Through Tukey HSD Test

Name of the Cities	N	Subset for alpha = .05	
		2	1
Ahmedabad City	475	11.4526	
Surat City	470		12.3851
Rajkot City	275		12.5345
Vadodara City	280		12.8071
Sig.		1.000	.056

Means for groups in Homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 349.628.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

From the above table, it became clear that all four cities had made two different groups. Ahmedabad City made one group, and Surat, Rajkot and Vadodara had made another group in terms of opinion for Atmosphere of the retail store.

FACTOR ANALYSIS FOR ATMOSPHERE OF THE RETAIL STORE FOR ALL THE FOUR CITIES:

Factor Analysis: Retail Shoppers' Opinion for Atmosphere of the Retail Store for All the Four Cities.

Table Number: 5.35:
Retail Shoppers' Opinion for Atmosphere Criteria of the Retail Store for All the Four Cities KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.668
Bartlett's Test of Sphericity	Approx. Chi-Square	2984.753
	df	21
	Sig.	.000

In case of retail shoppers' opinion for Atmosphere of the retail store the results had shown that the KMO measure of sampling adequacy was 0.668, which indicated that the present data were suitable for Factor Analysis. Similarly, Bartlett's Test of Sphericity (0.00) was found as significant ($p<.05$), reflective of sufficient correlation which existed between the items to proceed with the Factor Analysis.

Table Number: 5.36:
Total Variance on Retail Shoppers' Opinion for Atmosphere of the Retail Store for All the Four Cities

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.500	35.715	35.715	2.500	35.715	35.715	2.205	31.500	31.500
2	1.845	26.353	62.068	1.845	26.353	62.068	2.140	30.569	62.068

Extraction Method: Principal Component Analysis.

The first two components (factors) in the initial solution were having an Eigen values over 1, and it accounted for about 62 per cent of the observed variations in case of atmosphere of the retail store in the selected four cities. According to Kaiser Criterion, only the first two factors should be used because subsequent Eigen values were all less than 1.

Table Number: 5.37:
Factor Loading Score based on Rotated Component Matrix of Atmosphere of the Retail Store for All Four Cities

Sr. No.	Selected Items	Factor Loading Score	
		1	2
01	There are sufficient lights in the retail store	0.021	**0.793**
02	The retail store has sufficient air conditioning	0.092	**0.879**
03	The house keeping of retail store is good	0.078	**0.796**
04	I feel pleased and comfortable due to the presence of the other shoppers in the retail store	**0.756**	0.143
05	I feel safe due to the presence of other shoppers in the retail store	**0.888**	-0.008
06	I feel comfortable because of light music being played in the retail store	**0.774**	-0.087
07	The environment of the retail store motivates me for shopping	0.481	0.277
08	I get pleasant smells inside the retail store	0.697	-0.010

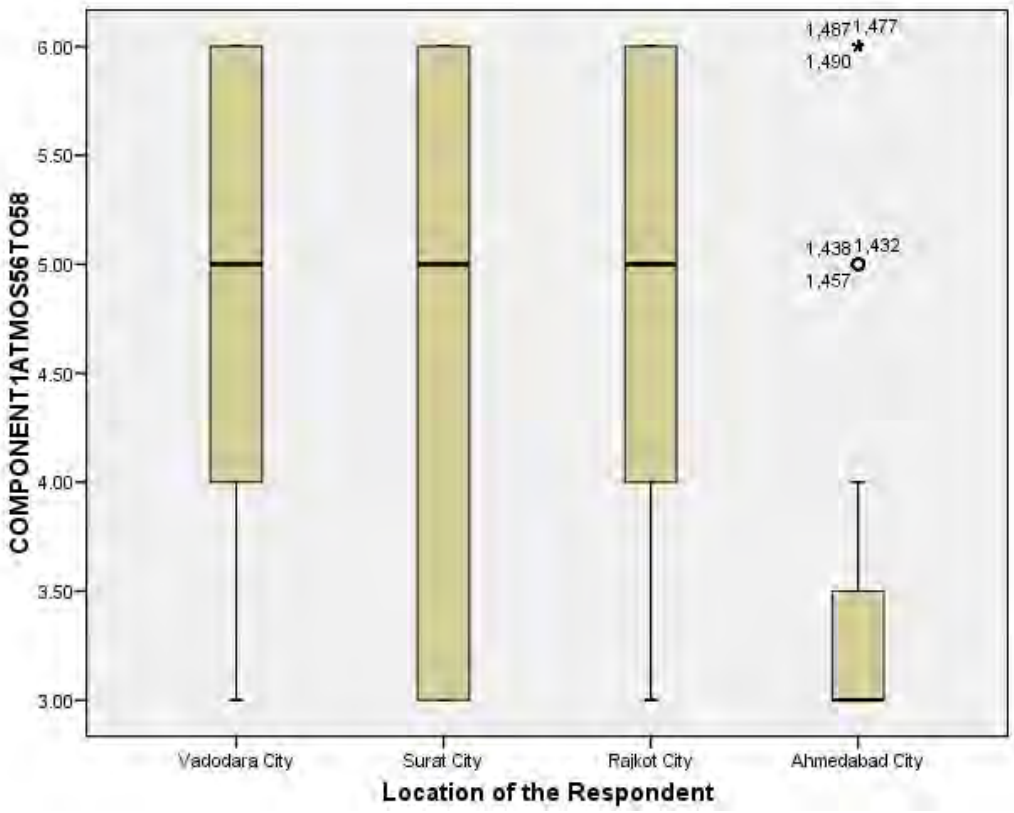
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

From the above table it becomes evident that how much different items were correlated with two components. The items viz., 'I feel pleased and comfortable due to the presence of the other retail shoppers in the retail store'; 'I feel safe due to the presence of other retail shoppers in the retail store', and 'I feel comfortable because of light music being played in the retail store' were found as more correlated with component 1. The items viz., 'There are sufficient lights in the retail store'; 'The retail store has sufficient air conditioning', and 'The house keeping of retail store is good' too was found as more correlated with component 2.

Importance of Components for Retail Shoppers' Opinion on Atmosphere of the Retail Store for All the Four Cities:

The importance of each component to different selected four cities can be understood with the help of below given box plots. The following box plot explains the total score of component 1 for four cities.

Graph Number 5.7:
City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Atmosphere of the Retail for All the Four Cities

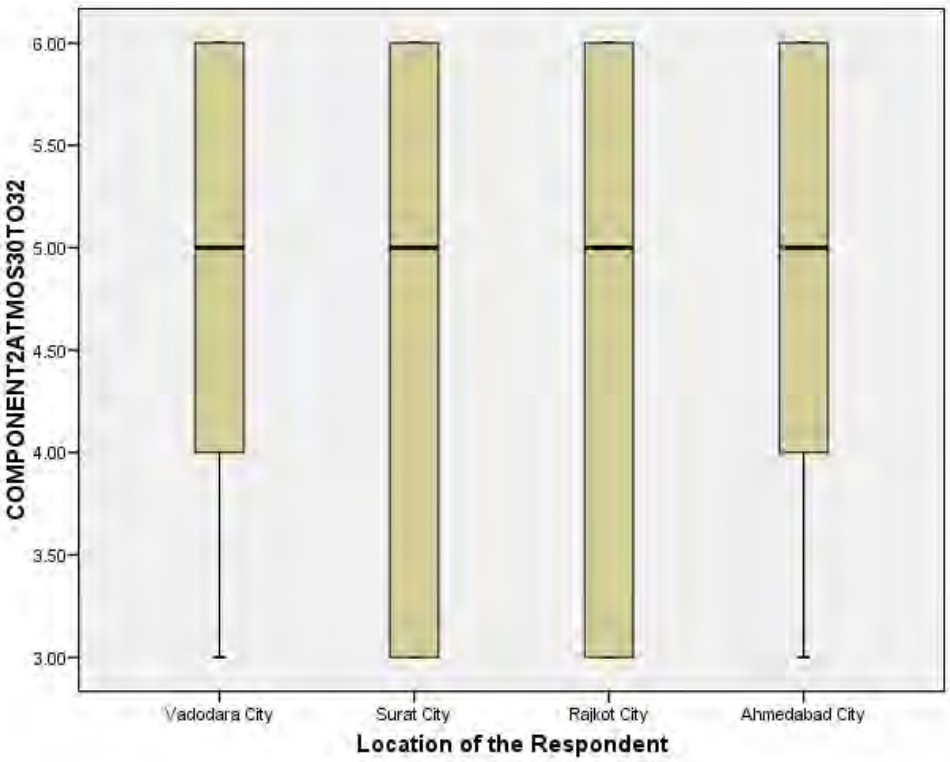


From the above box plot, one can interpret that the Cities of Vadodara, Surat and Rajkot had higher median compared with Ahmedabad City. Therefore, it can be concluded that component 1 was important for retail shoppers of Vadodara, Surat and Rajkot Cities.

It also meant that three items, viz., 'I feel pleased and comfortable due to the presence of the other retail shoppers in the retail store'; 'I feel safe due to the presence of other retail shoppers in the retail store', and 'I feel comfortable because of light music being played in the retail store' were felt important for retail shoppers of Vadodara City.

Following Box plot explain Retail Shoppers' Opinion on Atmosphere of the retail store for All the Four Cities and total score of component 2 criteria.

Graph Number 5.8:
City-wise Box Plot for Component 2 for Selected Retail Shoppers' Responses on the Criteria of Atmosphere of the Retail Store



From the above box plot, one can find that in case of the four selected cities that is Vadodara, Surat, Ahmedabad and Rajkot Cities were having higher median value. It implied that component 2 was equally important for all the retail shoppers of all four cities. It meant that the three items viz., 'There are sufficient lights in the retail store'; 'The retail store has sufficient Air Conditioning', and 'The house keeping of retail store was good' and was considered important for the selected retail shoppers' in all the four selected cities of Gujarat State.

5.2.4 FACILITIES OF THE RETAIL STORE:

ONE WAY ANNOVA FOR FACILITIES OF THE RETAIL STORE:

[Note: Abbreviations used in following tables are, N= Number SD = Standard Deviation; SE = Standard Error]

Hypothesis: 17:

Mean of Retail Shoppers' view about their actual experience is equal in terms of store facilities of retail store and an alternative hypothesis is at least one mean is different from the other.

Table Number: 5.38:
Descriptive Statistics of Retail Shoppers' Experience Considering Facilities of the Retail Store

Name of the Cities	N	Mean	SD	SE
Vadodara City	280	26.8429	3.94818	0.23595
Surat City	470	25.8255	5.14765	0.23744
Rajkot City	275	26.2036	5.06188	0.30524
Ahmedabad City	475	22.0947	3.11005	0.14270
Total	1500	24.9033	4.76583	0.12305

The above table indicates the descriptive statistics of all the selected cities. The Vadodara City had highest mean value of 26.8429, followed by the mean value was 26.2036 of Rajkot City, mean value was 25.8255 in Surat City, and Ahmedabad City was having lower mean value of 22.0947 respectively.

Table Number: 5.39:
Test of Homogeneity of Variances for Retail Shoppers Opinion on Facilities of the Retail Store

Levene's Statistic	df1	df2	Sig.
65.858	3	1496	0.00

The above table indicates the Levene's Test of Homogeneity of Variance through which verification can be done about the Equality of Variance of all group of retail shoppers. The results of Levene's Test showed that the significant value (0.00) was less than 0.05. It meant that the null hypothesis was rejected as significant value did not exceed 0.05, and the variance of all groups was not equal.

Analysis of Variance:

Table Number: 5.40:
ANOVA TABLE for Retail Shoppers' Opinion on Facilities of the Retail Store

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5664.871	3	1888.290	99.530	.000
Within Groups	28382.113	1496	18.972		
Total	34046.983	1499			

The variation between the groups of all the retail shoppers was 5664.871 and within group the variation was 28382.113. The variation within groups was higher than variation between groups of retail shoppers. The null hypothesis was rejected because significance value (0.00) was < 0.05; it meant that at least one type of retail shoppers' group was different from the other retail shoppers' group.

Post Hoc Test (Tamhane):

Table Number: 5.41:
Multiple Comparisons of Retail Shoppers' Opinion for Facilities of the Retail Store Through Tamhane Test

City wise Classification of Retail Shoppers		Mean Difference	SE	Sig.
Vadodara City	Surat City	1.01733(*)	0.33474	0.015
	Rajkot City	0.63922	0.38580	**0.462**
	Ahmedabad City	4.74812(*)	0.27574	0.000
Surat City	Vadodara City	-1.01733(*)	0.33474	0.015
	Rajkot City	-0.37810	0.38672	0.**908**
	Ahmedabad City	3.73080(*)	0.27702	.000
Rajkot City	Vadodara City	-0.63922	0.38580	**0.462**
	Surat City	0.37810	0.38672	**0.908**
	Ahmedabad City	4.10890(*)	0.33695	0.000
Ahmedabad City	Vadodara City	-4.74812(*)	0.27574	0.000
	Surat City	-3.73080(*)	0.27702	0.000
	Rajkot City	-4.10890(*)	0.33695	0.000

* The mean difference is significant at the .05 level.

The result of Post – Hoc Test was given by assuming Unequal Variance in the above table. The opinion of retail shoppers in Ahmedabad City was different from all three selected cities because significant value of Vadodara, Surat, Rajkot and Ahmedabad Cities was < 0.05 compared with each other.

Post Hoc Test (Tukey HSD):

Table Number: 5.42:
Multiple Comparisons of Retail Shoppers' Opinion for Store Facilities of Retail Store Through Tukey HSD Test

Location of the Retail Shoppers	N	Subset for alpha = .05		
		2	3	1
Ahmedabad City	475	22.0947		
Surat City	470		25.8255	
Rajkot City	275		26.2036	26.2036
Vadodara City	280			26.8429
Sig.		1.000	.660	.212

Means for groups in Homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 349.628.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

From the above table, it became clear that all the four cities had made three different groups. The Ahmedabad City made one group, whereas Surat and Rajkot City had made another group, and the City of Rajkot and Vadodara too made the third group in terms of opinion for facilities of the retail store.

FACTOR ANALYSIS FOR STORE FACILITIES OF RETAIL STORE FOR ALL THE FOUR CITIES:

Retail Shoppers' Opinion for Facilities of the Retail Store for All the Four Cities.

Table Number: 5.43:
Retail Shoppers' Opinion for Facilities of the Retail Store for All the Four Cities KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.793
Bartlett's Test of Sphericity	Approx. Chi-Square	14210.989
	df	136
	Sig.	.000

In case of opinion for facilities of the retail store, the results had shown that the KMO measure of sampling adequacy was 0.793, which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Sphericity (0.00) was found as significant ($p<.05$), which indicated that sufficient correlation existed between the items to proceed with the application factor analysis.

Table Number: 5.44:
Total Variance on Retail Shoppers' Opinion for Facilities of the Retail Store for All the Four Cities

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.773	33.956	33.956	5.773	33.956	33.956	3.720	21.885	21.885
2	2.410	14.177	48.133	2.410	14.177	48.133	3.248	19.106	40.991
3	1.580	9.294	57.427	1.580	9.294	57.427	2.141	12.593	53.584
4	1.332	7.836	65.263	1.332	7.836	65.263	1.698	9.989	63.573
5	1.043	6.136	71.399	1.043	6.136	71.399	1.331	7.827	71.399

Extraction Method: Principal Component Analysis.

The first five components (factors) in the initial solution was having an Eigen values over 1, and it accounted for about 71 per cent observed variations in case of facilities of the retail store in the selected four cities of the Gujarat State. According to Kaiser Criterion, only the first five factors should be used because subsequent Eigen values were less than 1.

Table Number: 5.45:
Factor Loading Score based on Rotated Component Matrix of Facilities of the Retail Store for All Four Cities

Sr. No.	Selected Items	Factor Loading Score				
		1	2	3	4	5
01	A trolley and/or shopping basket for carrying products is available in the retail store	0.394	0.104	0.248	-0.058	-0.382
02	The retail store exchanges products returned by me	0.359	-0.184	0.022	**0.747**	0.155
03	The retail store refunds price of products once sold	0.204	0.248	0.006	**0.790**	-0.313
04	The retail store accepts a credit card	**0.879**	0.048	0.060	0.142	0.124
05	The retail store accepts a debit card	**0.908**	0.125	0.122	0.118	0.077
06	The retail store provides membership cards	**0.842**	0.154	0.137	0.165	-0.038
07	The retail store provides discount on membership cards	**0.807**	0.174	0.156	0.164	-0.049
08	The retail store provides after sales services	0.042	0.385	0.077	0.570	0.329
09	The retail store has an escalator facilities	0.172	**0.781**	0.140	-0.024	0.063
10	The retail store has an elevator facilities	0.431	0.627	0.230	0.092	0.147
11	The retail store has clean washroom/toilets	0.308	**0.737**	0.205	0.142	0.050
12	The retail store has a resting area	0.066	0.**855**	0.148	0.003	-0.125
13	The retail store has a provision for physically challenged people	-0.144	**0.702**	-0.009	0.174	0.328
14	The retail store has spacious fitting and dressing rooms	0.174	0.252	0.153	-0.021	**0.774**
15	The retail store has adequate security arrangements for the safety of vehicles in the parking area	0.200	0.171	**0.754**	-0.056	-0.032
16	The availability of parking area in retail store is sufficient	0.160	0.240	**0.835**	0.013	-0.083
17	There are restaurants and other shops in the vicinity of the retail store	0.054	0.050	**0.765**	0.188	0.413

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

From the above table, it became clear that how much different items were correlated with five components. The items viz., 'The retail store accepts a credit card'; 'The retail store accepts a debit card'; 'The retail store provides membership cards', and 'The retail store provides discount on membership cards' were found as more correlated with component 1.

The items viz., 'The retail store has escalator facilities'; 'The retail store has clean washroom/toilets'; 'The retail store has a resting area', and 'The retail store has a provision for physically challenged people' too were found as more correlated with component 2.

The item viz., 'The retail store has adequate security arrangements for the safety of vehicles in the parking area'; 'The availability of parking area in retail store is sufficient'; 'There are restaurants and other shops in the vicinity of the retail store' were also found as more correlated with component 3.

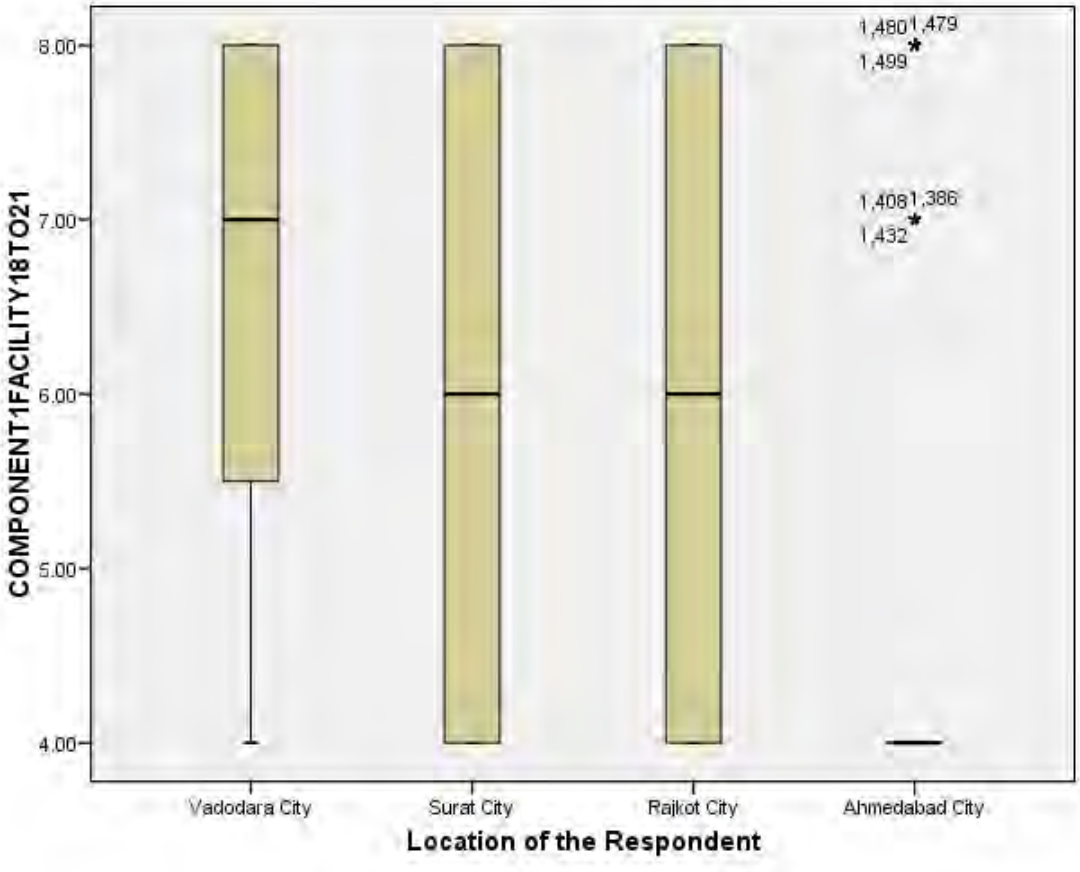
The item viz., 'The retail store exchanges products returned by me; and item 'The retail store refunds price of products once sold' were found as more correlated with component 4. Whereas, the item 'The retail store has spacious fitting and dressing rooms was also found as more correlated with component 5.

Importance of Components for Retail Shoppers' Opinion on Retail Store Facilities for All the Four Cities:

The importance of each component to different selected four cities can be understood with the help of below given box plots.

The following box plot explains the total score of component 1 for four cities.

Graph Number 5.9:
City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Retail Store Facilities for All the Four Cities

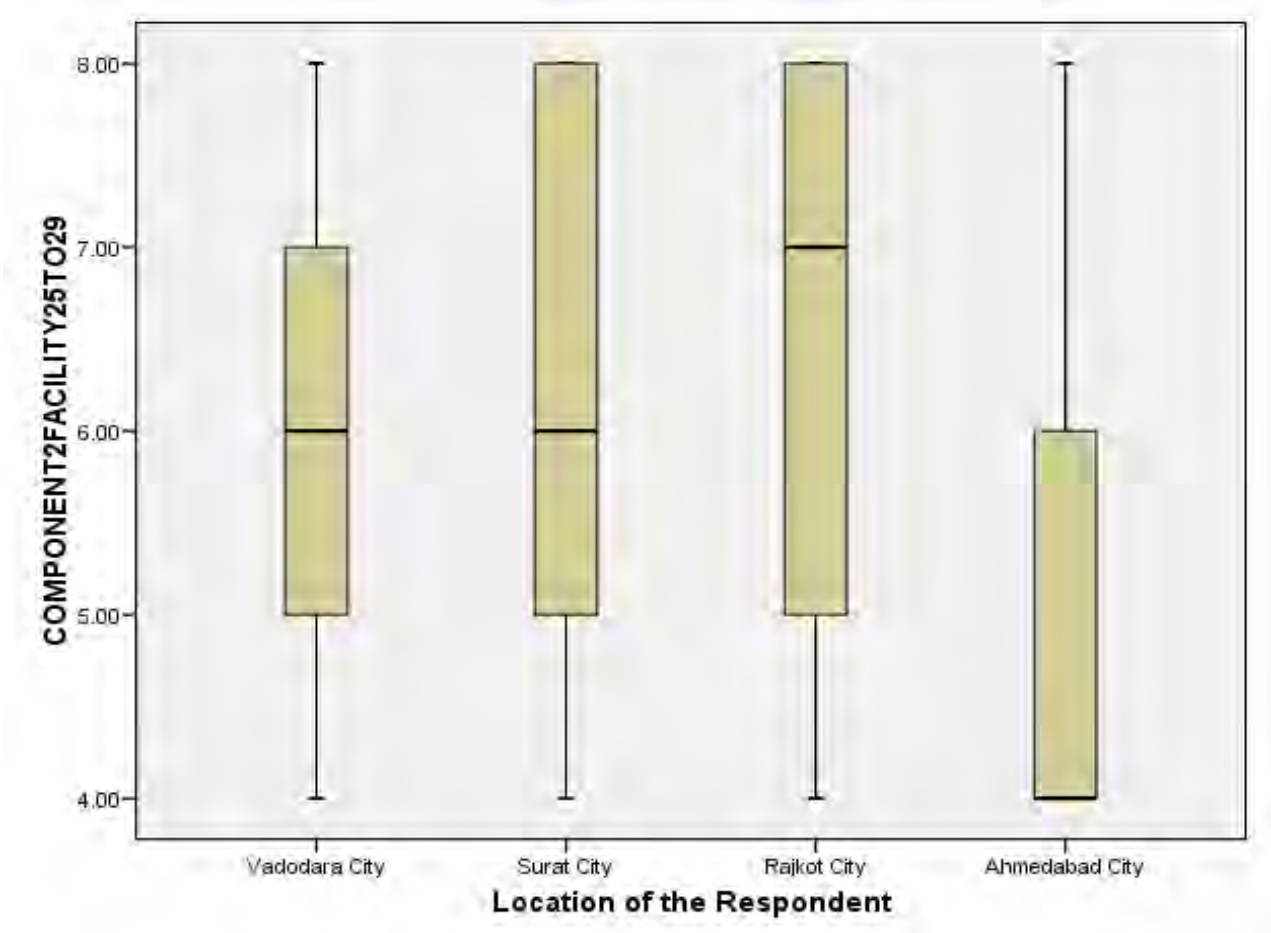


From the above box plot it was interpreted that the Vadodara City had a higher median as compared to Surat and Rajkot cities. It can therefore be concluded that component 1 was important for retail shoppers of Vadodara, Surat and Rajkot Cities respectively.

It implied that three items, viz., 'The retail store accepts a credit card'; 'The retail store accepts a debit card'; 'The retail store provides membership cards, and 'The retail store provides discount on membership cards' were found as important for retail shoppers of Vadodara City.

Following Box plot explain retail shoppers' opinion on retail store facilities for all the four cities and total score of component 2 criteria.

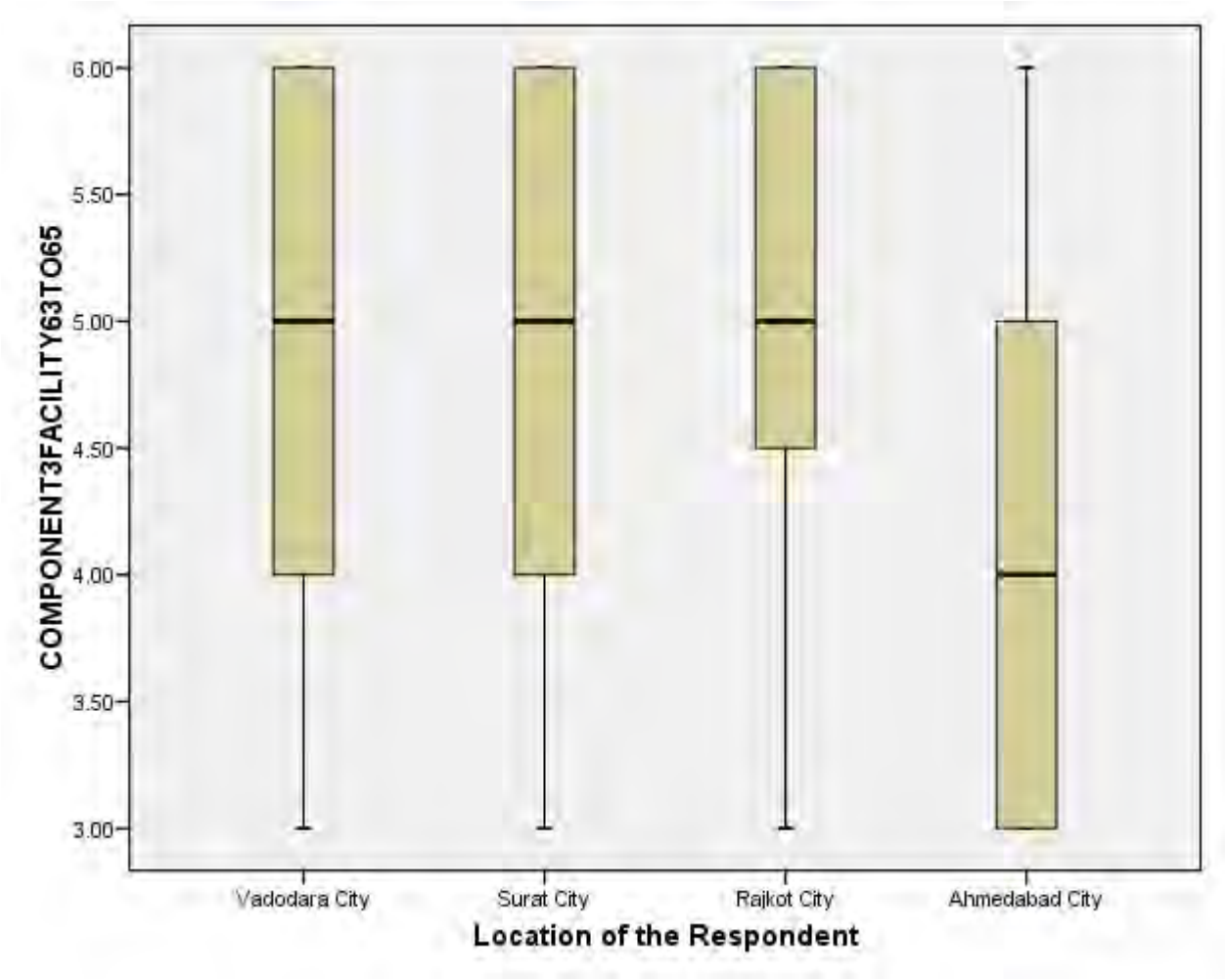
Graph Number 5.10:
City-wise Box Plot for Component 2 for Selected Retail Shoppers' Responses Facilities of the Retail Store



From the above box plot, it can be observed that the Rajkot City had higher median value, and it can be concluded that component 2 was found as equally important for retail shoppers of all four cities of Gujarat State.

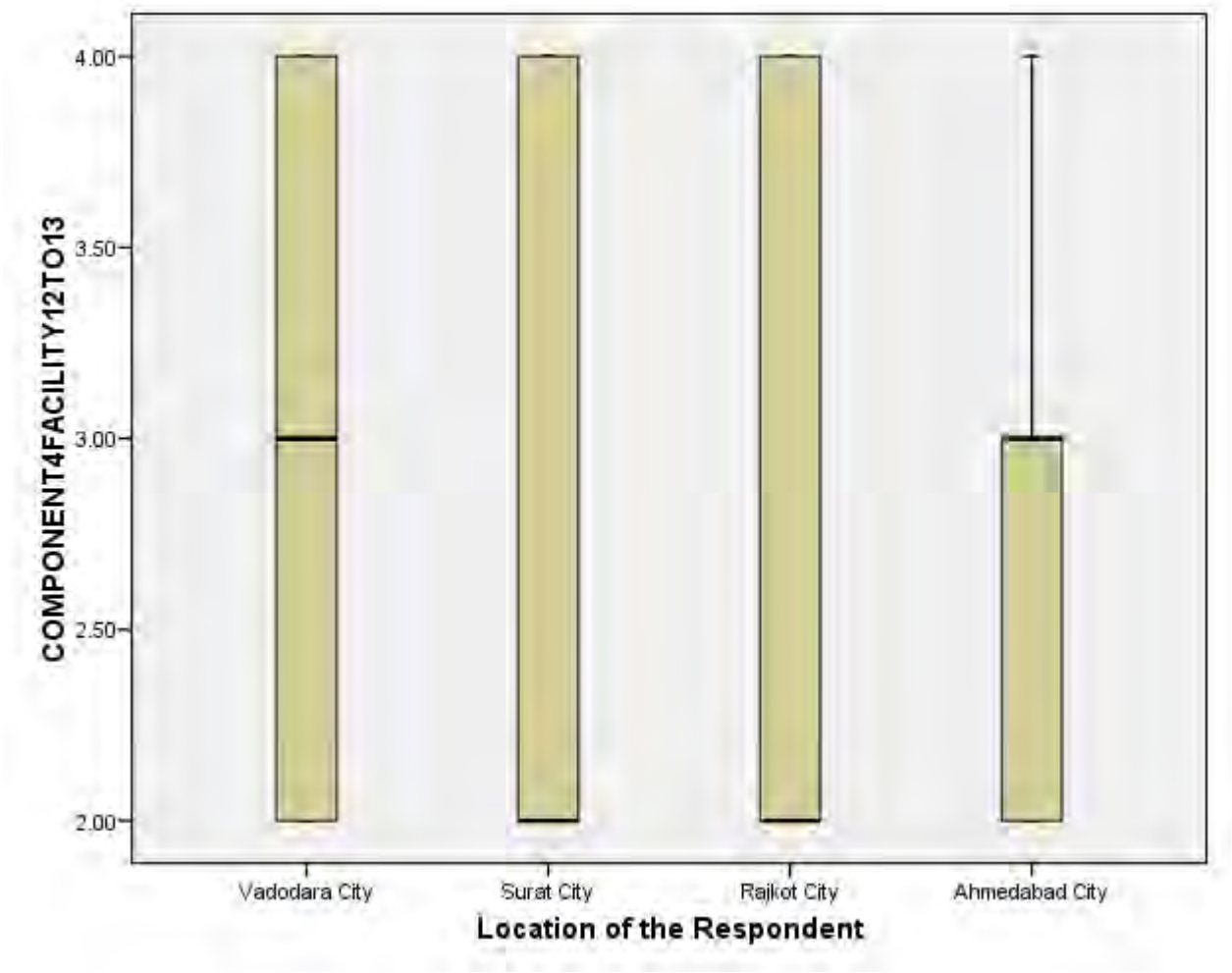
It meant that the four items viz., ‘The retail store has escalator facilities’; ‘The retail store has clean washroom/toilets’; ‘The retail store has a resting area’ and ‘The retail store has a provision for physically challenged people’ in the Rajkot City

Graph Number 5.11:
City-wise Box Plot for Component 3 for Selected Retail Shoppers’ Responses on the Facilities of the Retail Store



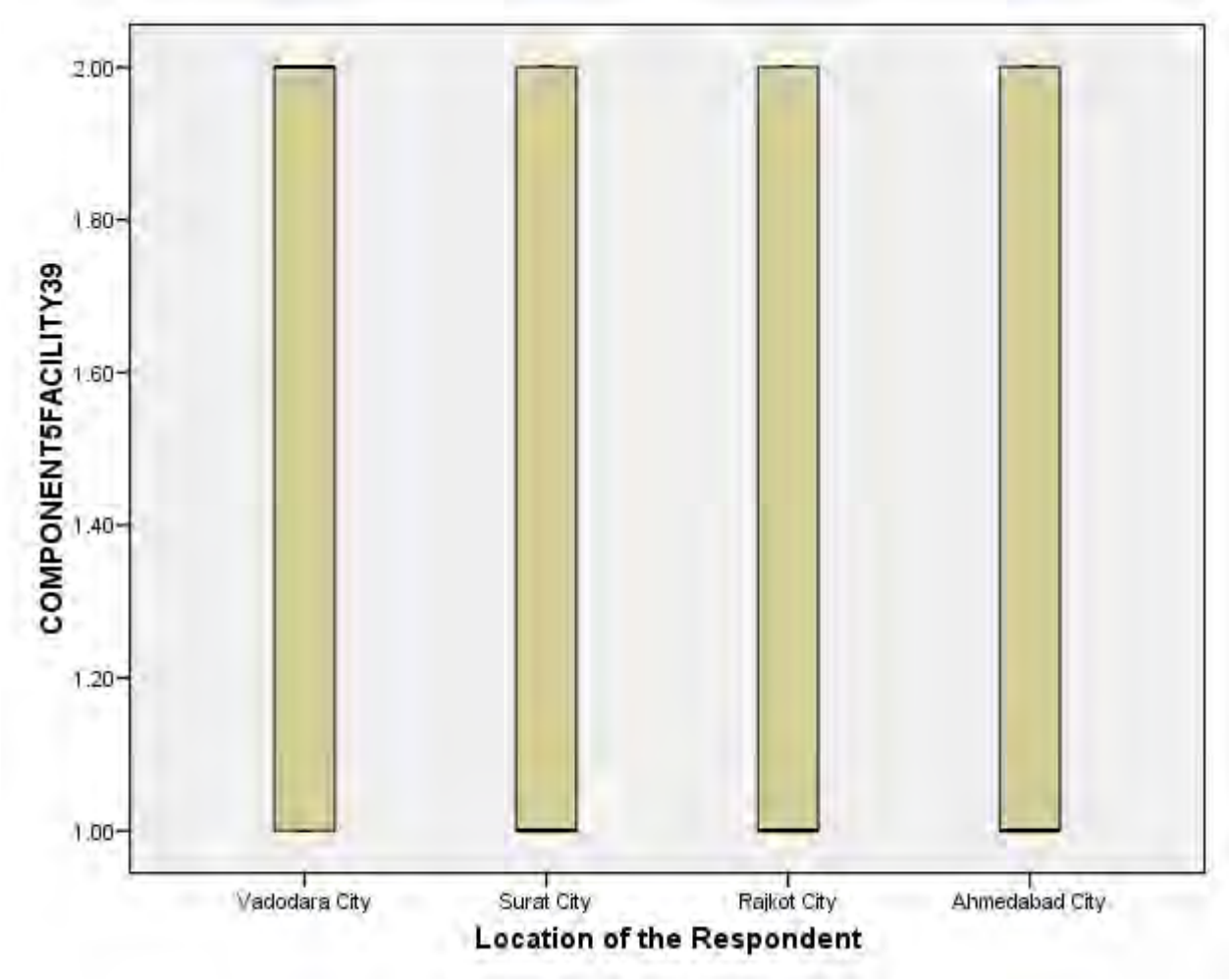
From the above box plot, it can be stated that the Vadodara, Surat, and Rajkot Cities had higher median value. It can therefore be concluded that component 2 was equally important for retail shoppers of the selected three cities except Ahmedabad City. It meant that the three items viz., ‘The retail store has adequate security arrangements for the safety of vehicles in the parking area’; ‘The availability of parking area in retail store was sufficient’, and ‘There are restaurants and other shops in the vicinity of the retail store’ were found as important for the selected retail shoppers’ in all the four selected cities of the Gujarat State.

Graph Number 5.12:
City-wise Box Plot for Component 4 for Selected Retail Shoppers' Responses on the Facilities of the Retail Store



From the above box plot it can be inferred that the Vadodara and Ahmedabad Cities had higher median value. It was therefore concluded that component 4 was found as important for retail shoppers of Vadodara and Ahmedabad Cities. It meant that the three items viz., 'The retail store exchanges products returned by the retail shopper', and 'the retail store refunds price of products once sold' for the selected retail shoppers' in the Vadodara and Ahmedabad Cities respectively.

Graph Number 5.13:
City-wise Box Plot for Component 5 for Selected Retail Shoppers' Responses on the Facilities of the Retail Store



From the above box plot, it can be deduced that that the Vadodara City had higher median value. It can therefore be concluded that component 5 was found as important for retail shoppers of Vadodara city. It meant that the item viz., 'the retail store has spacious fitting and dressing rooms' was found as important for the Vadodara City.

5.2.5 PROMOTIONAL SCHEMES OFFERED BY RETAIL STORE:

ONE WAY ANNOVA FOR PROMOTIONAL SCHEMES OFFERRED BY THE RETAIL STORE:

[Note: Abbreviations used in following tables are, N= Number SD = Standard Deviation; SE = Standard Error]

Hypothesis: 18:

Mean of retail Shoppers' view about their actual experience is equal in terms of Promotional Schemes offered by the retail store and an alternative hypothesis is at least one mean is different from other.

Table Number: 5.46:
Descriptive Statistics of Retail Shoppers' Experience considering Promotional Schemes offered by the Retail Store

Name of the Cities	N	Mean	SD	SE
Vadodara City	280	7.9821	1.60299	.09580
Surat City	470	7.0426	1.66946	.07701
Rajkot City	275	6.8764	1.55413	.09372
Ahmedabad City	475	7.9684	1.34111	.06153
Total	1500	7.4807	1.61556	.04171

The above table indicates the descriptive statistics of all the selected cities. The Vadodara city had highest mean value of 7.9821, followed by the mean value of 7.9684 of Ahmedabad City, and mean value of 7.0426 of Surat city and Rajkot City was having lower mean value of 6.8764 respectively.

Table Number: 5.47:
Test of Homogeneity of Variances for Retail Shoppers' opinion on Promotional Schemes offered by the Retail Store

Levene's Statistic	df1	df2	Sig.
14.503	3	1496	.000

The above table indicates the Levene's Test of Homogeneity of Variance through which verification can be made about the Equality of Variance of all group of retail shoppers. The results of Levene's Test showed that the significant value (0.00) which was less than 0.05. It meant that the null hypothesis was rejected as significant value did not exceed 0.05. It meant that variance of all groups was not equal.

Analysis of Variance:

Table Number: 5.48:
ANOVA TABLE for Retail Shoppers' Opinion on Promotional Schemes offered by the Retail Store

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	374.057	3	124.686	52.716	.000
Within Groups	3538.382	1496	2.365		
Total	3912.439	1499			

The variation between the groups of all retail shoppers was 374.057 and within group the variation was 3538.382. The variation within groups was higher than variation between groups of retail shoppers. As null hypotheses was rejected because of significance value (0.00) which was < 0.05 it meant that at least one type of retail shoppers group was different from the other retail shoppers group.

Post Hoc Test (Tamhane):

Table Number: 5.49:
Multiple Comparisons of Retail Shopper Opinion for Promotional Schemes offered by the Retail Store Through Tamhane Test

Location of the Retail Shoppers		Mean Difference	SE	Sig.
Vadodara City	Surat City	0.93959(*)	0.12291	0.000
	Rajkot City	1.10578(*)	0.13401	0.000
	Ahmedabad City	0.01372	0.11386	**1.000**
Surat City	Vadodara City	-0.93959(*)	0.12291	0.000
	Rajkot City	0.16619	0.12130	**0.676**
	Ahmedabad City	-0.92587(*)	0.09857	0.000
Rajkot City	Vadodara City	-1.10578(*)	0.13401	0.000
	Surat City	-0.16619	0.12130	**0.676**
	Ahmedabad City	-1.09206(*)	0.11211	0.000
Ahmedabad City	Vadodara City	-0.01372	0.11386	**1.000**
	Surat City	0.92587(*)	0.09857	0.000
	Rajkot City	1.09206(*)	0.11211	0.000

* The mean difference is significant at the .05 level.

The result of Post – Hoc Test was given by assuming Unequal Variance. The opinion of retail shoppers in Ahmedabad and Vadodara City was different from the city of Surat and Rajkot because of significant value of Ahmedabad, Surat, and Rajkot Cities which was < 0.05 compared with each other.

Post Hoc Test (Tukey HSD)

Table Number: 5.50:
Multiple Comparisons of Retail Shoppers' Opinion for Promotional Schemes offered by the Retail Store through Tukey HSD Test

Location of the Retail Shopper	N	2	1
Rajkot City	275	6.8764	
Surat City	470	7.0426	
Ahmedabad City	475		7.9684
Vadodara City	280		7.9821
Sig.		.482	.999

Means for groups in Homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 349.628.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

From the above table, it becomes clear that all four cities made two different groups. The Rajkot and Surat Cities made one group, whereas Ahmedabad and Vadodara made another group in terms of opinion for promotional schemes offered by the retail store.

FACTOR ANALYSIS FOR THE PROMOTIONAL SCHEMES OFFERED BY THE RETAIL STORE FOR ALL THE FOUR CITIES:

Factor Analysis: Retail Shoppers' Opinion for Promotional Schemes of the Retail Store for All the Four Cities.

Table Number: 5.51:
Retail Shoppers' Opinion for Promotional Schemes of the Retail Store for All the Four Cities KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.708
Bartlett's Test of Sphericity	Approx. Chi-Square	1656.541
	df	10
	Sig.	.000

In case of opinion for promotional schemes of the retail store the results had showed that the KMO measure of sampling adequacy was 0.708, which indicated that the present data were suitable for application factor analysis. Similarly, Bartlett's Test of Sphericity (0.00) was significant ($p<.05$), which too indicated that sufficient correlation existed between the items to proceed with the application of factor analysis.

Table Number: 5.52:
Total Variance on Retail Shoppers' Opinion for Promotional Schemes of the Retail Store for All the Four Cities

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.289	45.779	45.779	2.289	45.779	45.779

Extraction Method: Principal Component Analysis.

Only one component (factor) in the initial solution had an Eigen value over 1 and it was accounted for about 45 per cent of the observed variations in case of Promotional schemes offered by the retail store. According to Kaiser Criterion, only the first factor is considered as its subsequent Eigen values were all less than 1.

Table Number: 5.53:
Factor Loading Score based on Rotated Component Matrix of Promotional Schemes of the Retail Store for All Four Cities

Sr. No.	Selected Items	Factor Loading Score
01	The products offered with lower prices makes me feel less burden of making the payment	0.132
02	The retail store gives me discount schemes	0.099
03	The colour(s) and symbols used in promotions (e.g. advertisements) are attractive	**0.665**
04	I like to buy products offered to me by retail store on promotional, discounted schemes	**0.778**
05	I like to buy products at special events (For e g Wednesday bazaar at big bazaar)	**0.615**

Extraction Method: Principal Component Analysis.

From the above table, it becomes clear that to what extent the items were correlated with each other.

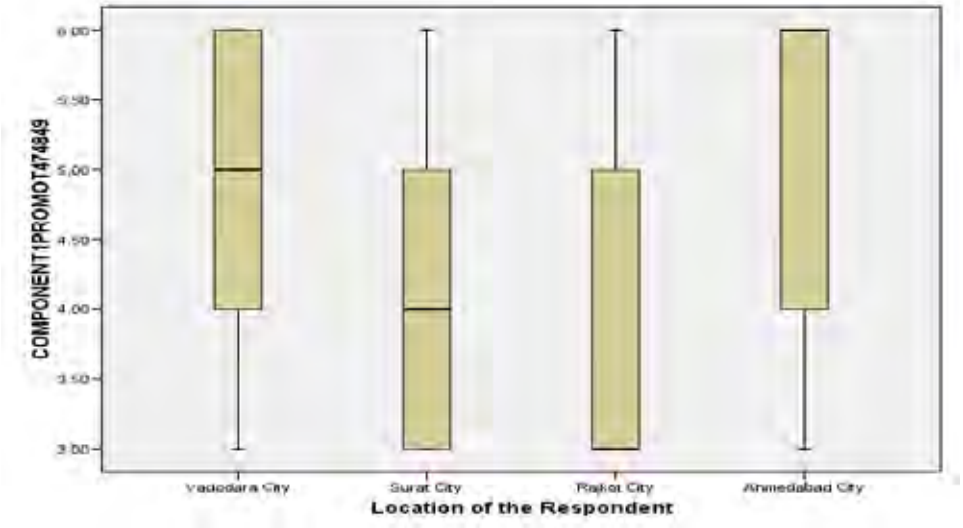
The item viz., 'The colour(s) and symbols used in promotions (e.g. advertisements) are attractive'; item 'I like to buy products offered to me by retail store on promotional, discounted schemes', and item 'I like to buy products at special events' were found as more correlated with component 1.

Importance of Components for Retail Shoppers' Opinion on Promotional Schemes of the Retail Store for All the Four Cities:

The importance of each component to different selected four cities can be understood with the help of below given box plots.

The following box plot explains the total score of component 1 for four cities.

Graph Number 5.14:
City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Promotional Schemes the Retail Store for All the Four Cities



From the above box plot, it can be inferred that the Ahmedabad City had a higher median as compared to Surat, Rajkot and Vadodara cities and it was concluded that component 1 was important for retail shoppers of Ahmedabad City. It implied that three items viz., 'The colour(s) and symbols used in promotions (e.g. advertisements)'; 'I like to buy products offered to me by retail store on promotional, discounted schemes' and, 'I like to buy products at special events' were found as important for retail shoppers' of Ahmedabad City.

5.2.6 THE RANGE OF PRODUCTS AVAILABLE IN THE RETAIL STORE: ONE WAY ANNOVA ON THE RANGE OF PRODUCTS AVAILABLE IN THE RETAIL STORE:

[Note: Abbreviations used in following tables are, N= Number SD = Standard Deviation; SE = Standard Error]

Hypothesis: 19:

Mean of retail shoppers' view about their actual experience is equal in terms of Range of products available in the retail shop and an alternative hypothesis is at least one mean is different from other.

Table Number: 5.54:
Descriptive Statistics of Retail Shoppers' Experience considering Range of Products Available in the Retail Store

Name of the Cities	N	Mean	SD	SE
Vadodara City	280	6.2143	1.51118	0.09031
Surat City	470	5.9064	1.65066	0.07614
Rajkot City	275	5.9818	1.67082	0.10075
Ahmedabad City	475	5.7916	1.26321	0.05796
Total	1500	5.9413	1.52122	0.03928

The above table indicates the descriptive statistics of all the selected cities. The Vadodara City had highest mean value of 6.2143, followed by the mean value of 5.9818 of Rajkot City, mean value of 5.9064 was Surat City and Ahmedabad City was having lower mean value of 5.7916.

Table Number: 5.55:
Test of Homogeneity of Variances for Retail Shoppers' Opinion on Range of Products Available in the Retail Store

Levene's Statistic	df1	df2	Sig.
50.773	3	1496	.000

The above table indicates the Levene's Test of Homogeneity of Variance through which verification can be done about the Equality of Variance of all group of retail shoppers. The results of Levene's Test had shown that the significant value (0.00) which was less than 0.05 which meant that the null hypothesis was rejected as significant value did not exceed 0.05 and variance of all groups was not equal.

Analysis of Variance:

Table Number: 5.56:
ANOVA TABLE for Retail Shoppers' opinion on Range of Products Available in the Retail Store

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.538	3	10.846	4.722	.003
Within Groups	3436.299	1496	2.297		
Total	3468.837	1499			

The variation between the groups of all retail shoppers was 32.538 and within group the variation was 3436.229. The variation within groups was higher than variation between groups of retail shoppers. The null hypothesis was rejected because of significance value (0.00) which was < 0.05 and meant that at least one type of shoppers' group was different from the other retail shoppers group.

Post Hoc Test (Tamhane):

Table Number: 5.57:
Multiple Comparisons of Retail Shoppers' Opinion for Range of Products Available in the Retail Store through Tamhane Test

Location of the Retail Shoppers		Mean Difference	SE	Sig.
Vadodara City	Surat City	0.30790	0.11812	**0.055**
	Rajkot City	0.23247	0.13530	0.**418**
	Ahmedabad City	0.42271(*)	0.10731	0.001
Surat City	Vadodara City	-0.30790	0.11812	**0.055**
	Rajkot City	-0.07544	0.12629	**0.992**
	Ahmedabad City	0.11480	0.09569	**0.792**
Rajkot City	Vadodara City	-0.23247	0.13530	0.418
	Surat City	0.07544	0.12629	**0.992**
	Ahmedabad City	0.19024	0.11624	0.477
Ahmedabad City	Vadodara City	-0.42271(*)	0.10731	0.001
	Surat City	-0.11480	0.09569	**0.792**
	Rajkot City	-0.19024	0.11624	0.477

* The mean difference is significant at the .05 level.

The result of Post – Hoc Test was given by assuming Unequal Variance in the above table. The opinion of retail shoppers in Surat City was similar to all remaining three selected cities viz., Vadodara, Rajkot and Ahmedabad because of insignificant value which was > 0.05 with each other.

Post Hoc Test (Tukey HSD)

Table Number: 5.58:
Multiple Comparisons of Retail Shoppers' Opinion for Range of Products available in the Retail Store Through Tukey HSD Test

Location of the Retail Shopper	N	Subset for alpha = .05	
		2	1
Ahmedabad City	475	5.7916	
Surat City	470	5.9064	
Rajkot City	275	5.9818	5.9818
Vadodara City	280		6.2143
Sig.		0.346	0.178

Means for groups in Homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 349.628.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

From the above table, it becomes clear that all four cities made two different groups. The Ahmedabad, Surat and Rajkot cities had made one group, whereas Rajkot and Vadodara had made another group in terms of opinion for range of products available in the retail store.

FACTOR ANALYSIS FOR RANGE OF PRODUCTS AVAILABLE IN THE RETAIL STORE FOR ALL THE FOUR CITIES:

Factor Analysis: Retail Shoppers' Opinion for Range of Products Available in the Retail for All the Four Cities.

Table Number: 5.59:
Retail Shoppers' Opinion for Range of Products Available in the Retail Store for All the Four Cities KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.718
Bartlett's Test of Sphericity	Approx. Chi-Square	1559.154
	df	6
	Sig.	0.000

In case of opinion for range of products available in the retail store, the results had shown that the KMO measure of sampling adequacy was 0.718, which indicated that the present data were suitable for the application of factor analysis. Similarly, Bartlett's Test of Sphericity (0.00) was significant ($p<.05$), which too indicated that sufficient correlation had existed between the items to proceed with the application of factor analysis.

Table Number: 5.60:
Total Variance on Retail Shoppers' Opinion for Range of Products Available in the Retail Store for All the Four Cities

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.346	58.639	58.639	2.346	58.639	58.639

Extraction Method: Principal Component Analysis.

Only the first component (factor) in the initial solution had an Eigen values over 1 and it accounted for about 58 per cent of the observed variations in case of the range of products available in the retail store in the selected four cities of the Gujarat State. According to Kaiser Criterion, only the first factor should be considered because subsequent Eigen values were all less than 1.

Table Number: 5.61:
Factor Loading Score Based on Rotated Component Matrix of Range of Products Available in the Retail Store for All Four Cities

Sr. No.	Selected Items	Factor Loading Score
01	The retail store provides me a wide variety of products	**0.638**
02	The retail store provides me a variety in different categories of products	**0.655**
03	The products are available in different sizes in the retail store	**0.607**
04	I get products of good quality in the retail store	0.446

Extraction Method: Principal Component Analysis.

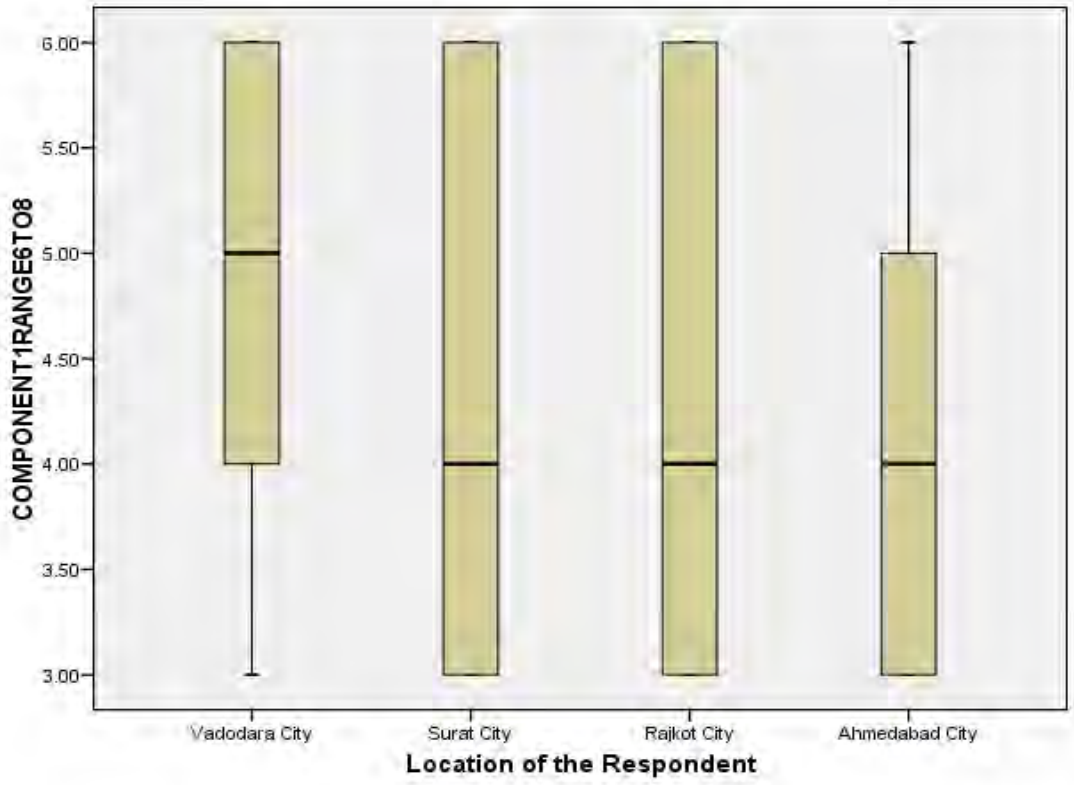
From the above table, it becomes clear that to what extent different items were correlated with each other The items viz., 'The retail store provides me a wide variety of products are attractive'; item 'The retail store provides me a variety in different categories of products', and item 'The products are available in different sizes in the retail store' were found as more correlated with the component 1.

Importance of Components for Retail Shoppers' Opinion on for Range of Products Available in the Retail Store for All the Four Cities:

The importance of each component to different selected four cities can be understood with the help of below given box plots.

The following box plot explains the total score of component 1 for four cities.

Graph Number 5.15:
City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Range of Products Available in the Retail Store for All the Four Cities



From the above box plot, it can be interpreted that the Vadodara City had a higher median as compared to Surat, Rajkot and Ahmedabad cities. It can be concluded that component 1 was important for retail shoppers' of Vadodara City. It meant that three items viz., 'The retail store provides me a wide variety of products are attractive'; 'The retail store provides me a variety in different categories of products' , and 'The products are available in different sizes in the retail store' were found as important for retail shoppers' of Vadodara City.

5.2.7 BEHAVIOUR OF THE SALES STAFF IN THE RETAIL STORE:

ONE WAY ANNOVA ON BEHAVIOUR OF THE SALES STAFF IN THE RETAIL STORE:

[Note: Abbreviations used in following tables are, N= Number SD = Standard Deviation; SE = Standard Error]

Hypothesis: 20:

Mean of retail shoppers' view about their actual experience is equal in terms of behaviour of the sales staff in the retail shop and an alternative hypothesis is at least one mean is different from other.

Table Number: 5.62:
Descriptive Statistics of Retail Shoppers' Experience Considering Behaviour of Sales Staff in the Retail Store

Name of the Cities	N	Mean	SD	SE
Vadodara City	280	14.1929	2.65021	0.15838
Surat City	470	13.2638	2.82136	0.13014
Rajkot City	275	13.0836	2.91928	0.17604
Ahmedabad City	475	13.0947	2.15376	0.09882
Total	1500	13.3507	2.64406	0.06827

The above table indicates the descriptive statistics of all the selected cities. The Vadodara City had highest mean value of 14.1929, followed by the mean value of 13.2638 of Surat City, mean value of 13.0947 of Ahmedabad City, and Rajkot City was having lower mean value of 13.0836.

Table Number: 5.63:
Test of Homogeneity of Variances for Retail Shoppers' Opinion on Behaviour of Sales Staff in the Retail Store

Levene's Statistic	df1	df2	Sig.
17.234	3	1496	.000

The above table indicates the Levene's Test of Homogeneity of Variance through which verification can be done about the Equality of Variance of all group of retail shoppers. The results of Levene's Test had shown that the significant value (0.00) which was less than 0.05. It meant that the null hypothesis was rejected as significant value did not exceed 0.05. It meant that the variance of all groups was not equal.

Analysis of Variance:

Table Number: 5.64:
ANOVA TABLE for Retail Shoppers' Opinion on Behaviour of Sales Staff in the Retail Store

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	252.865	3	84.288	12.330	.000
Within Groups	10226.684	1496	6.836		
Total	10479.549	1499			

The variation between the groups of all retail shoppers was 252.865 and within group the variation was 10226.684. The variation within groups was higher than variation between groups of retail shoppers.

The null hypotheses were rejected because of significance value (0.00) which was < 0.05. It meant that at least one type of retail shoppers group was different from the other retail shoppers group.

Post Hoc Test (Tamhane):

Table Number: 5.65:
Multiple Comparisons of Retail Shoppers' Opinion for Behaviour of Sales Staff in the Retail Store Through Tamhane Test

Location of the Retail Shoppers		Mean Difference	SE	Sig.
Vadodara City	Surat City	0.92903(*)	0.20499	0.000
	Rajkot City	1.10922(*)	0.23680	0.000
	Ahmedabad City	1.09812(*)	0.18668	0.000
Surat City	Vadodara City	-0.92903(*)	0.20499	0.000
	Rajkot City	0.18019	0.21892	**0.958**
	Ahmedabad City	0.16909	0.16341	**0.883**
Rajkot City	Vadodara City	-1.10922(*)	0.23680	0.000
	Surat City	-0.18019	0.21892	**0.958**
	Ahmedabad City	-0.01110	0.20188	**1.000**
Ahmedabad City	Vadodara City	-1.09812(*)	0.18668	0.000
	Surat City	-0.16909	0.16341	**0.883**
	Rajkot City	0.01110	0.20188	**1.000**

* The mean difference is significant at the .05 level.

The result of Post – Hoc Test was given by assuming Unequal Variance in the above table. The opinion of retail shoppers in Vadodara City was different from all three selected cities because of significant value of Surat, Rajkot and Ahmedabad cities which was < 0.05 compared with each other.

Post Hoc Test (Tukey HSD)

Table Number: 5.66:
Multiple Comparisons of Retail Shoppers' Opinion for Behaviour of Sales Staff in the Retail Store Through Tukey HSD Test

Location of the Retail Shoppers	N	Subset for alpha = .05	
		2	1
Rajkot City	275	13.0836	
Ahmedabad City	475	13.0947	
Surat City	470	13.2638	
Vadodara City	280		14.1929
Sig.		.799	1.000

Means for groups in Homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 349.628.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

From the above table, it becomes clear that all four cities made two different groups. The Ahmedabad, Surat and Rajkot cities made one group, whereas the Vadodara City had made another group in terms of opinion for range of products available in the retail store.

FACTOR ANALYSIS BEHAVIOUR OF SALES STAFF IN THE RETAIL STORE FOR ALL THE FOUR CITIES:

Factor Analysis: Retail Shoppers' Opinion for Behaviour of Sales Staff for All the Four Cities.

Table Number: 5.67:
Retail Shoppers' Opinion Behaviour of Sales Staff for All the Four Cities KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.711
Bartlett's Test of Sphericity	Approx. Chi-Square	4281.197
	df	36
	Sig.	0.000

In case of opinion for behaviour of sales staff, the results showed that the KMO measure of sampling adequacy was 0.711, which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Sphericity (0.00) was significant ($p<.05$), which indicated that sufficient correlation existed between the items to proceed with the factor analysis.

Table Number: 5.68:
Total Variance on Retail Shoppers' Opinion for Behaviour of Sales Staff for All the Four Cities

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.243	36.028	36.028	3.243	36.028	36.028	2.285	25.388	25.388
2	1.702	18.907	54.935	1.702	18.907	54.935	2.151	23.903	49.291
3	1.096	12.175	67.110	1.096	12.175	67.110	1.604	17.820	67.110

Extraction Method: Principal Component Analysis.

Only the first three components (factors) in the initial solution was having an Eigen values over 1, and it accounted for about 67 per cent of the observed variations in case of the behaviour of sales staff in the retail store in the selected four cities. According to Kaiser Criterion, only the first three factors were considered because subsequent Eigen values were all less than 1.

Table Number: 5.69:
Factor Loading Score Based on Rotated Component Matrix of Behaviour of Sales Staff for All Four Cities

Sr. No.	Selected Items	Factor Loading Score		
		1	2	3
01	The sales staff of the retail store has required information of the products	-0.176	**0.765**	0.163
02	The sales staff of the retail store has required information of the availability of the products	0.302	**0.720**	0.123
03	The sales staff of the retail store has the required information of the price of the products	0.400	**0.716**	0.087
04	The sales staff of the retail store has the required information of the display of the products	-0.042	0.683	0.005
05	The sales staff of the retail store responds to my queries	**0.870**	0.038	0.060
06	The sales staff of the retail store responds to my problems	**0.836**	0.152	0.101
07	The sales staff of retail store are friendly with me	**0.623**	-0.050	0.465
08	The sales staff of retail store are polite and courteous	0.395	0.151	**0.738**
09	The sales staff of retail store are well trained	-.0016	0.140	**0.883**

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

The items viz., 'The sales staff of the retail store responds to my queries' ; 'The sales staff of the retail store responds to my problems' , and 'The sales staff of retail store are friendly with me' were found as more correlated with component 1.

The items viz., 'The sales staff of the retail store has required information of the products'; 'The sales staff of the retail store has required information of the availability of the products'; 'The sales staff of the retail store has the required information of the price of the products', and 'The sales staff of the retail store has the required information of the display of the products' were found as more correlated with component 2.

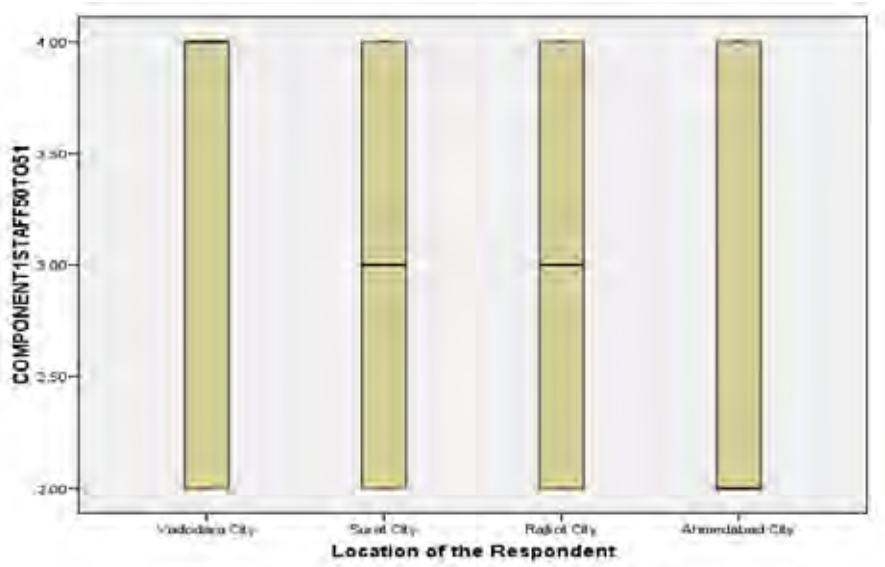
The items viz., 'The sales staff of retail store are polite and courteous', and 'The sales staff of retail store are well trained' too were found as more correlated with component 3.

Importance of Components for Retail Shoppers' Opinion on Behaviour of Sales Staff for All the Four Cities:

The importance of each component to different selected four cities can be understood with the help of below given box plots.

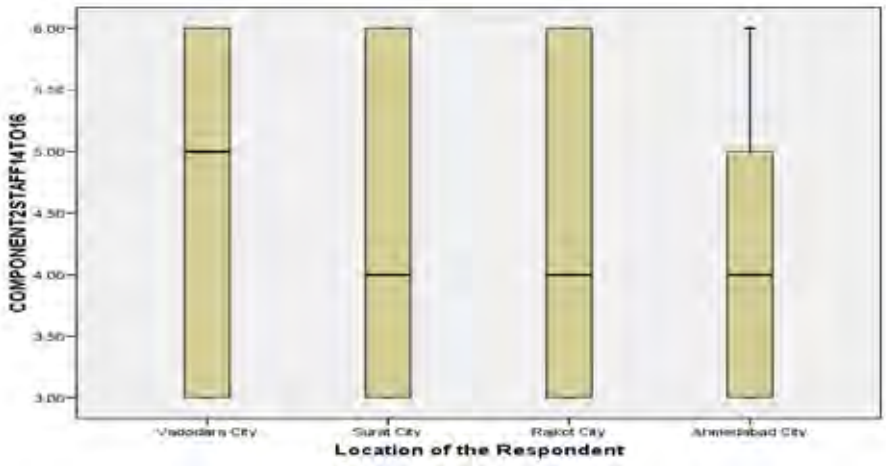
The following box plot explains the total score of component 1 for four cities.

Graph Number 5.16:
City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Behaviour of Sales Staff in the Retail Store for All the Four Cities



From the above box plot, it can be interpreted that the Vadodara City had a higher median as compared to Surat, Rajkot and Ahmedabad cities. It can be therefore concluded that component 1 was important for retail shoppers of Vadodara City. It meant that three items viz., 'The sales staff of the retail store responds to my queries'; 'The sales staff of the retail store responds to my problems' , and 'The sales staff of retail store are friendly with me' were found as more important for retail shoppers' of Vadodara City.

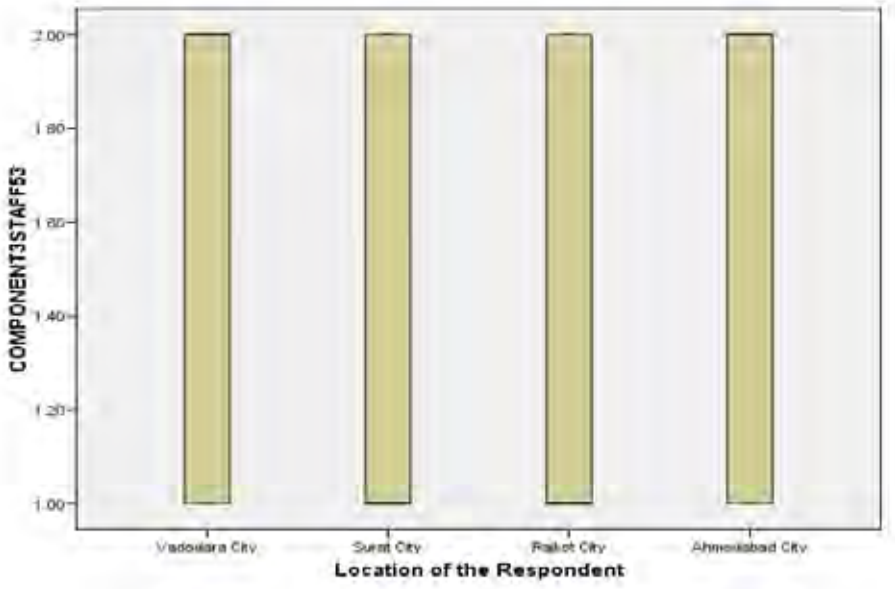
Graph Number 5.17:
City-wise Box Plot for Component 2 for Retail Shoppers' Opinion on Behaviour of Sales Staff in the Retail Store for All the Four Cities



From the above box plot, it can be interpreted that the Vadodara City had a higher median as compared to Surat, Rajkot and Ahmedabad cities of the Gujarat State. It can be concluded that component 2 was found as important for retail shoppers of Vadodara City.

It meant that the four items viz., ‘The sales staff of the retail store has required information of the products’; ‘The sales staff of the retail store has required information of the availability of the products’; ‘The sales staff of the retail store has the required information of the price of the products’, and ‘the behaviour of the sales staff had the required information of the display of the products’ were found as important for retail shoppers of Vadodara City.

Graph Number 5.18:
City-wise Box Plot for Component 3 for Retail Shoppers’ Opinion on Behaviour of Sales Staff in the Retail Store for All the Four Cities



From the above box plot, it can be interpreted that the Ahmedabad and Vadodara Cities had a higher median as compared to Surat and Rajkot Cities, it can be concluded that component 3 was found as important for retail shoppers of Vadodara and Ahmedabad Cities of the Gujarat State. It meant that the two items viz., ‘The sales staff of retail store are polite and courteous’, and ‘the sales staff of retail store are well trained’ were found as important for retail shoppers of Vadodara and Ahmedabad City respectively.

5.2.8 THE INSTITUTIONAL FACTORS OF THE RETAIL STORE:

ONE WAY ANNOVA AND FACTOR ANALYSIS ON INSTITUTIONAL FACTORS OF THE RETAIL STORE:

[Note: Abbreviations used in following tables are, N= Number SD = Standard Deviation; SE = Standard Error]

Hypothesis: 21:

Mean of retail shoppers' view about their actual experience is equal in terms of the institutional factors in the retail shop and an alternative hypothesis is at least one mean is different from other.

Table Number: 5.70:
Descriptive Statistics of Retail Shoppers' Experience considering Institutional Factors in the Retail Store

Name of the Cities	N	Mean	SD	SE
Vadodara City	280	7.5071	1.67844	0.10031
Surat City	470	7.0383	1.68355	0.07766
Rajkot City	275	7.2655	1.67160	0.10080
Ahmedabad City	475	6.3916	1.08418	0.04975
Total	1500	6.9627	1.57192	0.04059

The above table indicates the descriptive statistics of all the selected cities. The Vadodara City had highest mean value of 7.5071, followed by the mean value of 7.2655 of Rajkot City, mean value of 7.0383 of Surat City, and Ahmedabad City was having lower mean value of 6.3916.

Table Number: 5.71:
Test of Homogeneity of Variances for Retail Shoppers' opinion on Institutional Factors in the Retail Store

Levene's Statistic	df1	df2	Sig.
79.403	3	1496	.000

The above table indicates the Levene's Test of Homogeneity of Variance through which verification can be done about the Equality of Variance of all group of retail shoppers. The results of Levene's Test had shown that the significant value (0.00) was less than 0.05, and it meant that null hypothesis was rejected as significant value did not exceed 0.05 and it meant that variance of all groups was not equal.

Analysis of Variance:

Table Number: 5.72:
ANOVA TABLE for Retail Shoppers' Opinion on Institutional Factors in the Retail Store

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	265.825	3	88.608	38.556	0.000
Within Groups	3438.084	1496	2.298		
Total	3703.909	1499			

The variation between the groups of all retail shoppers was 265.825 and within group the variation was 3438.084. The variation within groups was higher than variation between groups of retail shoppers. The null hypothesis was rejected because of significance value (0.00) which was < 0.05. It meant at that least one type of retail shoppers' group was different from the other retail shoppers group.

Post Hoc Test (Tamhane):

Table Number: 5.73:
Multiple Comparisons of Retail Shoppers' Opinion on Institutional Factors in the Retail Store Through Tamhane Test

Location of the Retail Shoppers		Mean Difference	SE	Sig.
Vadodara City	Surat City	0.46884(*)	0.12685	0.001
	Rajkot City	0.24169	0.14220	**0.431**
	Ahmedabad City	1.11556(*)	0.11196	0.000
Surat City	Vadodara City	-0.46884(*)	0.12685	0.001
	Rajkot City	-0.22716	0.12725	**0.373**
	Ahmedabad City	0.64672(*)	0.09222	0.000
Rajkot City	Vadodara City	-0.24169	0.14220	**.431**
	Surat City	0.22716	0.12725	**0.373**
	Ahmedabad City	0.87388(*)	0.11241	0.000
Ahmedabad City	Vadodara City	-1.11556(*)	0.11196	0.000
	Surat City	-0.64672(*)	0.09222	0.000
	Rajkot City	-0.87388(*)	0.11241	0.000

* The mean difference is significant at the .05 level.

The result of Post – Hoc Test was given by assuming Unequal Variance in the above table. The opinion of retail shoppers in Ahmedabad City was different from all three selected cities and Vadodara was different from Surat City because significant value of Vadodara, Surat, Rajkot and Ahmedabad Cities were < 0.05 compared with each other.

Post Hoc Test (Tukey HSD)

Table Number: 5.74:
Multiple Comparisons of Retail Shoppers' Opinion on Institutional Factors in the Retail Store Through Tukey HSD Test

Location of the Retail Shoppers	N	Subset for alpha = .05		
		2	3	1
Ahmedabad City	475	6.3916		
Surat City	470		7.0383	
Rajkot City	275		7.2655	7.2655
Vadodara City	280			7.5071
Sig.		1.000	.196	.151

Means for groups in Homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 349.628.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

From the above table, it becomes clear that all the four cities made three different groups. The Ahmedabad, City made one group, whereas the Surat and Rajkot Cities made the second group as well as the City of Rajkot and Vadodara had made another group in terms of opinion for institutional factors in the retail store.

FACTOR ANALYSIS ON INSTITUTIONAL FACTORS IN THE RETAIL STORE FOR ALL THE FOUR CITIES:

Factor Analysis: Retail Shoppers' Opinion on Institutional Factors in the Retail Store for All the Four Cities.

Table Number: 5.75:
Retail Shoppers' Opinion on Institutional Factors in the Retail Store for All the Four Cities KMO and Bartlett's Test

Kaiser-Mayer-Olkin Measure of Sampling Adequacy.		0.692
Bartlett's Test of Sphericity	Approx. Chi-Square	1758.978
	df	10
	Sig.	0.000

In case of opinion for Institutional factors of the retail store, the results had shown that the KMO measure of sampling adequacy was 0.69, which indicated that the present data were suitable for application of factor analysis. Similarly, Bartlett's Test of Sphericity (0.00) was significant ($p<.05$), which too indicated that sufficient correlation had existed between the items to proceed with the application of factor analysis.

Table Number: 5.76:
Total Variance on Retail Shoppers' Opinion on Institutional Factors in the Retail Store for All the Four Cities

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.389	47.782	47.782	2.389	47.782	47.782	2.382	47.646	47.646
2	1.074	21.476	69.258	1.074	21.476	69.258	1.081	21.612	69.258

Extraction Method: Principal Component Analysis.

Only the first Two components (factors) in the initial solution was having an Eigen values over 1, and it accounted for about 69 per cent of the observed variations in case of the items of the institutional factors in the retail store in the selected four cities. According to Kaiser Criterion, only the first two factors were considered because subsequent Eigen values were all less than 1.

Table Number: 5.77:
Factor Loading Score based on Rotated Component Matrix on Institutional Factors in the Retail Store for All Four Cities

Sr. No.	Selected Items	Factor Loading Score	
		1	2
01	I receive birthday wishes on mobile from the retail store	**0.714**	-0.200
02	I receive birthday wishes on email from the retail store	**0.816**	0.281
03	I receive anniversary wishes on mobile from the retail store	**0.790**	-0.056
04	I receive anniversary wishes on email from the retail store	**0.764**	0.066
05	The retail stores are crowded	0.001	**0.977**

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

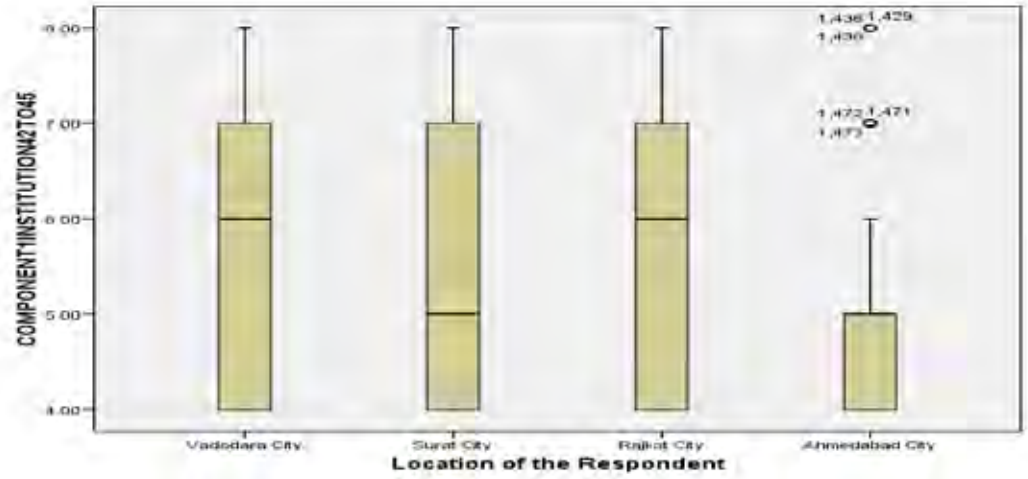
From the above table, it becomes clear that the correlation existed between the selected items with the two components. The items viz., 'I receive birthday wishes on mobile from the retail store; I receive birthday wishes on email from the retail store'; 'I receive anniversary wishes on mobile from the retail store', and 'I receive anniversary wishes on email from the retail store' were found as more correlated with component 1. The item, 'The retail stores are crowded' too was found as more correlated with component 2.

Importance of Components for Retail Shoppers' Opinion on Institutional factors in the Retail Store for All the Four Cities:

The importance of each component to different selected four cities can be understood with the help of below given box plots.

The following box plot explains the total score of component 1 for four cities.

Graph Number 5.19:
City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Institutional Factors in the Retail Store for All the Four Cities



From the above box plot, it can be interpreted that the Vadodara and Rajkot cities had a higher median as compared to Surat and Ahmedabad cities. It can be concluded that component 1 was important for retail shoppers' of Vadodara and Rajkot City. It meant that the four items viz., 'I receive birthday wishes on mobile from the retail store'; 'I receive birthday wishes on email from the retail store'; 'I receive anniversary wishes on mobile from the retail store', and 'I receive anniversary wishes on email from the retail store' were found as more important for retail shoppers of Vadodara and Rajkot cities of the Gujarat State.

Graph Number 5.20:
City-wise Box Plot for Component 2 for Retail Shoppers' Opinion on Institutional Factors in the Retail Store for All the Four Cities

From the above box plot, it can be interpreted that the three cities of Gujarat State viz., Vadodara, Surat and Rajkot had a higher median as compared to Ahmedabad City. It can be concluded that component 2 was found as more important for retail shoppers' of Vadodara, Surat and Rajkot cities. It meant that the item viz., 'The retail stores are crowded' was considered as important by retail shoppers of Vadodara, Surat and Rajkot cities in the Gujarat state.

5.3: SUMMARY OF CONFIRMATORY FACTOR ANALYSIS [CFA] USING ANALYSIS OF MOMENTS STRUCTURE [AMOS]:

The researcher had attempted to empirically test the Confirmatory Factor Analysis [CFA] amongst selected 08 factors of retail store attributes viz., Accessibility; Sales Promotion Schemes; Store Ambience; Store Atmosphere; Physical Facilities in the retail store; Institutional Factors, Range of Products, and Behaviour of the Sales Staff in the retail store respectively. The results of Hypothesized Measurement Models for Confirmatory Factor Analysis as well as revised model fit are presented as follows.

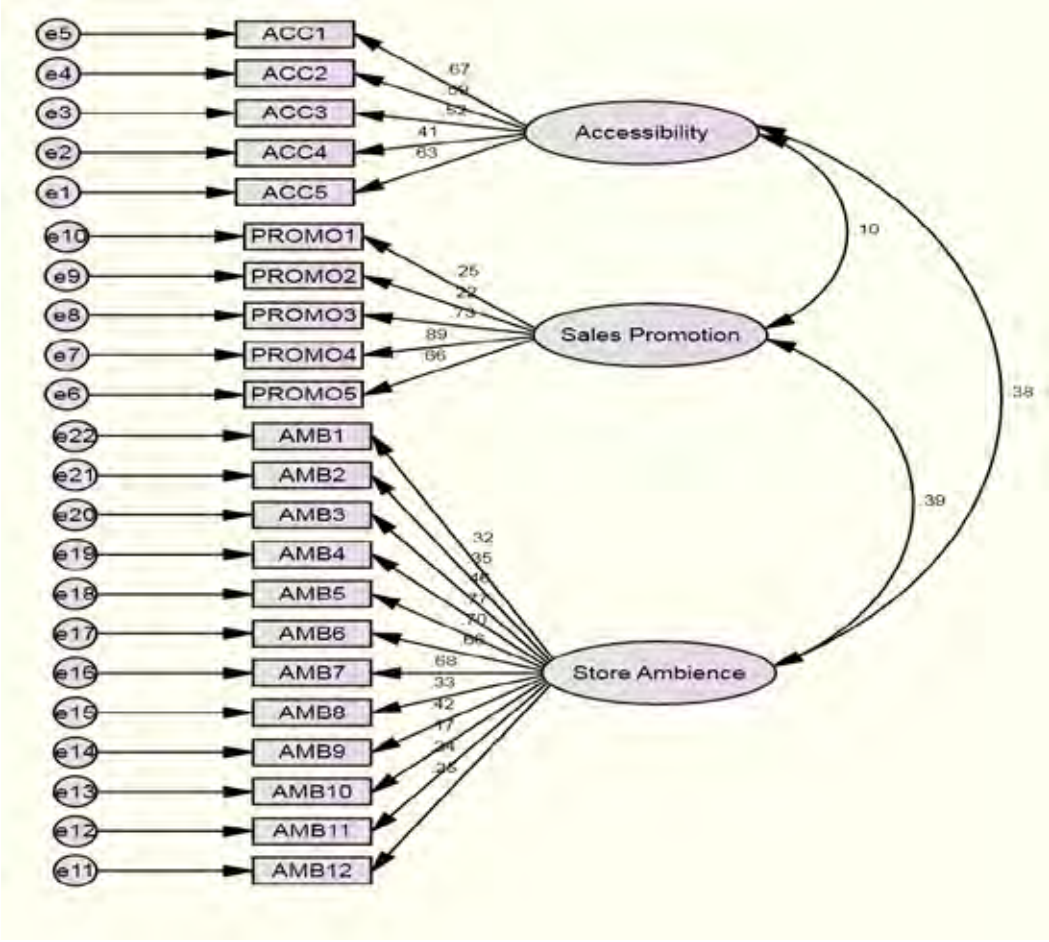
In the followinng section, the researcher has provided the details of Confirmatory Factor Analysis [CFA] of the Selected Store Attributes viz., Accessibility, Sales Promotion Schemes and Store Ambience.

Table Number: 5.78:
List of the Items for the Selected Retail Store Attributes:
[Accessibility (ACC), Sales Promotion Schemes (PROMO) and Store Ambience (AMB) of the Retail Store]

Sr. No.	Item Code	Key Items of the Retail Store Attributes
01	ACC 1	I like a retail store for shopping which is located near to my residence
02	ACC 2	I like a retail store for shopping which is located near to my office
03	ACC 3	It is convenient for me to go for shopping at any time in the retail store
04	ACC 4	I get required information about the retail store
05	ACC 5	The opening hours of the retail store are convenient to me
06	PROMO 1	The products offered with lower prices makes me feel less burden of making the payment
07	PROMO 2	The retail store gives me discount schemes
08	PROMO 3	The colour(s) and symbols used in promotions (e.g. advertisements) are attractive
09	PROMO 4	I like to buy products offered to me by retail store on promotional, discounted schemes
10	PROMO 5	I like to buy products at special events (For e g Wednesday bazaar at big bazaar)
11	AMB 1	I feel at ease while shopping at the retail store
12	AMB 2	The infrastructure of the retail store is properly maintained
13	AMB 3	The retail store has an attractive look
14	AMB 4	The retail store has an attractive interior
15	AMB 5	The placement of aisles in the retail store is appropriate which makes easy for me to get what I want
16	AMB 6	There is plenty of room to walk around in the retail store
17	AMB 7	The sufficient information on signboards is displayed in the retail store

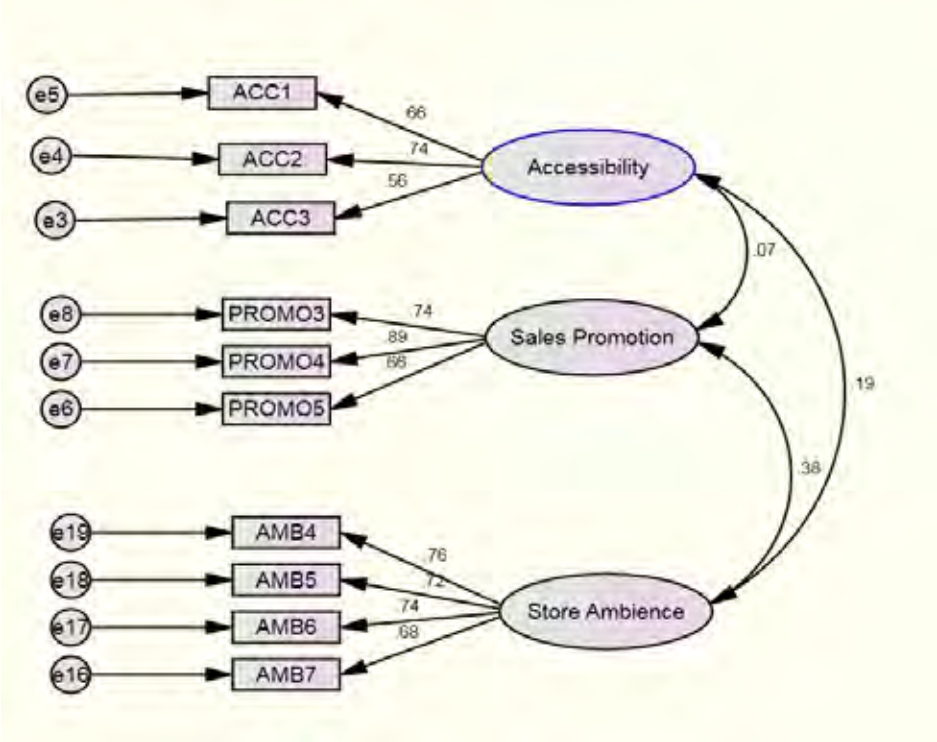
Sr. No.	Item Code	Key Items of the Retail Store Attributes
18	AMB 8	The décor of the retail store is attractive
19	AMB 9	I like clearly visible store advertisements in the retail store
20	AMB 10	Striking window displays of products increases my desire to buy in that retail store
21	AMB 11	The entry to the retail store is comfortable
22	AMB 12	The retail store has enough checkout points

Figure Number: 5.1: Hypothesized Measurement Model for Confirmatory Factor Analysis of Accessibility, Sales Promotion Schemes and Store Ambience [Accessibility (ACC), Sales Promotion Schemes (PROMO) and Store Ambience (AMB) of the Retail Store]



In the above measurement model for CFA of selected retail store attributes viz., Accessibility, Sales Promotion Schemes and Store Ambience in which the selected five statements were pertaining to accessibility of the retail store, as well as the sales promotion schemes offered by the retail store, and the 12 items were related to the ambience of the retail store. The model had shown the positive correlation between Accessibility, Sales Promotion Schemes, and Store Ambience of the retail store

Figure Number: 5.2: Revised Model Fit for Confirmatory Factor Analysis of Accessibility, Sales Promotion Schemes and Retail Store Ambience [Accessibility (ACC), Sales Promotion Schemes (PROMO) and Store Ambience (AMB) of the Retail Store]



The CFA on the measurement model was conducted and the less influencing variables were eliminated from the model. The revised model fit was developed as given in the above figure that had identified the key items for Accessibility viz; I like a retail store for shopping which was located near to my residence (ACC 1); I like a retail store for shopping which was located near to my office (ACC 2), and it was convenient for me to go for shopping at any time in the retail store (ACC 3) respectively.

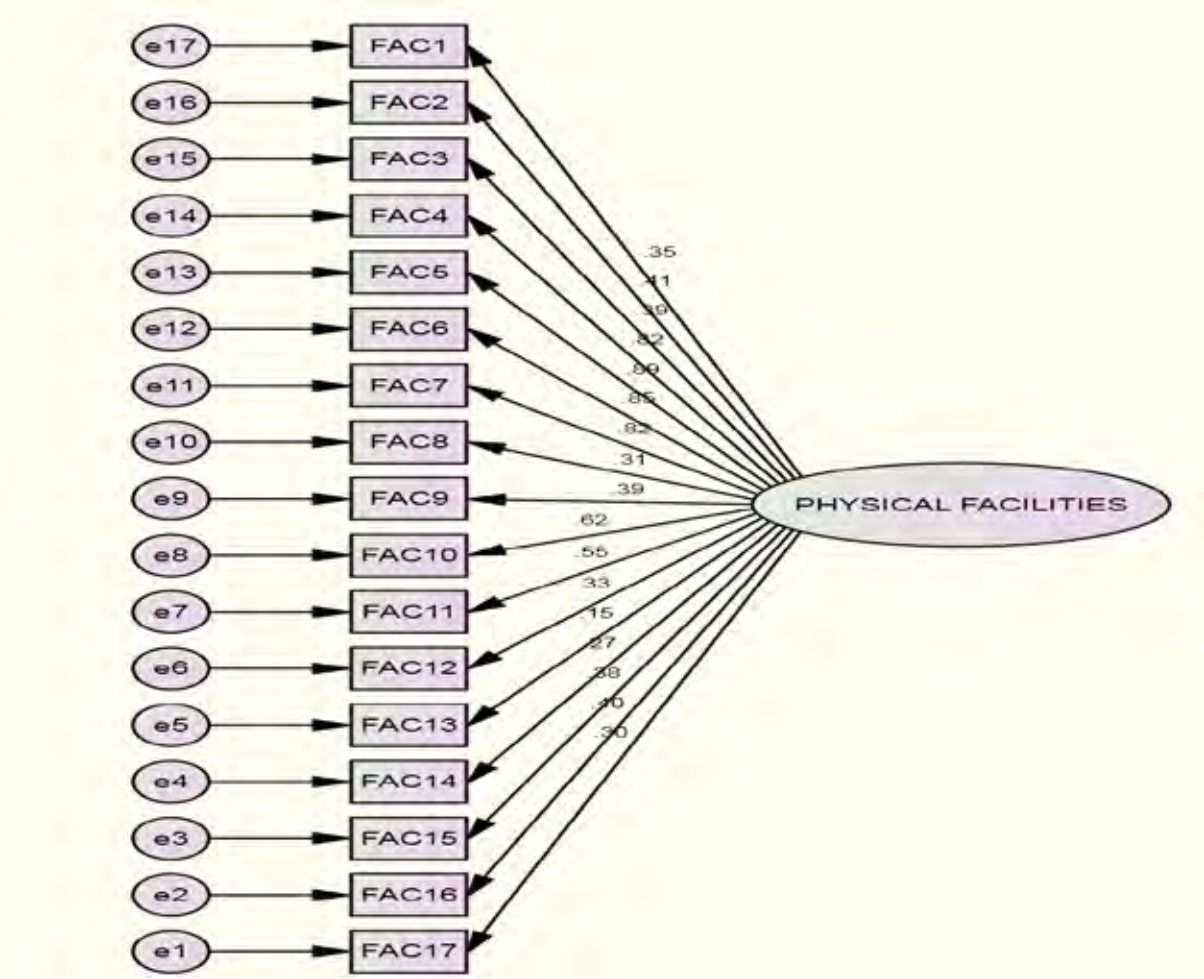
In case of the store attribute of sales promotion schemes in the retail store the five items were reduced to three key items and for ambience the items were reduced to four items out of twelve, and for the retail store attribute of accessibility the five items were reduced to three items.

In the followinng section, the researcher had made an attempt to provide the details of Confirmatory Factor Analysis [CFA] of the selected retail store attributes of physical facilities in the retail store.

Table Number: 5.79:
List of the Items for the Store Attribute of Physical Facilities in the Retail Store: [Physical Facilities (FAC)]

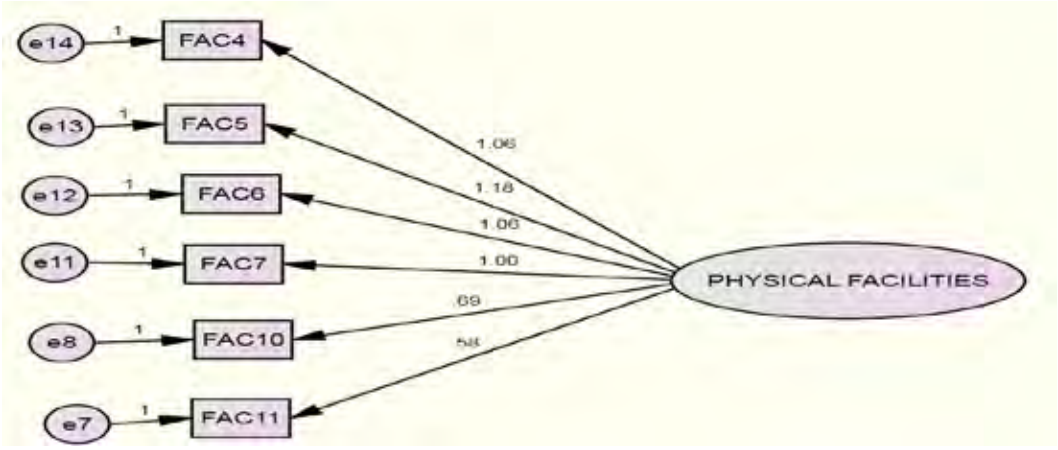
Sr. No.	Item Code	List of the Items for the Store Attributes
01	FAC 1	A trolley and/or shopping basket for carrying products is available in the retail store
02	FAC 2	The retail store exchanges products returned by me
03	FAC 3	The retail store refunds price of products once sold
04	FAC 4	The retail store accepts a credit card
05	FAC 5	The retail store accepts a debit card
06	FAC 6	The retail store provides membership cards
07	FAC 7	The retail store provides discount on membership cards
08	FAC 8	The retail store provides after sales services
09	FAC 9	The retail store has an escalator facilities
10	FAC 10	The retail store has an elevator facilities
11	FAC 11	The retail store has clean washroom/toilets
12	FAC 12	The retail store has a resting area
13	FAC 13	The retail store has a provision for physically challenged people
14	FAC 14	The retail store has spacious fitting and dressing rooms
15	FAC 15	The retail store has adequate security arrangements for the safety of vehicles in the parking area
16	FAC 16	The availability of parking area in retail store is sufficient
17	FAC 17	There are restaurants and other shops in the vicinity of the retail store

Figure Number: 5.3: Hypothesized Measurement Model for Confirmatory Factor Analysis of Items for the Store Attribute of Physical Facilities in the Retail Store: [Physical Facilities (FAC)]



The above measurement model had shown that for CFA of Physical facilities in the retail store, the 17 items were adapted.

Figure Number: 5.4: Revised Model Fit for Confirmatory Factor Analysis of Items for the Store Attribute of Physical Facilities in the Retail Store: [Physical Facilities (FAC)]



The CFA on the measurement model was conducted and the less influencing items were eliminated from this model. In case of the retail store attribute of facilities in the retail store the seventeen items were reduced to six key items as major determinants of retail store facilities as perceived important by the retail shoppers.

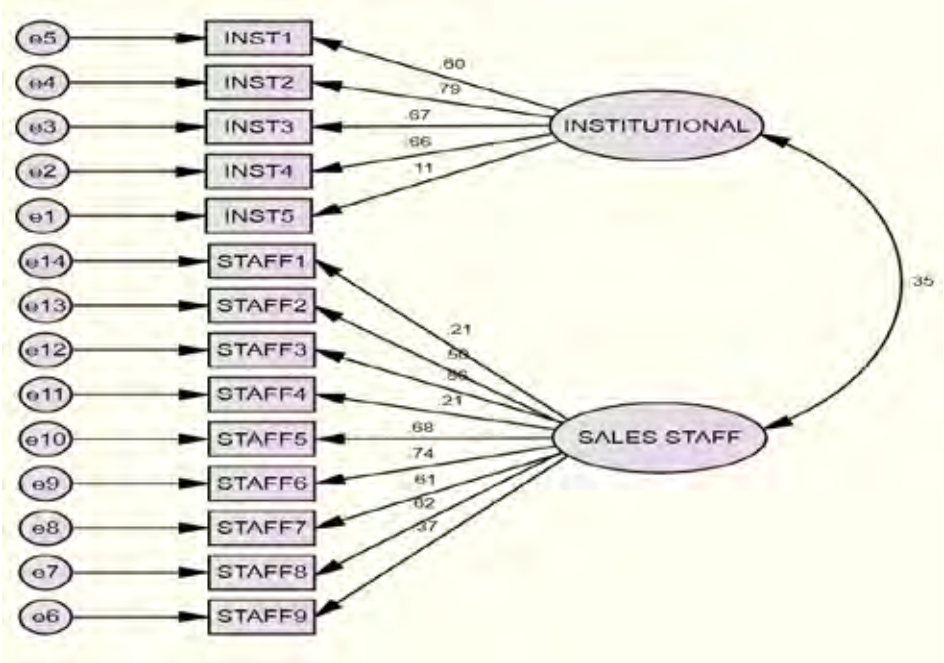
The revised model fit was developed as given in the above figure that had identified the key influencing items of physical facilities of the retail store.

In the followinng section, the researcher had made an attempt to provide the details of Confirmatory Factor Analysis [CFA] of the selected store attributes of institutional factors and behaviour of the sales staff respectively.

Table Number: 5.80:
List of the Items for the Retail Store Attribute of of Institutional Factors and Behaviour of the Sales Staff in the Retail Store:
[Institutional Factors (INST) and Behaviour of the Sales Staff (STAFF)]

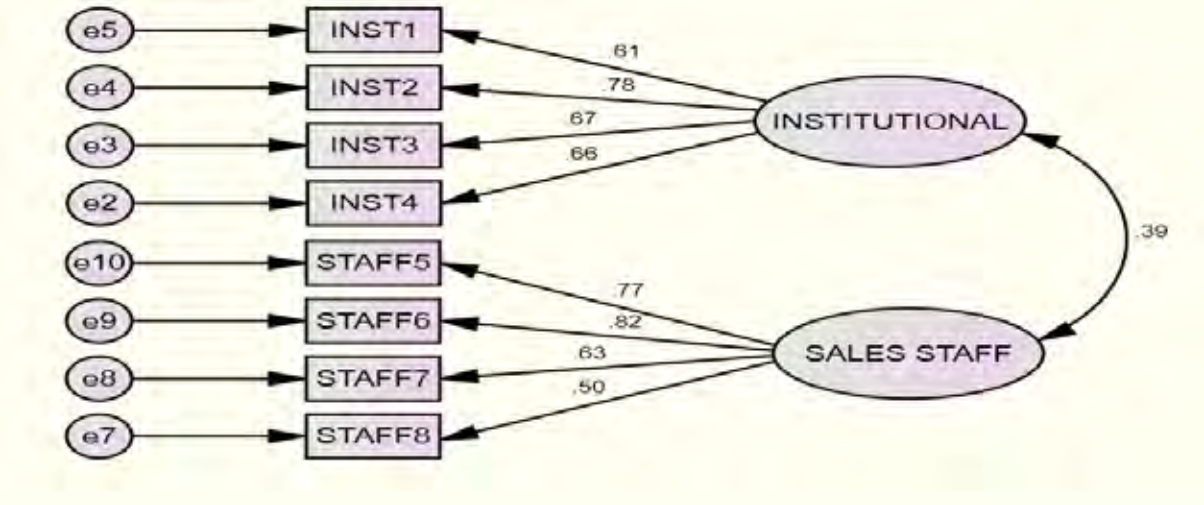
Sr. No.	Item Code	List of the Items for the Store Attributes
01	INST 1	I receive birthday wishes on mobile from the retail store
02	INST 2	I receive birthday wishes on email from the retail store
03	INST 3	I receive anniversary wishes on mobile from the retail store
04	INST 4	I receive anniversary wishes on email from the retail store
05	INST 5	The retail stores are crowded
06	STAFF 1	The sales staff of the retail store has required information of the products
07	STAFF 2	The sales staff of the retail store has required information of the availability of the products
08	STAFF 3	The sales staff of the retail store has the required information of the price of the products
09	STAFF 4	The sales staff of the retail store has the required information of the display of the products
10	STAFF 5	The sales staff of the retail store responds to my queries
11	STAFF 6	The sales staff of the retail store responds to my problems
12	STAFF 7	The sales staff of retail store are friendly with me
13	STAFF 8	The sales staff of retail store are polite and courteous
14	STAFF 9	The sales staff of retail store are well trained

Figure Number: 5.5: Hypothesized Measurement Model for Confirmatory Factor Analysis of of the Items for the Retail Store Attributes of Institutional Factors and Behaviour of the Sales Staff:
[Institutional Factors (INST) and Behaviour of the Sales Staff (STAFF)]



In the above measurement model shown in the figure given above for CFA of institutional factors and behaviour of the sales staff in the retail store in which the 05 items related to the institutional factors and 09 items related to the behaviour of the sales staff in the retail store were considered. The items and hypothesized measurement model contained the selected store attributes of institutional factors of the retail store and the behaviour of the sales staff in the retail store. The model had assumed the positive correlation between institutional factors and the behaviour of the sales staff in the retail store.

Figure Number: 5.6: Revised Model Fit for Confirmatory Factor Analysis of of the Items for the Retail Store Attributes of Institutional Factors and Behaviour of the Sales Staff:
[Institutional Factors (INST) and Behaviour of the Sales Staff (STAFF)]



The CFA on the measurement model was conducted and the less influencing items were eliminated from the model. The revised model fit was developed as given in the above figure that had identified only the key influencing variables

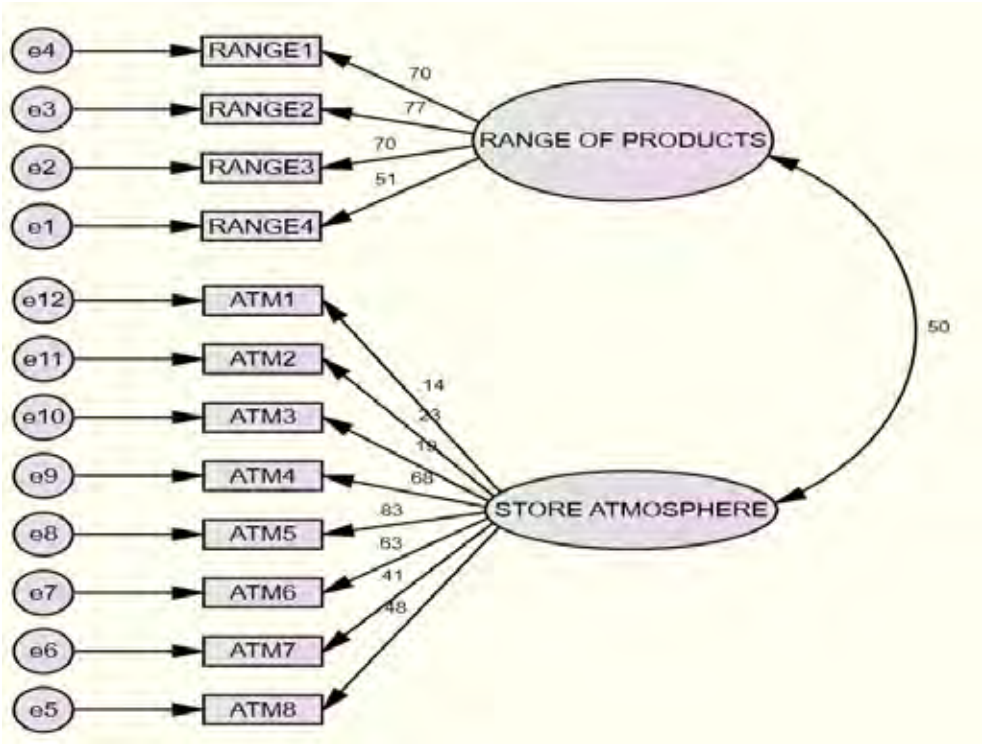
In case of the store attributes of institutional factors of the retail store the five items were reduced to four items, and in case of the behaviour of the sales staff in the retail store the nine items were reduced to four items as perceived important by the retail shoppers.

In the followinng section, the researcher had made an attempt to provide the details of Confirmatory Factor Analysis [CFA] of the Selected Store Attributes of Range of Products and Store Atmosphere respectively.

Table Number: 5.81:
List of the Items for the Store Attribute of Range of the Products and Store Atmosphere in the Retail Store:
[Range of the Products (RANGE) and Store Atmosphere (ATM)]

Sr. No.	Item Code	Detailed Name of the Items for the Store Attributes of Range of Products and Store Atmosphere
01	RANGE 1	The retail store provides me a wide variety of products
02	RANGE 2	The retail store provides me a variety in different categories of products
03	RANGE 3	The products are available in different sizes in the retail store
04	RANGE 4	I get products of good quality in the retail store
05	ATM 1	There are sufficient lights in the retail store
06	ATM 2	The retail store has sufficient air conditioning
07	ATM 3	The house keeping of retail store is good
08	ATM 4	I feel pleased and comfortable due to the presence of the other shoppers in the retail store
09	ATM 5	I feel safe due to the presence of other shoppers in the retail store
10	ATM 6	I feel comfortable because of light music being played in the retail store
11	ATM 7	The environment of the retail store motivates me for shopping
12	ATM 8	I get pleasant smells inside the retail store

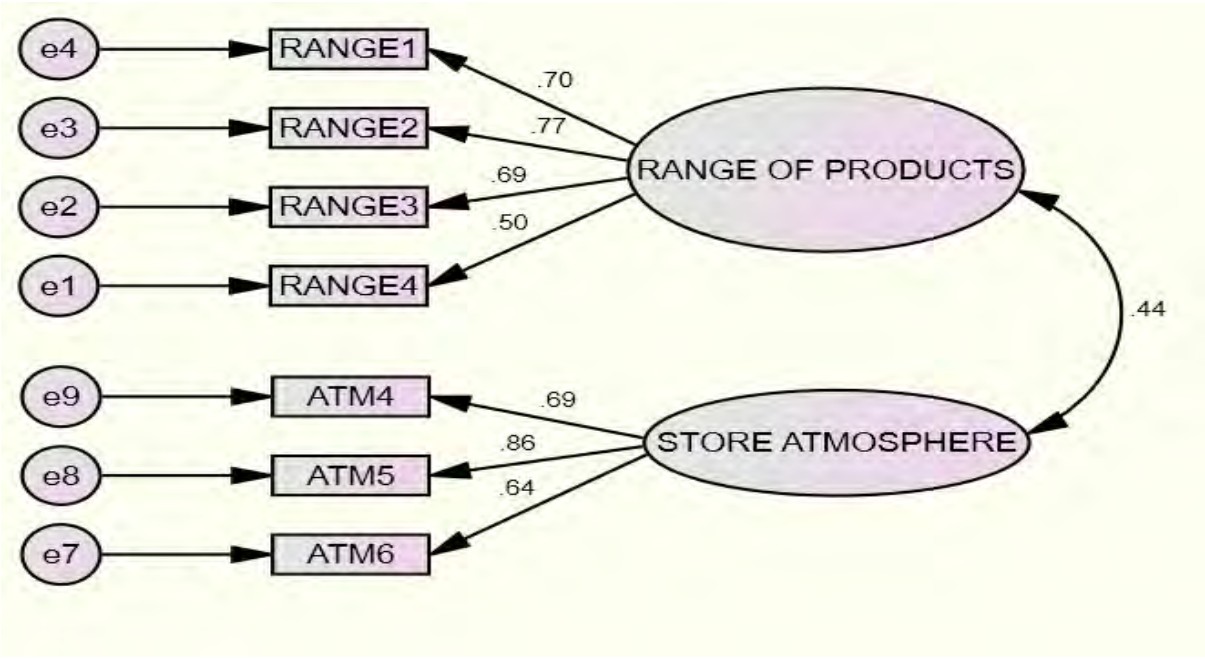
Figure Number: 5.7: Hypothesized Measurement Model for Confirmatory Factor Analysis of the Items for the Store Attribute of Range of the Products and Store Atmosphere in the Retail Store:
[Range of the Products (RANGE) and Store Atmosphere (ATM)]



In the above measurement model, for CFA of range of products in the retail store and the atmosphere of the retail store in which the 04 items related to the range of products in the retail store and 08 items related to the retail store atmosphere were considered.

This model assumes the positive correlation between range of products in the retail store and the retail store atmosphere.

Figure Number: 5.8: Revised Model Fit for Confirmatory Factor Analysis of Range of Products and Store Atmosphere in the Retail Store



The CFA on the measurement model was conducted and the less influencing variables were eliminated from the model. The revised model fit was developed as given in the above figure that had identified only the key influencing items for range of products in the retail store as well as atmosphere in the retail store.

In case of the retail store attributes of range of the products in the retail store, all four items were considered whereas in case of the store atmosphere the eight items were reduced to three key items as perceived important by the retail shoppers.

5.4: OVERALL IMPLICATIONS BASED ON THE RESULTS OF THE RESEARCH STUDY:

Implications of the Retail Shoppers' Awareness:

The retailers need to understand that in order to fetch the business; the awareness amongst the retail shoppers plays a pivotal role.

In order to create awareness the retailers need to understand the significance of organising special events, sales promotional events, consumer contests, shows, sweepstakes and competitions especially for children to promote the retail store as a brand so as to attract more number of retail shoppers' to their store.

Implications of the Retail Shoppers' Frequency of Visit:

The results of the research study highlighted the fact that the retail shoppers' frequency of visit affects the volume of business. Hence, the retailers should focus on increasing the footfalls of their retail outlets by organising weekly or fortnightly promotional events so as to increase the frequency of visit of the retail shoppers.

Implications of the Retail Shoppers' Preferred Shopping Companion:

The research study supported the fact that the act of shopping is not usually an individual activity as the retail shopper would like to have a company while shopping. The time spent by the retail shopper is closely associated with the visual merchandising techniques and retail store managers therefore need to work creatively on the proposition of display and merchandising so as to attract retail shoppers to the retail store. The retail shoppers' preferred to visit the retail stores with their family members and they tend to socialize when they do shopping in the retail store.

Implications of the Retail Shoppers' Preference for Source of Information:

While it is true that newspapers and magazines are facing some challenges in communicating with the younger folk, traditional print media still has its appeal as far as tactical advertising is concerned as supported in the research study. It allows for a focused geographic reach, with more and more newspapers offering city splits where their distribution is restricted to select geographies within a city which offers a unique advantage to retailers in the Gujarat State. At the end of the day, retail is a 'local' business. If one considers the example of Hypermarkets and Supermarkets including regional or one city chains, all of such stores are visible in national or regional newspapers, and even sometimes carrying full page advertisements.

Added to that is the double standard of the Indian shopper, who seeks up gradation in some categories viz., Mobile Phones, Housing, Automobiles and Durables, and value in the others (grocery). They can be indulgent when shopping for the finest in specialty foods and in the next minute, be extremely prudent and judicious while buying staples or vegetables, with a keen eye on prevailing market prices. Newspapers can reach retail shoppers without bothering, distracting or irritating them as pop-up Internet Ads, loud, tasteless Television and Radio Commercials often do.

The other advantage of print is its readability of the 'fine print' especially, since retailers have a plethora of offers and retail shoppers tend to cherry pick between offers of competing retailers. As print can target very sharply, it can bring down spill over and the retailer has the ability to offer two different sets of offers across two different clusters within the same city.

Implications of the Retail Shoppers' Preference for Store Formats:

The retail shoppers' of the Gujarat State have a tendency to buy different products from different store formats. Assortment planning lets the retailer provide a more consistent product offering, most profitable mix of products, and pleasant shopping experience to the retail shopper.

The focus of the retailer should be to increase sales, margin, selling unsought goods to clear stocks and inventory productivity. It helps the retailers to identify new opportunities around changes in product mix, potential cost reduction, and effects on the bottom line.

Implications of the Retail Shoppers Shopping Orientations: [Way of Shopping]

The shopping orientation of the retail shoppers' plays an important role in determining their retail store patronage intentions. The retailers need to be careful regarding the overcrowding at the checkout counters of the retail store as it leads to chaos and unpleasant environment in the retail store. Further, the proximity of the retail store to the residential property should be taken up as an important mall management strategy as retail shoppers' tend to prefer the retail stores which are nearby and not in remote places. In case of Surat, Rajkot and Ahmedabad Cities, it was deduced from the research study that behaviour of the sales staff, special discounts and weekly offers and pleasing shopping ambience played an important role in attracting the retail shoppers to the retail store.

The products on the shelves need to be neatly arranged and it should be displayed in such a way that it is convenient for a retail shopper to inspect and see their products without wasting much time.

The sales staff of the retail store needs to be carefully so they can proactively understand the needs and problems of the retail shoppers' rather than being laggards as retail shoppers normally prefer to spend less time in finalizing their shopping decisions to buy various products.

Implications of the Retail Shoppers' Shopping Orientations: [Fashion Trends]

The shoppers' of Vadodara , Surat and Ahmedabad Cities were found as fashion conscious as they always sought to opt for latest brands and expected as well as preferred to be well informed with the latest fashion trends. For such retail shoppers', the retailers should make latest brands available of all product categories in their retail store.

While administering structured questionnaires to the retail shoppers in the retail stores, it was revealed by some of the retail shoppers' that they failed to find some of the recent newly launched product categories which too plays a crucial role in determining the repurchase intentions of the retail shopper from the same store in future.

The retailers of Vadodara, Ahmedabad and Rajkot Cities were found as they normally tried to seek a balance in private label brands and branded products in the retail store. Private label brands are typical ones those are manufactured or provided by one company for offer under another company's brand. There is a massive potential of developing customised private labels as suitable to the various segments. Big Bazaar, Spencer's, D-Mart had already put efforts for developing such private labels with regard to durable product categories. The product categories such as Fast Moving Consumer Goods [FMCG], Fruits, and Vegetables can be offered considering the price-sensitivity and quality- consciousness of retail shoppers.

Implications of the Retail Shoppers' Planning for Shopping:

The retail shoppers planning activities pertaining to his or her budget, time to be spent on shopping, list of products to be bought too found as having an impact on the shopping journey of the retail shoppers in the retail store.

The retailers need to understand these dispositions of the planned and the unplanned retail shoppers who enter in the retail store and should ultimately convert these leads into actual purchase. The sales staff of the retail store plays a vital role by handling the planned and unplanned retail shoppers in a distinctive way. From the research study, it was also inferred that retail shoppers had put efforts to seek balance of his or her budget with a trade-off by buying branded commodities across product categories.

The retail shoppers may buy a few branded products and compromise in the other product categories for unbranded commodities.

Implications of the Retail Shoppers' Actual Experiences:

The actual experience derived by the shopping during their shopping journey at the retail store too was found as creating an impact on perceived store image. Hence, the retailers need to continually strive to maintain uniqueness in their product offerings, ambience of the retail store so as to remain popular amongst the retail shoppers.

By doing so, the retailers would be able to procure, offer and promote the various kinds of products which are matching the shopping requirements of the retail shoppers and his accompanying family members.

The retail shoppers not only tend to share bad shopping experiences with others but also they share specific sales promotion schemes offered by the retailers to others.

The retailers' positive image therefore needs to be projected by the retail shoppers and the members of the society to conceive and sustain a positive image of the retail store.

Implications Based on Store Attributes:

Accessibility of the Retail Store

The spatial convenience in a retail store is a multidimensional construct and the retail shoppers who visit the retail store pays importance to access convenience; search convenience; possession convenience, and transactional convenience respectively. Access convenience is concerned with the speed, and ease with which retail shoppers can reach to a retailer. It considers attributes viz., accessible location; availability of parking; store hours; proximity to other retail stores, and telephone and Internet access. The speed and ease with which retail shoppers can make contact with retailers strongly too strongly influences retail shoppers' choice of retail store. Empirical evidence of this research study had shown that easier access had a high correlation with the choice of a shopping mall in the Vadodara, Ahmedabad, Surat and Rajkot Cities of the Gujarat State. It was surprisingly found in this research study that the key reason for retail shoppers in Rajkot and Surat Cities for not patronizing a retail store was inconvenient location.

Sales Promotion Schemes of the Retail Store

The sales promotion schemes offered by the retail store too was found as playing significant role in persuading the retail shoppers to visit a particular retail store. Retail shoppers' behaviour was found as certainly influenced by a retailer's price format which can range from Every Day Low Pricing (EDLP) to High-Low Promotional Pricing (HLPO).

While retail shoppers who shops in bulk tend to prefer to take advantage of EDLP across all product categories. Therefore, sales promotion should be an important element to make retail shoppers aware of the retail store and its activities and also for also attracting them.

It is important for the retailers to increase the desirability of products to encourage retail shoppers to become aware of the product categories as well as to create his or her favourable attitudes. Positive impulse buying experiences too can contribute in creating store loyalty and retail shoppers' perceived value and satisfaction which too can influence his or her future buying behaviour. This is also in a way beneficial for the retailers. The use of sales promotion activities was found to have a direct impact on retail shoppers' behaviour as it motivates a retail shopper to buy now rather than in future.

Thereby, enhancing value of an offer temporarily till the promotion period; encourages switching, and can also reinforce or reward loyalty etc. The variety of sales promotions schemes offered by the retail store too can help the retail shoppers to reduce not only financial risk but also psychological and social risk by making them confident of shopping; conformation to group norms by shopping at famous retail stores and brands, and the possibility of acquiring well known branded products during offers of the sales promotions in the retail store.

Promotions can induce non-shoppers to walk in to the retail store and retail shoppers' loyalty programmes can encourage them to shop more, more often and or upgrade to better quality product. Exciting promotions also have tendency to generate positive word of mouth and help retail shopper feel a smart retail shopper. Thus, not only utilitarian benefits like, saving of money, time or quality up gradation but hedonic benefits like feeling confident, feeling of excitement and entertainment will prevail.

Store Atmosphere in the Retail Store

Atmosphere in the context of retail store refers to Aesthetics and Ambience of the store. Again, the retail store's environment viz., Colour, Music and Crowding significantly affects retail shoppers' perception and evaluation of the perceived store image of the retail store. Those retail stores that were perceived once as having a pleasant and moderately arousing atmosphere were likely to be more favoured by retail shoppers than those with less pleasant atmosphere. The research study found empirical support and evidence to this especially in the Vadodara, Surat and Ahmedabad Cities of the Gujarat State. The store atmosphere should be congenial which should facilitate the shopping journey of the retail shopper.

In-store image dimensions and retail store attributes viz., colour, merchandise, and music were found as rated important in this research study. It influences the information processing that takes place during a store visit and subsequently can also influence the retail shoppers' judgement regarding the quality and the image of the retail store. The shopping atmosphere is much of a hedonic factor which determines the value of merchandise. In this research study the store atmosphere was found as playing an important role in building retail store patronage intentions of the selected retail shoppers in the selected cities of State of Gujarat.

The major source of competitive advantage for retailers in the State of Gujarat can be found in the value added services delivered to the retail shoppers, through the effective performance of functions or activities of retail store.

This added value need to be firmly based on the retail shopper needs and values, and can comprise of tangible, and functional and intangible as well as symbolic elements. Therefore, it is important that the retail stores understand the importance of its own image in their positioning statement. It calls for strategic emphasis on customer service and providing retail shoppers a pleasant shopping experience, instead of focussing on price promotions. The clientele of the retail store too serves as a point of reference to other retail shoppers for visiting the store.

Behaviour of the Sales Staff in the Retail Store

The behaviour and friendliness of the retail store staff too was felt as important amongst retail shoppers, because it provides them an opportunity for socialisation and an opportunity to cope up with latest product trends. The sales staff of the retail store thus can become a conduit between the retail shopper and the retail store. The sales staff therefore needs to handle the retail shopper service encounters which in turn define his or her moments of truth in the retail store. This would in turn help retailers for creating and sustaining a better shopping experience, as the sales staff can assimilate customer intelligence and deliver it to the business that would result into improved customer and brand loyalty, resultant to higher share of wallet of the retail shopper. It can also lead to increased sales per customer visit, based on relevant, targeted cross-selling and up-selling opportunities. The retailers' would be able to deliver an enhanced customer experience, with the help of trained and caring sales staff in the retail store.

Physical Facilities of the Retail Store:

The physical facilities in the retail stores of Gujarat calls for effective mall management strategy so as to differentiate the retail store from the rest, getting maximum footfalls, converting footfalls to actual buying and keeping the tenants and the retail shoppers happy and satisfied. The retailers therefore need to consistently portray a positive image of their retail store with the justified use of physical facilities. These includes physical factors to create spatial convenience of the retail shoppers who visits for shopping viz., shopping basket or trolley; easier product exchanges; refund facilities; loyalty cards; after sales service; spacious dressing/fitting rooms; sufficient parking space; proper security and availability of food courts , as well as restaurants too can certainly create an overall positive store image in the mind of the retail shoppers.

This also entails retail mix planning and tenant selection; lease management; facilities management; utilities management; parking, and organizing events and collaborative promotions which are critical drivers for the success of retail stores in the Gujarat State.

Range of the Products Offered in the Retail Store

The range of products offered in the retail store was also found as significant determinant that motivated the retail shoppers to visit a particular retail store. Offering a comprehensive range of food and non-food private labels was found as helpful in addressing the issue of availability of wide range of brands across all product categories. The retailers need to use their private label portfolios as a means of differentiating and standing out in the retail store.

A wide range of products available in the retail store, proper store shelf management also carries an impact of retail shoppers' impulsive buying behaviour by providing information or serving as a reminder of their unfulfilled needs as well as providing positive feelings to them.

The retail shoppers will form a positive behavioural intention about the retail store based on the width of the product range made available while shopping. This will proactively influence retail shoppers' in-store responses and future choice decisions. The range of the products made available in the retail store should be seamlessly integrated by the proper floor merchandising and in-store promotional signages. The price-conscious Indian retail shopper needs to be motivated by the retailer as products in small assortments are available in the retail store.

Ambience of the Retail Store

The selected retail shoppers' opinion with reference to the ambience attribute of the retail store in the Vadodara, Rajkot and Surat Cities were found to be similar for the selected items. It implied that the infrastructural facilities made available, the appropriate placement of aisles and the attractiveness of the retail store played an important role for making the retail shoppers feel at ease while moving around and browsing the products which enhanced his or her shopping experiences. The discomfort caused due to the absence of the proper infrastructural facilities and improper arrangement of the aisles made the retail shoppers felt cluttered in the retail store and s/ he might not prefer to visit the same retail store again, which in turn may lead to loss of the retail shopper for the retailer and his negative intentions may also affect the potential business that may arise from the same retail shopper in future.

The attractiveness of the decor of the retail store too plays a significant role in differentiating and positioning of the retail store. In this competitive era, an attractive retail store ambience is highly essential in encouraging retail shoppers to buy products.

A prominent floor display of a product can increase sales irrespective of the type or size of retail store. The type of retail store display used was shown to have a 'Spill Over' effect onto the store image. Innovative displays need to be used in a way that strengthens the retail shoppers' perception of a retail store as more 'sophisticated', 'Modern', and 'Trendy'. Attaching signs stating a promotional price in large letters to certain brands too can increase the likelihood of choice on the part of retail shoppers. The retailers should be cognisant of the fact that while each ambience factor may contribute significantly to patronage, the concept of synergy that 'the whole is greater than the sum of its parts' should be applied, where well blended ambient variables have a more consolidated effect on shoppers' patronage.

The major source of competitive advantage for retailers was found in the value added services as delivered to retail shoppers, through the performance of functions or activities of the retail store based on the retail shoppers' needs and values. Thus, it is fundamental that retail store understands the importance of the various facilities in their positioning statement. These facilities of the retail store would create a functional value for the retail shoppers in the retail store. Apart from these facilities, the retailers need to focus on creating personalized and individual specific facilities viz., provision for the differently abled people, and separate sitting area for the senior citizens.

5.5: MARKET PERFORMANCE ANALYSIS OF THE SELECTED RETAIL SHOPPERS' SATISFACTION FROM RETAIL STORE ATTRIBUTES IN SELECTED CITIES OF THE GUJARAT STATE:

Based on the responses of Selected Retail Store Shoppers' about their expectations and experiences as separately analyzed for selected cities of the Gujarat State, the researcher had computed 'Mean Importance Ratings' (Im) and 'Mean Performance Ratings' (Pm) for each of the selected store attributes and the services as provided by selected retail stores to evaluate whether the retail shoppers' were delighted; satisfied; dissatisfied. These criteria were defined as: (1) Retail Shoppers' were delighted if Im/Pm> 0.98; (2) Retail Shoppers' were satisfied if 0.98>Im/Pm> 0.90; (3) Retail Shoppers' were dissatisfied if Im/Pm< 0.90.

[Please Refer Table No. 5.82 to 5.83 and Graph No. 5.21 to 5.28.]

These overall ratings are separately provided in Table number 5.83 and Graphs **from 5.21 to 5.28** for all the selected eight factors of store attributes of the retail stores in the Performance-Importance Matrix. The X-axis denotes Mean Performance Ratings (PM), and Y-axis means Importance Ratings (IM). These figures were divided into four quadrants.

The Quadrant 'A' had shown important service attributes of retail stores, which were not being performed at the desired levels, and the retail stores were expected to concentrate on improving service performance on it. The Quadrant B indicated the retail store's important service attributes that retail stores performed well, and need to maintain the high performance. The Quadrant C reveals fair performance of retail store on minor stores' service attributes that will need less attention, because of its lesser importance as perceived by the retail shoppers. The Quadrant D had shown minor service features that were being performed excellent by the retail stores but these features too are perceived as relatively least important by the retail shoppers.

Table Number: 5.82: Market Performance Analysis and Retail Shoppers' Satisfaction Score (S.S.S.)

Store Items	Label	VADODARA				SURAT				RAJKOT				AHMEDABAD			
		Pm	Im	S.S.S. = Im/ Pm	Sat. level	Pm	Im	C.S.S. = Im/Pm	Sat. level	Pm	Im	C.S.S.= Im/Pm	Sat. level	Pm	Im	C.S.S. = Im/Pm	Sat. level
I like a retail store for shopping which is located near to my office	A1	3.65	3.43	0.94	S	3.56	3.19	0.90	S	3.56	3.16	0.89	DS	4.08	2.89	0.71	DS
I get required information about the retail store	A2	3.89	3.33	0.86	DS	3.95	3.53	0.89	DS	3.86	3.65	0.95	S	3.58	2.61	0.73	DS
The opening hours of the retail store are convenient to me	A3	3.99	3.49	0.87	DS	4.12	3.46	0.84	DS	4.01	3.47	0.87	DS	3.51	2.99	0.85	DS
It is convenient for me to go for shopping at any time in the retail store	A4	3.43	3.19	0.93	S	3.60	3.09	0.86	DS	3.72	3.16	0.85	DS	3.82	3.17	0.83	DS
I like a retail store for shopping which is located near to my residence	A5	3.83	3.59	0.94	S	3.46	3.22	0.93	S	3.11	2.92	0.94	S	4.10	2.83	0.69	DS
The infrastructure of the retail store is properly maintained	B1	3.88	3.42	0.88	DS	3.91	3.46	0.88	DS	3.83	3.51	0.92	S	4.23	3.24	0.77	DS
The retail store has an attractive look	B2	3.67	3.51	0.96	S	3.78	3.61	0.96	S	3.75	3.67	0.98	S	3.38	3.54	1.05	DE
The retail store has an attractive interior	B3	3.75	3.48	0.93	S	3.64	3.49	0.96	S	3.55	3.67	1.04	DE	3.37	4.10	1.22	DE
The placement of aisles in the retail store is appropriate which makes easy for me to get what I want	B4	3.83	3.49	0.91	S	3.74	3.36	0.90	S	3.66	3.52	0.96	S	3.52	3.78	1.07	DE
There is plenty of room to walk around in the retail store	B5	3.85	3.17	0.82	DS	3.77	3.19	0.85	DS	3.72	3.41	0.92	S	2.89	3.96	1.37	DE
The sufficient information on signboards is displayed	B6	3.67	3.29	0.90	S	3.66	3.38	0.92	S	3.80	3.52	0.93	S	3.01	4.16	1.38	DE
The décor of the retail store is attractive	B7	3.68	3.33	0.90	S	3.60	3.23	0.90	S	3.62	3.26	0.90	S	3.04	3.08	1.01	DE
I like clearly visible store advertisements in the retail store	B8	3.69	3.32	0.90	S	3.74	3.33	0.89	DS	3.83	3.43	0.90	S	3.60	3.17	0.88	DS

Table Number: 5.82: Market Performance Analysis and Retail Shoppers' Satisfaction Score (S.S.S.)

Market Performance Analysis And Retail Shoppers' Satisfaction Score (S.S.S.)																	
Store Items	**Label**	**VADODARA**				**SURAT**				**RAJKOT**				**AHMEDABAD**			
		Pm	**Im**	**S.S.S. = Im/ Pm**	**Sat. level**	**Pm**	**Im**	**C.S.S. = Im/Pm**	**Sat. level**	**Pm**	**Im**	**C.S.S.= Im/Pm**	**Sat. level**	**Pm**	**Im**	**C.S.S. = Im/Pm**	**Sat. level**
Striking window displays of products increases my desire to buy in that retail store	B9	3.57	3.31	0.93	S	3.57	3.13	0.88	DS	3.58	3.21	0.90	S	3.11	3.08	0.99	DE
I feel at ease while shopping at the retail store	B10	3.66	3.29	0.90	S	3.63	3.22	0.89	DS	3.58	3.21	0.90	S	3.57	3.41	0.95	S
The entry to the retail store is comfortable	B11	3.73	3.50	0.94	S	3.79	3.44	0.91	S	3.93	3.41	0.87	DS	3.31	3.28	0.99	DE
The retail store has enough checkout points	B12	3.93	3.46	0.88	DS	3.83	3.64	0.95	S	3.80	3.63	0.95	S	3.50	3.22	0.92	S
There are sufficient lights in the retail store	C1	3.94	3.48	0.88	DS	3.81	3.50	0.92	S	3.81	3.67	0.96	S	3.04	3.08	1.01	DE
The retail store has sufficient air conditioning	C2	3.82	3.53	0.92	S	3.93	3.59	0.91	S	3.89	3.60	0.92	S	4.13	3.79	0.92	S
The house keeping of retail store is good	C3	3.92	3.34	0.85	DS	3.97	3.39	0.85	DS	3.98	3.48	0.87	DS	3.63	3.83	1.05	DE
I feel pleased and comfortable due to the presence of the other shoppers in the retail store	C4	3.49	3.55	1.02	DE	3.68	3.38	0.92	S	3.77	3.46	0.92	S	3.19	2.44	0.77	DS
I feel safe due to the presence of other shoppers	C5	3.46	3.56	1.03	DE	3.61	3.43	0.95	S	3.65	3.50	0.96	S	3.10	2.59	0.84	DS
I feel comfortable because of light music being played in the retail store	C6	3.70	3.65	0.99	DE	3.74	3.43	0.92	S	3.75	3.49	0.93	S	3.59	2.81	0.78	DS
The environment of the retail store motivates me for shopping	C7	3.71	3.39	0.91	S	3.84	3.49	0.91	S	3.96	3.60	0.91	S	3.67	3.52	0.96	S
I get pleasant smells inside the retail store	C8	3.86	3.49	0.91	S	3.84	3.49	0.91	S	3.80	3.44	0.91	S	3.71	3.18	0.86	DS
A trolley and/or shopping basket for carrying products is available in the retail store	D1	3.68	3.70	1.00	DE	3.71	3.48	0.94	S	3.72	3.40	0.91	S	3.83	3.33	0.87	DS
The retail store exchanges products returned by me	D2	3.60	3.31	0.92	S	3.62	3.10	0.85	DS	3.58	3.03	0.85	DS	3.49	2.85	0.82	DS
The retail store refunds price of products once sold	D3	3.48	2.93	0.84	DS	3.62	2.97	0.82	DS	3.71	3.19	0.86	DS	2.93	2.41	0.82	S
The retail store accepts a credit card	D4	3.81	3.72	0.98	S	3.75	3.38	0.90	S	3.70	3.21	0.87	DS	3.24	2.96	0.91	S
The retail store accepts a debit card	D5	4.07	3.74	0.92	S	4.01	3.55	0.89	DS	3.94	3.38	0.86	DS	3.56	3.07	0.86	DS
The retail store provides membership cards	D6	3.88	3.56	0.92	S	4.00	3.46	0.86	DS	4.02	3.44	0.86	DS	3.40	2.98	0.88	DS
The retail store provides discount on membership cards	D7	3.92	3.22	0.82	DS	4.00	3.29	0.82	DS	3.95	3.40	0.86	DS	3.68	3.05	0.83	DS
The retail store provides after sales services	D8	3.74	3.21	0.86	DS	3.92	3.37	0.86	DS	3.95	3.56	0.90	S	3.59	2.78	0.78	DS
The retail store has an escalator facilities	D9	3.79	3.40	0.90	S	4.02	3.62	0.90	S	4.05	3.80	0.94	S	3.32	2.73	0.82	DS
The retail store has an elevator facilities	D10	3.72	3.60	0.97	S	3.80	3.63	0.95	S	3.90	3.76	0.96	S	3.16	2.56	0.81	DS
The retail store has clean washroom/toilets	D11	3.86	3.32	0.86	DS	3.91	3.49	0.89	DS	3.85	3.73	0.97	S	3.39	2.68	0.79	DS

Table Number: 5.82: Market Performance Analysis and Retail Shoppers' Satisfaction Score (S.S.S.)

Store Items	Label	VADODARA				SURAT				RAJKOT				AHMEDABAD			
		Pm	Im	S.S.S. = Im/ Pm	Sat. level	Pm	Im	C.S.S. = Im/Pm	Sat. level	Pm	Im	C.S.S.= Im/Pm	Sat. level	Pm	Im	C.S.S. = Im/Pm	Sat. level
The retail store has a resting area	D12	3.60	3.15	0.88	DS	3.77	3.27	0.87	DS	3.89	3.57	0.92	S	3.10	2.58	0.83	DS
The retail store has a provision for physically challenged people	D13	3.68	3.11	0.84	DS	3.82	3.31	0.86	DS	3.89	3.65	0.94	S	3.51	3.02	0.86	DS
The retail store has spacious fitting and dressing rooms	D14	3.62	3.53	0.97	S	3.53	3.39	0.96	S	3.61	3.45	0.96	S	2.95	2.77	0.94	S
The retail store has adequate security arrangements for the safety of vehicles in the parking area	D15	3.69	3.03	0.82	DS	3.82	3.38	0.89	DS	3.84	3.41	0.89	DS	3.33	2.59	0.78	DS
The availability of parking area in retail store is sufficient	D16	3.59	3.43	0.96	S	3.94	3.53	0.89	DS	4.14	3.67	0.89	DS	3.31	3.19	0.96	S
There are restaurants and other shops in the vicinity of the retail store	D17	3.56	3.76	1.06	DE	3.85	3.70	0.96	S	3.99	3.77	0.95	S	3.56	3.51	0.98	S
The retail stores are crowded	E1	3.26	3.61	1.11	DE	3.74	3.37	0.90	S	3.95	3.29	0.83	DS	3.63	3.44	0.95	S
I receive birthday wishes on mobile from the retail store	E2	3.70	3.08	0.83	DS	3.49	3.10	0.89	DS	3.49	3.27	0.94	S	2.37	2.89	1.22	DE
I receive birthday wishes on email from the retail store	E3	3.66	3.21	0.88	DS	3.66	3.16	0.87	DS	3.68	3.35	0.91	S	2.71	2.81	1.04	DE
I receive anniversary wishes on mobile from the retail store	E4	3.52	3.36	0.96	S	3.62	3.10	0.86	DS	3.69	3.15	0.85	DS	2.69	2.72	1.01	DE
I receive anniversary wishes on email from the retail store	E5	3.35	3.21	0.96	S	3.41	2.99	0.88	DS	3.49	3.12	0.90	S	2.77	2.09	0.76	DS
The retail store gives me discount schemes	F1	3.61	3.44	0.95	S	3.50	3.03	0.87	DS	3.33	2.84	0.85	DS	3.24	2.99	0.92	S
The products offered with lower prices makes me feel less burden of making the payment	F2	3.61	3.41	0.94	S	3.59	3.27	0.91	S	3.59	3.20	0.89	DS	3.95	3.81	0.96	S
The colour(s) and symbols used in promotions (e.g. advertisements) are attractive	F3	3.46	3.51	1.02	DE	3.67	3.20	0.87	DS	3.83	3.19	0.83	DS	3.68	3.93	1.07	DE
I like to buy products offered to me by retail store on promotional, discounted schemes	F4	3.38	3.35	0.99	DE	3.67	3.21	0.87	DS	3.89	3.30	0.85	DS	2.80	3.78	1.35	DE
I like to buy products at special events (For e g Wednesday bazaar at big bazaar)	F5	3.29	3.31	1.00	DE	3.56	3.13	0.88	DS	3.72	3.17	0.85	DS	3.80	3.83	1.01	DE
The retail store provides me a wide variety of products	G1	3.63	3.32	0.92	S	3.56	3.34	0.94	S	3.56	3.34	0.94	S	3.46	3.27	0.94	S

Table Number: 5.82: Market Performance Analysis and Retail Shoppers' Satisfaction Score (S.S.S.)

Store Items	Label	VADODARA				SURAT				RAJKOT				AHMEDABAD			
		Pm	Im	S.S.S. = Im/ Pm	Sat. level	Pm	Im	C.S.S. = Im/Pm	Sat. level	Pm	Im	C.S.S.= Im/Pm	Sat. level	Pm	Im	C.S.S. = Im/Pm	Sat. level
The retail store provides me a variety in different categories of products	G2	3.60	3.47	0.96	S	3.65	3.38	0.93	S	3.65	3.37	0.92	S	3.56	3.13	0.88	DS
The products are available in different sizes in the retail store	G3	3.73	3.28	0.88	DS	3.70	3.18	0.86	DS	3.69	3.24	0.88	DS	3.72	2.99	0.80	DS
I get products of good quality in the retail store	G4	3.77	3.31	0.88	DS	3.71	3.19	0.86	DS	3.71	3.22	0.87	DS	3.89	3.67	0.94	S
The sales staff of the retail store has required information of the products	H1	3.63	3.13	0.86	DS	3.68	3.23	0.88	DS	3.78	3.25	0.86	DS	3.03	2.89	0.95	S
The sales staff of the retail store has required information of the availability of the products	H2	3.75	3.20	0.85	DS	3.78	3.20	0.85	S	3.79	3.17	0.84	DS	3.40	3.20	0.94	S
The sales staff of the retail store has the required information of the price of the products	H3	3.81	3.52	0.92	S	3.83	3.28	0.86	DS	3.88	3.14	0.81	DS	3.33	3.28	0.99	DE
The sales staff of the retail store has the required information of the display of the products	H4	3.78	3.51	0.93	S	3.83	3.32	0.87	DS	3.86	3.17	0.82	DS	3.61	3.01	0.83	DS
The sales staff of the retail store responds to my queries	H5	3.53	3.41	0.97	S	3.84	3.24	0.84	DS	3.99	3.32	0.83	DS	3.50	3.48	1.00	DE
The sales staff of the retail store responds to my problems	H6	3.60	3.65	1.01	DE	3.88	3.46	0.89	DS	4.04	3.43	0.85	DS	4.09	3.13	0.77	DS
The sales staff of retail store are friendly with me	H7	3.69	3.71	1.01	DE	3.84	3.48	0.91	S	4.01	3.41	0.85	DS	4.14	3.62	0.87	DS
The sales staff of retail store are polite and courteous	H8	3.72	3.55	0.95	S	3.85	3.41	0.89	DS	3.87	3.33	0.86	DS	3.87	3.44	0.89	DS
The sales staff of retail store are well trained	H9	3.51	3.41	0.97	S	3.85	3.29	0.85	DS	4.00	3.28	0.82	DS	3.84	3.27	0.85	DS

Note: DE= Delighted; S= Satisfied and DS= Dissatisfied

Table Number: 5.83: Overall Market Performance Analysis and Retail Store Shoppers' Satisfaction Score

Store Items	Label	Pm	Im	C.S.S.= Im/ Pm	Sat. level	Store Items	Label	Pm	Im	C.S.S.= Im/Pm	Sat. level
I like a retail store for shopping which is located near to my office	A1	3.74	3.13	0.84	S	The retail store provides after sales services	D8	3.79	3.19	0.84	DS
I get required information about the retail store	A2	3.81	3.22	0.85	S	The retail store has an escalator facilities	D9	3.76	3.33	0.89	DS
The opening hours of the retail store are convenient to me	A3	3.88	3.32	0.86	S	The retail store has an elevator facilities	D10	3.60	3.31	0.92	S
It is convenient for me to go for shopping at any time in the retail store	A4	3.66	3.15	0.86	S	The retail store has clean washroom/toilets	D11	3.73	3.25	0.87	S
I like a retail store for shopping which is located near to my residence	A5	3.67	3.11	0.85	DS	The retail store has a resting area	D12	3.55	3.08	0.87	DS
The infrastructure of the retail store is properly maintained	B1	3.99	3.39	0.85	DS	The retail store has a provision for physically challenged people	D13	3.71	3.24	0.87	S
The retail store has an attractive look	B2	3.63	3.58	0.99	DS	The retail store has spacious fitting and dressing rooms	D14	3.38	3.23	0.96	S
The retail store has an attractive interior	B3	3.56	3.72	1.04	DS	The retail store has adequate security arrangements for the safety of vehicles in the parking area	D15	3.64	3.07	0.84	S
The placement of aisles in the retail store is appropriate which makes easy for me to get what I want	B4	3.67	3.54	0.97	DS	The availability of parking area in retail store is sufficient	D16	3.71	3.43	0.92	S
There is plenty of room to walk around in the retail store	B5	3.50	3.47	0.99	DS	There are restaurants and other shops in the vicinity of the retail store	D17	3.73	3.67	0.98	DS
The sufficient information on signboards is displayed in the retail store	B6	3.48	3.64	1.04	DS	The retail stores are crowded	E1	3.65	3.42	0.94	DS
The décor of the retail store is attractive	B7	3.44	3.21	0.93	DS	I receive birthday wishes on mobile from the retail store	E2	3.18	3.06	0.96	DS
I like clearly visible store advertisements in the retail store	B8	3.70	3.30	0.89	DS	I receive birthday wishes on email from the retail store	E3	3.36	3.09	0.92	DS
Striking window displays of products increases my desire to buy in that retail store	B9	3.43	3.16	0.92	DS	I receive anniversary wishes on mobile from the retail store	E4	3.32	3.04	0.92	DS
I feel at ease while shopping at the retail store	B10	3.61	3.29	0.91	DS	I receive anniversary wishes on email from the retail store	E5	3.21	2.77	0.86	DS

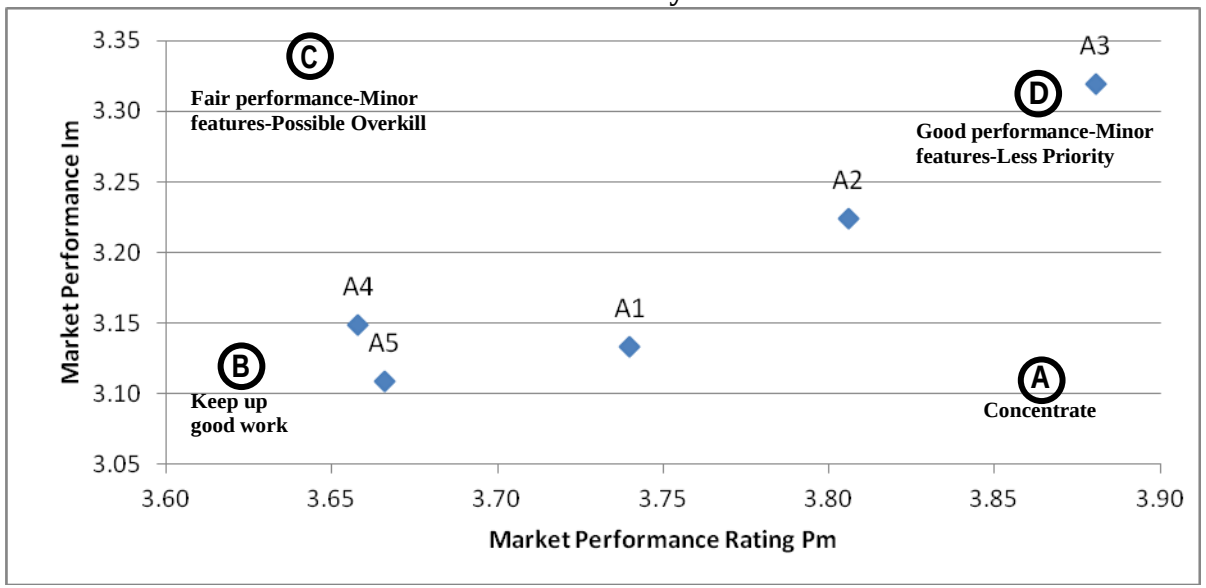
Table Number: 5.83: Overall Market Performance Analysis and Retail Store Shoppers' Satisfaction Score

Store Items	Label	Pm	Im	C.S.S.= Im/ Pm	Sat. level	Store Items	Label	Pm	Im	C.S.S.= Im/Pm	Sat. level
The entry to the retail store is comfortable	B11	3.65	3.40	0.93	DS	The retail store gives me discount schemes	F1	3.41	3.06	0.90	DS
The retail store has enough checkout points	B12	3.74	3.47	0.93	DS	The products offered with lower prices makes me feel less burden of making the payment	F2	3.71	3.45	0.93	DS
There are sufficient lights in the retail store	C1	3.59	3.40	0.95	DS	The colour(s) and symbols used in promotions (e.g. advertisements) are attractive	F3	3.66	3.49	0.95	DS
The retail store has sufficient air conditioning	C2	3.96	3.64	0.92	DS	I like to buy products offered to me by retail store on promotional, discounted schemes	F4	3.38	3.43	1.02	DS
The house keeping of retail store is good	C3	3.86	3.54	0.92	DS	I like to buy products at special events (For e g Wednesday bazaar at big bazaar)	F5	3.62	3.39	0.94	DS
I feel pleased and comfortable due to the presence of the other shoppers in the retail store	C4	3.51	3.13	0.89	DS	The retail store provides me a wide variety of products	G1	3.54	3.31	0.94	DS
I feel safe due to the presence of other shoppers in the retail store	C5	3.43	3.20	0.93	DS	The retail store provides me a variety in different categories of products	G2	3.61	3.32	0.92	DS
I feel comfortable because of light music being played in the retail store	C6	3.69	3.29	0.89	DS	The products are available in different sizes in the retail store	G3	3.71	3.15	0.85	DS
The environment of the retail store motivates me for shopping	C7	3.79	3.50	0.92	S	I get products of good quality in the retail store	G4	3.78	3.37	0.89	DS
I get pleasant smells inside the retail store	C8	3.79	3.38	0.89	DS	The sales staff of the retail store has required information of the products	H1	3.48	3.11	0.89	DS
A trolley and/or shopping basket for carrying products is available in the retail store	D1	3.74	3.46	0.92	DS	The sales staff of the retail store has required information of the availability of the products	H2	3.66	3.20	0.87	DS
The retail store exchanges products returned by me	D2	3.57	3.05	0.85	DS	The sales staff of the retail store has the required information of the price of the products	H3	3.68	3.30	0.90	DS

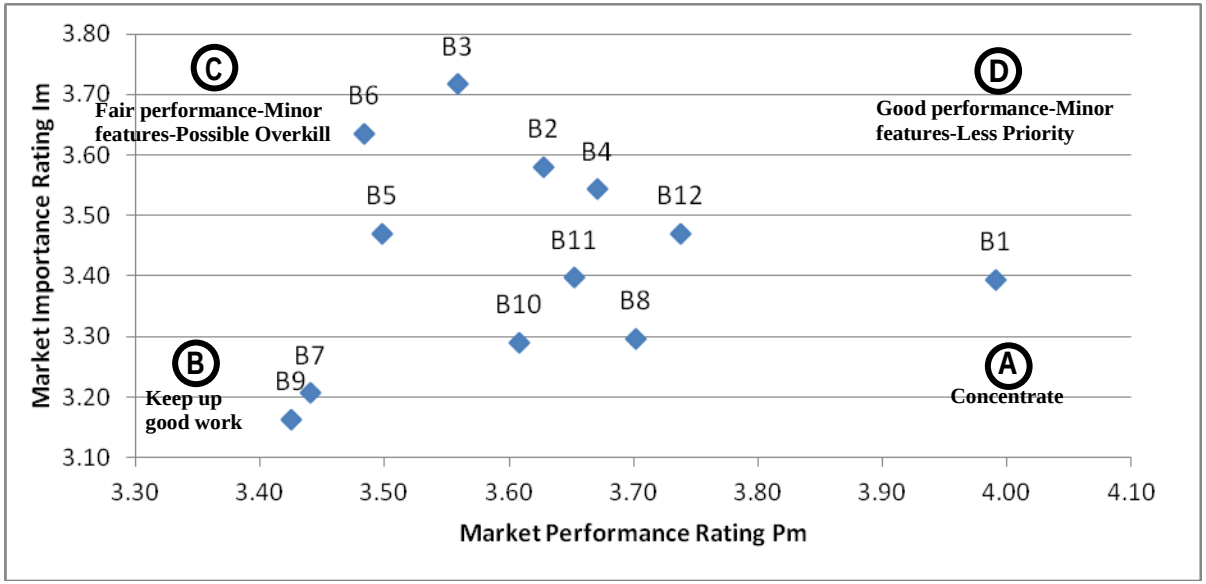
Table Number: 5.83: Overall Market Performance Analysis and Retail Store Shoppers' Satisfaction Score

Store Items	Label	Pm	Im	C.S.S.= Im/ Pm	Sat. level	Store Items	Label	Pm	Im	C.S.S.= Im/Pm	Sat. level
The retail store refunds price of products once sold	D3	3.39	2.82	0.83	DS	The sales staff of the retail store has the required information of the display of the products	H4	3.76	3.23	0.86	S
The retail store accepts a credit card	D4	3.59	3.28	0.91	DS	The sales staff of the retail store responds to my queries	H5	3.70	3.36	0.91	S
The retail store accepts a debit card	D5	3.87	3.40	0.88	DS	The sales staff of the retail store responds to my problems	H6	3.92	3.38	0.86	DS
The retail store provides membership cards	D6	3.79	3.32	0.88	DS	The sales staff of retail store are friendly with me	H7	3.94	3.55	0.90	DS
The retail store provides discount on membership cards	D7	3.87	3.22	0.83	DS	The sales staff of retail store are polite and courteous	H8	3.83	3.43	0.89	DS
Note: DE= Delighted; S= Satisfied and DS= Dissatisfied						The sales staff of retail store are well trained	H9	4.07	3.50	0.86	DS

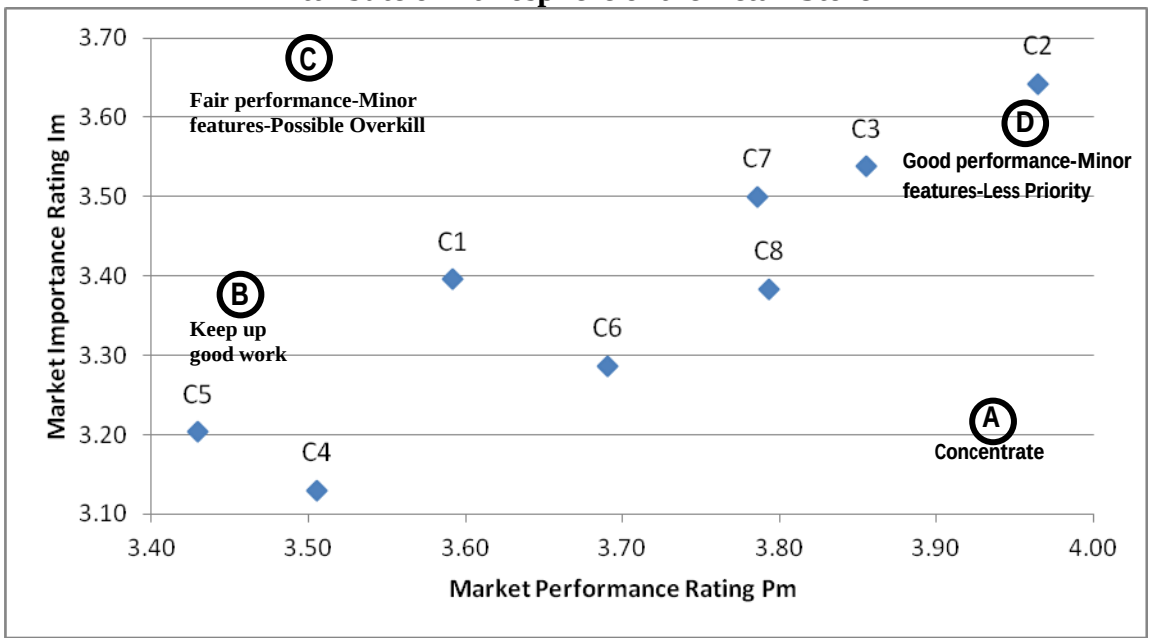
Graph Number: 5.21: Overall Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from the Store Attribute of Accessibility of the Retail Store



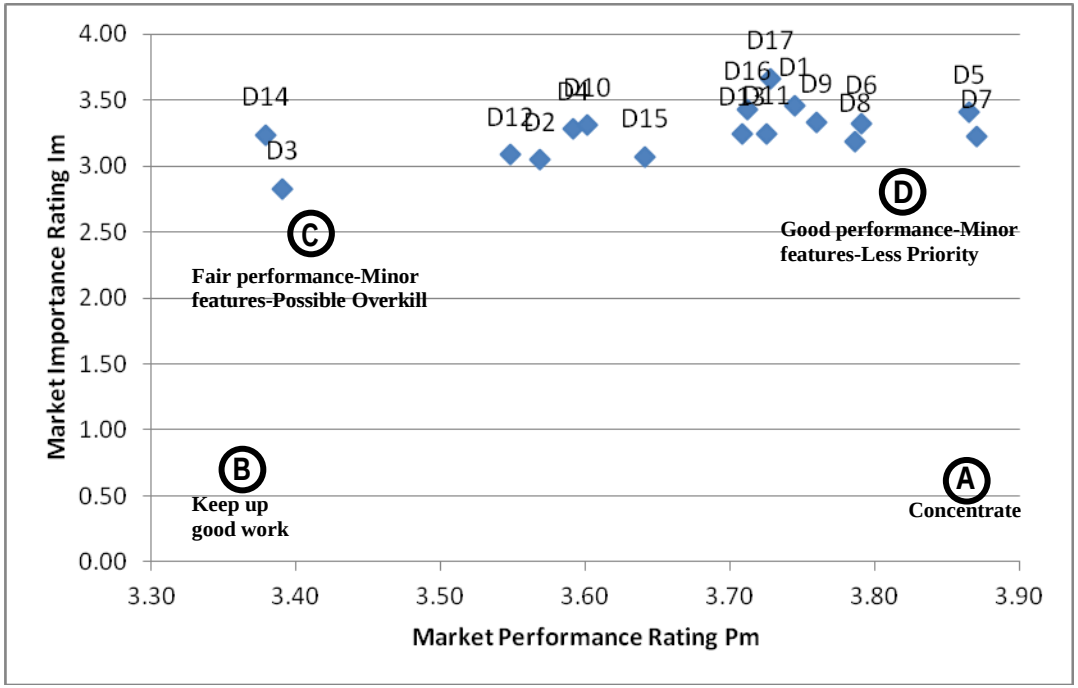
Graph Number: 5.22: Overall Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from the Attribute of Ambience of the Retail Store



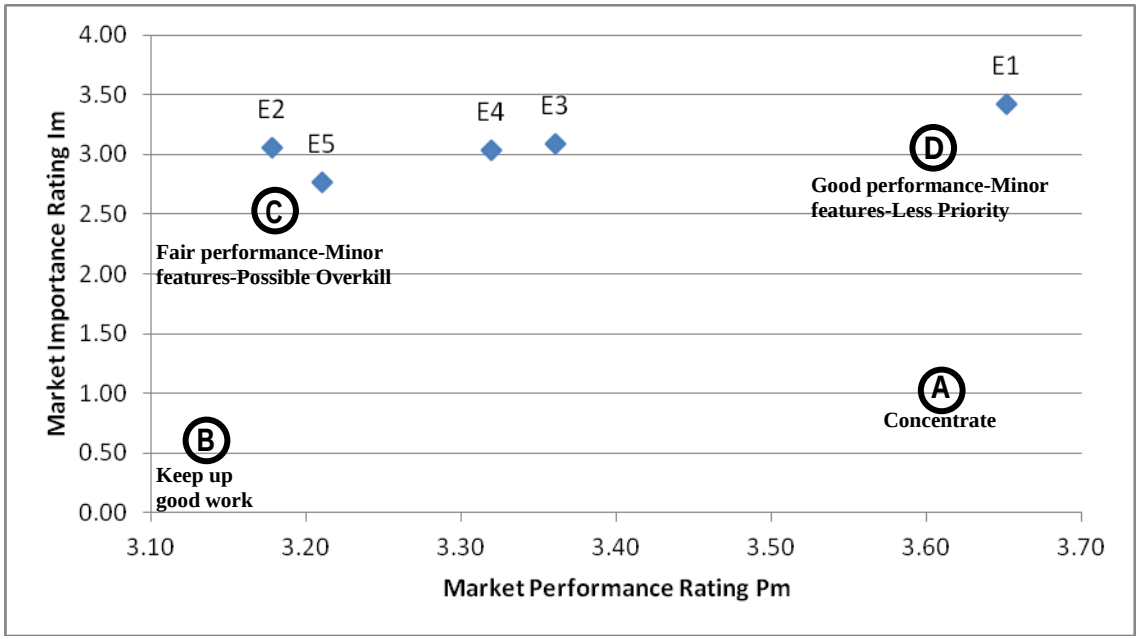
Graph Number: 5.23: Overall Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from the Attribute of Atmosphere of the Retail Store



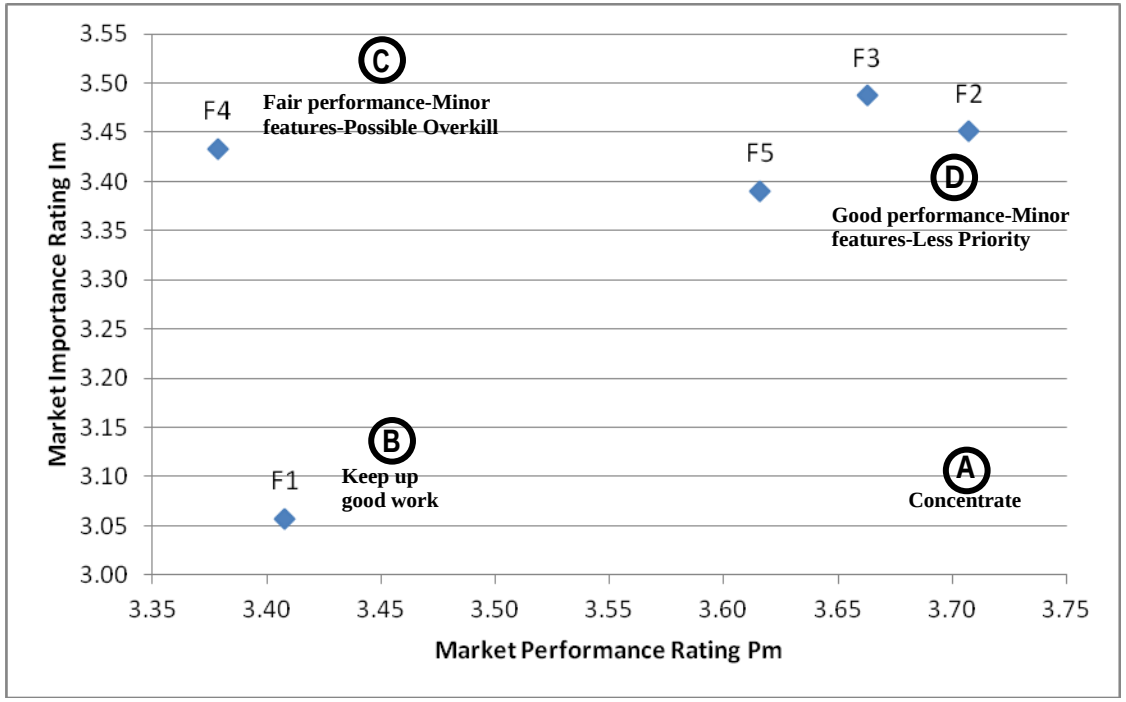
Graph Number: 5.24: Overall Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from the Attribute of Physical Facilities in the Retail Store



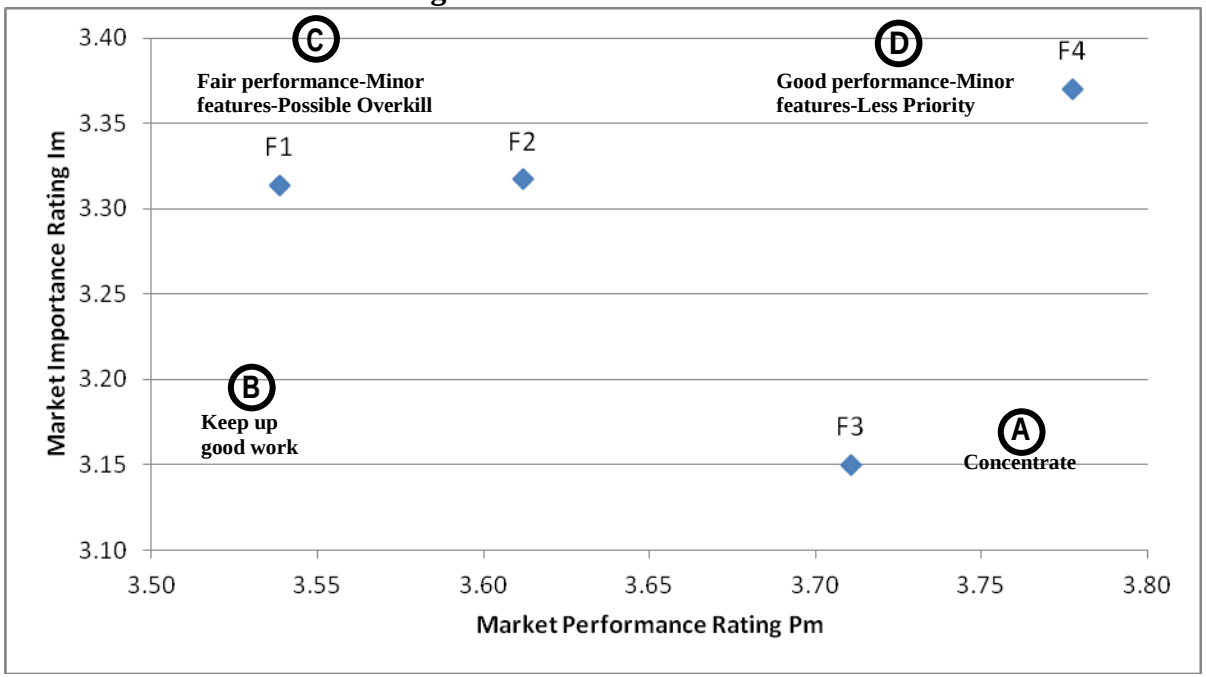
Graph Number: 5.25: Overall Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from the Attribute of Institutional factors of the Retail Store



Graph Number: 5.26: Overall Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from the Attribute of Sales Promotion Schemes offered by the Retail Store



Graph Number: 5.27: Overall Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from the Attribute of Range of the Products Sold in the Retail Store



Graph Number: 5.28: Overall Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from the Attribute of Behaviour of Sales Staff in the Retail Store