

LIST OF APPENDICES

ANNEXURE - I

MAP OF THE GUJARAT STATE



ANNEXURE-II

Number of Shoppers' Selected for Mall Intercept Interviews from the Selected Retail Stores in the Cities of Gujarat State:

Sr. No.	List of Retail Stores in the Selected Cities of Gujarat State	Vadodara City	Surat City	Rajkot City	Ahmedabad City	Total [Gujarat State]
Number of Retail Shoppers' Contacted Across all Four Selected Cities						
01	D-MART	17 (17.0)	36 (35.0)	21 (20.0)	28 (28.0)	102
02	N-MART	03 (5.0)	23 (40.0)	18 (31.0)	14 (24.0)	58
03	BIG -BAZAAR	16 (15.0)	29 (28.0)	21 (20.0)	38 (37.0)	104
04	RELIANCE FRESH	16 (16.0)	34 (33.0)	17 (16.0)	36 (35.0)	103
05	@ HOME	10 (16.0)	23 (37.0)	12 (19.0)	17 (28.0)	62
06	WOODLAND	13 (14.0)	33 (36.0)	17 (18.0)	29 (32.0)	92
07	CROMA	14 (16.0)	32 (36.0)	18 (20.0)	24 (28.0)	88
Number of Retail Shoppers' Contacted in Specific Retail Stores in Selected Cities						
08	INORBIT	20 (100.0)	-	-	-	20
09	CENTRE SQUARE	19 (100.0)	-	-	-	19
10	SEVEN SEAS	17 (100.0)	-	-	-	17
11	CENTRAL MALL	20 (33.0)	-	-	41 (67.0)	61
12	VISHAL MEGAMART	09 (100.0)	-	-	-	9
13	SPENCERS	17 (74.0)	-	-	06 (26.0)	23
14	HYPER CITY	12 (22.0)	26 (48.0)	16 (30.0)	-	54
15	BANSAL STORES	08 (100.0)	-	-	-	8
16	CROSSWORD	13 (24.0)	26 (48.0)	15 (28.0)	-	54
17	LANDMARK	12 (63.0)	-	-	07 (37.0)	19
18	GLOBUS	11 (30.0)	-	-	26 (70.0)	37
19	WILLS LIFESTYLE	09 (20.0)	22 (49.0)	14 (31.0)	-	45
20	SQUARE ONE MALL	-	16 (100.0)	-	-	16
21	KAMDHENU MALL	-	16 (100.0)	-	-	16
22	CITY MALL	-	16 (100.0)	-	-	16
23	RAHULRAJ MALL	-	15 (100.0)	-	-	15
24	VR MALL	-	15 (100.0)	-	-	15
25	MARVELLA MALL	-	15 (100.0)	-	-	15
26	ISKON PROZONE MALL	-	38 (66.0)	20 (34.0)	-	58
27	KALA MANDIR	-	15 (100.0)	-	-	15
28	GITANJALI	-	15 (100.0)	-	-	15
29	EURO INTERIAL	-	15 (100.0)	-	-	15
30	CRYSTAL MALL	-	-	20 (100.0)	-	20
31	GRAND CENTRAL	-	-	20 (100.0)	-	20
32	SOLITAIRE	-	-	16 (100.0)	-	16
33	LIFESTYLE	-	-	14 (100.0)	-	14
34	AG SHOPPING MALL	-	-	16 (100.0)	-	16
35	ISKON MEGA MALL	-	-	-	40 (100.0)	40
36	GRAND MONARCH MALL	-	-	-	02 (100.0)	2
37	R3 MALL	-	-	-	38 (100.0)	38
38	ALPHA ONE MALL	-	-	-	36 (100.0)	36
39	HIMALAYA MALL	-	-	-	36 (100.0)	36
40	10 ACRES SHOPPING MALL	-	-	-	28 (100.0)	28
41	AGORA MALL	-	-	-	27 (100.0)	27
42	ADANI MALL	-	-	-	02 (100.0)	2
43	ADITYA BIRLA MORE	12 (100.0)	-	-	-	12
44	RELAINCE MARKET	12 (100.0)	-	-	-	12
GRAND TOTAL		280 (19.0)	470 (31.0)	275 (18.0)	475 (32.0)	1500 (100.0)