## LIST OF GRAPHS

SR. NO.	GRAPH NUMBER	PARTICULARS	PAGE NO.
01	3.1	Histogram showing the Normality of the Distribution of Data	207
02	3.2	Stem and Leaf Plot of the Normality of the Distribution of Data of Retail Shoppers' Experience	208
03	3.3	Box Plot of the Normality of the Distribution of Data of the Retail Shoppers' Experience	208
04	3.4	Normal Q-Q Plot of the Normality of the Distribution of Data of Retail Shoppers' Experience	210
05	3.5	Detrended Normal Q-Q Plot of the Normality of the Distribution of Data of Retail Shoppers Experience	210
06	4.1	Profile of Selected Retail Shoppers (Age Groups)	226
07	4.2	Profile of Selected Retail Shoppers (Gender)	227
08	4.3	Profile of Selected Retail Shoppers (Marital Status)	228
09	4.4	Profile of Selected Retail Shoppers (Type of Family)	229
10	4.5	Profile of Selected Retail Shoppers (Educational Qualifications)	230
11	4.6	Profile of Selected Retail Shoppers (Occupation)	231
12	4.7	Profile of Selected Retail Shoppers (Annual Family Income	232
13	4.8	Profile of Selected Retail Shoppers (Number of Dependent Members in the Family)	233
14	4.9	Profile of Selected Retail Shoppers (Earning Family Members)	234
15	4.10	Profile of Selected Retail Shoppers (Frequency of Visit)	239
16	4.11	Profile of Selected Retail Shoppers (Preferred Shopping Companion)	241
17	4.12	Selected Retail Shoppers' Sources of Information for Shopping from the Retail Store	242
18	4.13	Selected Shoppers' Preferred Mode of Payment	271
19	4.14	Selected Retail Shoppers' Daily Activities	276
20	4.15	Selected Retail Shoppers' Ownership of Selected Products/Services	277
21	4.16	Selected Retail Shoppers' Reading Habits	279
22	4.17	Selected Retail Shoppers' Television Viewing Habits	280
23	4.18	Selected Shoppers' Radio Listening Habits of Selected Channels	281
24	5.1	City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Accessibility of Retail Stores for All the Four Cities	309
25	5.2	City-wise Box Plot for Component 2 for Selected Retail Shoppers' Responses on the Criteria of Accessibility of Retail Store	309
26	5.3	City-wise Box Plot for Component 1 for Retail Shoppers' Opinion on Ambience of the Retail Store for All the Four Cities	314
27	5.4	City-wise Box Plot for Component 2 for Retail Shoppers' Opinion on Ambience of the Retail Store for All the Four Cities	315

		,	
28	5.5	City-wise Box Plot for Component 3 for Retail Shoppers'	315
		Opinion on Ambience of the Retail Store for All the Four Cities	
29	5.6		316
29	3.0	City-wise Box Plot for Component 04 for Retail Shoppers' Opinion on Ambience of the Retail Store for All the Four	310
		Cities	
30	5.7	City-wise Box Plot for Component 1 for Retail Shoppers'	321
30	3.7	Opinion on Atmosphere of the Retail for All the Four Cities	321
31	5.8	City-wise Box Plot for Component 2 for Selected Retail	322
		Shoppers' Responses on the Criteria of Atmosphere of the	
		Retail Store	
32	5.9	City-wise Box Plot for Component 1 for Retail Shoppers'	327
		Opinion on Retail Store Facilities for All the Four Cities	
33	5.10	City-wise Box Plot for Component 2 for Selected Retail	328
		Shoppers' Responses Facilities of the Retail Store	
34	5.11	City-wise Box Plot for Component 3 for Selected Retail	329
		Shoppers' Responses on the Facilities of the Retail Store	
35	5.12	City-wise Box Plot for Component 4 for Selected Retail	330
		Shoppers' Responses on the Facilities of the Retail Store	
36	5.13	City-wise Box Plot for Component 5 for Selected Retail	331
		Shoppers' Responses on the Facilities of the Retail Store	
37	5.14	City-wise Box Plot for Component 1 for Retail Shoppers'	335
		Opinion on Promotional Schemes the Retail Store for All the	
20	7.17	Four Cities	240
38	5.15	City-wise Box Plot for Component 1 for Retail Shoppers'	340
		Opinion on Range of Products Available in the Retail Store for All the Four Cities	
39	5.16	City-wise Box Plot for Component 1 for Retail Shoppers'	345
39	3.10	Opinion on Behaviour of Sales Staff in the Retail Store for All	343
		the Four Cities	
40	5.17	City-wise Box Plot for Component 2 for Retail Shoppers'	345
		Opinion on Behaviour of Sales Staff in the Retail Store for All	5.15
		the Four Cities	
41	5.18	City-wise Box Plot for Component 3 for Retail Shoppers'	346
		Opinion on Behaviour of Sales Staff in the Retail Store for All	
		the Four Cities	
42	5.19	City-wise Box Plot for Component 1 for Retail Shoppers'	351
		Opinion on Institutional Factors in the Retail Store for All the	
		Four Cities	
43	<b>7.20</b>	City-wise Box Plot for Component 2 for Retail Shoppers'	351
	5.20	Opinion on Institutional Factors in the Retail Store for All the	
A A	5.01	Four Cities	270
44	5.21	Overall Market Performance Analysis of the Selected Retail	378
		Shoppers' Satisfaction from the Store Attribute of	
45	5.22	Accessibility of the Retail Store  Overall Market Performance Analysis of the Selected Petril	379
45	3.44	Overall Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from the Attribute of Ambience of the	319
		Retail Store	
		Roun Stole	
<u> </u>	1		

46	5.23	Overall Market Performance Analysis of the Selected Retail	380
		Shoppers' Satisfaction from the Attribute of Atmosphere of	
		the Retail Store	
47	5.24	Overall Market Performance Analysis of the Selected Retail	381
		Shoppers' Satisfaction from the Attribute of Physical Facilities	
		in the Retail Store	
48	5.25	Overall Market Performance Analysis of the Selected Retail	382
		Shoppers' Satisfaction from the Attribute of Institutional	
		factors of the Retail Store	
49	5.26	Overall Market Performance Analysis of the Selected Retail	383
		Shoppers' Satisfaction from the Attribute of Sales Promotion	
		Schemes offered by the Retail Store	
50	5.27	Overall Market Performance Analysis of the Selected Retail	384
		Shoppers' Satisfaction from the Attribute of Range of the	
		Products Sold in the Retail Store	
51	5.28	Overall Market Performance Analysis of the Selected Retail	385
		Shoppers' Satisfaction from the Attribute of Behaviour of	
		Sales Staff in the Retail Store	