

LIST OF TABLES

| Table No | Particulars | Page No |
|----------|--|---------|
| 1.1 | Organized Retail Formats | 16 |
| 1.2 | Category Wise Major Retailers | 16 |
| 1.3 | World Retail | 18 |
| 1.4 | Share of Organized Retail In Selected Countries, 2006 | 19 |
| 1.5 | GDP, Private Final Consumption Expenditure and Retail Sales Growth, 1994-07 (Compound Annual Growth Rate) | 20 |
| 1.6 | Growth India Retail - Total vs Organized | 21 |
| 1.7 | India Retail - Share of Categories (per cent) | 22 |
| 1.8 | Share of Organized Sector in Total Retail by Category (%) | 22 |
| 3.1 | Table showing Demographic Profile of Respondents | 80 |
| 5.1.1 | Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop From Organized Retail Outlets In Selected Cities of Gujarat. | 102 |
| 5.1.2 | Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop From Unorganized Retail Outlets In Selected Cities Of Gujarat. | 102 |
| 5.1.3 | Percentage Frequency distribution of Mode of Transport Used by Respondents to Shop Organized Retail Outlets with respect to Demographic and Background Characteristics of respondents in Selected Cities of Gujarat. | 104 |
| 5.1.4 | Percentage Frequency distribution of Mode of Transport Used by Respondents to Shop Organized Retail Outlets with respect to Demographic and Background Characteristics of respondents in Vadodara City of Gujarat. | 107 |
| 5.1.5 | Percentage Frequency distribution of Mode of Transport Used by Respondents to Shop Organized Retail Outlets with respect to Demographic and Background Characteristics of respondents in Ahmedabad City of Gujarat. | 109 |
| 5.1.6 | Percentage Frequency distribution of Mode of Transport Used by Respondents to Shop Organized Retail Outlets with respect to Demographic and Background Characteristics of respondents in Surat City of Gujarat. | 111 |
| 5.1.7 | Percentage Frequency distribution of Mode of Transport Used by Respondents to Shop Organized Retail Outlets with respect to Demographic and Background Characteristics of respondents in Rajkot City of Gujarat. | 113 |
| 5.1.8 | Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Selected Cities Of Gujarat. | 116 |
| 5.1.9 | Percentage Frequency distribution of Mode of Transport used by Respondents to Shop Unorganized Retail Outlets with respect to Demographic and Background Characteristics of respondents in Vadodara City of Gujarat. | 118 |
| 5.1.10 | Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Ahmedabad City Of Gujarat. | 121 |
| 5.1.11 | Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Surat City Of Gujarat. | 123 |
| 5.1.12 | Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Rajkot City Gujarat. | 125 |

| | | |
|--------|--|-----|
| 5.1.13 | Percentage Frequency Distribution Of Source Of Information Used (Influence Of Coming To Mall) By Respondents To Know Organized Retail Outlets In Selected Cities Of Gujarat. | 126 |
| 5.1.14 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Selected Cities Of Gujarat. | 128 |
| 5.1.15 | Percentage Frequency Distribution of Source of Information used by Respondents to Shop Organized Retail Outlets with Respect to Demographic and Background Characteristics of respondents in Vadodara City of Gujarat. | 130 |
| 5.1.16 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Ahmedabad City Of Gujarat. | 133 |
| 5.1.17 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Surat City Of Gujarat. | 135 |
| 5.1.18 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Rajkot City Gujarat. | 137 |
| 5.1.19 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Know Unorganized Retail Outlets In Selected Cities Of Gujarat. | 139 |
| 5.1.20 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Know Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Selected Cities Of Gujarat. | 140 |
| 5.1.21 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Know Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Vadodara City Of Gujarat. | 142 |
| 5.1.22 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Know Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Ahmedabad City Of Gujarat. | 144 |
| 5.1.23 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Know Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Surat City Of Gujarat. | 146 |
| 5.1.24 | Percentage Frequency Distribution Of Source Of Information Used By Respondents To Know Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Rajkot City Of Gujarat. | 148 |
| 5.1.25 | Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Organized Retail Outlets In Selected Cities Of Gujarat. | 150 |
| 5.1.26 | Percentage Frequency Distribution Of Methods Of Payment By | 151 |

| | | |
|--------|---|-----|
| | Respondents To Shop Organized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Selected Cities Of Gujarat. | |
| 5.1.27 | Percentage Frequency Distribution Of Methods Of Payment By Respondents To Shop Organized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Vadodara City Of Gujarat. | 154 |
| 5.1.28 | Percentage Frequency Distribution Of Methods Of Payment By Respondents To Shop Organized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Ahmedabad City Of Gujarat. | 156 |
| 5.1.29 | Percentage Frequency Distribution Of Methods Of Payment By Respondents To Shop Organized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Surat City Of Gujarat. | 157 |
| 5.1.30 | Percentage Frequency Distribution Of Methods Of Payment By Respondents To Shop Organized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Rajkot City Of Gujarat. | 158 |
| 5.1.31 | Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets In Selected Cities Of Gujarat. | 159 |
| 5.1.32 | Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Selected Cities Of Gujarat. | 160 |
| 5.1.33 | Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Vadodara City Of Gujarat. | 163 |
| 5.1.34 | Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Ahmedabad City Of Gujarat. | 165 |
| 5.1.35 | Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Surat City Of Gujarat. | 167 |
| 5.1.36 | Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic And Background Characteristics Of Respondents In Rajkot City Of Gujarat. | 169 |
| 5.2.1 | Comparison Of Average Distance Between Organized Retail Outlets And Place Of Consumer Residence Across The Selected Cities Of Gujarat Using One way Analysis. | 172 |
| 5.2.2 | Comparison Of Average Distance Between Unorganized Retail Outlets And Place Of Consumer Residence Across The Selected Cities Of Gujarat Using One Way Analysis. | 172 |
| 5.2.3 | Mean Comparison of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items With Respect To Demographic And Background | 173 |

| | | |
|--------|---|-----|
| | Characteristics Of Respondents In Selected Cities Of Gujarat. | |
| 5.2.4 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items With Respect To Demographic Characteristics Of Respondents In Vadodara City Of Gujarat. | 176 |
| 5.2.5 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items With Respect To Demographic Characteristics Of Respondents In Ahmedabad City Of Gujarat. | 178 |
| 5.2.6 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat. | 180 |
| 5.2.7 | Mean Comparison Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items To Shop With Respect To Demographic Characteristics Of Respondents In Rajkot City Of Gujarat. | 182 |
| 5.2.8 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat. | 185 |
| 5.2.9 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Vadodara City Of Gujarat. | 188 |
| 5.2.10 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Ahmedabad City Of Gujarat. | 190 |
| 5.2.11 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat. | 193 |
| 5.2.12 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Rajkot City Of Gujarat. | 195 |
| 5.2.13 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat. | 198 |
| 5.2.14 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Vadodara City Of Gujarat. | 201 |
| 5.2.15 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Ahmedabad City Of Gujarat. | 203 |
| 5.2.16 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat. | 206 |
| 5.2.17 | Mean Comparisons Of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Rajkot City Of Gujarat. | 208 |

| | | |
|--------|--|-----|
| 5.2.18 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat. | 211 |
| 5.2.19 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Vadodara City Of Gujarat. | 214 |
| 5.2.20 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Ahmedabad City Of Gujarat. | 216 |
| 5.2.21 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat. | 219 |
| 5.2.22 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Rajkot City Of Gujarat. | 221 |
| 5.2.23 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat. | 224 |
| 5.2.24 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents in Vadodara City of Gujarat. | 227 |
| 5.2.25 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents in Ahmedabad Of Gujarat. | 229 |
| 5.2.26 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat. | 232 |
| 5.2.27 | Mean Comparison Of Monthly Shopping Time Spent By Respondents To Purchase Food And Grocery Items From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Rajkot City Of Gujarat. | 234 |
| 5.2.28 | Comparisons of Satisfaction Mean Score Given by Respondents for Organized Retail Outlets Regarding Various Features Within The Cities And Across in the Selected Cities of Gujarat. | 236 |
| 5.2.29 | Comparisons of Satisfaction Mean Score Given by Respondents for Unorganized Retail Outlets Regarding Various Features in the Selected Cities of Gujarat. | 237 |
| 5.2.30 | Comparisons Of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Gender And Across In The Selected Cities Of Gujarat. | 238 |
| 5.2.31 | Comparisons Of Satisfaction Mean Score Given By Respondents For | 239 |

| | | |
|--------|---|-----|
| | Organized Retail Outlets Regarding Various Features Within The Gender And Across In The Vadodara City Of Gujarat. | |
| 5.2.32 | Comparisons Of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Gender And Across In The Ahmedabad Of Gujarat. | 239 |
| 5.2.33 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Gender And Across In The Surat city Gujarat. | 240 |
| 5.2.34 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Gender And Across In The Rajkot city Gujarat. | 240 |
| 5.2.35 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Age And Across In The Selected Cities Of Gujarat. | 241 |
| 5.2.36 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Age And Across In The Vadodara City Of Gujarat. | 241 |
| 5.2.37 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Age And Across In The Ahmedabad City Of Gujarat. | 242 |
| 5.2.38 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Age And Across In The Surat City Of Gujarat. | 243 |
| 5.2.39 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Age And Across In The Rajkot City Of Gujarat. | 243 |
| 5.2.40 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Selected Cities Of Gujarat. | 244 |
| 5.2.41 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Vadodara City Of Gujarat. | 244 |
| 5.2.42 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Ahmedabad City Of Gujarat. | 245 |
| 5.2.43 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Surat City Of Gujarat. | 245 |
| 5.2.44 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Rajkot City Of Gujarat. | 246 |
| 5.2.45 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Type And Across In The Selected Cities Of Gujarat. | 246 |
| 5.2.46 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Type And Across In The Vadodara City Of Gujarat. | 246 |
| 5.2.47 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family | 246 |

| | | |
|--------|--|-----|
| | Type And Across In The Ahmedabad City Of Gujarat. | |
| 5.2.48 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Type And Across In The Surat City Of Gujarat. | 248 |
| 5.2.49 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Type And Across In The Rajkot City Of Gujarat. | 248 |
| 5.2.50 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Size And Across In The Selected Cities Of Gujarat. | 249 |
| 5.2.51 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Size And Across In The Vadodara City Of Gujarat. | 249 |
| 5.2.52 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Size And Across In The Ahmedabad City Of Gujarat. | 250 |
| 5.2.53 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Size And Across In The Surat City Of Gujarat. | 250 |
| 5.2.54 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Size And Across In The Rajkot City Of Gujarat. | 251 |
| 5.2.55 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Education And Across In The Selected Cities Of Gujarat. | 251 |
| 5.2.56 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Education And Across In The Vadodara City Of Gujarat. | 252 |
| 5.2.57 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Education And Across In The Ahmedabad City Of Gujarat. | 252 |
| 5.2.58 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Education And Across In The Surat City Of Gujarat. | 253 |
| 5.2.59 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Education And Across In The Rajkot City Of Gujarat. | 253 |
| 5.2.60 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Occupation And Across In The Selected Cities Of Gujarat. | 254 |
| 5.2.61 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Occupation And Across In The Vadodara City Of Gujarat. | 254 |
| 5.2.62 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Occupation And Across In The Ahmedabad City Of Gujarat. | 255 |
| 5.2.63 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Occupation And Across In The Surat City Of Gujarat. | 255 |

| | | |
|---------|---|-----|
| 5.2.64 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Occupation And Across In The Rajkot City Of Gujarat. | 256 |
| 5.2.65 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Selected Cities Of Gujarat. | 256 |
| 5.2.66 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Vadodara City Of Gujarat. | 257 |
| 95.2.67 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Ahmedabad City Of Gujarat. | 257 |
| 5.2.68 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Surat City Of Gujarat. | 258 |
| 5.2.69 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Rajkot City Of Gujarat. | 258 |
| 5.2.70 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Selected Cities Of Gujarat. | 259 |
| 5.2.71 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Vadodara City Of Gujarat. | 259 |
| 5.2.72 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Ahmedabad City Of Gujarat. | 259 |
| 5.2.73 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Surat City Of Gujarat. | 259 |
| 5.2.74 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Rajkot City Of Gujarat. | 260 |
| 5.2.75 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Selected Cities Of Gujarat. | 260 |
| 5.2.76 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Vadodara City Of Gujarat. | 260 |
| 5.2.77 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Ahmedabad City Of Gujarat. | 261 |
| 5.2.78 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Surat City Of Gujarat. | 261 |
| 5.2.79 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Rajkot City Of Gujarat. | 261 |
| 5.2.80 | Comparisons of Satisfaction Mean Score Given By Respondents For | 262 |

| | | |
|--------|---|-----|
| | Organized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Selected Cities Of Gujarat. | |
| 5.2.81 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Vadodara City Of Gujarat. | 262 |
| 5.2.82 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Ahmedabad City Of Gujarat. | 263 |
| 5.2.83 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Surat City Of Gujarat. | 264 |
| 5.2.84 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Rajkot City Of Gujarat. | 264 |
| 5.2.85 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Per Capita Income Groups And Across In The Selected Cities Of Gujarat. | 265 |
| 5.2.86 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Per Capita Income Groups And Across In The Vadodara City Of Gujarat. | 265 |
| 5.2.87 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Per Capita Income Groups And Across In The Ahmedabad City Of Gujarat. | 266 |
| 5.2.88 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Per Capita Income Groups And Across In The Surat City Of Gujarat. | 266 |
| 5.2.89 | Comparisons of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Per Capita Income Groups And Across In The Rajkot City Of Gujarat. | 267 |
| 5.2.90 | Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Gender And Across In The Selected Cities Of Gujarat. | 267 |
| 5.2.91 | Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Gender And Across In The Vadodara City Of Gujarat. | 268 |
| 5.2.92 | Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Gender And Across In The Ahmedabad Of Gujarat. | 268 |
| 5.2.93 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Gender And Across In The Surat city Gujarat. | 269 |
| 5.2.94 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Gender And Across In The Rajkot city Gujarat. | 269 |
| 5.2.95 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Age And Across In The Selected Cities Of Gujarat. | 270 |
| 5.2.96 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Age | 270 |

| | | |
|---------|---|-----|
| | And Across In The Vadodara City Of Gujarat. | |
| 5.2.97 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Age And Across In The Ahmedabad City Of Gujarat. | 271 |
| 5.2.98 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Age And Across In The Surat City Of Gujarat. | 271 |
| 5.2.99 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Age And Across In The Rajkot City Of Gujarat. | 272 |
| 5.2.100 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Selected Cities Of Gujarat. | 272 |
| 5.2.101 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Vadodara City Of Gujarat. | 273 |
| 5.2.102 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Ahmedabad City Of Gujarat. | 273 |
| 5.2.103 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Surat City Of Gujarat. | 274 |
| 5.2.104 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Marital Status And Across In The Rajkot City Of Gujarat. | 274 |
| 5.2.105 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Selected Cities Of Gujarat. | 274 |
| 5.2.106 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Vadodara City Of Gujarat. | 275 |
| 5.2.107 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Ahmedabad City Of Gujarat. | 275 |
| 5.2.108 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Surat City Of Gujarat. | 276 |
| 5.2.109 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Rajkot City Of Gujarat. | 276 |
| 5.2.110 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Selected Cities Of Gujarat. | 277 |
| 5.2.111 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Vadodara City Of Gujarat. | 277 |
| 5.2.112 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Ahmedabad City Of Gujarat. | 278 |

| | | |
|---------|---|-----|
| 5.2.113 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Surat City Of Gujarat. | 278 |
| 5.2.114 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Type And Across In The Rajkot City Of Gujarat. | 279 |
| 5.2.115 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Education And Across In The Selected Cities Of Gujarat. | 279 |
| 5.2.116 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Education And Across In The Vadodara City Of Gujarat. | 280 |
| 5.2.117 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Education And Across In The Ahmedabad City Of Gujarat. | 280 |
| 5.2.118 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Education And Across In The Surat City Of Gujarat. | 281 |
| 5.2.119 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Education And Across In The Rajkot City Of Gujarat. | 281 |
| 5.2.120 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Occupation And Across In The Selected Cities Of Gujarat. | 282 |
| 5.2.121 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Occupation And Across In The Vadodara City Of Gujarat. | 282 |
| 5.2.122 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Occupation And Across In The Ahmedabad City Of Gujarat. | 283 |
| 5.2.123 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Occupation And Across In The Surat City Of Gujarat. | 283 |
| 5.2.124 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Occupation And Across In The Rajkot City Of Gujarat. | 284 |
| 5.2.125 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Selected Cities Of Gujarat. | 284 |
| 5.2.126 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Vadodara City Of Gujarat. | 285 |
| 5.2.127 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Ahmedabad City Of Gujarat. | 285 |
| 5.2.128 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Surat City Of Gujarat. | 286 |
| 5.2.129 | Comparisons of Satisfaction Mean Score Given By Respondents For | 286 |

| | | |
|---------|--|-----|
| | Unorganized Retail Outlets Regarding Various Features Within The Own vehicle Four Wheeler And Across In The Rajkot City Of Gujarat. | |
| 5.2.130 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Selected Cities Of Gujarat. | 287 |
| 5.2.131 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Vadodara City Of Gujarat. | 287 |
| 5.2.132 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Ahmedabad City Of Gujarat. | 287 |
| 5.2.133 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Surat City Of Gujarat. | 287 |
| 5.2.134 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Two Wheeler And Across In The Rajkot City Of Gujarat. | 288 |
| 5.2.135 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Selected Cities Of Gujarat. | 288 |
| 5.2.136 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Vadodara City Of Gujarat. | 289 |
| 5.2.137 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Ahmedabad City Of Gujarat. | 289 |
| 5.2.138 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Surat City Of Gujarat. | 289 |
| 5.2.139 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Own Vehicle Bicycle And Across In The Rajkot City Of Gujarat. | 289 |
| 5.2.140 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Selected Cities Of Gujarat. | 290 |
| 5.2.141 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Vadodara City Of Gujarat. | 290 |
| 5.2.142 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Ahmedabad City Of Gujarat. | 291 |
| 5.2.143 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Surat City Of Gujarat. | 291 |
| 5.2.144 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Rajkot City Of Gujarat. | 292 |
| 5.2.145 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Per | 292 |

| | | |
|---------|--|-----|
| | Capita Income Groups And Across In The Selected Cities Of Gujarat. | |
| 5.2.146 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Per Capita Income Groups And Across In The Vadodara City Of Gujarat. | 293 |
| 5.2.147 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Per Capita Income Groups And Across In The Ahmedabad City Of Gujarat. | 294 |
| 5.2.148 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Per Capita Income Groups And Across In The Surat City Of Gujarat. | 294 |
| 5.2.149 | Comparisons of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Per Capita Income Groups And Across In The Rajkot City Of Gujarat. | 295 |
| 5.2.150 | Mean Comparison Of Different Product Categories Bought By Respondents From Different Retail Outlets In The Selected Cities of Gujarat. | 296 |
| 5.2.151 | Mean Comparison Of Different Product Categories Bought By Respondents From Different Retail Outlets In The Vadodara City of Gujarat. | 298 |
| 5.2.152 | Mean Comparison Of Different Product Categories Bought By Respondents From Different Retail Outlets In The Ahmedabad City of Gujarat. | 300 |
| 5.2.153 | Mean Comparison Of Different Product Categories Bought By Respondents From Different Retail Outlets In The Surat City of Gujarat. | 302 |
| 5.2.154 | Mean Comparison Of Different Product Categories Bought By Respondents From Different Retail Outlets In The Rajkot City of Gujarat. | 304 |
| 5.2.155 | Mean Comparison Of Expected And Observed Respondents Bought Different Product Categories From Different Retail Outlets In Selected Cities Of Gujarat. | 306 |
| 5.2.156 | Mean Comparison Of Expected and Observed Respondents Bought Different Product Categories From Different Retail Outlets In Vadodara City Of Gujarat. | 307 |
| 5.2.157 | Mean Comparison Of Expected and Observed Respondents Bought Different Product Categories From Different Retail Outlets In Ahmedabad City Of Gujarat. | 308 |
| 5.2.158 | Mean Comparison Of Expected and Observed Respondents Bought Different Product Categories From Different Retail Outlets In Surat City Of Gujarat. | 309 |
| 5.2.159 | Mean Comparison Of Expected and Observed Respondents Bought Different Product Categories From Different Retail Outlets In Rajkot City Of Gujarat. | 310 |
| 5.2.160 | Comparisons Of Satisfaction Mean Score Given By Respondents For Organized And Unorganized Retail Outlets Regarding Various Features In The Selected Cities Gujarat. | 311 |
| 5.2.161 | Comparisons Of Satisfaction Mean Score Given By Respondents For Organized And Unorganized Retail Outlets Regarding Various Features In The Vadodara City Gujarat. | 312 |
| 5.2.162 | Comparisons Of Satisfaction Mean Score Given By Respondents For Organized And Unorganized Retail Outlets Regarding Various Features In | 313 |

| | | |
|---------|--|-----|
| | The Ahmedabad City Gujarat. | |
| 5.2.163 | Comparisons Of Satisfaction Mean Score Given By Respondents For Organized And Unorganized Retail Outlets Regarding Various Features In The Surat City Gujarat. | 314 |
| 5.2.164 | Comparisons Of Satisfaction Mean Score Given By Respondents For Organized And Unorganized Retail Outlets Regarding Various Features In The Rajkot City Gujarat. | 315 |
| 5.3.1 | Comparisons And Association, Regarding Shopping Starting From Organized Retail Outlets Their Overall Purchase Of Food & Grocery Items Increase, Decrease And Remain Same In Selected Cities Of Gujarat. | 316 |
| 5.3.2 | Comparisons And Association, Regarding Shopping Starting From Unorganized Retail Outlets Their Overall Purchase Of Food & Grocery Items Increase, Decrease And Remain Same In Selected Cities Of Gujarat. | 317 |
| 5.3.3 | Comparisons And Association, Regarding Starting Shopping From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Selected Cities Of Gujarat. | 318 |
| 5.3.4 | Comparisons And Association, Regarding Starting Shopping From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Vadodara City Of Gujarat. | 322 |
| 5.3.5 | Comparisons And Association, Regarding Starting Shopping From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Ahmedabad City Of Gujarat. | 325 |
| 5.3.6 | Comparisons And Association, Regarding Starting Shopping From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Surat City Of Gujarat. | 328 |
| 5.3.7 | Comparisons And Association, Regarding Starting Shopping From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Rajkot City Of Gujarat. | 331 |
| 5.3.8 | Comparisons And Association, Regarding Starting Shopping From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Selected Cities Of Gujarat. | 335 |
| 5.3.9 | Comparisons And Association, Regarding Starting Shopping From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Vadodara City Of Gujarat. | 339 |
| 5.3.10 | Comparisons And Association, Regarding Starting Shopping From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Ahmedabad City Of Gujarat. | 342 |
| 5.3.11 | Comparisons And Association, Regarding Starting Shopping From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Surat City Of Gujarat. | 343 |
| 5.3.12 | Comparisons And Association, Regarding Starting Shopping From | 343 |

| | | |
|--------|---|-----|
| | Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food And Grocery Items Increased, Decreased And Remained Same In Rajkot City Of Gujarat. | |
| 5.3.13 | Comparisons And Association, Regarding The Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat. | 343 |
| 5.3.14 | Comparisons And Association, Regarding The Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondent Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat. | 344 |
| 5.3.15 | Comparisons And Association, Regarding The Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondent Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat. | 347 |
| 5.3.16 | Comparisons And Association, Regarding The Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondent Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat. | 350 |
| 5.3.17 | Comparisons And Association, Regarding The Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondent Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat. | 353 |
| 5.3.18 | Comparisons And Association, Regarding The Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondent Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat. | 356 |
| 5.3.19 | Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat. | 359 |
| 5.3.20 | Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities of Gujarat. | 360 |
| 5.3.21 | Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City of Gujarat. | 364 |
| 5.3.22 | Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution | 368 |

| | | |
|--------|---|-----|
| | And Chi-Square Statistics In Ahmedabad City of Gujarat. | |
| 5.3.23 | Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City of Gujarat. | 372 |
| 5.3.24 | Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City of Gujarat. | 376 |
| 5.3.25 | Comparisons And Association, Regarding Planned Visit Of Organized Retail Outlets Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat. | 380 |
| 5.3.26 | Comparisons And Association, Regarding Planned Visit Of Unorganized Retail Outlets Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat. | 380 |
| 5.3.27 | Comparisons And Association, Regarding Planned Visit Of Organized Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat. | 381 |
| 5.3.28 | Comparisons And Association, Regarding Planned Visit Of Organized Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat. | 384 |
| 5.3.29 | Comparisons And Association, Regarding Planned Visit Of Organized Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat. | 387 |
| 5.3.30 | Comparisons And Association, Regarding Planned Visit Of Organized Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat. | 390 |
| 5.3.31 | Comparisons And Association, Regarding Planned Visit Of Organized Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat. | 392 |
| 5.3.32 | Comparisons And Association, Regarding Planned Visit Of Unorganized Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat. | 393 |
| 5.3.33 | Comparisons And Association, Regarding Planned Visit Of Unorganized Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat. | 396 |
| 5.3.34 | Comparisons And Association, Regarding Planned Visit Of Unorganized Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat. | 399 |
| 5.3.35 | Comparisons And Association, Regarding Planned Visit Of Unorganized | 402 |

| | | |
|--------|---|-----|
| | Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat. | |
| 5.3.36 | Comparisons And Association, Regarding Planned Visit Of Unorganized Retail Outlets With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat. | 405 |