CHAPTER 5:

ANALYSIS AND INTERPRETATION OF DATA

5.1 Percentage Frequency

Table 5.1.1: Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop From Organized Retail Outlets In Selected Cities of Gujarat.										
Mode of Transport (Organized Retail Outlets)	Cites									
	Vadodara		Ahmadabad		Surat		Rajkot		Total	
	N	N%	N	N%	N	N%	N	N%	N	N%
By walk	4	2.6	19	10.9	13	8.1	13	9.6	49	7.9
Bus / Public Transport	0	0.0	0	0.0	0	0.0	2	1.5	2	0.3
By Auto	28	18.4	71	40.6	63	39.4	36	26.5	198	31.8
Scooter/ Bike	118	77.6	175	100.0	160	100.0	114	83.8	567	91.0
By Car	77	50.7	77	44.0	81	50.6	88	64.7	323	51.8
Total	152	24.4	175	28.1	160	25.7	136	21.8	623	100.0

- From the above table, it was observed that, out of total respondents, 91.0% and 0.3% respondents respectively used scooter/bike and public transport as a mode of transport to shop from organized retail outlets.

- Furthermore, city-wise, the similar result has been found, in Vadodara city, out of total respondents, 77.6% and 2.6% respondents respectively used scooter/bike and by walk as a mode of transport to shop from organized retail outlets.

- In Ahmadabad city, out of total respondents, majority of the respondents and 10.9% respondents respectively used scooter/bike and by walk as a mode of transport to shop from organized retail outlets.

- In Surat city, out of total respondents, majority of the respondents and 8.1% respondents respectively used scooter/bike and walk as a mode of transport to shop from organized retail outlets

- In Rajkot city, out of total respondents, 83.8% and 1.5% respondents respectively used scooter/bike and public transport as a mode of transport to shop from organized retail outlets.

Table 5.1.2: Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop From Unorganized Retail Outlets In Selected Cities Of Gujarat.										
Mode of Transport (Unorganized Retail Outlets)	Cites									
	Vadodara		Ahmadabad		Surat		Rajkot		Total	
	N	N%	N	N%	N	N%	N	N%	N	N%
By walk	62	37.8	61	59.2	79	56.8	100	73.0	302	55.6
By Auto	29	17.7	9	8.7	12	8.6	16	11.7	66	12.2
Scooter/ Bike	145	88.4	102	99.0	139	100.0	118	86.1	504	92.8
By Car	47	28.7	23	22.3	15	10.8	24	17.5	109	20.1
Total	164	30.2	103	19.0	139	25.6	137	25.2	543	100.0

From the above table, it was observed that, out of total respondents, 92.8% and 12.2% respondents respectively used scooter/ bike and auto as a mode of transport to shop from unorganized retail outlets.

- Furthermore city-wise, the similar result has been found, in Vadodara city, out of total respondents, 88.4% and 17.7% respondents respectively used scooter/bike and auto as a mode of transport to shop from unorganized retail outlets.

- In Ahmadabad city, out of total respondents 99.0% and 17.7% respondents respectively used scooter/bike and auto as a mode of transport to shop from unorganized retail outlets.

- In Surat city, out of total respondents, majority of the respondents and 8.6% respondents respectively used scooter/bike and auto as a mode of transport to shop from unorganized retail outlets.

- In Rajkot city, out of total respondents, 86.1% and 11.7% respondents used respectively scooter/bike and auto as a mode of transport to shop from unorganized retail outlets.

For Organized Retail Outlets,

Table 5.1.3: Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat.												
Respondent's Demographic characteristics and it's category		**Mode of Transport (Organized Retail Outlets)**										
		By Walk		**Bus/Public Transport**		**By Auto**		**Scooter/ Bike**		**By car**		**Total**	
		N	%	N	%	N	%	N	%	N	%	N	%
Gender	Male	37	8.4	1	0.2	146	33.1	399	90.5	232	52.6	441	70.8
	Female	12	6.6	1	0.5	52	28.6	168	92.3	91	50.0	182	29.2
Age	Less than<= 33	10	7.0	0	0.0	51	35.7	130	90.9	56	39.2	143	23.0
	33-35	12	11.1	1	0.9	48	44.4	93	86.1	43	39.8	108	17.3
	36-40	7	5.6	0	0.0	37	29.8	116	93.5	58	46.8	124	19.9
	41-45	13	11.7	0	0.0	39	35.1	107	96.4	62	55.9	111	17.8
	More than 45	7	5.1	1	0.7	23	16.8	121	88.3	104	75.9	137	22.0
Marital Status	Married	47	7.8	2	0.3	194	32.3	549	91.3	313	52.1	601	96.5
	Unmarried	2	9.1	0	0.0	4	18.2	18	81.8	10	45.5	22	3.5
Family Type	Nuclear	24	8.9	1	0.4	97	35.8	248	91.5	119	43.9	271	43.5
	Joint	25	7.1	1	0.3	101	28.7	319	90.6	204	58.0	352	56.5
Education	S.S.C	2	12.5	0	0.0	2	12.5	10	62.5	9	56.3	16	2.6
	H.S.C	4	9.5	1	2.4	11	26.2	37	88.1	19	45.2	42	6.8
	Graduation	21	8.6	0	0.0	97	39.9	225	92.6	101	41.6	243	39.3
	Post Graduation	15	7.3	1	0.5	80	38.8	191	92.7	91	44.2	206	33.3
	PG & Above	7	6.0	0	0.0	8	6.9	104	89.7	103	88.8	116	18.0
Occupation	Business	24	9.6	1	0.4	133	53.0	232	92.4	65	25.9	251	4.3
	Professional	12	5.9	0	0.0	6	2.9	188	91.7	185	90.2	205	32.9
	Service	13	7.8	1	0.6	59	35.3	147	88.0	73	43.7	167	26.8
Four Wheeler	Yes	24	7.6	0	0.0	33	10.4	273	86.0	283	89.3	317	50.9
	No	25	8.2	2	0.7	165	53.9	294	96.0	40	13.1	306	49.0
Two Wheeler	Yes	49	7.9	2	0.3	197	31.7	566	91.0	323	51.9	622	99.8
	No	0	0.0	0	0.0	1	100.0	1	100.0	0	0.0	1	0.2
Bicycle	Yes	45	8.8	2	0.4	178	34.6	485	94.4	263	51.2	514	82.8
	No	4	3.7	0	0.0	20	18.7	80	74.8	60	55.0	109	17.5
Income Groups	<=40000	9	9.2	1	1.0	59	60.2	90	91.8	10	10.2	98	15.7
	40001-60000	10	7.3	0	0.0	64	46.7	131	95.6	26	19.0	137	22.0
	60001-80000	14	11.5	1	0.8	43	35.2	114	93.4	49	40.2	122	19.6
	80001-135000	9	7.2	0	0.0	24	19.2	111	88.8	106	84.8	125	20.1
	>135000	7	5.0	0	0.0	8	5.7	121	85.6	132	93.6	141	22.6
Per Capita Income	<=9167	8	7.3	1	0.9	52	17.7	98	89.9	21	19.3	109	17.5
	9168-13000	10	8.5	1	0.9	61	52.1	112	95.7	26	22.2	117	18.8
	13001-17800	9	7.4	0	0.0	49	40.5	114	94.2	51	42.1	121	19.4
	17801-30000	15	10.5	0	0.0	26	18.2	125	87.4	103	72.0	143	23.0
	>30000	7	5.3	0	0.0	10	7.5	118	88.7	122	91.7	133	21.3
Total		49	7.9	2	0.3	198	31.8	567	91.0	323	51.8	623	100.0

From the above table, it was observed that, 91.0%, 51.8%, 31.8%, 7.9% and 0.3% respondents respectively preferred bike, car, auto, by walk and bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Gender**, out of total respondents, 90.5% and 92.3% male and female respondents respectively mostly used scooter/bike as a mode of transport to shop organized retail outlets, while 0.2% and 0.5% male and female respondents respectively less preferred public or bus transport as a mode of transport to shop organized retail outlets.

- According to **Age,** out of total respondents, 96.4% respondents belonged to 41-45 years age groups; they preferred scooter/bike as a mode of transport to reach organized retail outlets, while 0.7% respondents belonged to more than 45 age

groups, they less preferred to public or bus transport as a mode of transport to shop organized retail outlets.

- According to **Marital Status,** out of total respondents, 91.3% and 81.8% married and unmarried respondents respectively most frequently used scooter/ bike as a mode of transport to shop organized retail outlets, while lowest mode used by married respondents is bus or public transport (0.3%).

- According to **Family Type,** out of total respondents, 91.5% and 90.6% respondents respectively were from nuclear and joint family groups, they mostly used scooter/bike as a mode of transport to shop organized retail outlets, while lowest mode used by nuclear and joint family groups respondents respectively was bus or public transport (0.4%), (0.3%).

- According to **Education,** out of total respondents, 92.7% respondents had studied post graduation; they preferred scooter/bike as a mode of transport to reach organized retail outlets, while 2.4% respondents had studied HSC, they less preferred bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Occupation,** out of total respondents, 92.4% respondents belonged to service class; they preferred scooter/bike as a mode of transport to reach organized retail outlets, while 0.6% respondents belonged to business class, they less preferred bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 50.9% respondents have four-wheeler, who having four wheeler 89.3% and 7.6% respondents respectively preferred car and by walk as a mode of transport to shop organized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 99.8% respondents have two-wheeler, who having two wheeler 91.1% and 0.3% respondents respectively preferred scooter/bike and bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 82.8% respondents have bicycle, who having bicycle 94.4% and 0.4% respondents respectively preferred scooter/bike and bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Income Groups,** out of total respondents, 95.6% respondents belonged to 40001-60000 income groups, they preferred scooter/bike as a mode of transport to shop organized retail outlets, while 1.0% respondents belonged to less than or equal to 40000 income groups, they less preferred to use bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 95.7% respondents belonged to 9168-13000 per capita income groups, they preferred scooter/bike as a mode of transport to shop organized retail outlets, while 0.9% respondents belonged to less than or equal 9167 per capita income groups, they less preferred bus or public transport as a mode of transport to shop organized retail outlets. In another 0.9% respondents belonged to 9168-13000 per capita income groups, they preferred the same mode of transports.

Table 5.1.4: Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Vadodara City Of Gujarat.

Respondent's Demographic characteristics and it's category		Mode of Transport (Organized Retail Outlets)									
		By Walk		By Auto		Scooter/ Bike		By car		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	3	3.0	17	17.0	77	77.0	55	55.0	100	65.8
	Female	1	1.9	11	21.2	41	78.8	22	42.3	52	34.2
Age	Less than<= 33	1	2.9	9	25.7	28	80.0	11	31.4	35	23.0
	33-35	1	3.6	6	21.4	20	71.4	19	32.1	28	18.4
	36-40	1	3.0	4	12.1	26	78.8	17	51.5	33	21.7
	41-45	1	5.6	5	27.8	15	83.3	10	55.6	18	11.8
	More than 45	0	0.0	4	10.5	29	76.3	30	78.9	38	25.0
Marital Status	Married	3	2.2	24	17.8	104	**77.0**	71	52.6	135	88.8
	Unmarried	1	5.9	4	23.5	14	**82.4**	6	35.3	17	11.2
Family Type	Nuclear	2	2.9	16	23.5	52	76.5	32	47.1	68	44.7
	Joint	2	2.4	12	14.3	66	78.6	45	53.6	84	55.3
Education	S.S.C	0	0.0	0	0.0	1	100.0	1	100.0	1	0.7
	H.S.C	0	0.0	1	6.7	14	93.3	8	53.3	15	9.9
	Graduation	3	5.3	14	24.6	46	80.7	21	36.8	57	37.5
	Post Graduation	0	0.0	12	26.7	33	73.3	20	44.4	45	29.6
	PG & Above	1	2.9	1	2.9	24	70.6	27	79.4	34	22.4
Occupation	Business	2	4.2	2	4.2	41	73.0	24	50.0	48	31.6
	Professional	1	2.4	0	0.0	31	75.6	32	78.0	41	27.0
	Service	1	1.6	26	41.3	46	73.0	21	33.3	63	41.4
Four Wheeler	Yes	2	2.5	1	1.3	56	70.0	67	83.8	80	52.6
	No	2	2.8	27	37.5	62	86.1	10	13.9	72	47.4
Bicycle	Yes	1	2.0	10	19.6	41	80.4	20	39.2	51	34.0
	No	3	3.0	18	18.2	75	75.8	55	55.6	99	66.0
Income Groups	<=40000	2	6.3	17	53.1	25	78.1	2	6.3	32	21.1
	40001-60000	0	0.0	5	20.8	21	87.5	5	20.8	24	15.8
	60001-80000	0	0.0	5	13.9	33	91.7	16	44.4	36	23.7
	80001-135000	0	0.0	1	3.4	21	72.4	28	96.6	29	19.1
	>135000	2	6.5	0	0.0	18	58.1	26	83.9	31	20.4
Per Capita Income	<=9167	2	6.5	13	41.9	22	71.0	5	16.1	31	20.4
	9168-13000	0	0.0	9	34.6	24	92.3	6	23.1	26	17.1
	13001-17800	0	0.0	3	12.5	23	95.8	11	45.8	24	15.8
	17801-30000	0	0.0	3	7.3	29	70.7	31	75.6	41	27.0
	>30000	2	6.7	0	0.0	20	66.7	24	80.0	30	19.7
Total		4	2.6	28	18.4	118	77.6	77	50.7	152	100.0

From the above table, it was observed that, in Vadodara city, 77.6%, 50.7%, 18.4% and 2.6% respondents preferred bike, car, auto and walk as a mode of transport to shop organized retail outlets.

- According to **Gender,** out of total respondents, 78.8% and 77.0% female and male respondents respectively mostly used scooter/bike as a mode of transport to shop organized retail outlets, while, 3.0% and 1.9% male and female respondents respectively less preferred to walk as a mode of transport to shop organized retail outlets respectively.

- According to **Age,** out of total respondents, 83.3% respondents belonged to 41-45 years age groups, they preferred scooter/bike as a mode of transport to reach organized retail outlets, while 5.6% respondents belonged to 41-45 age groups, they preferred public or bus transport as a mode of transport to shop organized retail outlets.

- According to **Marital Status,** out of total respondents, 82.4% and 77.0% unmarried and married respondents respectively most frequently used scooter/ bike as a mode of transport to shop organized retail outlets, while lowest mode used by married respondents is bus or public transport (0.3%).

- According to **Family Type,** out of total respondents, 78.6% and 76.5% respondents were from joint and nuclear family groups respectively, they mostly used scooter/bike as a mode of transport to shop organized retail outlets, while lowest mode used by nuclear and joint family groups respondents respectively was by walk (2.9%) and (2.4%).

- According to **Education,** out of total respondents, majority of the respondents had studied post SSC; they preferred scooter/bike and car as a mode of transport to reach organized retail outlets, while 5.3% respondents had studied graduation, they less preferred by walk as a mode of transport to shop organized retail outlets.

- According to **Occupation,** out of total respondents, 75.6% respondents belonged to professional class; they preferred scooter/bike as a mode of transport to reach organized retail outlets, while 4.2% respondents belonged to business class, they less preferred by walk as a mode of transport to shop organized retail outlets. In another 4.2% respondents belonged to business class, they less preferred auto as a mode of transport to shop organized retail outlets

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 52.6% respondents have four-wheeler, who having four-wheeler 83.8% and 1.3% respondents respectively preferred car and auto as a mode of transport to shop organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 34.0% respondents have bicycle, who having bicycle 80.4% and 2.0% respondents respectively preferred scooter/bike and by walk as a mode of transport to shop organized retail outlets.

- According to **Income Groups,** out of total respondents, 96.6% respondents belonged to 80001-135000 income groups, they preferred car as a mode of transport to shop organized retail outlets. 91.7% respondents belonged to 60001-80000, they mostly used scooter/bike as a mode of transport to shop organized retail outlets, while 6.5% belonged to more than 135000 income groups, they less preferred by walk as a mode of transport to shop organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 95.8% respondents belonged to 13001-17800 per capita income groups, they preferred scooter/bike as a mode of transport to shop organized retail outlets. 80.0% respondents belonged to more than 30000, they mostly used car as a mode of transport to shop organized retail outlets, while, 6.7% respondents belonged to more than 135000 per capita income groups, they less preferred by walk as a mode of transport to shop organized retail outlets.

Table 5.1.5: Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Ahmedabad City Of Gujarat.										
Respondent's Demographic characteristics and it's category		Mode of Transport (Organized Retail Outlets)								
		By Walk		By Auto		Scooter/ Bike		By car		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	15	11.9	55	43.7	126	100.0	55	43.7	126	72.0
	Female	4	8.2	16	32.7	49	100.0	22	44.9	49	28.0
Age	Less than<= 33	2	6.7	15	50.0	30	100.0	8	26.7	30	17.1
	33-35	4	15.4	15	57.7	26	100.0	8	30.8	26	14.9
	36-40	2	4.7	19	44.2	43	100.0	28	37.2	43	24.6
	41-45	6	15.8	15	39.5	38	100.0	16	44.7	38	21.7
	More than 45	5	13.2	7	18.4	38	100.0	17	73.7	38	21.7
Marital Status	Married	18	10.3	71	40.8	174	100.0	77	44.3	174	99.4
	Unmarried	1	100.0	0	0.0	1	100.0	0	0.0	1	0.6
Family Type	Nuclear	11	11.8	33	35.5	93	100.0	39	41.9	93	53.1
	Joint	8	9.8	38	46.3	82	100.0	38	46.3	82	46.9
	H.S.C	1	12.5	5	62.5	8	100.0	2	25.0	8	4.7
	Graduation	5	6.3	44	55.7	79	100.0	28	35.4	79	46.2
	Post Graduation	10	17.2	22	37.9	58	100.0	19	32.8	58	33.9
	PG & Above	3	10.0	0	0.0	30	100.0	28	93.3	30	17.1
Occupation	Business	1	2.0	38	77.6	49	100.0	16	32.7	49	28.0
	Professional	8	13.3	0	0.0	60	100.0	56	93.3	60	34.3
	Service	10	15.2	33	50.0	66	100.0	5	7.6	66	37.7
Four Wheeler	Yes	17	19.3	18	20.5	88	100.0	75	85.2	88	50.3
	No	2	2.3	53	60.9	87	100.0	2	2.3	87	49.7
Income Groups	<=40000	1	4.2	18	75.0	24	100.0	1	4.2	24	13.7
	40001-60000	3	6.1	24	49.0	49	100.0	4	8.2	49	28.0
	60001-80000	5	16.1	14	45.2	31	100.0	11	35.5	31	17.7
	80001-135000	5	15.6	11	34.4	32	100.0	25	78.1	32	18.3
	>135000	5	12.8	4	10.3	39	100.0	36	**92.3**	39	22.3
Per Capita Income	<=9167	1	3.2	19	61.3	31	100.0	2	6.5	31	17.7
	9168-13000	3	8.1	21	56.8	37	100.0	6	16.2	37	21.1
	13001-17800	1	3.2	13	41.9	31	100.0	10	32.3	31	17.7
	17801-30000	9	22.5	13	32.5	40	100.0	26	65.0	40	22.9
	>30000	5	13.9	5	13.9	36	100.0	33	91.7	36	20.6
Total		19	10.9	71	40.6	175	100.0	77	44.0	175	100.0

From the above table, it was observed that, all category of respondents used of scooter/bike comes out to be 100% while by walk used it was very from 10.9% in Surat city.

- According to **Gender,** out of total respondents, majority of the male and female respondents mostly used scooter/bike as a mode of transport to shop organized retail outlets, while, 11.9% and 8.2% male and female respondents respectively less preferred public or bus transport as a mode of transport to shop organized retail outlets.

- According to **Age,** out of total respondents, majority of the respondents belonged to different age groups; they preferred scooter/bike as a mode of transport to reach organized retail outlets, while, 15.8% respondents belonged to 41-45 age groups, they less preferred to walk as a mode of transport to shop organized retail outlets.

- According to **Marital Status,** out of total respondents, majority of the married and unmarried respondents most frequently used scooter/ bike as a mode of transport to shop organized retail outlets, while lowest mode used by married respondents is by walk (10.3%).

- According to **Family Type,** out of total respondents, majority of the respondents were from nuclear and joint family groups, they mostly used scooter/bike as a mode of transport to shop organized retail outlets, while lowest mode used by nuclear and joint family groups respondents respectively was by walk (11.8%) and (9.8%).

- According to **Education,** out of total respondents, majority of the respondents had studied different education groups; they preferred scooter/bike as a mode of transport to reach organized retail outlets, while 17.2% respondents had studied post graduation, they less preferred by walk as a mode of transport to shop organized retail outlets.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to different occupation class; they preferred scooter/bike as a mode of transport to reach organized retail outlets, while 15.2% respondents belonged to service class, they less preferred by walk as a mode of transport to shop organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 50.3% respondents have four-wheeler, who having four-wheeler majority of the respondents and 19.3% respondents preferred car and by walk as a mode of transport to shop organized retail outlets.

- According to **Income Groups,** out of total respondents, majority of the respondents belonged to different income groups, they preferred scooter/bike as a mode of transport to shop organized retail outlets, while, 16.1% respondents belonged to 60001-80000 income groups, they less preferred to use by walk as a mode of transport to shop organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, majority of the respondents belonged to different per capita income groups, they preferred scooter/bike as a mode of transport to shop organized retail outlets, while, 22.5% respondents belonged to 17801-30000 per capita income groups, they less preferred by walk as a mode of transport to shop organized retail outlets.

Table 5.1.6: Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics of Respondents In Surat City of Gujarat.

Respondent's Demographic characteristics and it's category		Mode of Transport (Organized Retail Outlets)									
		By Walk		By Auto		Scooter/ Bike		By car		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	9	7.8	43	37.4	115	100.0	60	52.2	115	71.9%
	Female	4	8.9	20	44.4	45	100.0	21	46.7	45	28.1%
Age	Less than<= 33	4	8.3	25	52.1	48	100.0	16	33.3	48	30.0%
	33-35	4	13.3	21	70.0	30	100.0	9	30.0	30	18.8%
	36-40	3	10.7	7	25.0	28	100.0	17	60.7	28	17.5%
	41-45	2	6.7	6	20.0	30	100.0	21	70.0	30	18.8%
	More than 45	0	0.0	4	16.7	24	100.0	18	75.0	24	15.0%
Family Type	Nuclear	3	5.0	30	50.0	60	100.0	21	35.0	60	37.5%
	Joint	10	10.0	33	33.0	100	100.0	60	60.0	100	62.5%
Education	S.S.C	0	0.0	1	100.0	1	100.0	0	0.0	1	0.6%
	H.S.C	2	16.7	3	25.0	12	100.0	5	41.7	12	7.5%
	Graduation	9	14.1	28	43.8	64	100.0	26	40.6	64	40.0%
	Post Graduation	2	3.6	28	50.9	55	100.0	23	41.8	55	34.4%
	PG & Above	0	0.0	3	10.7	28	100.0	27	96.4	28	17.5 %
Occupation	Business	7	15.6	17	37.8	45	100.0	18	40.0	45	28.1%
	Professional	0	0.0	0	0.0	50	100.0	50	100.0	50	31.3%
	Service	6	9.2	46	70.8	65	100.0	13	20.0	65	40.6%
Four Wheeler	Yes	2	2.6	8	10.3	78	100.0	75	96.2	78	48.8%
	No	11	13.4	55	67.1	82	100.0	6	7.3	82	51.3%
Income Groups	<=40000	2	14.3	10	71.4	14	100.0	0	0.0	14	8.8%
	40001-60000	2	5.0	26	65.0	40	100.0	3	7.5	40	25.0%
	60001-80000	7	21.2	17	51.5	33	100.0	11	33.3	33	20.6%
	80001-135000	2	5.4	8	21.6	37	100.0	32	86.5	37	23.1%
	>135000	0	0.0	2	5.6	36	100.0	35	97.2	36	22.5%
Per Capita Income	<=9167	2	12.5	9	56.3	16	100.0	1	6.3	16	10.0%
	9168-13000	3	10.7	18	64.3	28	100.0	3	10.7	28	17.5%
	13001-17800	3	6.8	25	56.8	44	100.0	19	43.2	44	27.5%
	17801-30000	5	13.5	8	21.6	37	100.0	25	67.6	37	23.1%
	>30000	0	0.0	3	8.6	35	100.0	33	94.3	35	21.9%
Total		13	8.1%	63	39.4	160	100.0	81	50.6	160	100.0

From the above table, it was observed that, all category of respondents used of scooter/bike comes out to be 100% while by walk used it was very from 8.1% in Surat city.

- According to **Gender,** out of total respondents, 0.2% and 0.5% male and female respondents respectively less preferred by walk as a mode of transport to shop organized retail outlets.

- According to **Age,** out of total respondents, 13.3% respondents belonged to 33-35 age groups, they preferred by walk as a mode of transport to shop organized retail outlets.

- According to **Family Type,** out of total respondents, 10.0% and 5.0% respondents was used lowest mode used by joint and nuclear family groups by walk.

- According to **Education,** out of total respondents, 16.7% respondents had studied HSC, they less preferred by walk as a mode of transport to shop organized retail outlets.

- According to **Occupation,** out of total respondents, 15.6% respondents belonged to business class, they less preferred by walk as a mode of transport to shop organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 48.8% respondents have four-wheeler, who having four-wheeler, majority of the respondents and 2.6% respondents respectively preferred car and by walk as a mode of transport to shop organized retail outlets.

- According to **Income Groups,** out of total respondents, 21.2% respondents belonged to 60001-80000 income groups, they less preferred to use by walk as a mode of transport to shop organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 13.5% respondents belonged to 17801-30000 per capita income groups, they less preferred by walk as a mode of transport to shop organized retail outlets.

Table 5.1.7: Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Rajkot City Of Gujarat.												
Respondent's Demographic characteristics and it's category		Mode of Transport (Organized Retail Outlets)										
		By Walk		Bus/Public Transport		By Auto		Scooter/ Bike		By car		Total	
		N	%	N	%	N	%	N	%	N	%	N	%
Gender	Male	10	10.0	1	1.0	31	31.0	81	81.0	62	62.0	100	73.5
	Female	3	8.3	1	2.8	5	13.9	33	91.7	26	72.2	36	26.5
Age	Less than<= 33	3	10.0	0	0.0	2	6.7	24	80.0	21	70.0	30	22.1
	33-35	3	12.5	1	4.2	6	25.0	17	70.8	17	70.8	24	17.6
	36-40	1	5.0	0	0.0	7	35.0	19	95.0	8	40.0	20	14.7
	41-45	4	16.0	0	0.0	13	52.0	24	96.0	14	56.0	25	18.7
	More than 45	2	5.4	1	2.7	8	21.6	30	81.1	28	75.7	37	27.2
Marital Status	Married	13	9.8	2	1.5	36	27.3	111	84.1	84	63.6	132	97.1
	Unmarried	0	0.0	0	0.0	0	0.0	3	75.0	4	100.0	4	2.9
Family Type	Nuclear	8	16.0	1	2.0	18	36.6	43	86.6	27	54.0	50	36.8
	Joint	5	5.8	1	1.2	18	20.9	71	82.6	61	70.9	86	63.2
Education	S.S.C	2	14.3	0	0	1	7.1	8	57.1	8	57.1	14	10.3
	H.S.C	1	14.3	1	14.3	2	28.6	3	42.9	4	57.1	7	5.1
	Graduation	4	9.3	0	0	11	25.6	36	83.7	26	60.5	43	31.6
	Post Graduation	3	6.3	1	2.1	18	37.5	45	93.8	29	60.4	48	35.3
	PG & Above	3	12.5	0	0	4	16.7	22	91.7	21	87.5	24	17.6
Occupation	Business	3	12.0	1	4.0	2	8.0	12	48.0	15	60.0	25	18.4
	Professional	3	5.6	0	0	6	11.1	47	87.0	47	87.0	54	39.7
	Service	7	12.3	1	1.8	28	49.1	55	96.5	26	45.6	57	41.9
Four Wheeler	Yes	3	4.2	0	0.	6	8.5	51	71.8	66	93.0	71	52.2
	No	10	15.4	2	3.1	30	46.2	63	96.9	22	33.8	65	47.8
Two Wheeler	Yes	13	9.6	2	1.5	35	25.9	113	83.7	88	65.2	135	99.3
	No	0	0	0	0	1	100.0	1	100.0	0	0	1	7
Bicycle	Yes	12	9.4	2	1.6	34	26.6	109	85.2	85	66.4	128	94.1
	No	1	12.5	0	0	2	25.0	5	62.5	3	37.5	8	5.9
Income Groups	<=40000	4	14.3	1	3.6	14	50.0	27	96.4	7	25.0	28	20.6
	40001-60000	5	20.8	0	.0	9	37.5	21	87.5	14	58.3	24	17.6
	60001-80000	2	9.1	1	4.5	7	31.8	17	77.3	11	50.0	22	16.2
	80001-135000	2	7.4	0	.0	4	14.8	21	77.8	21	77.8	27	19.9
	>135000	0	0	0	.0	2	5.7	28	80.0	35	100.0	35	25.7
Per Capita Income	<=9167	3	9.7	1	3.2	11	35.5	29	93.5	13	41.9	31	22.8
	9168-13000	4	15.4	1	3.8	13	50.0	23	88.5	11	42.3	26	19.1
	13001-17800	5	22.7	0	.0	8	36.4	16	72.7	11	50.0	22	16.2
	17801-30000	1	4.0	0	.0	2	8.0	19	76.0	21	84.0	25	18.4
	>30000	0	.0	0	.0	2	6.3	27	84.4	32	100.0	32	23.5
Total		13	9.6	2	1.5	36	26.5	114	83.8	88	64.7	136	100.0

From the above table, it was observed that, 83.8%, 64.7%, 26.5%, 9.6% and 1.5% respondents preferred scooter/bike, car, auto, by walk and bus or public transport as a mode of transport to shop organized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 91.7% and 81.0% female and male respondents respectively mostly used scooter/bike as a mode of transport to shop organized retail outlets, while, 2.8% and 1.0% female and male respondents respectively less preferred public or bus transport as a mode of transport to shop organized retail outlets.

- According to **Age,** out of total respondents, 96.0% respondents belonged to 41-45 years age groups; they preferred scooter/bike as a mode of transport to reach organized retail outlets, while, 4.2% respondents belonged to 33-35 age groups,

they less preferred public or bus transport as a mode of transport to shop organized retail outlets.

- According to **Marital Status,** out of total respondents, majority of the married respondents and 63.6% unmarried respondents most frequently used car as a mode of transport to shop organized retail outlets. Also, 84.1% and 75.0% married and unmarried respondents most frequently used scooter/ bike as a mode of transport to shop organized retail outlets, while, lowest mode used by married respondents is bus or public transport (1.5%).

- According to **Family Type,** out of total respondents, 86.6% and 82.6% respondents were from nuclear and joint family groups, they mostly used scooter/bike as a mode of transport to shop organized retail outlets, while 2.0% and 1.2% respondents were from nuclear and joint family groups, they mostly used public transport as a mode of transport to shop organized retail outlets.

- According to **Education,** out of total respondents, 93.8% respondents had studied post graduation, they most preferred scooter/bike as a mode of transport to reach organized retail outlets, while, 14.3% respondents had studied SSC, they less preferred to walk as a mode of transport to shop organized retail outlets. In another 14.3% respondents had studied HSC, they preferred same mode of transports.

- According to **Occupation,** out of total respondents, 96.5% respondents belonged to service class; they most preferred scooter/bike as a mode of transport to reach organized retail outlets. 87.0% respondents belonged to professional class; they preferred scooter/bike as a mode of transport to reach organized retail outlets, While 4.0% respondents belonged to business class, they less preferred bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 52.2% respondents have four-wheeler, who having four-wheeler, 93.0% and 4.2% respondents preferred car and by walk as a mode of transport to shop organized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 99.3% respondents have two-wheeler, who having two-wheeler, 83.7% and 1.5% respondents respectively preferred scooter/bike and bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 94.1% respondents have bicycle, who having bicycle, 85.2% and 1.6% respondents respectively preferred scooter/bike and bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Income Groups,** out of total respondents, majority of the respondents belonged to more than 135000 income groups, they preferred car as a mode of transport to shop organized retail outlets, while 4.5% respondents belonged to 60001-80000 income groups, they less preferred to use bus or public transport as a mode of transport to shop organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, majority of the respondents belonged to more than 30000 per capita income groups, they preferred car as a mode of transport to shop organized retail outlets, while 3.8% respondents belonged to 9168-13000 per capita income groups, they less preferred bus or public transport as a mode of transport to shop organized retail outlets.

For Unorganized Retail Shop,

Table: 5.1.8 Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat.										
Respondent's Demographic characteristics and it's category		**Mode of Transport (Unorganized Retail Outlets)**								
		By Walk		By Auto		By Scooter/ Bike		By car		Total	
		N	%	N	%	N	22%	N	%	N	%
Gender	Male	223	57.3	51	13.1	360	92.5	73	18.8	389	71.6
	Female	79	51.3	15	9.7	144	93.5	36	23.4	154	28.4
Age	Less than<= 33	87	55.1	21	13.3	144	91.1	26	16.5	158	29.1
	33-35	63	61.8	10	9.8	93	91.2	14	13.7	102	18.8
	36-40	63	57.8	12	11.0	104	95.4	18	16.5	109	20.1
	41-45	51	58.6	11	12.6	84	96.6	17	19.5	87	16.0
	More than 45	38	43.7	12	13.8	79	90.8	34	39.1	87	16.0
Marital Status	Married	289	56.1	59	11.5	479	93.0	105	20.4	515	94.8
	Unmarried	13	46.4	7	25.0	25	89.3	4	14.3	28	5.2
Family Type	Nuclear	151	59.2	42	16.5	232	91.0	41	16.1	255	47.0
	Joint	151	52.4	24	8.3	272	94.4	68	23.6	288	53.0
Education	S.S.C	41	95.3	3	7.0	33	76.7	4	9.3	43	7.9
	H.S.C	29	52.7	5	9.1	47	85.5	10	18.2	55	10.2
	Graduation	92	46.5	30	15.2	183	92.4	42	21.2	198	36.6
	Post Graduation	97	59.5	17	10.4	158	96.9	24	14.7	163	30.1
	PG & Above	43	51.2	11	13.1	83	98.8	29	34.5	84	15.5
Occupation	Business	144	61.5	33	14.1	223	95.3	29	12.4	234	43.1
	Professional	71	56.3	15	11.9	124	98.4	36	28.6	126	23.2
	Service	87	47.5	18	9.8	157	85.8	44	24.0	183	33.7
Four Wheeler	Yes	144	51.1	19	8.5	201	90.1	89	39.9	223	41.1
	No	188	58.8	47	14.7	303	94.7	20	6.3	320	58.9
Two Wheeler	Yes	300	55.5	66	12.2	502	92.8	108	20.0	541	99.6
	No	2	100	0	0.0	2	100.0	1	50.0	2	0.4
Bicycle	Yes	244	58.9	42	10.1	387	93.5	74	17.9	414	76.8
	No	58	45.0	24	18.6	117	90.7	35	27.1	129	23.8
Income Groups	<=40000	97	71.3	22	16.2	120	88.2	4	2.9	136	25.0
	40001-60000	72	53.7	13	9.7	128	95.5	14	10.4	134	24.7
	60001-80000	61	56.0	17	15.6	103	94.5	24	22.0	109	20.1
	80001-135000	32	40.0	9	11.3	75	93.8	28	35.0	80	14.7
	>135000	40	47.8	5	6.0	78	92.9	39	46.4	84	15.5
Per Capita Income	<=9167	86	66.2	19	14.6	114	87.7	5	3.8	130	23.9
	9168-13000	79	63.2	17	13.6	121	96.8	18	14.4	125	23.0
	13001-17800	60	54.5	15	13.6	104	94.5	24	21.8	110	20.3
	17801-30000	40	41.2	11	11.3	89	91.8	25	25.8	97	17.9
	>30000	37	45.7	4	4.9	76	93.8	37	45.7	81	14.9
Total		302	55.6	66	12.2	504	92.8	109	20.1	543	100.0

From the above table that, it was observed that, out of total respondents, 92.8%, 55.6%, 20.1% and 12.2% respondents respectively preferred scooter/bike, by walk, car and auto as a mode of transport to shop organized retail outlets in selected cities of Gujarat.

- According to **Gender, o**ut of total respondents, 92.5% and 93.5% male and female respondents respectively used scooter/bike as a mode of transport to reach unorganized retail outlets, while 13.1% and 9.7% male and female respondents respectively less used auto as a mode of transport to shop unorganized retail outlets.

- According to **Age,** out of total respondents, 96.6% respondents belonged to 41-45 age groups, they used scooter / bike as a mode of transport to reach unorganized

retail outlets, while, 13.8% respondents belonged to more than 45 years age groups, they less preferred to go to unorganized retail outlets by car unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 93.0% and 89.3% married and unmarried respondents respectively preferred to go to unorganized retail outlets by scooter / bike, while, 14.3% and 11.5% married and unmarried respondents respectively less preferred to go to unorganized retail outlets by car and auto.

- According to **Family Type,** out of total respondents, 91.0% and 94.4% respondents were from nuclear and joint family groups respectively, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets, while lowest mode used by nuclear and joint family groups respondents respectively were car and auto (0.4%) and (0.3%).

- According to **Education,** out of total respondents, 98.8% respondents had studied post graduation & above, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets, while, 15.2% respondents had studied graduation, they less preferred to auto as a mode of transport to shop unorganized retail outlets.

- According to **Occupation,** out of total respondents, 98.4% respondents belonged to professional class, they most frequently used scooter/bike as a mode of transport to shop unorganized retail outlets, while, 11.9% respondents belonged to professional class, they less preferred to use auto as a mode of transport to shop unorganized retail outlets.

- According to **Respondent Own Vehicle Four Wheeler,** out of total respondents, 41.1% respondents have four-wheeler, who having four wheeler 90.1% and 8.5% respondents respectively preferred scooter/bike and auto as a mode of transport to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 99.6% respondents have two-wheeler, who having two wheeler 92.8% and 12.2% respondents respectively preferred scooter/bike and auto as a mode of transport to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 76.8% respondents have bicycle, who having bicycle 93.5% and 10.1% respondents

respectively preferred scooter/bike and auto as a mode of transport to shop unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 95.5% respondents belonged to 40001-60000 income groups, they preferred scooter/bike as a mode of transport to shop unorganized retail outlets, while, 16.2% respondents belonged to less than or equal to 40000 income groups, they less preferred to use auto as a mode of transport to shop unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 96.8% respondents belonged to 9168-13000 per capita income groups, they most frequently using scooter/bike as a mode of transport to shop unorganized retail outlets, while, 14.6% respondents belonged to less than & above 9167 per capita income groups, they less preferred auto as a mode of transport to shop unorganized retail outlets.

Table: 5.1.9 Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Vadodara City Of Gujarat.										
Respondent's Demographic characteristics and it's category		**Mode of Transport (Unorganized Retail Outlets)**								
		By Walk		By Auto		By Scooter/ Bike		By car		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	41	37.6	20	18.3	95	87.2	31	28.4	109	66.5
	Female	21	38.2	9	16.4	50	90.9	16	29.1	55	33.5
Age	Less than<= 33	18	41.9	9	20.9	37	86.0	7	16.3	43	26.2
	33-35	14	51.9	6	22.2	24	88.9	3	11.1	27	16.5
	36-40	9	25.7	5	14.3	33	94.3	11	31.4	35	21.3
	41-45	10	43.5	5	21.7	20	87.0	7	30.4	23	14.0
	More than 45	11	30.6	4	11.1	31	86.1	19	52.8	36	22.0
Marital Status	Married	55	38.2	23	16.0	127	88.2	45	31.3	144	87.8
	Unmarried	7	32.0	6	30.0	18	90.0	2	10.0	20	12.2
Family Type	Nuclear	33	42.3	18	23.1	67	85.9	14	17.9	78	47.6
	Joint	29	33.7	11	12.8	78	90.7	33	38.4	86	52.4
Education	S.S.C	2	66.7	0	0.0	2	66.7	1	33.3	3	1.8
	H.S.C	8	42.1	3	15.8	14	73.7	4	21.1	19	11.6
	Graduation	24	38.1	11	17.5	54	85.7	12	19.0	63	38.4
	Post Graduation	19	48.7	8	20.5	35	89.7	9	23.1	39	23.8
	PG & Above	9	22.5	7	17.5	40	100.0	21	52.5	40	24.4
Occupation	Business	16	32.0	0	0.0	41	82.0	15	30.0	50	30.5
	Professional	10	22.7	10	22.7	44	100.0	20	45.5	44	26.8
	Service	36	51.4	19	27.1	60	85.7	12	17.1	70	42.7
Four Wheeler	Yes	12	19.4	4	6.5	51	82.3	39	62.9	62	37.8
	No	50	49.0	25	24.5	94	92.2	8	7.8	102	62.2
Bicycle	Yes	20	39.2	5	9.8	40	78.4	14	27.5	51	31.9
	No	42	38.5	24	22.0	101	92.7	29	26.6	109	68.1
Income Groups	<=40000	30	57.7	15	28.8	44	84.6	1	1.9	52	31.7
	40001-60000	15	46.9	4	12.5	30	93.8	4	12.5	32	19.5
	60001-80000	15	32.4	6	16.2	34	91.9	13	35.1	37	22.6
	80001-135000	2	9.5	4	19.0	18	85.7	13	61.9	21	12.8
	>135000	3	13.6	0	0.0	19	86.4	16	72.7	22	13.4
Per Capita Income	<=9167	27	56.3	12	25.0	41	85.4	1	2.1	48	29.3
	9168-13000	20	52.6	10	26.3	36	94.7	7	18.4	38	23.2
	13001-17800	7	26.9	5	19.2	22	84.6	9	34.6	26	15.9
	17801-30000	5	15.6	2	6.3	29	90.6	16	50.0	32	19.5
	>30000	3	15.0	0	0.0	17	85.0	14	70.0	20	12.2
Total		62	37.8	29	17.7	145	88.4	47	28.7	164	100.0

From the above table that, it was observed that, 88.4%, 37.8%, 28.7% and 17.7% respondents respectively preferred scooter/bike, by walk, car and auto as a mode of transport to shop organized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 90.9% and 87.2% female and male respondents respectively used scooter/bike as a mode of transport to reach unorganized retail outlets, while 18.3% and 16.4% male and female respondents respectively less used auto as a mode of transport to shop unorganized retail outlets.

- According to **Age,** out of total respondents, 94.3% respondents belonged to 36-40 age groups, they used scooter / bike as a mode of transport to reach unorganized retail outlets, while, 22.2% respondents belonged to 33-35 years age groups, they less preferred to go to unorganized retail outlets by auto unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 90.0% and 88.2% unmarried and married respondents respectively preferred to go to unorganized retail outlets by scooter / bike, while, 30.0% and 16.0% unmarried and married respondents respectively less preferred to go to unorganized retail outlets by auto.

- According to **Family Type,** out of total respondents, 90.7% and 85.9% respondents were from joint and nuclear family groups respectively, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets, while lowest mode used by nuclear and joint family groups respondents respectively was auto and car (12.8%) and (10.0%).

- According to **Education,** out of total respondents, majority of the respondents had studied post graduation & above, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets, while, 20.5% respondents had studied graduation, they less preferred to auto as a mode of transport to shop unorganized retail outlets.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to professional class, they most frequently used scooter/bike as a mode of transport to shop unorganized retail outlets, While, 27.1% respondents belonged to service class, they less preferred to use auto as a mode of transport to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 37.8% respondents have four-wheeler, who having four-wheeler, 82.3% and 6.5%

respondents respectively preferred scooter/bike and auto as a mode of transport to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 31.9% respondents have bicycle, who having bicycle 78.4% and 9.8% respondents respectively preferred scooter/bike and auto as a mode of transport to shop unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 93.8% respondents belonged to 40001-60000 income groups, they preferred scooter/bike as a mode of transport to shop unorganized retail outlets, while, 28.8% respondents belonged to less than or equal to 40000 income groups, they less preferred to use auto as a mode of transport to shop unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 94.7% respondents belonged to 9168-13000 per capita income groups, they most frequently using scooter/bike as a mode of transport to shop unorganized retail outlets, while, 26.3% respondents belonged to 9168-13000 per capita income groups, they less preferred car as a mode of transport to shop unorganized retail outlets.

Table: 5.1.10 Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Ahmedabad City Of Gujarat.										
Respondent's Demographic characteristics and it's category		Mode of Transport (Unorganized Retail Outlets)								
		By Walk		By Auto		By Scooter/ Bike		By car		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	42	56.0	9	12.0	74	98.7	15	20.0	75	72.8
	Female	19	67.9	0	0.0	28	100.0	8	28.6	28	27.2
Age	Less than<= 33	13	50.0	3	11.5	25	96.2	7	26.9	26	25.2
	33-35	9	60.0	1	6.7	15	100.0	1	6.7	15	14.6
	36-40	19	76.0	1	4.0	25	100.0	3	12.0	25	24.3
	41-45	13	54.2	2	8.3	24	100.0	5	20.8	24	23.3
	More than 45	7	53.8	2	15.4	13	100.0	7	53.8	13	12.6
Marital Status	Married	61	59.8	9	8.8	101	99.0	23	22.5	102	99.0
	Unmarried	0	0.0	0	0.0	1	100.0	0	0.0	1	1.0
Family Type	Nuclear	39	69.6	7	12.5	56	100.0	12	21.4	56	54.4
	Joint	22	46.8	2	4.3	46	97.9	11	23.4	47	45.6
Education	H.S.C	0.1	0.0	0	0.0	7	100.0	1	14.3	7	6.9
	Graduation	21	39.6	7	13.2	52	98.1	16	30.2	53	52.0
	Post Graduation	35	94.6	1	2.7	37	100.0	3	8.1	37	36.3
	PG & Above	5	83.3	1	16.7	6	100.0	3	50.0	6	5.8
Occupation	Business	1	2.9	7	20.0	34	97.1	10	28.6	35	34.0
	Professional	11	84.6	2	15.4	13	100.0	7	53.8	13	12.6
	Service	49	89.1	0	0.0	55	100.0	6	10.9	55	53.4
Four Wheeler	Yes	17	51.5	5	15.2	32	97.0	20	60.6	33	32.0
	No	44	62.9	4	5.7	70	100.0	3	4.3	70	68.0
Income Groups	<=40000	17	73.9	0	0.0	23	100.0	1	4.3	23	22.3
	40001-60000	22	62.9	2	5.7	35	100.0	3	8.6	35	34.0
	60001-80000	9	45.0	2	10.0	20	100.0	4	20.0	20	19.4
	80001-135000	6	42.9	3	21.4	13	92.9	8	57.1	14	13.6
	>135000	7	63.6	2	18.2	11	100.0	7	63.6	11	10.7
Per Capita Income	<=9167	18	64.3	1	3.6	27	96.4	2	7.1	28	27.2
	9168-13000	15	65.2	0	0.0	23	100.0	3	13.0	23	22.3
	13001-17800	13	52.0	4	16.0	25	100.0	7	28.0	25	24.3
	17801-30000	6	46.2	2	15.4	13	100.0	3	23.1	13	12.6
	>30000	9	64.3	2	14.3	14	100.0	8	57.1	14	13.6
Total		61	59.2	9	8.7	102	99.0	23	22.3	103	100.-

From the above table that, it was observed that, 99.0%, 59.2%, 22.3% and 8.7% respondents respectively preferred scooter/bike, by walk, car and auto as a mode of transport to shop organized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, majority of the female respondents and 98.7% male respondents respectively used scooter/bike as a mode of transport to reach unorganized retail outlets, while, 12.0% male respondents less used auto as a mode of transport to shop unorganized retail outlets. Female respondents did not give opinion.

- According to **Age,** out of total respondents, majority of the respondents belonged to age groups; they used scooter / bike as a mode of transport to reach unorganized retail outlets, while, 15.4% respondents belonged to more than 45 years age groups, they less preferred to go to unorganized retail outlets by auto.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 90.0% married respondents respectively preferred to go to unorganized retail

outlets by scooter/bike, while, 8.8% married respondents less preferred to go to unorganized retail outlets by auto. Unmarried respondents did not give opinion.

- According to **Family Type,** out of total respondents, majority of the respondents and 97.9% respondents were from nuclear and joint family groups respectively, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets, while, lowest mode used by nuclear and joint family groups respondents respectively was auto (12.5%) and (4.3%).

- According to **Education,** out of total respondents, majority of the respondents had studied HSC, while, 16.7% respondents had studied post graduation & above, they less preferred to auto as a mode of transport to shop unorganized retail outlets. In another majority of the respondents had post graduation and post graduation & above, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets

- According to **Occupation,** out of total respondents, majority of the respondents belonged to professional class, they most frequently used scooter/bike as a mode of transport to shop unorganized retail outlets, while, 20.0% respondents belonged to business class, they less preferred to use auto as a mode of transport to shop unorganized retail outlets. In another majority of the respondents belonged to service class, they most frequently used scooter/bike as a mode of transport to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 32.0% respondents have four-wheeler, who having four-wheeler, 97.0% and 15.2% respondents respectively preferred scooter/bike and auto as a mode of transport to shop unorganized retail outlets.

- According to **Income Groups,** out of total respondents, majority of the respondents belonged to different income groups like less than or equal to 40000, 40001-60000, 60001-80000 and more than 135000, they preferred scooter/bike as a mode of transport to shop unorganized retail outlets, while, 21.4% respondents belonged to 80001-135000 income groups, they less preferred to use auto as a mode of transport to shop unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, majority of the respondents belonged to different like per capita income groups, less than or equal to 9167, 9168-13000, 13001-17800 and more than 35000, they most

frequently using scooter/bike as a mode of transport to shop unorganized retail outlets, while, 16.0% respondents belonged to 13001- 17800 per capita income groups, they less preferred auto as a mode of transport to shop unorganized retail outlets.

Table: 5.1.11 Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat.											
Respondent's Demographic characteristics and it's category		Mode of Transport (Unorganized Retail Outlets)									
		By Walk		By Auto		By Scooter/ Bike		By car		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	57	55.3	11	10.7	103	100.0	14	13.6	103	74.1
	Female	22	61.1	1	2.8	36	100.0	1	2.8	36	25.9
Age	Less than<= 33	19	43.2	4	9.1	44	100.0	3	6.8	44	31.7
	33-35	15	51.7	2	6.9	29	100.0	3	10.3	29	20.9
	36-40	17	68.0	1	4.0	25	100.0	4	16.0	25	18.0
	41-45	18	78.3	1	4.3	23	100.0	2	8.7	23	16.5
	More than 45	10	55.6	4	22.2	18	100.0	3	16.7	18	12.9
Family Type	Nuclear	28	48.3	5	8.6	58	100.0	7	12.1	58	41.7
	Joint	51	63.0	7	8.6	81	100.0	8	9.9	81	58.3
Education	S.S.C	1	100.0	0	0.0	1	100.0	0	0.0	1	0.7
	H.S.C	5	45.5	1	9.1	11	100.0	2	18.2	11	7.9
	Graduation	29	53.7	10	18.5	54	100.0	9	16.7	54	38.8
	Post Graduation	23	46.9	1	2.0	49	100.0	4	8.2	49	35.3
	PG & Above	21	87.5	0	0.0	24	100.0	0	0.0	24	17.3
Occupation	Business	15	37.5	8	20.0	40	100.0	13	32.5	40	28.8
	Professional	42	95.5	0	0.0	44	100.0	0	0.0	44	31.7
	Service	22	40.0	4	7.3	55	100.0	2	3.6	55	39.6
Four Wheeler	Yes	41	61.2	7	10.4	67	100.0	13	19.4	67	48.2
	No	38	52.8	5	6.9	72	100.0	2	2.8	72	51.8
Income Groups	<=40000	6	50.0	0	0.0	12	100.0	1	8.3	12	8.6
	40001-60000	14	37.8	3	8.1	37	100.0	2	5.4	37	26.6
	60001-80000	21	75.0	4	14.3	28	100.0	1	3.6	28	20.1
	80001-135000	15	50.0	2	6.7	30	100.0	5	16.7	30	21.6
	>135000	23	71.9	3	9.4	32	100.0	6	18.8	32	23.0
Per Capita Income	<=9167	5	41.7	1	8.3	12	100.0	1	8.3	12	8.6
	9168-13000	16	59.3	2	7.4	27	100.0	2	7.4	27	19.4
	13001-17800	21	58.3	1	2.8	36	100.0	3	8.3	36	25.9
	17801-30000	15	48.4	6	19.4	31	100.0	3	9.7	31	22.3
	>30000	22	66.7	2	6.1	33	100.0	6	18.2	33	23.7
Total		79	56.8	12	8.6	139	100.0	15	10.8	139	100.0

From the above table that, it was observed that, all category of respondents used of scooter/bike comes out to be 100% while by walk used it was very from 8.1% in Surat city.

- According to **Gender,** out of total respondents, majority of the male and female respondents used scooter/bike as a mode of transport to reach unorganized retail outlets, while, 10.7% and 2.8% male and female respondents less used auto as a mode of transport to shop unorganized retail outlets. In another 2.8% female respondents used car as a mode of transport to reach unorganized retail outlets.

- According to **Age,** out of total respondents, majority of the respondents belonged to different age groups; they used scooter / bike as a mode of transport to reach

unorganized retail outlets, while, 22.2% respondents belonged to more than 45 years age groups, they less preferred to go to unorganized retail outlets by auto.

- According to **Family Type,** out of total respondents, majority of the respondents were from nuclear and joint family groups, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets, while, 8.6% respondents were from nuclear family groups, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets. In another 8.6% respondents were from joint family groups, they mostly used same mode of transport.

- According to **Education,** out of total respondents, majority of the respondents had studied different education groups, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets, while, 18.5% respondents had studied graduation, they less preferred to auto as a mode of transport to shop unorganized retail outlets.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to different occupation class, they most frequently used scooter/bike as a mode of transport to shop unorganized retail outlets, while, 20.0% respondents belonged to business class, they less preferred to use auto as a mode of transport to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 48.2% respondents have four-wheeler, who having four-wheeler, majority of the respondents and 10.4% respondents respectively preferred scooter/bike and auto as a mode of transport to shop unorganized retail outlets.

- According to **Income Groups,** out of total respondents, majority of the respondents belonged to different income groups, they preferred scooter/bike as a mode of transport to shop unorganized retail outlets, while, 14.3% respondents belonged to 60001-80000 income groups, they less preferred to use auto as a mode of transport to shop unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, majority of the respondents belonged to different per capita income groups, they most frequently using scooter/bike as a mode of transport to shop unorganized retail outlets, while, 19.4% respondents belonged to per capita income groups 17801-30000, they less preferred auto as a mode of transport to shop unorganized retail outlets.

Table: 5.1.12 Percentage Frequency Distribution Of Mode Of Transport Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Rajkot City Gujarat.											
Respondent's Demographic characteristics and it's category		Mode of Transport (Unorganized Retail Outlets)									
		By Walk		By Auto		By Scooter/ Bike		By car		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	83	81.4	11	10.8	88	86.3	13	12.7	102	74.5
	Female	17	48.6	5	14.3	30	85.7	11	31.4	35	25.5
Age	Less than<= 33	37	82.2	5	11.1	38	84.4	9	20.0	45	32.8
	33-35	25	80.6	1	3.2	25	80.6	7	22.6	31	22.6
	36-40	18	75.0	5	20.8	21	87.5	0	.0	24	17.5
	41-45	10	58.8	3	17.6	17	100.0	3	17.6	17	12.4
	More than 45	10	50.0	2	10.0	17	85.0	5	25.0	20	14.6
Marital Status	Married	94	72.3	15	11.5	112	86.2	22	16.9	130	94.9
	Unmarried	6	85.7	1	14.3	6	85.7	2	28.6	7	5.1
Family Type	Nuclear	51	81.0	12	19.0	51	81.0	8	12.7	63	46.0
	Joint	49	66.2	4	5.4	67	90.5	16	21.6	74	54.0
Education	S.S.C	38	97.4	3	7.7	30	76.9	3	7.7	39	28.5
	H.S.C	16	88.9	1	5.6	15	83.3	3	16.7	18	13.1
	Graduation	18	64.3	2	7.1	23	82.1	5	17.9	28	20.4
	Post Graduation	20	52.6	7	18.4	37	97.4	8	21.1	38	27.7
	PG & Above	8	57.1	3	21.4	13	92.9	5	35.7	14	10.2
Occupation	Business	55	94.8	3	5.2	42	72.4	6	10.3	58	42.3
	Professional	37	32.0	3	12.0	23	92.0	9	36.0	25	18.2
	Service	8	68.5	10	18.5	53	98.1	9	16.7	54	39.4
Four Wheeler	Yes	44	72.1	3	4.9	51	83.6	17	27.9	61	44.5
	No	56	73.7	13	17.1	67	88.2	7	9.2	76	55.5
Two Wheeler	Yes	98	72.6	16	11.9	116	85.9	23	17.0	135	98.5
	No	2	100.0	0	0.0	2	100.0	1	50.0	2	1.5
Bicycle	Yes	84	69.4	16	0.0	106	87.6	22	18.2	121	88.3
	No	16	100.0	0	0.0	12	75.0	2	12.5	16	11.7
Income Groups	<=40000	44	89.8	7	14.3	41	83.7	1	2.0	49	35.8
	40001-60000	21	70.0	4	13.3	26	86.7	5	16.7	30	21.9
	60001-80000	19	79.2	5	20.8	21	87.5	6	25.0	24	17.5
	80001-135000	9	60.0	0	0.0	14	93.3	2	13.3	15	10.9
	>135000	7	36.8	0	0.0	16	84.2	10	52.6	19	13.9
Per Capita Income	<=9167	36	85.7	5	11.9	34	81.0	1	2.4	42	30.7
	9168-13000	28	75.7	5	13.5	35	94.6	6	16.2	37	27.0
	13001-17800	19	82.6	5	21.7	21	91.3	5	21.7	23	16.8
	17801-30000	14	66.7	1	4.8	16	76.2	3	14.3	21	15.3
	>30000	3	21.4	0	0.0	12	85.7	9	64..3	14	10.2
Total		100	73.0	16	11.7	118	86.1	24	17.5	137	100.0

From the above table that, it was observed that, 86.1%, 73.0%, 17.5% and 11.7% respondents respectively preferred scooter/bike, by walk, car and auto as a mode of transport to shop organized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 86.3% and 85.7% male and female respondents used scooter/bike as a mode of transport to reach unorganized retail outlets, While, 14.3% and 10.8% female and male respondents less used auto as a mode of transport to shop unorganized retail outlets.

- According to **Age,** out of total respondents, majority of the respondents belonged to different age groups; they used scooter / bike as a mode of transport to reach unorganized retail outlets, while, 20.8% respondents belonged to 36-40 years age groups, they less preferred to go to unorganized retail outlets by auto.

- According to **Marital Status,** out of total respondents, 86.2% and 85.7% married and unmarried respondents preferred to go to unorganized retail outlets by scooter/bike. In another 85.7% unmarried respondents used same mode of transports, while, 14.3% and 11.5% unmarried and married respondents less preferred to go to unorganized retail outlets by auto.

- According to **Family Type,** out of total respondents, 90.5% and 81.0% respondents were from joint and nuclear family groups, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets. In another 81.0% nuclear respondents were from nuclear family groups used same mode of transports, while, 19.0% and 5.4% respondents were from nuclear and joint family groups, they less preferred to go to auto as a mode of transport to shop unorganized retail outlets.

- According to **Education,** out of total respondents, 97.4% respondents had studied post graduation & above, they mostly used scooter/bike as a mode of transport to shop unorganized retail outlets. In another 97.4% respondents had studied SSC, they used by walk as a mode of transports, while, 21.4% respondents had studied post graduation & above, they less preferred to auto as a mode of transport to shop unorganized retail outlets.

- According to **Occupation,** out of total respondents, 98.1% respondents belonged to different occupation class, they most frequently used scooter/bike as a mode of transport to shop unorganized retail outlets, while, 18.5% respondents belonged to service class, they less preferred to use auto as a mode of transport to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 44.5% respondents have four-wheeler, who having four-wheeler, 83.6% and 4.9% respondents respectively preferred scooter/bike and auto as a mode of transport to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 98.5% respondents have two-wheeler, who having two- wheeler 85.9% and 11.9% respondents respectively preferred scooter/bike and auto as a mode of transport to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 88.3% respondents have bicycle, who having bicycle 87.6% and 18.2% respondents

respectively preferred scooter/bike and car as a mode of transport to shop unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 93.3% respondents belonged to 80001-135000 income groups, they preferred scooter/bike as a mode of transport to shop unorganized retail outlets, while, 20.8% respondents belonged to 60001-80000 income groups, they less preferred to use auto as a mode of transport to shop unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 94.6% respondents belonged to 9168-13000 per capita income groups, they most frequently using scooter/bike as a mode of transport to shop unorganized retail outlets, while, 21.7% respondents belonged to 13001-17800 per capita income groups, they less preferred auto as a mode of transport to shop unorganized retail outlets.

For Organized Retail Outlets,

Table: 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.										
Source of Information (Organized Retail Outlets)	**Cites**									
	Vadodara		**Ahmedabad**		**Surat**		**Rajkot**		**Total**	
	N	**N%**	**N**	**N%**	**N**	**N%**	**N**	**N%**	**N**	**N%**
Advertisement	143	94.1	129	74.1	115	71.9	99	72.8	486	78.1
Friends/Relatives	29	19.1	26	14.9	14	8.8	79	58.1	148	23.8
Internet	2	1.3	9	5.2	3	1.9	9	6.6	23	3.7
Others(self)	4	2.6	19	10.9	29	18.1	11	8.1	63	10.1
Total	152	24.4	174	28.0	160	25.7	136	21.9	622	100.0

- From the above table, it was observed that, out of total respondents, 78.1%, 23.8%, 10.1% and 3.7% respondents respectively came to know about organized retail outlets through advertisements, friends/ relatives; others source of information (self) and internet in Vadodara, Ahmedabad Surat and Rajkot.

- In Vadodara city, out of 152 respondents, 94.1% and 1.3% respondents respectively came to know about organized retail outlets through advertisements and Internet.

- In Ahmedabad city, out of 175 respondents, 74.1% and 5.2% respondents respectively came to know about organized retail outlets through advertisements, and Internet.

- In Surat city, out of 160 respondents, 71.9% and 1.9% respondents respectively came to know about organized retail outlets through advertisements and internet.

- In Rajkot city, out of 136 respondents, 72.8% and 6.6% respondents respectively came to know about organized retail outlets through advertisements and internet.

Table: 5.1.14 Percentage Frequency Distribution Of Source Of Information Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat.										
Respondent's Background characteristics and it's category		**Source of Information (Organized Retail Outlets)**								
		Advertisement		Friends/Relative		Internet		Others(self)		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	343	78.0	106	24.1	16	3.6	45	10.2	440	70.7
	Female	143	78.6	42	23.1	7	3.8	18	9.9	182	29.3
Age	Less than<= 33	120	83.9	41	28.7	5	3.5	11	7.7	143	23.0
	33-35	83	76.9	29	26.9	5	4.6	9	8.3	108	17.4
	36-40	99	79.8	20	16.1	5	4.0	14	11.3	124	19.9
	41-45	83	75.5	22	20.0	5	4.5	11	10.0	110	17.7
	More than 45	45	73.7	36	26.3	3	2.2	18	13.1	137	22.0
Marital Status	Married	466	77.7	140	23.3	21	3.5	61	10.2	600	96.5
	Unmarried	20	90.9	8	36.4	2	9.1	2	9.1	22	3.5
Family Type	Nuclear	211	78.1	66	24.4	7	2.6	24	8.9	270	43.4
	Joint	275	78.1	82	23.3	16	4.5	39	11.1	352	56.6
Education	S.S.C	12	75.0	13	81.3	3	18.8	1	6.3	16	2.6
	H.S.C	32	76.2	8	19.0	0	0.0	10	23.8	42	6.8
	Graduation	192	79.0	52	21.4	4	1.6	28	11.5	243	39.4
	Post Graduation	155	75.6	44	21.5	11	5.4	20	9.8	205	33.2
	PG & Above	95	81.9	31	26.7	5	4.3	4	3.4	116	18.6
Occupation	Business	126	75.4	38	22.8	5	3.0	29	17.4	167	26.8
	Professional	164	80.0	52	25.4	7	3.4	15	7.3	205	33.0
	Service	196	78.4	58	23.2	11	4.4	19	7.6	250	40.2
Four Wheeler	Yes	250	78.9	81	25.6	8	2.5	33	10.4	317	51.0
	No	236	77.4	67	22.0	15	4.9	30	9.8	305	49.0
Two Wheeler	Yes	485	78.1	148	23.8	23	3.7	63	10.1	621	99.8
	No	1	100.0	0	0.0	0	0.0	0	0.0	1	0.2
Bicycle	Yes	386	75.2	119	23.2	20	3.9	58	11.3	513	82.7
	No	100	91.7	29	26.6	3	2.8	5	4.6	109	17.9
Income Groups	<=40000	81	83.5	25	25.8	7	7.2	6	6.2	97	15.6
	40001-60000	105	76.6	30	21.9	6	4.4	14	10.2	137	22.0
	60001-80000	93	76.2	31	25.4	3	2.5	16	13.1	122	19.6
	80001-135000	95	76.0	33	26.4	3	2.4	10	8.0	125	20.1
	>135000	112	79.4	29	20.6	4	2.8	17	12.1	141	22.7
Per Capita Income	<=9167	87	80.6	31	28.7	9	8.3	10	9.3	108	17.4
	9168-13000	91	77.8	27	23.1	4	3.4	10	8.5	117	18.8
	13001-17800	88	72.7	28	23.1	5	4.1	16	13.2	121	19.5
	17801-30000	111	77.6	35	24.5	2	1.4	12	8.4	143	23.0
	>30000	109	82.0	27	20.3	3	2.3	15	11.3	133	21.4
Total		484	78.1	147	23.7	23	3.7	63	10.2	622	100.0

From the above table, it was observed that, out of total respondents, 78.1%, 23.7%, 10.2% and 3.7% respondents came to know about organized retail outlets through advertisement, friends/ relatives, others source of information and internet respectively in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 78.6% and 78.0% female and male respondents respectively came to know about organized retail outlets through advertisement, while 3.8% and 3.6% female and male respondents respectively came to know about organized retail outlets through internet.

- According to **Age,** out of total respondents, 83.9% respondents belonged to less than or equal to 33 years age groups; they came to know about organized retail

outlets through advertisement, while, 4.6% respondents belonged to 33-35 years age groups, they came to know about organized retail outlets through internet.

- According to **Marital Status,** out of total respondents, 90.9% and 77.7% unmarried and married respondents respectively, they came to know about organized retail outlets through advertisement, while 9.1% and 3.5% unmarried and married respondents respectively; they came to know about organized retail outlets through internet.

- According to **Family Types,** out of total respondents, 78.1% respondents were from nuclear family groups, they came to know about organized retail outlets through advertisement. In another 78.1% were from nuclear family groups, they came to know same source of information, while 4.5% and 2.6% respondents were from joint and nuclear family groups respectively, they came to know about organized retail outlets through internet.

- According to **Education,** out of total respondents, 81.9% respondents had studied post graduation & above, they came to know about organized retail outlets through advertisement, while, 18.8% respondents had studied SSC, they came to know about organized retail outlets through internet.

- According to **Occupation,** out of total respondents, 80.0% respondents belonged to professional class; they came to know about organized retail outlets through advertisement, while 4.4% respondents belonged to service class, they came to know about organized retail outlets through internet.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 51.0% respondents have four-wheeler, who having four wheeler 78.9% and 2.5% respondents respectively came to know about organized retail outlets through advertisement and internet.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 99.8% respondents have two-wheeler, who having two wheeler 78.1% and 3.7% respondents respectively came to know about organized retail outlets through advertisement and internet.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 82.7%% respondents have bicycle, who having bicycle 75.2% and 3.9% respondents came to know about organized retail outlets through advertisement and internet.

- According to **Income groups,** out of total respondents, 83.5% respondents belonged to less than or equal to 40000 income groups, they came to know about organized retail outlets through advertisement, while, 7.2% respondents belonged to less than or equal to 40000 income groups, they came to know about organized retail outlets through internet.

- According to **Respondents Own Vehicle Per capita Income groups,** out of total respondents, 82.0% respondents belonged to more than 30000 per capita income groups; they came to know about organized retail outlets through advertisement, while 8.3% respondents belonged to less than or equal to 9167 per capita income groups, they came to know about organized retail outlets through internet.

Table: 5.1.15 Percentage Frequency Distribution Of Source Of Information Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Vadodara City Of Gujarat.											
Respondent's Demographic characteristics and it's category		Source of Information (Organized Retail Outlets)									
		Advertisement		Friends/Relative		Internet		Others(self)		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	91	91.0	20	20.0	1	1.0	4	4.0	100	65.8
	Female	52	100.0	9	17.3	1	1.9	0	0.0	52	34.2
Age	Less than<= 33	34	97.1	8	22.9	2	5.7	1	2.9	35	23.0
	33-35	26	92.9	4	14.3	0	0.0	1	3.6	28	18.4
	36-40	31	93.9	5	15.2	0	0.0	1	3.0	33	21.7
	41-45	16	88.9	4	22.2	0	0.0	0	0.0	18	11.8
	More than 45	36	94.7	8	21.1	0	0.0	1	2.6	38	25.0
Marital Status	Married	127	94.1	23	17.0	0	0.0	3	2.2	135	88.8
	Unmarried	16	94.1	6	35.3	2	11.8	1	5.9	17	11.2
Family Type	Nuclear	65	95.6	12	17.6	1	1.5	2	2.9	68	44.7
	Joint	78	92.9	17	20.2	1	1.2	2	2.4	84	55.3
Education	S.S.C	1	100.0	0	0.0	0	0.0	0	0.0	1	0.7
	H.S.C	14	93.3	3	20.0	0	0.0	0	0.0	15	9.9
	Graduation	55	96.5	10	17.5	0	0.0	2	3.5	57	37.5
	Post Graduation	40	88.9	66	13.3	0	0.0	2	4.4	45	29.6
	PG & Above	33	97.1	10	29.4	2	5.9	0	0.0	34	22.4
Occupation	Business	45	93.8	8	16.7	0	0.0	2	4.2	48	31.6
	Professional	37	90.2	12	29.3	2	4.9	2	4.9	41	27.0
	Service	61	96.8	9	14.3	0	0.0	0	0.0	63	41.4
Four Wheeler	Yes	74	92.5	19	23.8	1	1.3	1	1.3	80	52.6
	No	69	95.8	10	13.9	1	1.4	3	4.2	72	47.4
Bicycle	Yes	51	100.0	4	7.8	0	0.0	0	0.0	51	34.0
	No	90	90.9	24	24.2	2	2.0	4	4.0	99	66.0
Income Groups	<=40000	30	93.8	6	18.8	1	3.1	2	6.3	32	21.1
	40001-60000	24	100.0	1	4.2	0	0.0	0	0.0	24	15.8
	60001-80000	34	94.4	11	30.6	1	2.8	1	2.8	36	23.7
	80001-135000	24	82.8	8	27.6	0	0.0	0	0.0	29	19.1
	>135000	31	100.0	3	9.7	0	0.0	1	3.2	31	20.4
Per Capita Income	<=9167	29	93.5	6	19.4	2	6.5	2	6.5	31	20.4
	9168-13000	26	100.0	4	15.4	0	0.0	0	0.0	26	17.1
	13001-17800	21	87.5	6	25.0	0	0.0	1	4.2	24	15.8
	17801-30000	37	90.2	9	22.0	0	0.0	0	0.0	41	27.0
	>30000	30	100.0	4	13.3	0	0.0	1	3.3	30	19.7
Total		143	94.1	29	19.1	2	1.3	4	2.6	152	100.0

From the above table, it was observed that, out of total respondents, 94.1%, 19.1%, 2.6% and 1.3% respondents respectively came to know about organized retail outlets

through advertisement, friends/ relatives, others source of information and internet in Vadodara city.

- According to **Gender,** out of total respondents, majority of the female respondents and 91.0% male respondents respectively came to know about organized retail outlets through advertisement, while 1.9% and 1.0% female and male respondents respectively came to know about organized retail outlets through internet.

- According to **Age,** out of total respondents, 97.1% respondents belonged to less than or equal to 33 years age groups, they came to know about organized retail outlets through advertisement, while 3.6% respondents belonged to more than 45 years age groups, they came to know about organized retail outlets through others source of information.

- According to **Marital Status,** out of total respondents, 94.1% married respondents came to know about organized retail outlets through advertisement. In other 94.1% unmarried respondents came to know about organized retail outlets same source, while, 5.9% and 2.2% unmarried and married respondents respectively, they came to know about organized retail outlets through others source of information.

- According to **Family Types,** out of total respondents, 95.6% and 92.9% respondents were from nuclear and joint family groups respectively, they came to know about organized retail outlets through advertisement, while, 1.5% and 1.2% respondents were from nuclear and joint family groups respectively, they came to know about organized retail outlets through internet.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they came to know about organized retail outlets through advertisement, while, 4.4% respondents had studied post graduation, they came to know about organized retail outlets through internet.

- According to **Occupation,** out of total respondents, 96.8% respondents belonged to service class; they came to know about organized retail outlets through advertisement, while 4.9% respondents belonged to professional class, they came to know about organized retail outlets through internet. In another 4.9% respondent's belonged to professional class, they came to know about organized retail outlets through other source of information.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 52.6% respondents have four-wheeler, who having four wheeler 92.5% and 1.3% respondents respectively came to know about organized retail outlets through advertisement and internet. In another 1.3% respondents came to know about organized retail outlets through other source information.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 34.0% respondents have bicycle, who having bicycle majority of the respondents and 7.8% respondents came to know about organized retail outlets through advertisement and friends/relatives.

- According to **Income groups,** out of total respondents, majority of the respondents belonged to 40001-60000 income groups; they came to know about organized retail outlets through advertisement, while 6.3% respondents belonged to less than or equal to 40000 income groups, they came to know about organized retail outlets through internet.

- According to **Per capita Income groups,** out of total respondents, majority of the respondents belonged to 9168-13000 per capita income groups; they came to know about organized retail outlets through advertisement, while 6.5% respondents belonged to less than or equal to 9167 per capita income groups, they came to know about organized retail outlets through internet.

Respondent's Demographic characteristics and it's category		Source of Information (Organized Retail Outlets)									
		Advertisement		Friends/Relative		Internet		Others(self)		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	93	74.4	22	17.6	4	3.2	13	10.4	125	71.8
	Female	36	73.5	4	8.2	5	10.2	6	12.2	49	28.2
Age	Less than<= 33	22	73.3	6	20.0	2	6.7	4	13.3	30	17.2
	33-35	19	73.1	3	11.5	1	3.8	4	15.4	26	14.9
	36-40	32	74.4	7	16.3	3	7.0	5	11.6	43	24.7
	41-45	30	81.1	5	13.5	1	2.7	1	2.7	37	21.3
	More than 45	26	68.4	5	13.2	2	5.3	5	13.2	38	21.8
Marital Status	Married	129	74.6	26	15.0	9	5.2	18	10.4	173	99.4
	Unmarried	0	0.0	0	0.0	0	0.0	1	100.0	1	1.6
Family Type	Nuclear	66	71.7	17	18.5	3	3.3	10	10.9	92	52.9
	Joint	63	76.8	9	11.0	6	7.3	9	11.0	82	47.1
Education	H.S.C	5	62.5	0	0.0	0	0.0	3	37.5	8	4.7
	Graduation	61	77.2	10	12.7	3	3.8	8	10.1	79	46.5
	Post Graduation	42	73.7	9	15.8	6	10.5	6	10.5	57	33.5
	PG & Above	21	70.0	7	23.3	0	0.0	2	6.7	30	17.2
Occupation	Business	37	75.5	4	8.2	1	2.0	8	16.3	49	28.2
	Professional	49	81.7	7	11.7	0	0.0	4	6.7	60	34.5
	Service	43	66.2	15	23.1	8	12.3	7	10.8	65	37.4
Four Wheeler	Yes	66	75.0	12	13.6	1	1.1	10	11.4	81	50.6
	No	63	73.3	14	16.3	8	9.3	9	10.5	86	49.4
Income Groups	<=40000	19	82.6	1	4.3	3	13.0	2	8.7	23	13.2
	40001-60000	34	69.4	12	24.5	4	8.2	5	10.2	49	28.2
	60001-80000	19	61.3	3	9.7	0	0.0	9	29.0	31	17.8
	80001-135000	24	75.0	7	21.9	2	6.3	0	0.0	32	18.4
	>135000	33	84.6	3	7.7	0	0.0	3	7.7	39	22.4
Per Capita Income	<=9167	22	73.3	6	20.0	4	13.3	3	10.0	30	17.2
	9168-13000	28	75.7	3	8.1	2	5.4	5	13.5	37	23.3
	13001-17800	19	61.3	7	22.6	3	9.7	5	16.1	31	17.8
	17801-30000	29	72.5	7	17.5	0	0.0	4	10.0	40	23.0
	>30000	31	86.1	3	8.3	0	0.0	2	5.6	36	20.7
Total		129	74.1	26	14.9	9	5.2	19	10.9	174	100.0

Table: 5.1.16 Percentage Frequency Distribution Of Source Of Information Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Ahmedabad City Of Gujarat.

From the above table, it was observed that, out of total respondents, 74.1%, 14.9%, 10.9% and 5.2% respondents respectively came to know about organized retail outlets through advertisement, friends/ relatives, others source of information and internet in Ahmedabad city.

- According to **Gender,** out of total respondents, 74.4% and 73.5% male and female respondents respectively came to know about organized retail outlets through advertisement, while 10.2% and 3.2% female and male respondents respectively came to know about organized retail outlets through internet.

- According to **Age,** out of total respondents, 81.1% respondents belonged to 41-45 years age groups, they came to know about organized retail outlets through advertisement, while 6.7% respondents belonged to less than or equal to 33 years age groups, they came to know about organized retail outlets through internet.

- According to **Marital Status,** out of total respondents, majority of the unmarried respondents and 10.4% married respondents came to know about organized retail

outlets through others source of information, while 74.6%, 15.0% and 5.2% married respondents respectively came to know about organized retail outlets through advertisement, friends/relatives and internet.

- According to **Family Types,** out of total respondents, 76.8% and 71.7% respondents were from joint and nuclear family groups respectively, they came to know about organized retail outlets through advertisement, while, 7.3% and 3.3% respondents were from joint and nuclear family groups respectively, they came to know about organized retail outlets through internet.

- According to **Education,** out of total respondents, 77.2% respondents had studied graduation; they came to know about organized retail outlets through advertisement, while, 10.5% respondents had studied post graduation, they came to know about organized retail outlets through internet.

- According to **Occupation,** out of total respondents, 81.7% respondents belonged to professional class; they came to know about organized retail outlets through advertisement, while 12.3% respondents belonged to service class, they came to know about organized retail outlets through internet.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 50.6% respondents have four-wheeler, who having four wheeler 75.0% and 1.1% respondents respectively came to know about organized retail outlets through advertisement and internet.

- According to **Income groups,** out of total respondents, 84.6% respondents belonged to more than 135000 income groups; they came to know about organized retail outlets through advertisement, while 6.3% respondents belonged to 80000-135000 income groups, they came to know about organized retail outlets through internet.

- According to **Per capita Income groups,** out of total respondents, 86.1% respondents belonged to more than 30000 per capita income groups; they came to know about organized retail outlets through advertisement, while 5.4% respondents belonged to 9168-13000 per capita income groups, they came to know about organized retail outlets through internet.

Table: 5.1.17 Percentage Frequency Distribution Of Source Of Information Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat.											
Respondent's Demographic characteristics and it's category		**Source of Information (Organized Retail Outlets)**									
		Advertisement		Friends/Relative		Internet		Others(self)		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	85	73.9	8	7.0	3	2.6	20	17.4	115	71.9
	Female	30	66.7	6	13.3	0	0.0	9	20.0	45	28.1
Age	Less than<= 33	39	81.3	6	12.5	0	0.0	3	6.3	48	30.0
	33-35	22	73.3	4	13.3	0	0.0	4	13.3	30	18.8
	36-40	20	71.4	0	0.0	1	3.6	7	25.0	28	17.5
	41-45	22	73.3	1	3.3	1	3.3	7	23.3	30	18.8
	More than 45	12	50.0	3	12.5	1	4.2	8	33.3	24	15.0
Family Type	Nuclear	44	73.3	5	8.3	1	1.7	10	16.7	60	37.5
	Joint	71	71.0	9	9.0	2	2.0	19	19.0	100	62.5
Education	S.S.C	0	0.0	0	0.0	0	0.0	1	100.0	1	0.6
	H.S.C	6	50.0	0	0.0	0	0.0	6	50.0	12	7.5
	Graduation	44	68.8	5	7.8	1	1.6	14	21.9	64	40.0
	Post Graduation	40	72.7	7	12.7	1	1.8	8	14.5	55	34.4
	PG & Above	25	89.3	2	7.1	1	3.6	0	0.0	28	17.5
Occupation	Business	22	48.9	4	8.9	1	2.2	18	40.0	45	28.1
	Professional	42	84.0	2	4.0	2	4.0	4	8.0	50	31.3
	Service	51	78.5	8	12.3	0	0.0	7	10.8	65	40.6
Four Wheeler	Yes	57	73.1	5	6.4	2	2.6	15	19.2	78	48.8
	No	58	70.7	9	11.0	1	1.2	14	17.1	82	51.3
Income Groups	<=40000	11	78.6	1	7.1	1	7.1	1	7.1	14	8.8
	40001-60000	28	70.0	6	15.0	0	0.0	6	15.0	40	25.0
	60001-80000	25	75.8	2	6.1	0	0.0	6	18.2	33	20.6
	80001-135000	28	75.7	2	5.4	0	0.0	8	21.6	37	23.1
	>135000	23	63.9	3	8.3	2	5.6	8	22.2	36	22.5
Per Capita Income	<=9167	12	75.0	1	6.3	0	0.0	3	18.8	16	10.0
	9168-13000	17	60.7	7	25.0	1	3.6	3	10.7	28	17.5
	13001-17800	34	77.3	2	4.5	0	0.0	8	18.2	44	27.5
	17801-30000	28	75.7	1	2.7	1	2.7	8	21.6	37	23.1
	>30000	24	68.6	3	8.6	1	2.9	7	20.0	35	21.9
Total		115	71.9	14	8.8	3	1.9	29	18.1	160	100.0

From the above table, it was observed that, out of total respondents, 71.9%, 18.1%, 8.8% and 1.9% respondents respectively came to know about organized retail outlets through advertisement, others source of information, friends/ relatives and internet in Surat city.

- According to **Gender,** out of total respondents, 73.9% and 66.7% male and female respondents respectively came to know about organized retail outlets through advertisement, while 2.6% male respondents came to know about organized retail outlets through internet.

- According to **Age,** out of total respondents, 81.3% respondents belonged to less than or equal to 33 years age groups, they came to know about organized retail outlets through advertisement, while 4.2% respondents belonged to more than 45 years age groups, they came to know about organized retail outlets through internet.

- According to **Family Types,** out of total respondents, 73.3% and 71.0% respondents were from nuclear and joint family groups respectively, they came to

know about organized retail outlets through advertisement, while, 2.0% and 1.7% respondents were from joint and nuclear family groups respectively, they came to know about organized retail outlets through internet.

- According to **Education,** out of total respondents, 89.3% respondents had studied post graduation & above; they came to know about organized retail outlets through advertisement, while, 3.6% respondents had studied post graduation & above, they came to know about organized retail outlets through internet.

- According to **Occupation,** out of total respondents, 84.0% respondents belonged to professional class; they came to know about organized retail outlets through advertisement, while 4.0% respondents belonged to professional class, they came to know about organized retail outlets through internet.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 48.8% respondents have four-wheeler, who having four wheeler 73.1% and 2.6% respondents respectively came to know about organized retail outlets through advertisement and internet.

- According to **Income groups,** out of total respondents, 78.6% respondents belonged to less than or equal to 40000 income groups; they came to know about organized retail outlets through advertisement, while 7.1% respondents belonged to less than or equal to 40000 income groups income groups, they came to know about organized retail outlets through internet.

- According to **Per capita Income groups,** out of total respondents, 77.3% respondents belonged to 13001-17800 per capita income groups; they came to know about organized retail outlets through advertisement, while 3.6% respondents belonged to 9168-13000 per capita income groups, they came to know about organized retail outlets through internet.

Table: 5.1.18 Percentage Frequency Distribution Of Source Of Information Used By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Rajkot City Gujarat.											
Respondent's Demographic characteristics and it's category		**Source of Information (Organized Retail Outlets)**									
		Advertisement		Friends/Relative		Internet		Others(self)		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	74	74.0	56	56.0	8	8.0	8	8.0	100	73.5
	Female	25	69.4	23	63.9	1	2.8	3	8.3	36	26.5
Age	Less than<= 33	25	83.3	21	70.0	1	3.3	3	10.0	30	22.1
	33-35	16	66.7	18	75.0	4	16.7	0	0.0	24	17.6
	36-40	16	80.0	8	40.0	1	5.0	1	5.0	20	14.7
	41-45	15	60.0	12	48.0	3	12.0	3	12.0	25	18.4
	More than 45	27	73.0	20	54.1	0	0.0	4	10.8	37	27.2
Marital Status	Married	95	72.0	77	58.3	9	6.8	11	8.3	132	97.1
	Unmarried	4	100.0	2	50.0	0	0.0	0	0.0	4	2.9
Family Type	Nuclear	36	72.0	32	64.0	2	4.0	2	4.0	50	36.8
	Joint	63	73.3	47	54.7	7	8.1	9	10.5	86	63.2
Education	S.S.C	11	78.6	13	92.9	3	21.4	0	0.0	14	10.3
	H.S.C	7	100.0	5	71.4	0	0.0	1	14.3	7	5.1
	Graduation	32	74.4	27	62.8	0	0.0	4	9.3	43	31.6
	Post Graduation	33	68.8	22	45.8	4	8.3	4	8.3	48	35.3
	PG & Above	16	66.7	12	50.0	2	8.3	2	8.3	24	17.6
Occupation	Business	22	88.0	22	88.0	3	12.0	1	4.0	25	18.4
	Professional	36	66.7	31	57.4	3	5.6	5	9.3	54	39.7
	Service	41	71.9	26	45.6	3	5.3	5	8.8	57	41.9
Four Wheeler	Yes	53	74.6	45	63.4	4	5.6	7	9.9	71	52.2
	No	46	70.8	34	52.5	5	7.7	4	6.2	65	47.8
Two Wheeler	Yes	98	72.6	79	58.5	9	6.7	11	8.1	135	99.3
	No	1	100.0	0	0.0	0	0.0	0	0.0	1	0.7
Bicycle	Yes	91	71.1	75	58.6	8	6.3	10	7.8	128	94.1
	No	8	100.0	4	50.0	1	12.5	1	12.5	8	5.9
Income Groups	<=40000	21	75.0	17	60.7	2	7.1	1	3.6	28	20.6
	40001-60000	19	79.2	11	45.8	2	8.3	3	12.5	24	17.6
	60001-80000	15	68.2	15	68.2	2	9.1	0	0.0	22	16.2
	80001-135000	19	70.4	16	59.3	1	3.7	2	7.4	27	19.9
	>135000	25	71.4	20	57.1	2	5.7	5	14.3	35	25.7
Per Capita Income	<=9167	24	77.4	18	58.1	3	9.7	2	6.5	31	22.8
	9168-13000	20	76.9	13	50.0	1	3.8	2	7.7	26	19.1
	13001-17800	14	63.6	13	59.1	2	9.1	2	9.1	22	16.2
	17801-30000	17	68.0	18	72.0	1	4.0	0	0.0	25	18.4
	>30000	24	75.0	17	53.1	2	6.3	5	15.6	32	23.5
Total		99	72.8	79	58.1	9	6.6	11	8.1	136	100.0

From the above table, it was observed that, out of total respondents, 72.8%, 58.1%, 8.1% and 6.6% respondents respectively came to know about organized retail outlets through advertisement, friends/ relatives, others source of information and internet in Rajkot city.

- According to **Gender,** Out of total respondents, 74.0% and 69.4% male and female respondents respectively came to know about organized retail outlets through advertisement, while, 8.0% and 2.8% male and female respondents came to know about organized retail outlets through internet.

- According to **Age,** out of total respondents, 83.3% respondents belonged to less than or equal to 33 years age groups, they came to know about organized retail outlets through advertisement, while, 10.8% respondents belonged to more than

45 years age groups; they came to know about organized retail outlets through other source of information.

- According to **Marital Status,** out of total respondents, majority of the unmarried respondents and 71.9% married respondents respectively came to know about organized retail outlets through advertisement, while 8.3% and 6.8% married respondents respectively came to know about organized retail outlets through other source of information and internet. Unmarried respondents did not give any opinion.

- According to **Family Types,** out of total respondents, 73.3% and 72.0% respondents were from joint and nuclear family groups respectively, they came to know about organized retail outlets through advertisement, while 8.1% and 4.0% respondents were from joint and nuclear family groups respectively, they came to know about organized retail outlets through internet.

- According to **Education,** out of total respondents, majority of the respondents had studied HSC; they came to know about organized retail outlets through advertisement, while 14.3% respondents had studied HSC; they came to know about organized retail outlets through other source of information.

- According to **Occupation,** out of total respondents, 88.0% respondents belonged to business class; they came to know about organized retail outlets through advertisement, while 9.3% respondents belonged to professional class; they came to know about organized retail outlets through other source of information.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 52.2% respondents have four-wheeler, who having four wheeler 74.6% and 5.6% respondents respectively came to know about organized retail outlets through advertisement and internet.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 99.3% respondents have two-wheeler, who having two wheeler 72.6% and 6.7% respondents respectively came to know about organized retail outlets through advertisement and internet.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 94.1% respondents have bicycle, who having bicycle 71.1% and 6.3% respondents respectively came to know about organized retail outlets through advertisement and internet.

- According to **Income groups,** out of total respondents, 79.2% respondents belonged to 40001-60000 income groups; they came to know about organized retail outlets through advertisement, while 9.1% respondents belonged to 60001-80000 income groups, they came to know about organized retail outlets through internet.

- According to **Per capita Income groups,** out of total respondents, 76.9% respondents belonged to 9168-13000 per capita income groups; they came to know about organized retail outlets through advertisement, while 9.7% respondents belonged to less than or equal to 9167 per capita income groups, they came to know about organized retail outlets through internet.

For Unorganized Retail Outlets,

Table: 5.1.19 Percentage Frequency Distribution Of Source Of Information Used By Respondents To Know Unorganized Retail Outlets In Selected Cities Of Gujarat.									
Source of Information (Unorganized Retail Outlets)	Cites								
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Advertisement	10	6.1	2	1.9	0	0.0	1	0.7	13	2.4
Friends/Relatives	35	21.3	10	9.7	2	1.4	45	32.8	92	16.9
Internet	2	1.2	0	0.0	0	0.0	1	0.7	3	0.6
Others(self)	136	82.9	91	88.3	137	98.6	106	77.4	470	86.6
Total	164	30.2	103	19.0	139	25.6	137	25.2	543	100.0

- From the above table, it was observed that, out of total respondents, 86.6%, 16.9%, 2.4% and 0.6% respondents respectively came to know about unorganized retail outlets through others source of personal information, friends/ relatives, advertisements, and internet in Vadodara, Ahmedabad Surat and Rajkot.

- In Vadodara city out of 152 respondents, 82.9% and 1.2% respondents respectively came to know about unorganized retail outlets through others source of information and internet.

- In Ahmedabad city out of 175 respondents, 88.3% and 1.9% respondents respectively came to know about unorganized retail outlets through others source of personal information and advertisements.

- In Surat city out of 160 respondents, 98.6% and 1.4% respondents respectively came to know about unorganized retail outlets through others source of personal information and friends/ relatives.

- In Rajkot city out of 136 respondents, 77.4% and 0.7% respondents respectively came to know about unorganized retail outlets through others source of information and internet.

Table: 5.1.20 Percentage Frequency Distribution Of Source Of Information Used By Respondents To Know Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat.											
Respondent's Demographic characteristics and it's category		Source of Information (Unorganized Retail Outlets)									
		Advertisement		Friends/Relative		Internet		Others(self)		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	6	1.5	63	16.2	2	0.5	338	86.9	389	71.6
	Female	7	4.5	29	18.8	1	0.6	132	85.7	154	28.4
Age	Less than<= 33	8	5.1	31	19.6	0	0.0	134	84.8	158	29.1
	33-35	1	1.0	13	12.7	0	0.0	93	91.2	102	18.8
	36-40	0	0.0	12	11.0	0	0.0	99	90.8	109	20.1
	41-45	3	3.4	19	21.8	2	2.3	70	80.5	87	16.0
	More than 45	1	1.1	17	19.5	1	1.1	74	85.1	87	16.0
Marital Status	Married	5	1.0	80	15.5	3	0.6	452	87.8	515	94.8
	Unmarried	8	28.6	12	42.9	0	0.0	18	64.3	28	5.2
Family Type	Nuclear	5	2.0	41	16.1	3	1.2	222	87.1	255	47.0
	Joint	8	2.8	51	17.7	0	0.0	248	86.1	288	53.0
Education	S.S.C	0	0.0	10	23.3	0	0.0	36	83.7	43	7.9
	H.S.C	2	3.6	7	12.7	1	1.8	48	87.3	55	10.2
	Graduation	2	1.0	29	14.6	0	0.0	172	86.9	198	36.6
	Post Graduation	3	1.8	26	16.0	0	0.0	144	88.3	163	30.1
	PG & Above	6	7.1	20	23.8	2	2.4	70	83.3	84	15.5
Occupation	Business	2	1.1	20	10.9	1	0.5	168	91.8	183	33.7
	Professional	6	4.8	26	20.6	2	1.6	109	86.8	126	23.2
	Service	5	2.1	46	19.7	0	0.0	193	82.5	234	43.1
Four Wheeler	Yes	3	1.3	40	17.9	2	0.9	192	86.1	223	41.1
	No	10	3.1	52	16.3	1	0.3	278	86.9	320	58.9
Two Wheeler	Yes	13	2.4	90	16.6	3	0.6	469	86.7	541	99.6
	No	0	0.0	2	100.0	0	0.0	1	50.0	2	0.4
Bicycle	Yes	6.9	1.4	56	13.5	1	0.2	368	88.9	414	76.8
	No	7	5.4	36	27.9	2	1.6	102	79.1	129	23.8
Income Groups	<=40000	5	3.7	26	19.1	1	0.7	114	83.8	136	25.0
	40001-60000	4	3.0	19	14.2	0	0.0	119	88.8	134	24.7
	60001-80000	3	2.8	23	21.1	0	0.0	89	81.7	109	20.1
	80001-135000	1	1.3	10	12.5	2	2.5	74	92.5	80	14.7
	>135000	0	0.0	14	16.7	0	0.0	74	88.1	84	15.5
Per Capita Income	<=9167	7	5.4	26	20.0	1	0.8	108	83.1	130	23.9
	9168-13000	4	3.2	23	18.4	0	0.0	108	86.4	125	23.0
	13001-17800	1	0.9	18	16.4	0	0.0	96	87.3	110	20.3
	17801-30000	1	1.0	13	13.4	1	1.0	85	87.6	97	17.9
	>30000	0	0.0	12	14.8	1	1.2	73	90.1	81	14.9
Total		13	2.4	92	16.9	3	0.6	470	86.6	543	100.0

From the above table, it was observed that, out of total respondents believed that, 86.6%, 16.9%, 2.4% and 0.6% respondents respectively came to know about unorganized retail outlets through others source of information, friends/ relatives, advertisement and internet in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 86.9% and 85.7% male and female respondents respectively came to know about unorganized retail outlets through others source of information, while 0.5% and 0.6% male and female respondents respectively came to know about unorganized retail outlets through internet.

- According to **Age,** out of total respondents, 91.2% respondents belonged to 33-35 years age groups; they came to know about unorganized retail outlets through others source of information, while 2.3% respondents belonged to 41-45 years age groups, they come to know about unorganized retail outlets through internet.

- According to **Marital Status,** out of total respondents, 87.8% and 64.3% married and unmarried respondents respectively came to know about unorganized retail outlets through others source of information, while 0.6% married respondents came to know about unorganized retail outlets through internet.

- According to **Family Types,** out of total respondents, 87.1% and 86.1% respondents were from nuclear and joint family groups respectively; they came to know about unorganized retail outlets through others source of information, while, 1.2% respondents were from nuclear family groups; they came to know about unorganized retail outlets through internet.

- According to **Education,** out of total respondents, 88.3% respondents had studied post graduation; they came to know about unorganized retail outlets through others source of information, while 2.4% respondents had studied post graduation & above, they came to know about unorganized retail outlets through internet.

- According to **Occupation,** out of total respondents, 91.8% respondents belonged to business class; they came to know about unorganized retail outlets through others source of information, while 1.6 % respondents belonged to business class, they came to know about unorganized retail outlets through internet.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 41.1% respondents had four –wheeler, who having four-wheeler 86.1% and 0.9% respondents respectively came to know about unorganized retail outlets through other source of information and internet.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 99.6% respondents had two -wheeler, who having two wheeler 86.7% and 0.6% respondents came to know about unorganized retail outlets through other source of information and internet.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 76.8% respondents had bicycle, who having bicycle 86.1% and 0.2% respondents came to know about unorganized retail outlets through other source of information and internet.

- According to **Income groups,** out of total respondents, 92.5% respondents belonged to 80001-135000 income groups; they came to know about unorganized retail outlets through other source of information, while 0.7% respondents belong

to less than or equal to 40000 income groups, they come to know about unorganized retail outlets through internet.

- According to **Per capita Income groups,** out of total respondents, 90.1% respondents belonged to more than 30000 per capita income groups, they came to know about unorganized retail outlets through other source of information, while 1.2% respondents belonged to more than 30000 per capita income groups, they come to know about unorganized retail outlets through internet.

Table: 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.											
Respondent's Demographic characteristics and it's category		Source of Information (Unorganized Retail Outlets)									
		Advertisement		Friends/Relative		Internet		Others(self)		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	5	4.6	24	22.0	2	1.8	90	82.6	109	66.5
	Female	5	9.1	11	20.0	0	0.0	46	83.6	55	33.5
Age	Less than<= 33	7	16.3	13	30.2	0	0.0	33	76.7	43	26.2
	33-35	1	3.7	7	25.9	0	0.0	21	77.8	27	16.5
	36-40	0	0.0	3	8.6	0	0.0	32	91.4	35	21.3
	41-45	1	4.3	5	21.7	1	4.3	18	78.3	23	14.0
	More than 45	1	2.8	7	19.4	1	2.8	32	88.9	36	22.0
Marital Status	Married	3	2.1	26	18.1	2	1.4	123	85.4	144	87.8
	Unmarried	7	35.0	9	45.0	0	0.0	13	65.0	20	12.2
Family Type	Nuclear	3	3.8	13	16.7	2	2.6	65	83.3	78	47.6
	Joint	7	8.1	22	25.6	0	0.0	71	82.6	86	52.4
Education	S.S.C	0	0.0	0	0.0	0	0.0	3	100.0	3	1.8
	H.S.C	0	0.0	1	5.3	0	0.0	18	94.7	19	11.6
	Graduation	1	1.6	10	15.9	0	0.0	54	85.7	63	38.4
	Post Graduation	3	7.7	8	20.5	0	0.0	33	84.6	39	23.8
	PG & Above	6	15.0	16	40.0	2	5.0	28	70.0	40	24.4
Occupation	Business	0	0.0	3	6.0	0	0.0	48	96.0	50	30.5
	Professional	6	13.6	18	40.9	2	4.5	32	72.7	44	26.8
	Service	4	5.7	14	20.0	0	0.0	56	80.0	70	42.7
Four Wheeler	Yes	2	3.2	17	27.4	2	3.2	51	82.3	62	37.8
	No	8	7.8	18	17.6	0	0.0	85	83.3	102	62.2
Bicycle	Yes	3	5.9	8	15.7	0	0.0	44	86.3	51	31.9
	No	7	6.4	27	24.8	2	1.8	88	80.7	109	68.1
Income Groups	<=40000	3	5.8	8	15.4	0	0.0	44	84.6	52	31.7
	40001-60000	4	12.5	5	15.6	0	0.0	27	84.4	32	19.5
	60001-80000	2	5.4	11	29.7	0	0.0	29	78.4	37	22.6
	80001-135000	1	4.8	3	14.3	2	9.5	20	95.2	21	12.8
	>135000	0	0.0	8	36.4	0	0.0	16	72.7	22	13.4
Per Capita Income	<=9167	5	10.4	10	20.8	0	0.0	39	81.3	48	29.3
	9168-13000	4	10.5	7.4	18.4	0	0.0	33	86.8	38	23.2
	13001-17800	1	3.8	6	23.1	0	0.0	22	84.6	26	15.9
	17801-30000	0	0.0	6	18.8	1	3.1	26	81.3	32	19.5
	>30000	0	0.0	6	30.0	1	5.0	16	80.0	20	12.2
Total		10	6.1	35	21.3	2	1.2	136	82.9	164	100.0

From the above table, it was observed that, out of total respondents, 82.9%, 21.3%,6.1% and 1.2% respondents respectively came to know about unorganized retail outlets through others source of information, friends/ relatives, advertisement and internet in Vadodara city.

- According to **Gender,** out of total respondents, 83.6% and 82.6% female and male respondents respectively came to know about unorganized retail outlets through

others source of information, while 1.8% male respondents came to know about unorganized retail outlets through internet.

- According to **Age,** out of total respondents, 91.4% respondents belonged to 36-40 years age groups; they came to know about unorganized retail outlets through others source of information, while 4.3% respondents belonged to 41-45 years age groups, they come to know about unorganized retail outlets through internet.

- According to **Marital Status,** out of total respondents, 85.4% and 65.0% married and unmarried respondents respectively came to know about unorganized retail outlets through others source of information, while 1.4% married respondents came to know about unorganized retail outlets through internet.

- According to **Family Types,** out of total respondents, 83.3% and 82.6% respondents were from nuclear and joint family groups respectively; they came to know about unorganized retail outlets through others source of information, while 2.6% respondents were from nuclear family groups; they came to know about unorganized retail outlets through internet.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC; they came to know about unorganized retail outlets through others source of information, while 5.0% respondents had studied post graduation & above, they came to know about unorganized retail outlets through internet.

- According to **Occupation, o**ut of total respondents, 96.0% respondents belonged to business class; they came to know about unorganized retail outlets through others source of information, while, 4.5 % respondents belonged to professional class, they came to know about unorganized retail outlets through internet.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 37.8% respondents had four –wheeler, who having four-wheeler 82.3% and 3.2% respondents respectively came to know about unorganized retail outlets through other source of information and internet. In another 3.2% respondents came to know about unorganized retail outlets through advertisements.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 31.9% respondents had bicycle, who having bicycle 86.3% and 5.9% respondents came to know about unorganized retail outlets through other source of information and advertisements.

- According to **Income groups,** out of total respondents, 95.2% respondents belonged to 80001-135000 income groups; they came to know about unorganized retail outlets through other source of information, while 9.5% respondents belong to 80001-135000 income groups, they come to know about unorganized retail outlets through internet.

- According to **Per capita Income groups,** out of total respondents, 86.8% respondents belonged to 9168-13000 per capita income groups; they came to know about unorganized retail outlets through other source of information, while 5.0% respondents belonged to more than 30000 per capita income groups, they come to know about unorganized retail outlets through internet.

Table: 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.									
Respondent's Demographic characteristics and it's category		**Source of Information (Unorganized Retail Outlets)**							
		Advertisement		**Friends/Relative**		**Others(self)**		**Total**	
		N	**%**	**N**	**%**	**N**	**%**	**N**	**%**
Gender	Male	1	1.3	5	6.7	69	92.0	75	72.8
	Female	1	3.6	5	17.9	22	78.6	28	27.2
Age	Less than<= 33	1	3.8	2	7.7	23	88.5	26	25.2
	33-35	0	0.0	1	6.7	14	93.3	15	14.6
	36-40	0	0.0	2	8.0	23	92.0	25	24.3
	41-45	1	4.2	3	12.5	20	83.3	24	23.3
	More than 45	0	0.0	2	15.4	11	84.6	13	12.6
Marital Status	Married	1	1.0	10	9.8	91	89.2	102	99.0
	Unmarried	1	100.0	0	0.0	0	0.0	1	1.0
Family Type	Nuclear	1	1.8	7	12.5	48	85.7	56	54.4
	Joint	1	2.1	3	6.4	43	91.5	47	45.6
	H.S.C	1	14.3	0	0.0	6	85.7	7	6.9
	Graduation	1	1.9	7	13.2	45	84.9	53	52.0
	Post Graduation	0	0.0	3	8.1	34	91.9	37	36.,3
	PG & Above	0	0.0	0	0.0	6	100.0	6	5.8
Occupation	Business	1	2.9	0	0.0	34	97.1	35	34.0
	Professional	0	0.0	0	0.0	13	100.0	13	12.6
	Service	1	1.8	10	18.2	44	80.0	55	53.4
Four Wheeler	Yes	1	3.0	2	6.1	30	90.9	33	32.0
	No	1	1.4	8	11.4	61	87.1	70	68.0
Income Groups	<=40000	1	4.3	2	8.7	20	87.0	23	22.3
	40001-60000	0	0.0	6	17.1	29	82.9	35	34.0
	60001-80000	1	5.0	1	5.0	18	90.0	20	19.4
	80001-135000	0	0.0	1	7.1	13	72.9	14	13.6
	>135000	0	0.0	0	0.0	11	100.0	11	10.7
Per Capita Income	<=9167	1	3.6	4	14.3	23	82.1	28	27.2
	9168-13000	0	0.0	2	8.7	21	91.3	23	22.3
	13001-17800	0	0.0	3	12.0	22	88.0	25	24.3
	17801-30000	1	7.7	1	7.7	11	84.6	13	12.6
	>30000	0	0.0	0	0.0	14	100.0	14	13.6
Total		2	1.9	10	9.7	91	88.3	103	100.0

From the above table, it was observed that, out of total respondents, 88.3%, 9.7% and 1.9% respectively came to know about unorganized retail outlets through others source of information, friends/ relatives and advertisement in Ahmedabad city.

- According to **Gender,** out of total respondents, 92.0% and 78.6% male and female respondents respectively came to know about unorganized retail outlets through

others source of information, while, 3.6% and 1.3% female and male respondents respectively came to know about unorganized retail outlets through advertisements.

- According to **Age,** out of total respondents, 93.3% respondents belonged to 33-35 years age groups; they came to know about unorganized retail outlets through others source of information, while 4.2% respondents belonged to 41-45 years age groups; they came to know about unorganized retail outlets through advertisements.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 1.0% married respondents respectively came to know about unorganized retail outlets through advertisements, while 89.2% and 9.8% married respondents respectively came to know about unorganized retail outlets through friends/relatives and other source of information.

- According to **Family Types,** out of total respondents, 91.5% and 85.7% respondents were from joint and nuclear family groups respectively; they came to know about unorganized retail outlets through others source of information, while, 2.1% and 1.8% respondents were from joint and nuclear family groups respectively; they came to know about unorganized retail outlets through advertisements.

- According to **Education,** out of total respondents, majority of the respondents had studied post graduation & above; they came to know about unorganized retail outlets through others source of information, while 13.2% respondents had studied graduation, they came to know about unorganized retail outlets through friends/relatives.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to professional class; they came to know about unorganized retail outlets through others source of information, while 2.9% respondents belong to business class; they came to know about unorganized retail outlets through advertisement.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 32.0% respondents had four –wheeler, who having four-wheeler 90.9% and 3.0% respondents respectively came to know about unorganized retail outlets through other source of information and advertisements.

- According to **Income groups,** out of total respondents, majority of the respondents belonged to more than 135000 income groups; they came to know about unorganized retail outlets through other source of information, while 5.0% respondents belonged to 60001-80000 income groups; they came to know about unorganized retail outlets through advertisement.

- According to **Per capita Income groups,** out of total respondents, majority of the respondents belonged to more than 30000 per capita income groups; they came to know about unorganized retail outlets through other source of information, while 7.7% respondents belonged to 17801-30000 per capita income groups, they came to know about unorganized retail outlets through other source of advertisements.

Table: 5.1.23 Percentage Frequency Distribution Of Source Of Information Used By Respondents To Know Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat.							
Respondent's Demographic characteristics and it's category		**Source of Information (Unorganized Retail Outlets)**					
		Friends/Relative		**Others(self)**		**Total**	
		N	**%**	**N**	**%**	**N**	**%**
Gender	Male	2	1.9	101	98.1	103	74.1
	Female	0	0.0	36	100.0	36	25.9
Age	Less than<= 33	0	0.0	44	100.0	44	31.7
	33-35	0	0.0	29	100.0	29	20.9
	36-40	0	0.0	25	100.0	25	18.0
	41-45	2	8.7	21	91.3	23	16.5
	More than 45	0	0.0	18	100.0	18	12.9
Family Type	Nuclear	1	1.7	57	98.3	58	41.7
	Joint	1	1.2	80	98.8	81	58.3
Education	S.S.C	0	0.0	1	100.0	1	0.7
	H.S.C	0	0.0	11	100.0	11	7.9
	Graduation	1	1.9	53	100.0	54	38.8
	Post Graduation	1	2.0	48	98.1	49	35.3
	PG & Above	0	0.0	24	98.0	24	17.3
Occupation	Business	0	0.0	40	100.0	40	28.8
	Professional	2	4..5	42	95.5	44	31.7
	Service	0	0.0	55	100.0	55	39.6
Four Wheeler	Yes	2	3.0	65	97.0	67	48.2
	No	0	0.0	72	100.0	72	51.8
Income Groups	<=40000	0	0.0	12	100.0	12	8.6
	40001-60000	0	0.0	37	100.0	37	26.6
	60001-80000	0	0.0	28	100.0	28	20.1
	80001-135000	0	0.0	30	100.0	30	21.6
	>135000	2	6.3	30	93.8	32	23.0
Per Capita Income	<=9167	0	0.0	12	8.6	12	8.6
	9168-13000	0	0.0	27	19..4	27	19.4
	13001-17800	0	0.0	36	25.9	36	25.9
	17801-30000	0	0.0	31	22.3	31	22.3
	>30000	2	6.1	33	23.7	35	23.7
Total		2	1.4	137	98.6	139	100.0

From the above table, it was observed that, out of total respondents, 98.6% and 1.4% respondents respectively came to know about unorganized retail outlets through others source of information and friends/ relatives in Surat city.

- According to **Gender,** out of total respondents, majority of the female respondents and 98.1% female respondents respectively came to know about unorganized

retail outlets through others source of information, while 1.9% male respondents came to know about unorganized retail outlets through friends/relatives.

- According to **Age,** out of total respondents, majority of the respondents belonged to different age groups like less than or equal to 33 years, 33-35 years, 36-40 years and more than 45 years age groups; they came to know about unorganized retail outlets through others source of information, while, 8.7 % respondents belonged to 41-45 years age groups; they came to know about unorganized retail outlets through friends/relatives.

- According to **Family Types,** out of total respondents, 98.8% and 98.3% respondents were from joint and nuclear family groups respectively; they came to know about unorganized retail outlets through others source of information, while 1.7% and 1.2% respondents were from nuclear and joint family groups respectively; they came to know about unorganized retail outlets through friends/relatives.

- According to **Education,** out of total respondents, majority of the respondents had studied different education groups like SSC, HSC and graduation; they came to know about unorganized retail outlets through others source of information, while 2.0% respondents had studied post graduation & above, they came to know about unorganized retail outlets through friends/relatives advertisements.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to different occupation groups like business and service class; they came to know about unorganized retail outlets through others source of information, while, 4.5% respondents belong to professional class; they came to know about unorganized retail outlets through friends/relatives.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 48.2% respondents had four –wheeler, who having four-wheeler 97.0% and 3.0% respondents respectively came to know about unorganized retail outlets through other source of information and friends/relatives.

- According to **Income groups,** out of total respondents, majority of the respondents belonged to different income groups like less than or equal to 40000, 40001-60000, 60001-80000 and 80001-135000 income groups; they came to know about unorganized retail outlets through other source of information, while,

6.3% respondents belong to more than 135000 income groups; they come to know about unorganized retail outlets through friends/relatives.

- According to **Per capita Income groups,** out of total respondents, majority of the respondents belonged to different per capita income groups like less than or equal to 9167, 9168-13000, 13001-17800 and 17801-30000 per capita income groups; they came to know about unorganized retail outlets through other source of information, while 6.1% respondents belonged to more than 30000 per capita income groups; they came to know about unorganized retail outlets through friends/relatives.

Table: 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.											
Respondent's Demographic characteristics and it's category		Source of Information (Unorganized Retail Outlets)									
		Advertisement		Friends/Relative		Internet		Others(self)		Total	
		N	%	N	%	N	%	N	%	N	
Gender	Male	0	0.0	32	31.4	0	0.0	78	76.5	102	74.5
	Female	1	2.9	13	37.1	1	2.9	28	80.0	35	25.5
Age	Less than<= 33	0	0.0	16	35.6	0	0.0	34	75.6	45	32.8
	33-35	0	0.0	5	16.1	0	0.0	29	93.5	31	22.6
	36-40	0	0.0	7	29.2	0	0.0	19	79.2	24	17.5
	41-45	1	5.9	9	52.9	1	5.9	11	64.7	17	12.4
	More than 45	0	0.0	8	40.0	0	0.0	13	65.0	20	14.6
Marital Status	Married	1	0.8	42	32.3	1	0.8	101	77.7	130	94.9
	Unmarried	0	0.0	3	42.9	0	0.0	5	71.4	7	5.1
Family Type	Nuclear	1	1.6	20	31.7	1	1.6	52	82.5	63	46.0
	Joint	0	0.0	25	33.8	0	0.0	54	73.0	74	54.0
Education	S.S.C	0	0.0	10	25.6	0	0.0	32	82.1	39	28.5
	H.S.C	1	5.6	6	39.3	1	5.6	13	72.2	18	13.1
	Graduation	0	0.0	11	33.3	0	0.0	20	71.4	28	20.4
	Post Graduation	0	0.0	14	36.8	0	0.0	29	76.3	38	27.7
	PG & Above	0	0.0	4	28.6	0	0.0	12	85.7	14	10.2
Occupation	Business	1	1.7	17	29.3	1	1.7	46	79.3	58	42.3
	Professional	0	0.0	6	24.0	0	0.0	22	88.0	25	18.2
	Service	0	0.0	22	40.7	0	0.0	38	70.4	54	39.4
Four Wheeler	Yes	0	0.0	19	31.1	0	0.0	46	75.4	61	44.5
	No	1	1.3	26	34.2	1	1.3	60	78.9	76	55.5
Two Wheeler	Yes	1	0.7	43	31.9	1	0.7	105	77.8	135	98.5
	No	0	0.0	2	100.0	0	0.0	1	50.0	2	1.5
Bicycle	Yes	1	0.8	36	29.8	1	0.8	96	79.3	121	88.3
	No	0	0.0	9	56.3	0	0.0	10	62.5	16	11.7
Income Groups	<=40000	1	2.0	16	32.7	1	2.0	38	77.6	49	35.8
	40001-60000	0	0.0	8	26.7	0	0.0	26	86.7	30	21.9
	60001-80000	0	0.0	11	45.8	0	0.0	14	58.3	24	17.5
	80001-135000	0	0.0	6	40.0	0	0.0	11	73.3	15	10.9
	>135000	0	0.0	4	21.1	0	0.0	17	89.5	19	13.9
Per Capita Income	<=9167	1	2.4	12	28.6	1	2.4	34	81.0	42	30.7
	9168-13000	0	0.0	14	37.8	0	0.0	27	73.0	37	27.0
	13001-17800	0	0.0	9	39.1	0	0.0	16	69.6	23	16.8
	17801-30000	0	0.0	6	28.6	0	0.0	17	81.0	21	15.3
	>30000	0	0.0	4	28.6	0	0.0	12	85.7	14	10.2
Total		1	0.7	45	32.8	1	0.7	106	77.4	137	100.0

From the above table, it was observed that, out of total respondents, 77.4%, 32.8% and 0.7% respondents came to know about unorganized retail outlets through others source of information, friends/ relatives and advertisement. In another 0.7%

respondents came to know about unorganized retail outlets through internet in Rajkot city.

- According to **Gender,** out of total respondents, 80.0% and 76.5% female and male respondents respectively came to know about unorganized retail outlets through others source of information, while 2.9% female respondents came to know about unorganized retail outlets through internet.

- According to **Age,** out of total respondents, 93.5% respondents belonged to 33-35 years age groups; they came to know about unorganized retail outlets through others source of information, while 5.9% respondents belonged to 41-45 years age groups, they come to know about unorganized retail outlets through internet.

- According to **Marital Status,** out of total respondents, 77.7% and 71.4% married and unmarried respondents respectively came to know about unorganized retail outlets through others source of information, while 0.8% married respondents came to know about unorganized retail outlets through internet.

- According to **Family Types,** out of total respondents, 82.5% and 73.0% respondents were from nuclear and joint family groups respectively; they came to know about unorganized retail outlets through others source of information, while 1.6% respondents were from nuclear family groups; they came to know about unorganized retail outlets through internet. In another, 1.6% respondents were from nuclear family groups; they came to know about unorganized retail outlets through advertisement.

- According to **Education,** out of total respondents, 85.7% respondents had studied post graduation & above; they came to know about unorganized retail outlets through others source of information, while 5.6% respondents had studied HSC; they came to know about unorganized retail outlets through internet.

- According to **Occupation,** out of total respondents, 88.0% respondents belonged to professional class; they came to know about unorganized retail outlets through others source of information, while 1.7 % respondents belonged to business class, they came to know about unorganized retail outlets through internet.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 44.5% respondents had four –wheeler, who having four-wheeler 75.4% and 31.1% respondents respectively came to know about unorganized retail outlets through other source of information and friends/relatives.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 98.5% respondents had two -wheeler, who having two wheeler 77.8% and 0.7% respondents came to know about unorganized retail outlets through other source of information and internet. In another 0.7% respondents came to know about unorganized retail outlets through advertisements.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 88.3% respondents had bicycle, who having bicycle 79.3% and 0.8% respondents came to know about unorganized retail outlets through other source of information and internet. In another 0.8% respondents came to know about unorganized retail outlets through advertisements.

- According to **Income groups,** out of total respondents, 89.5% respondents belonged to more than 135000 income groups; they came to know about unorganized retail outlets through other source of information, while 2.0% respondents belong to less than or equal to 40000 income groups, they come to know about unorganized retail outlets through internet.

- According to **Per capita Income groups,** out of total respondents, 85.7% respondents belonged to more than 30000 per capita income groups, they came to know about unorganized retail outlets through other source of information, while 2.4% respondents belonged to less than or equal to 9167 per capita income groups, they come to know about unorganized retail outlets through internet.

For Organized Retail Outlets,

Table: 5.1.25 Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Organized Retail Outlets In Selected Cities Of Gujarat.									
Methods of Payment (Organized Retail Outlets)	Cites								
	Vadodara		Ahmedabad		Surat		Rajkot		Total	
	N	%	N	%	N	%	N	%	N	%
Cash	139	91.4	175	100.0	160	100.0	136	100.0	610	97.9
Credit/Debit Card	89	58.6	167	100.0	160	100.0	105	77.2	521	83.6
Cheque	1	0.7	0	0.0	0	0.0	0	0.0	1	0.2
Total	152	24.4	175	28.1	160	25.7	136	21.8	623	100.0

From the above table, it was observed that, 97.9%, 83.6% and 0.2% respondents preferred to pay by cash, credit/debit card and cheque to shop organized retail outlets respectively in selected cities of Gujarat.

- In Vadodara city, 91.4% and 0.7% respondents respectively preferred to pay by cash and cheque to shop organized retail outlets.

- Further more in Ahmedabad city, majority of the respondents respectively preferred to pay by cash to shop organized retail outlets. In another, majority of

the respondents respectively preferred to pay by credit/debit card to shop organized retail outlets.

- In Surat city, majority of the respondents preferred to pay by cash and credit/debit card to shop organized retail outlets respectively.

- Similarly Rajkot city, majority of the respondents preferred to pay by cash to shop organized retail outlets.

- Respondents did not prefer to pay by cheque in Ahmedabad, Surat and Rajkot cities.

Table: 5.1.26 Percentage Frequency Distribution Of Methods Of Payment By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat.									
Respondent's Demographic characteristics and it's category		**Methods of Payment (Organized Retail Outlets)**							
		Cash		Credit/Debit Card		Cheque		Total	
		N	%	N	%	N	%	N	%
Gender	Male	431	97.7	370	83.9	1	0.2	441	70.8
	Female	179	98.4	151	83.0	0	0.0	182	29.2
Age	Less than<= 33	139	97.2	117	81.8	0	0.0	143	23.0
	33-35	106	98.1	85	78.7	0	0.0	108	17.3
	36-40	123	99.2	105	84.7	0	0.0	124	19.9
	41-45	110	99.1	93	83.8	0	0.0	111	17.8
	More than 45	132	96.4	121	88.3	1	0.7	137	22.0
Marital Status	Married	589	98.0	509	84.7	1	0.2	601	96.5
	Unmarried	21	95.5	12	54.5	0	0.0	22	3.5
Family Type	Nuclear	267	98.5	227	83.8	0	0.0	271	43.5
	Joint	343	97.4	294	83.5	1	0.3	352	56.5
Education	S.S.C	16	100.0	9	56.3	0	0.0	16	2.6
	H.S.C	42	100.0	30	71.4	1	2.4	42	6.8
	Graduation	241	99.2	203	83.5	0	0.0	243	39.3
	Post Graduation	203	98.5	169	82.0	0	0.0	206	33.3
	PG & Above	108	93.1	110	94.8	0	0.0	116	18.0
Occupation	Business	165	98.8	133	79.6	1	0.6	251	40.3
	Professional	194	94.6	195	95.1	0	0.0	205	32.9
	Service	251	100.0	193	76.9	0	0.0	167	26.8
Four Wheeler	Yes	304	95.9	295	93.1	1	0.3	317	50.9
	No	306	100.0	226	73.9	0	0.0	306	49.1
Two Wheeler	Yes	609	97.9	521	83.8	1	0.2	622	99.8
	No	1	100.0	0	0.0	0	0.0	1	0.2
Bicycle	Yes	510	99.2	450	87.5	1	0.2	514	82.8
	No	100	91.7	71	65.1	0	0.0	107	17.2
Income Categories	<=40000	98	100.0	60	61.2	0	0.0	98	15.7
	40001-60000	136	99.3	105	76.6	0	0.0	137	22.0
	60001-80000	122	100.0	103	84.4	0	0.0	122	19.6
	80001-135000	123	98.4	117	93.6	0	0.0	125	20.1
	>135000	131	92.9	136	96.5	1	0.7	141	22.6
Per Capita Income	<=9167	108	99.1	69	63.3	0	0.0	109	17.5
	9168-13000	117	100.0	89	76.1	0	0.0	117	18.8
	13001-17800	121	100.0	104	86.0	0	0.0	121	19.4
	17801-30000	141	98.6	132	92.3	0	0.0	143	23.0
	>30000	123	92.5	127	95.5	1	0.8	133	21.3
Total		610	97.9	521	83.6	1	0.2	623	100.0

From the above table, it observed that, out of total respondents, 97.9%, 83.6% and 0.2% respondents respectively preferred to pay by cash, credit/debit card and cheque to shop organized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 97.7% and 98.4% male and female respondents respectively preferred to pay by cash to shop organized retail outlets, while 0.2% male respondents preferred to pay by cheque to shop organized retail outlets. Female respondents did not prefer to pay by cheque to shop organized retail outlets.

- According to **Age,** out of total respondents, 99.2% respondents belonged to 36-40 years age groups, they preferred to pay by cash to shop organized retail outlets, while 0.7% belonged to more than 45 years age groups, they preferred to pay by cheque to shop organized retail outlets.

- According to **Marital Status,** out of total respondents, 98.0% and 95.5% married and unmarried respondents respectively preferred to pay by cash to shop organized retail outlets, while 0.2% married respondents preferred to pay by cheque to shop organized retail outlets.

- According to **Family Types,** out of total respondents, 98.5% and 97.4% respondents were from nuclear and joint family groups respectively, they preferred to pay by cash to shop organized retail outlets, while 0.3% respondents were from joint family groups preferred to pay by cheque to shop organized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they preferred to pay by cash to shop organized retail outlets, while 2.4% respondents were having education in HSC, they preferred to pay by cheque to shop organized retail outlets. In another, majority of the respondents had studied HSC, they preferred to pay by cash to shop organized retail outlets

- According to **Occupation,** out of total respondents, majority of the respondents belonged to service class, they preferred to pay by cash to shop organized retail outlets, while 0.6% respondents belonged to professional class, they preferred to pay by cheque to shop organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 50.9% respondents have four-wheeler, who having four- wheeler 95.9%, 93.1% and 0.2% respondents respectively preferred to pay by cash, credit/debit card and cheque to shop organized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 99.8% respondents have two-wheeler, who having two- wheeler 97.9%, 83.8%

and 0.3% respondents respectively preferred to pay by cash, credit/debit card and cheque to shop organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 82.8% respondents have bicycle, who having bicycle 99.2%, 87.5% and 0.2% respondents respectively preferred to pay by cash, credit/debit card and cheque to shop organized retail outlets.

- According to **Income groups,** out of total respondents, majority of the respondents belonged to less than or equal to 40000 and 60001- 80000 income groups, they preferred to pay by cash to shop organized retail outlets, while 0.7% respondents belonged to more than 135000 income groups, they preferred to pay by cheque to shop organized retail outlets**.**

- According to **Per capita Income groups,** out of total respondents, majority of the respondents belonged to 9168-13000 and 13001-17800 per capita income groups, they preferred to pay by cash to shop organized retail outlets, while 0.8% respondents belonged to more than 30000 per capita income groups, they preferred to pay by cheque to shop organized retail outlets**.**

Table: 5.1.27 Percentage Frequency Distribution Of Methods Of Payment By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Vadodara City Of Gujarat.								
Respondent's Demographic characteristics and it's category		**Methods of Payment (Organized Retail Outlets)**						
		Cash		Credit/Debit Card		Cheque		Total	
		N	%	N	%	N	%	N	%
Gender	Male	90	90.0	61	61.0	1	1.0	100	65.8
	Female	49	94.2	28	53.8	0	0.0	52	34.2
Age	Less than<= 33	31	88.6	17	48.6	0	0.0	35	23.0
	33-35	26	92.9	14	50.0	0	0.0	28	18.4
	36-40	32	97.0	17	51.5	0	0.0	33	21.7
	41-45	17	94.4	11	61.1	0	0.0	18	11.8
	More than 45	33	86.8	30	78.9	1	0.7	38	25.0
Marital Status	Married	123	91.1	81	60.0	1	0.7	135	88.8
	Unmarried	16	94.1	8	47.1	0	0.0	17	11.2
Family Type	Nuclear	64	94.1	38	55.9	0	0.0	68	44.7
	Joint	75	89.3	51	60.7	1	1.2	84	55.3
Education	S.S.C	1	100.0	1	100.0	0	0.0	1	0.7
	H.S.C	15	100.0	5	33.3	1	6.7	15	9.9
	Graduation	55	96.5	28	49.1	0	0.0	57	37.5
	Post Graduation	42	93.3	24	53.3	0	0.0	45	29.6
	PG & Above	26	76.5	31	91.2	0	0.0	34	22.4
Occupation	Business	46	95.8	23	47.9	0	0.0	1	0.7
	Professional	30	73.2	39	95.1	1	6.7	15	9.9
	Service	63	100.0	27	42.9	0	0.0	57	37.5
Four Wheeler	Yes	67	83.8	66	82.5	1	1.3	80	52.6
	No	72	100.0	23	31.9	0	0.0	72	47.4
Bicycle	Yes	47	92.2	24	47.1	1	2.0	53	34.9
	No	90	90.9	63	63.6	0	0.0	99	66.0
Income Categories	<=40000	32	100.0	5	15.6	0	0.0	32	21.1
	40001-60000	23	95.8	7	29.2	0	• 0.0	24	15.8
	60001-80000	36	100.0	26	72.2	0	0.0	36	23.7
	80001-135000	27	93.1	25	86.2	0	0.0	29	19.1
	>135000	21	67.7	26	83.9	1	3.2	31	20.4
Per Capita Income	<=9167	30	96.8	7	22.6	0	0.0	31	20.4
	9168-13000	26	100.0	9	34.6	0	0.0	26	17.1
	13001-17800	24	100.0	16	66.7	0	0.0	24	15.8
	17801-30000	39	95.1	33	80.5	0	0.0	41	27.0
	>30000	20	66.7	24	80.0	1	3.3	30	19.7
Total		139	91.4	89	58.6	1	0.7	152	100.0

From the above table, it was observed that, out of total respondents, 91.4%, 58.6% and 0.7% respondents respectively preferred to pay by cash, credit/debit card and cheque to shop organized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 94.2% and 90.0% female and male respondents respectively preferred to pay by cash to shop organized retail outlets, while 1.0% male respondents preferred to pay by cheque to shop organized retail outlets.

- According to **Age,** out of total respondents, 97.0% respondents belonged to 36-40 years age groups, they preferred to pay by cash to shop organized retail outlets, while 0.7% belonged to more than 45 years age groups, they preferred to pay by cheque to shop organized retail outlets.

- According to **Marital Status,** out of total respondents, 94.1% and 91.1% unmarried and married respondents respectively preferred to pay by cash to shop

organized retail outlets, while 0.7% married respondents preferred to pay by cheque to shop organized retail. Unmarried respondents did not prefer to pay by cheque to shop organized retail outlets.

- According to **Family Types,** out of total respondents, 94.1% and 89.3% respondents were from nuclear and joint family groups respectively, they preferred to pay by cash to shop organized retail outlets, while 1.2% respondents were from joint family groups preferred to pay by cheque to shop organized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC and HSC, they preferred to pay by cash to shop organized retail outlets, while 6.7% respondents were having education in HSC, they preferred to pay by cheque to shop organized retail outlets.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to service class, they preferred to pay by cash to shop organized retail outlets, while 6.7% respondents belonged to professional class, they preferred to pay by cheque to shop organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 52.6% respondents have four-wheeler, who having four- wheeler 83.8%, 82.5% and 1.3% respondents respectively preferred to pay by cash, credit/debit card and cheque to shop organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 34.9% respondents have bicycle, who having bicycle 92.2%, 47.1% and 2.0% respondents respectively preferred to pay by cash, credit/debit card and cheque to shop organized retail outlets.

- According to **Income groups,** out of total respondents, majority of the respondents belonged to less than or equal to 40000 income groups, they preferred to pay by cash to shop organized retail outlets, while 3.2% respondents belonged to more than 135000 income groups, they preferred to pay by cheque to shop organized retail outlets.

- According to **Per capita Income groups,** out of total respondents, majority of the respondents belonged to 9168-13000 per capita income groups, they preferred to pay by cash to shop organized retail outlets, while 3.3% respondents belonged to more than 30000 per capita income groups, they preferred to pay by cheque to

shop organized retail outlets**.** In another, majority of the respondents belonged to 13001-17800 per capita income groups, they preferred to pay by cash to shop organized retail outlets.

Respondent's Demographic characteristics and it's category		Methods of Payment (Organized Retail Outlets)					
		Cash		Credit/Debit Card		Total	
		N	%	N	%	N	%
Gender	Male	126	100.0	120	95.2	126	72.0
	Female	49	100.0	47	95.9	49	28.0
Age	Less than<= 33	30	100.0	29	96.7	30	17.1
	33-35	26	100.0	25	96.2	26	14.9
	36-40	43	100.0	43	100.0	43	24.6
	41-45	38	100.0	35	92.1	38	21.7
	More than 45	38	100.0	35	92.1	38	21.7
Marital Status	Married	174	100.0	166	95.4	174	99.4
	Unmarried	1	100.0	1	100.0	1	0.6
Family Type	Nuclear	93	100.0	90	96.8	93	53.1
	Joint	82	100.0	77	93.9	82	46.9
Education	H.S.C	8	100.0	8	100.0	8	4.7
	Graduation	79	100.0	75	94.9	79	46.2
	Post Graduation	58	100.0	54	93.1	58	33.9
	PG & Above	30	100.0	30	100.0	30	17.1
Occupation	Business	49	100.0	49	100.0	49	28.0
	Professional	60	100.0	60	100.0	60	34.3
	Service	66	100.0	58	87.9	66	37.7
Four Wheeler	Yes	88	100.0	87	98.9	88	50.3
	No	87	100.0	80	92.0	87	49.7
Income Categories	<=40000	24	100.0	24	100.0	24	13.7
	40001-60000	49	100.0	43	87.8	49	28.0
	60001-80000	31	100.0	30	96.8	31	17.7
	80001-135000	32	100.0	31	96.9	32	18.3
	>135000	39	100.0	39	100.0	39	22.3
Per Capita Income	<=9167	31	100.0	28	90.3	31	17.7
	9168-13000	37	100.0	34	91.9	37	21.1
	13001-17800	31	100.0	29	93.5	31	17.7
	17801-30000	40	100.0	40	100.0	40	22.9
	>30000	36	100.0	36	100.0	36	20.6
	Total	175	100.0	167	95.4	175	100.0

Table: 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.

From the above table, it was observed that, out of total respondents, all category of respondents preferred to pay by cash comes out to be 100% while credit/debit card preferred it was very from 95.4% and to shop organized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 95.9% and 95.2% female and male respondents respectively preferred to pay by credit/debit card to shop organized retail outlets.

- According to **Age,** out of total respondents, majority of the respondents belonged to 36-40 years age groups, they preferred to pay by credit/debit card to shop organized retail outlets.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 95.4% married and unmarried respondents respectively preferred to pay by credit/debit card to shop organized retail outlets.

- According to **Family Types,** out of total respondents, 96.8% and 93.9% respondents were from joint and nuclear family groups respectively, they preferred to pay by credit /debit card to shop organized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied HSC; they preferred to pay by credit/debit card to shop organized retail outlets. In another, majority of the respondents had studied post graduation & above; they preferred to pay by credit/debit card to shop organized retail outlets.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to business class; they preferred to pay by credit/debit card to shop organized retail outlets. In another, majority of the respondents belonged to business and professional class; they preferred to pay by to shop organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 50.6% respondents have four-wheeler, who having four- wheeler 98.8% respondents respectively preferred to pay by cash and credit/debit card to shop organized retail outlets.

- According to **Income groups,** out of total respondents, majority of the respondents belonged to less than or equal to 40000 and more than 135000 income groups, they preferred to pay by credit and debit card to shop organized retail outlets.

- According to **Per capita Income groups,** out of total respondents, majority of the respondents belonged to 17801- 30000 and more than 30000 per capita income groups, they preferred to pay by credit and debit card to shop organized retail outlets.

Table: 5.1.29 Percentage Frequency Distribution Of Methods Of Payment By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat.

- As if, there was no variation regarding the variable across the demographic variables of respondents table has not been included for the analysis purpose.

Table: 5.1.30 Percentage Frequency Distribution Of Methods Of Payment By Respondents To Shop Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Rajkot City Of Gujarat.						
Respondent's Demographic characteristics and it's category		Methods of Payment (Organized Retail Outlets)				
		Cash		Credit/Debit Card		Total	
		N	%	N	%	N	
Gender	Male	100	100	74	74.0	100	73.5
	Female	36	100	31	86.1	36	26.5
Age	Less than<= 33	30	100	23	76.7	30	22.1
	33-35	24	100	16	66.7	24	17.6
	36-40	20	100	17	85.0	20	14.7
	41-45	25	100	17	68.0	25	18.4
	More than 45	37	100	32	86.5	37	27.2
Marital Status	Married	132	100	102	77.3	132	97.1
	Unmarried	4	100	3	75.0	4	2.9
Family Type	Nuclear	50	100	39	78.0	50	36.8
	Joint	86	100	66	76.7	86	63.2
Education	S.S.C	14	100	7	50.0	14	10.3
	H.S.C	7	100	5	71.4	7	5.1
	Graduation	43	100	36	83.7	43	31.6
	Post Graduation	48	100	36	75.0	48	35.3
	PG & Above	24	100	21	87.5	24	17.6
Occupation	Business	25	100	16	64.0	25	18.4
	Professional	54	100	46	85.2	54	39.7
	Service	57	100	43	75.4	57	41.9
Four Wheeler	Yes	71	100	64	90.1	71	52.2
	No	65	100	41	63.1	65	47.8
Two Wheeler	Yes	135	100	105	77.8	135	99.3
	No	1	100	0	0.0	1	0.7
Bicycle	Yes	128	100	99	77.3	128	94.1
	No	8	100	6	75.0	8	5.9
Income Categories	<=40000	28	100	17	60.7	28	20.6
	40001-60000	24	100	15	62.5	24	17.6
	60001-80000	22	100	14	63.6	22	16.2
	80001-135000	27	100	24	88.9	27	19.9
	>135000	35	100	35	100.0	35	25.7
Per Capita Income	<=9167	31	100	18	58.1	31	22.8
	9168-13000	26	100	18	69.2	26	19.1
	13001-17800	22	100	15	68.2	22	16.2
	17801-30000	25	100	22	88.0	25	18.4
	>30000	32	100	32	100.0	32	23.5
Total		136	100	105	77.2	136	100.0

From the above table, it was observed that, all category of respondents preferred to pay by cash comes out to be 100% while credit/debit card preferred it was very from 77.2% and to shop organized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 86.1% and 74.0% female and male respondents respectively preferred to pay by credit/debit card to shop organized retail outlets.

- According to **Age,** out of total respondents, 86.5% respondents belonged to more than 45 years age groups, they preferred to pay by credit/debit card to shop organized retail outlets.

- According to **Marital Status,** out of total respondents, 77.3% and 75.0% married and unmarried respondents respectively preferred to pay by credit / debit card to shop organized retail outlets.

- According to **Family Types,** out of total respondents, 78.0% and 76.7% respondents were from nuclear and joint family groups respectively, they preferred to pay by credit /debit card to shop organized retail outlets.

- According to **Education,** out of total respondents, 87.5% respondents were having education in post graduation & above, they preferred to pay by credit/debit card to shop organized retail outlets.

- According to **Occupation,** out of total respondents, 85.2% respondents belonged to professional class; they preferred to pay by credit/debit card to shop organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 52.2% respondents have four-wheeler, who having four- wheeler 90.1% respondents preferred to pay by cash and credit/debit card to shop organized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 99.3% respondents have two-wheeler, who having two- wheeler 77.8% respondents preferred to pay by cash and credit/debit card to shop organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 94.1% respondents have bicycle, who having bicycle 77.3% respondents preferred to pay by cash and credit/debit card to shop organized retail outlets.

- According to **Income groups,** out of total respondents, majority of the respondents belonged to more than 135000 income groups, they preferred to pay by credit and debit card to shop organized retail outlets.

- According to **Per capita Income groups,** out of total respondents, majority of the respondents belonged to more than 30000 per capita income groups, they preferred to pay by credit and debit card to shop organized retail outlets.

For Unorganized Retail Outlets,

Table: 5.1.31 Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets In Selected Cities Of Gujarat.										
Methods of Payment (Unorganized Retail Outlets)	**Cites**									
	Vadodara		**Ahmedabad**		**Surat**		**Rajkot**		**Total**	
	N	%	N	%	N	%	N	%	N	%
Cash	162	100.0	90	87.4	139	100.0	137	100.0	528	97.6
Credit/Debit Card	19	11.7	13	12.6	0	0.0	0	0.0	32	5.9
Cheque	47	29.0	32	31.1	37	26.6	41	29.9	157	29.0
Total	162	29.9	103	19.0	139	25.7	137	25.3	541	100.0

- From the above table, it was observed that, out of total respondents, 97.6% and 5.9% respondents respectively preferred to pay by cash and credit/debit card to shop unorganized retail outlets.

- In Vadodara city, majority of the respondents and 11.7% respondents preferred to pay by cash and credit/debit card to shop unorganized retail outlets.

- In Ahmedabad city, 87.4% and 12.6% respondents preferred to pay by cash and credit/debit card to shop unorganized retail outlets.

- In Surat city, majority of the respondents and 26.6% preferred to pay by cash and cheque to shop unorganized retail outlets.

- In Rajkot city, majority of the respondents and 29.9% preferred to pay by cash and cheque to shop unorganized retail outlets.

Table: 5.1.32 Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat.

Respondent's Demographic characteristics and it's category		Methods of Payment (Unorganized Retail Outlets)							
		Cash		Credit/Debit Card		Cheque		Total	
		N	%	N	%	N	%	N	%
Gender	Male	379	97.7	19	4.9	114	29.4	388	71.7
	Female	149	97.4	13	8.5	43	28.1	153	28.3
Age	Less than<= 33	157	99.4	6	3.8	41	25.9	158	29.2
	33-35	101	99.0	4	3.9	32	31.4	102	18.9
	36-40	106	97.2	4	3.7	32	27.5	109	20.1
	41-45	83	96.5	7	8.1	80	32.6	86	15.9
	More than 45	81	94.2	11	12.8	26	30.2	86	15.9
Marital Status	Married	500	97.5	30	5.8	153	29.8	513	94.8
	Unmarried	28	100.0	2	7.1	4	14.3	28	5.2
Family Type	Nuclear	246	96.5	18	7.1	62	24.3	255	47.1
	Joint	282	98.6	14	4.9	95	33.2	286	52.9
Education	S.S.C	43	100.0	0	0.0	13	30.2	43	8.0
	H.S.C	55	100.0	0	0.0	11	20.0	55	10.2
	Graduation	193	97.5	13	6.6	48	24.2	198	36.7
	Post Graduation	157	97.5	10	6.2	42	26.1	161	29.9
	PG & Above	80	95.2	9	10.7	43	51.2	84	15.5
Occupation	Business	183	100.0	5	2.7	46	19.8	232	42.9
	Professional	113	89.7	18	14.3	60	47.6	126	23.3
	Service	232	100.0	9	3.9	51	27.9	183	33.8
Four Wheeler	Yes	212	95.5	18	8.1	96	43.2	222	41.0
	No	316	99.1	14	4.4	61	19.1	319	59.0
Two Wheeler	Yes	526	97.6	32	5.9	156	28.9	539	99.6
	No	2	100.0	0	0.0	1	50.0	2	0.4
Bicycle	Yes	401	96.9	18	4.3	122	29.5	414	76.8
	No	127	100.0	14	11.0	35	27.6	127	23.5
Income Categories	<=40000	135	99.3	4	2.9	19	14.0	136	25.1
	40001-60000	130	98.5	5	3.8	34	25.8	132	24.4
	60001-80000	109	100.0	8	7.3	32	29.4	109	20.1
	80001-135000	79	98.8	1	1.3	37	46.3	80	14.8
	>135000	75	89.3	14	16.7	35	41.7	84	15.5
Per Capita Income	<=9167	128	99.2	5	3.9	26	20.2	129	23.8
	9168-13000	122	98.4	4	3.2	22	17.7	124	22.9
	13001-17800	109	99.1	3	2.7	40	36.4	110	20.3
	17801-30000	97	100.0	7	7.2	36	37.1	97	17.9
	>30000	72	88.9	13	16.0	33	40.7	81	15.0
Total		528	97.6	32	5.9	157	29.0	541	100.0

From the above table, it was observed that, out of respondents, 97.6%, 29.0% and 5.9% respondents respectively preferred to pay by cash, cheque and credit/debit card to shop unorganized retail outlets in selected Cities of Gujarat.

- According to **Gender,** out of total respondents, 97.7% and 98.4% male and female respondents respectively preferred to pay by cash to shop unorganized retail outlets, while 4.9% and 8.5%male and female respondents respectively preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Age,** out of total respondents, 99.4% respondents belonged to less than or equal to 33 years age groups, they preferred to pay by cash to shop unorganized retail outlets, while 12.8% respondents belonged to more than 45 years age groups, they preferred to pay by credit/debit card to shop unorganized retail outlets.

- According to **Marital Status,** out of total respondents, majority of the married respondents and 97.5% unmarried respondents respectively preferred to pay by cash to shop unorganized retail outlets, while 5.8% and 7.1% married and unmarried respondents respectively preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Family Types,** out of total respondents, 96.5% and 98.6% respondents were from nuclear and joint family groups respectively, they preferred to pay by cash to shop unorganized retail outlets, while 7.1% and 4.9% respondents were from nuclear and joint family groups respectively, they preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied HSC, they preferred to pay by cash to shop unorganized retail outlets, while 10.7% respondents had studied post graduation & above, they preferred to pay by credit and debit card to shop unorganized retail outlets. In another majority of the respondents had studied HSC, they preferred to pay by cash to shop unorganized retail outlets.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to business class respectively, they preferred to pay by cash to shop unorganized retail outlets, while 14.3% respondents belonged to professional class, they preferred to pay by credit and debit card to shop unorganized retail

outlets. In another majority of the respondents belonged to service class respectively, they preferred to pay by cash to shop unorganized retail outlets

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 41.0% respondents have four-wheeler, who having four-wheeler 95.5%, 43.2% and 8.1% respondents respectively preferred to pay by cash, cheque and credit/debit card to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 99.6% respondents have two-wheeler, who having two- wheeler 97.6%, 28.9% and 5.9% respondents respectively preferred to pay by cash, cheque and credit/debit card to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 76.8% respondents have bicycle, who having bicycle 96.9%, 29.5% and 4.3% respondents respectively preferred to pay by cash, cheque and credit/debit card to shop unorganized retail outlets.

- According to **Income groups,** out of total respondents, majority of the respondents belonged to 60001- 80000 income groups, they preferred to pay by cash to shop unorganized retail outlets, while 16.7% respondents belonged to more than 135000 income groups, they preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Per capita Income groups,** out of total respondents, majority of the respondents belonged to 17801-30000 per capita income groups, they preferred to pay by cash to shop unorganized retail outlets, while 16.0% respondents belonged to more than 30000 per capita income groups, they preferred to pay by credit and debit card to shop unorganized retail outlets.

Table: 5.1.33 Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Vadodara City Of Gujarat.									
Respondent's Demographic characteristics and it's category		**Methods of Payment (Unorganized Retail Outlets)**							
		Cash		Credit/Debit Card		Cheque		Total	
		N	%	N	%	N	%	N	%
Gender	Male	108	100.0	10	9.3	34	31.5	108	66.7
	Female	54	100.0	9	16.7	13	24.1	54	33.3
Age	Less than<= 33	43	100.0	5	11.6	9	20.9	43	26.5
	33-35	27	100.0	3	11.1	9	33.3	27	16.7
	36-40	35	100.0	1	2.9	12	34.3	35	21.6
	41-45	22	100.0	4	18.2	6	27.3	22	13.6
	More than 45	35	100.0	6	17.1	11	31.4	35	21.6
Marital Status	Married	142	100.0	17	12.0	45	31.7	142	87.7
	Unmarried	20	100.0	2	10.0	2	10.0	20	12.3
Family Type	Nuclear	78	100.0	9	11.5	20	25.6	78	48.1
	Joint	84	100.0	10	11.9	27	32.1	84	51.9
Education	S.S.C	3	100.0	0	0.0	1	33.3	3	1.9
	H.S.C	19	100.0	0	0.0	4	21.1	19	11.7
	Graduation	63	100.0	8	12.7	13	20.6	63	38.9
	Post Graduation	37	100.0	6	16.2	15	40.5	37	22.8
	PG & Above	40	100.0	5	12.5	14	35.0	40	24.7
Occupation	Business	50	100.0	5	10.0	13	26.0	50	30.9
	Professional	44	100.0	5	11.4	16	36.4	44	27.2
	Service	68	100.0	9	13.2	18	26.5	68	42.0
Four Wheeler	Yes	61	100.0	8	13.1	24	39.3	61	37.7
	No	101	100.0	11	10.9	23	22.8	101	62.3
Bicycle	Yes	51	100.0	5	9.8	16	31.4	53	32.7
	No	109	100.0	14	12.8	31	28.4	109	67.9
Income Categories	<=40000	52	100.0	3	5.8	9	17.3	52	32.1
	40001-60000	30	100.0	3	10.0	9	30.0	30	18.5
	60001-80000	37	100.0	8	21.6	9	24.3	37	22.8
	80001-135000	21	100.0	0	0.0	9	42.9	21	13.0
	>135000	22	100.0	5	22.7	11	50.0	22	13.6
Per Capita Income	<=9167	47	100.0	4	8.5	9	19.1	47	29.0
	9168-13000	37	100.0	2	5.4	7	18.9	37	22.8
	13001-17800	26	100.0	2	7.7	11	42.3	26	16.0
	17801-30000	32	100.0	7	21.9	11	34.4	32	19.8
	>30000	20	100.0	4	20.0	9	45.0	20	12.3
Total		162	100.0	19	11.7	47	29.0	162	100.0

From the above table, it was observed that, all demographic category of respondents used of cash comes out to be 100% while, 11.7% preferred to pay by cheque to shop unorganized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 31.5% and 24.1% male and female respondents respectively preferred to pay by cash to shop unorganized retail outlets, while 16.7% and 9.3% male and female respondents respectively preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Age,** out of total respondents, 34.3% respondents belonged to 36-40 years age groups, they preferred to pay by cheque to shop unorganized retail outlets, while 2.9% respondents belonged to 36- 40 years age groups, they preferred to pay by credit/debit card to shop unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 31.7% and 10.0% married and unmarried respondents respectively preferred to pay by cheque to shop

unorganized retail outlets, while 12.0% and 10.0% married and unmarried respondents respectively preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Family Types,** out of total respondents, 32.1% and 25.6% respondents were from joint and nuclear family groups respectively, they preferred to pay by cheque to shop unorganized retail outlets, while 11.9% and 11.5% respondents were from joint and nuclear family groups respectively, they preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Education,** out of total respondents, 40.5% respondents had studied post graduation; they preferred to pay by cheque to shop unorganized retail outlets, while 12.5% respondents had studied post graduation & above, they preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Occupation,** out of total respondents, 36.4% respondents belonged to professional class, they preferred to pay by cheque to shop unorganized retail outlets, while, 10.0% respondents belonged to business class, they preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 37.7% respondents have four-wheeler, who having four-wheeler, 39.3% and 13.1% respondents respectively preferred to pay by cash, cheque and credit/debit card to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 32.7% respondents have bicycle, who having bicycle, 31.4% and 9.8% respondents respectively preferred to pay by cash, cheque and credit/debit card to shop unorganized retail outlets.

- According to **Income groups,** out of total respondents, 50.0% respondents belonged to more than 135000 income groups; they preferred to pay by cheque to shop unorganized retail outlets, while 5.8% respondents belonged to less than or equal to income groups, they preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Per capita Income groups,** out of total respondents, 45.0% respondents belonged to more than 30000 per capita income groups; they preferred to pay by cheque to shop unorganized retail outlets, while 5.4%

respondents belonged to 9168-13000 per capita income groups, they preferred to pay by credit and debit card to shop unorganized retail outlets.

Table: 5.1.34 Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Ahmedabad City Of Gujarat.								
Respondent's Demographic characteristics and it's category		Methods of Payment (Unorganized Retail Outlets)						
		Cash		Credit/Debit Card		Cheque		Total	
		N	%	N	%	N	%	N	%
Gender	Male	66	88.0	9	12.0	25	33.3	75	72.8
	Female	24	85.7	4	14.3	7	25.0	28	27.2
Age	Less than<= 33	25	96.2	1	3.8	10	38.5	26	25.2
	33-35	14	73.3	1	6.7	4	26.7	15	14.6
	36-40	22	88.0	3	12.0	4	16.0	25	24.3
	41-45	21	87.5	3	12.5	9	37.5	24	23.3
	More than 45	8	61.5	5	38.5	5	38.5	13	12.6
Marital Status	Married	89	87.3	13	12.7	32	31.4	102	99.0
	Unmarried	1	100.0	0	0.0	0	0.0	1	1.0
Family Type	Nuclear	47	83.9	9	16.1	15	26.8	56	54.4
	Joint	43	91.5	4	8.5	17	36.2	47	45.6
Education	H.S.C	7	100.0	0	0.0	2	28.6	7	6.9
	Graduation	48	90.6	5	9.4	21	39.6	53	52.0
	Post Graduation	33	89.2	4	10.8	8	21.6	37	36.3
	PG & Above	22	33.3	4	66.7	1	16.7	6	5.8
Occupation	Business	35	100.0	0	0.0	14	25.5	35	34.0
	Professional	0	0.0	13	100.0	0	0.0	13	12.6
	Service	55	100.0	0	0.0	18	51.4	55	53.4
Four Wheeler	Yes	23	69.7	10	30.3	15	45.5	33	32.0
	No	67	95.7	3	4.3	17	24.3	70	68.0
Income Categories	<=40000	22	95.7	1	4.3	3	13.0	23	22.3
	40001-60000	33	94.3	2	55.7	10	28.6	35	34.0
	60001-80000	20	100.0	0	0.0	8	40.0	20	19.4
	80001-135000	13	92.9	1	7.1	10	71.4	14	13.6
	>135000	2	18.2	9	81.8	1	9.1	11	10.7
Per Capita Income	<=9167	27	96.4	1	3.6	7	25.0	28	27.2
	9168-13000	21	91.3	2	8.7	2	8.7	23	22.3
	13001-17800	24	96.0	1	4.0	13	52.0	25	24.3
	17801-30000	13	100.0	0	0.0	7	53.8	13	12.6
	>30000	5	35.7	9	64.3	3	21.4	14	13.6
Total		90	87.4	13	12.6	32	31.1	103	100.0

From the above table, it was observed that, out of tlota respondents 87.4%, 31.1% and 12.6% respondents preferred to pay by cash, cheque and credit/debit card to shop unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 88.0% and 85.7% male and female respondents respectively preferred to pay by cash to shop unorganized retail outlets, while 14.3% and 12.0% male and female respondents respectively preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Age,** out of total respondents, 96.2% respondents belonged to less than or equal to 33 years age groups, they preferred to pay by cash to shop unorganized retail outlets, while, 6.7% respondents belonged to 33-35 years age groups, they preferred to pay by credit/debit card to shop unorganized retail outlets.

- According to **Marital Status,** out of total respondents, majority of the unmarried respondents and 87.3% unmarried respondents respectively preferred to pay by cash to shop unorganized retail outlets, while, 12.7% married respondents preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Family Types,** out of total respondents, 91.5% and 83.9% respondents were from nuclear and joint family groups respectively, they preferred to pay by cash to shop unorganized retail outlets, while 16.1% and 8.5% respondents were from nuclear and joint family groups respectively, they preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they preferred to pay by cash to shop unorganized retail outlets, while, 9.4% respondents had studied graduation; they preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to service and business class respectively, they preferred to pay by cash to shop unorganized retail outlets, while 51.4% respondents belonged to service class, they preferred to pay by credit and debit card to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 32.0% respondents have four-wheeler, who having four-wheeler 69.7%, 45.5% and 30.3% respondents respectively preferred to pay by cash, cheque and credit/debit card to shop unorganized retail outlets.

- According to **Income groups,** out of total respondents, majority of the respondents belonged to 60001- 80000 income groups, they preferred to pay by cash to shop unorganized retail outlets, while, 71.4% respondents belonged to 80001-135000 income groups; they preferred to pay by cheque to shop unorganized retail outlets.

- According to **Per capita Income groups, o**ut of total respondents, majority of the respondents belonged to 17801-30000 per capita income groups, they preferred to pay by cash to shop unorganized retail outlets, while, 53.8% respondents belonged to 17801-30000 per capita income groups; they preferred to pay by cheque to shop unorganized retail outlets.

Table: 5.1.35 Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Surat City Of Gujarat.						
Respondent's Demographic characteristics and it's category	**Methods of Payment (Unorganized Retail Outlets)**					
	Cash		Cheque		Total	
	N	%	N	%	N	%
Gender Male	103	100.0	28	27.2	103	74.1
Female	36	100.0	9	25.0	36	25.9
Age Less than<= 33	44	100.0	11	25.0	44	31.7
33-35	29	100.0	6	20.7	29	20.9
36-40	25	100.0	10	40.0	25	18.0
41-45	23	100.0	7	30.4	23	16.5
More than 45	18	100.0	3	16.7	18	12.9
Family Type Nuclear	58	100.0	10	17.2	58	41.7
Joint	81	100.0	27	33.3	81	58.3
Education S.S.C	1	100.0	0	0.0	1	0.7
H.S.C	11	100.0	0	0.0	11	7.9
Graduation	54	100.0	4	7.4	54	38.8
Post Graduation	49	100.0	10	20.4	49	35.3
PG & Above	24	100.0	23	95.8	24	17.3
Occupation Business	40	100.0	0	0.0	40	28.8
Professional	44	100.0	32	72.7	44	31.7
Service	55	100.0	5	9.1	55	39.6
Four Wheeler Yes	67	100.0	27	40.3	67	48.2
No	72	100.0	10	13.9	72	51.8
Income Categories <=40000	12	100.0	0	0.0	12	8.6
40001-60000	37	100.0	6	16.2	37	26.6
60001-80000	28	100.0	5	17.9	28	20.1
80001-135000	30	100.0	13	43.3	30	21.6
>135000	32	100.0	13	40.6	32	23.0
Per Capita Income <=9167	12	100.0	2	16.7	12	8.6
9168-13000	27	100.0	3	11.1	27	19.4
13001-17800	36	100.0	10	27.8	36	25.9
17801-30000	31	100.0	10	32.3	31	22.3
>30000	33	100.0	12	36.4	33	23.7
Total	139	100.0	37	26.6	139	100.0

From the above table, it was observed that, all demographic category of respondents used of cash comes out to be 100% while, 26.6% respondents preferred to pay by cheque to shop unorganized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 27.2% and 25.0% male and female respondents respectively preferred to pay by cheque to shop unorganized retail outlets.

- According to **Age,** out of total respondents, 40.0% respondents belonged to 36-40 years age groups, they preferred to pay by cheque to shop unorganized retail outlets, while 16.7% respondents belonged to 41-45 years age groups, they preferred to pay by cheque to shop unorganized retail outlets.

- According to **Family Types,** out of total respondents, 33.3% and 17.3% respondents were from joint and nuclear family groups respectively, they preferred to pay by cheque to shop unorganized retail outlets.

- According to **Education,** out of total respondents, 95.8% respondents had studied post graduation & above; they preferred to pay by cheque to shop unorganized

retail outlets, while 7.4% respondents had studied graduation; they preferred to pay by cheque to shop unorganized retail outlets

- According to **Occupation,** out of total respondents, 72.7% respondents belonged to professional class, they preferred to pay by cheque to shop unorganized retail outlets, while 9.1% respondents belonged to service class; they preferred to pay by cheque to shop unorganized retail outlets

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, majority of the respondents have bicycle, who having bicycle 26.6% respondents respectively preferred to pay by cash and cheque to shop unorganized retail outlets.

- According to **Income groups,** out of total respondents, 43.3% respondents belonged to 80001-135000 income groups, they preferred to pay by cheque to shop unorganized retail outlets, while 16.2% belonged to 40001-60000 income groups, they preferred to pay by cheque to shop unorganized retail outlets.

- According to **Per capita Income groups,** out of total respondents, 36.4% respondents belonged to more than 30000 per capita income groups; they preferred to pay by cheque to shop unorganized retail outlets, while 11.1% respondents belonged to more than 30000 per capita income groups; they preferred to pay by cheque to shop unorganized retail outlets.

Table: 5.1.36 Percentage Frequency Distribution Of Methods Of Payment Used By Respondents To Shop Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents In Rajkot City Of Gujarat.

Respondent's Demographic characteristics and it's category		Methods of Payment (Unorganized Retail Outlets)					
		Cash		Cheque		Total	
		N		N		N	
Gender	Male	102	100	27	26.5	102	74.5
	Female	35	100	14	40.0	35	25.5
Age	Less than<= 33	45	100	11	24.4	45	32.8
	33-35	31	100	13	41.9	31	22.6
	36-40	24	100	4	16.7	24	17.5
	41-45	17	100	6	35.3	17	12.4
	More than 45	20	100	7	35.0	20	14.6
Marital Status	Married	130	100	39	30.0	130	94.9
	Unmarried	7	100	2	28.6	7	5.1
Family Type	Nuclear	63	100	17	27.0	63	46.0
	Joint	74	100	24	32.4	74	54.0
Education	S.S.C	39	100	12	30.8	39	28.5
	H.S.C	18	100	5	27.8	18	13.1
	Graduation	28	100	10	35.7	28	20.4
	Post Graduation	38	100	9	23.7	38	27.7
	PG & Above	14	100	5	35.7	14	10.2
Occupation	Business	58	100	20	34.5	58	42.3
	Professional	25	100	12	48.0	25	18.2
	Service	54	100	9	16.7	54	39.4
Four Wheeler	Yes	61	100	30	39.2	61	44.5
	No	76	100	11	14.5	76	55.5
Two Wheeler	Yes	135	100	40	29.6	135	98.5
	No	2	100	1	50.0	2	1.5
Bicycle	Yes	121	100	37	30.6	121	88.3
	No	16	100	4	25.0	16	11.7
Income Categories	<=40000	49	100	7	14.3	49	35.8
	40001-60000	30	100	9	30.0	30	21.9
	60001-80000	24	100	10	41.7	24	17.5
	80001-135000	15	100	5	33.3	15	10.9
	>135000	19	100	10	52.6	19	13.9
Per Capita Income	<=9167	42	100	8	19.0	42	30.7
	9168-13000	37	100	10	27.0	37	27.0
	13001-17800	23	100	6	26.1	23	16.8
	17801-30000	21	100	8	38.1	21	15.3
	>30000	14	100	9	64.3	14	10.2

From the above table, it was observed that, out of total respondents, all category of respondents preferred to pay by cash comes out to be 100% while cheque preferred it was very from 64.3% and to shop organized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 40.0% and 26.5% female and male respondents respectively preferred to pay by cheque to shop unorganized retail outlets.

- According to **Age,** out of total respondents, 41.9% respondents belonged to 33-35 years age groups, they preferred to pay by cheque to shop unorganized retail outlets, while 8.7% respondents belonged to 36-40 years age groups, they preferred to pay by cheque to shop unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 30.0% and 28.6% married and unmarried respondents respectively preferred to pay by cheque to shop unorganized retail outlets.

- According to **Family Types,** out of total respondents, 32.4% and 27.0% respondents were from joint and nuclear family groups respectively, they preferred to pay by cheque to shop unorganized retail outlets.

- According to **Education,** out of total respondents, 35.7% respondents had studied post graduation & above; they preferred to pay by cheque to shop unorganized retail outlets. In another 35.7% respondents had studied graduation; they preferred same methods of payments, while 27.8% respondents had studied HSC; they preferred to pay by cheque to shop unorganized retail outlets.

- According to **Occupation,** out of total respondents, 48.0% respondents belonged to professional class, they preferred to pay by cheque to shop unorganized retail outlets, while, 16.7% respondents belonged to professional class, they preferred to pay by cheque to shop unorganized retail outlets,

- According to **Respondents Own Vehicle Four Wheeler,** out of total respondents, 44.5% respondents have four-wheeler, who having four-wheeler 39.2% respondents respectively preferred to pay by cash and cheque to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of total respondents, 98.5% respondents have two-wheeler, who having two- wheeler 29.6% respondents respectively preferred to pay by cash and cheque to shop unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of total respondents, 88.3% respondents have bicycle, who having bicycle 30.6% respondents respectively preferred to pay by cash and cheque to shop unorganized retail outlets.

- According to **Income groups,** out of total respondents, 52.6% respondents belonged to more than 135000 income groups, they preferred to pay by cheque to shop unorganized retail outlets, while 14.3% respondents belonged to less than or equal to 40000 income groups, they preferred to pay by cheque to shop unorganized retail outlets,

- According to **Per capita Income groups,** out of total respondents, 64.3% respondents belonged to more than 30000 per capita income groups; they

preferred to pay by cheque to shop unorganized retail outlets, while, 19.0% respondents belonged to more than 30000 per capita income groups; they preferred to pay by cheque to shop unorganized retail outlets.

5.2 Interpretation of Hypotheses

H1: Traveling distance towards both (organized & unorganized) retail outlets from the place of consumer residence in selected cities of Gujarat is equal.

Table 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.					
Cities	**Average Distance in Kms (Organized Retail Outlets)**			**F- value**	**p-value**
	N	**Mean**	**S.D**		
Vadodara	152	1.63	1.07		
Ahmedabad	175	0.82	0.33		
Surat	160	0.86	0.34	61.575	0.000
Rajkot	136	0.81	0.50		
Total	623	1.02	0.72		

- From the above table, it was observed that, on an average distance between organized retail outlets and place of consumer residence in Vadodara city was (1.63km) followed by Ahmedabad, Surat and Rajkot cities which was 0.82km, 0.86km and 0.81km compared to 1.63 km respectively.

- Overall, it was observed that, on an average distance between organized retail outlets and place of consumer residence was 1.02.

Hypothesis:

- As per statistical results observed that, there was exists significant difference in the average distance (organized retail outlets) for the same across the selected cities of Gujarat. It was observed that, F- value of average distance for the same across the selected cities of Gujarat was 1.523 and p-value of average distance for the same across the selected cities of Gujarat was 0.000. Hence, null hypothesis was rejected.

Table 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.					
Cities	**Average Distance in Kms (Unorganized Retail Outlets)**			**F- value**	**p-value**
	N	**Mean**	**S.D**		
Vadodara	164	0.68	0.36		
Ahmedabad	103	0.51	0.18		
Surat	139	0.47	0.12	45.556	0.000
Rajkot	137	0.38	0.16		
Total	623	0.52	0.26		

- From the above table, it was observed that, on an average distance between unorganized retail outlets and place of consumer residence in Vadodara city was (0.68km) followed by Ahmedabad, Surat and Rajkot cities which was 0.51km, 0.47km and 0.38km compared to Vadodara city respectively.

- Overall, it was observed that, on an average distance between unorganized retail outlets and place of consumer residence was 0.52.

Hypothesis:

- As per statistical results observed that, there was exists significant difference in the average distance (unorganized retail outlets) for the same across the selected cities of Gujarat. It was observed that, F- value of average distance for the same across the selected cities of Gujarat was 45.556 and p-value of average distance for the same across the selected cities of Gujarat was 0.000. Hence, null hypothesis was rejected.

H2: Mean comparisons of average monthly amount spent by respondents for food and grocery items with respect to demographic characteristics of respondents are alike.

Table 5.2.3 Mean Comparison of Monthly Amounts Spent By Respondents To Shop Food & Grocery Items With Respect To Demographic Characteristics Of Respondents In Selected Cities Of Gujarat.					
Respondent's Demographic Characteristics And It's Category		**Average Monthly Amounts(Rs) Spent For Food & Grocery Items By Respondents**			
		N	**Mean**	**Standard Deviation**	**F- value**	**p-value**
Gender	Male	580	16880.16	9661.19	0.302	0.583
	Female	220	17290.52	8773.137		
Age	Less than<= 33	203	14201.70	7612.68	13.295	0.000
	33-35	145	15796.07	9802.16		
	36-40	157	16541.88	8814.61		
	41-45	146	18571.92	9895.95		
	More than 45	149	20888.99	9937.64		
Marital Status	Married	767	17281.79	9475.09	17.836	0.000
	Unmarried	33	10281.06	4351.04		
Family Type	Nuclear	367	15322.68	9496.64	21.868	0.000
	Joint	433	18408.74	18408.74		
Education	S.S.C	43	9709.30	3794.15	14.714	0.000
	H.S.C	67	13750.75	7157.75		
	Graduation	299	16969.58	10230.11		
	Post Graduation	253	16588.06	8109.60		
	PG & Above	138	21629.89	9810.39		
Occupation	Business	241	14986.51	7963.26	67.142	0.000
	Professional	240	22442.35	10102.12		
	Service	319	14409.08	8143.557		
Four Wheeler	Yes	375	22344.29	9350.85	318.082	0.000
	No	425	12271.29	6517.42		
Two Wheeler	Yes	798	16990.61	9424.98	0.210	0.886
	No	2	17950.00	11242.99		
Bicycle	Yes	640	18351.23	9150.22	36.236	0.000
	No	160	11560.12	8512.45		
Income Groups	<=40000	162	8737.65	2741.39	180.127	0.000
	40001-60000	181	12207.07	3405.29		
	60001-80000	155	16799.13	8601.67		
	80001-135000	144	21689.06	7473.61		
	>135000	158	26850.25	9619.29		
Per Capita Income	<=9167	164	9669.51	3515.75	121.307	0.000
	9168-13000	163	13.55.49	5214.50		
	13001-17800	153	16349.35	6472.81		
	17801-30000	169	19837.72	10241.70		
	>30000	151	26665.83	9533.69		
Total		800	16993.01	9421.69		

From the above table, it was observed that, average monthly amount spent by respondents to shop food and grocery items were Rs 16993.01.

- According to **Gender**, average monthly amount spent by female and male respondents respectively to shop food and grocery items was Rs 17290.52 and Rs 16880.16.

- According to **Age,** average monthly amount spent for food and grocery by respondents respectively in the age group of more than 45 years was (Rs 20888.98) followed by 41-45 years, 36-40 years, 33-35 years and less than or equal to 33 years was Rs 18571.92, Rs 16541.88, Rs 15796.07 and Rs 14201.70.

- According to **Marital Status,** average monthly amount spent by married and unmarried respondents to shop food and grocery items was Rs 17281.79 and Rs 10281.06 respectively.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents to shop food and grocery items respectively was Rs 18408.74 and Rs 15322.68.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post Graduation and above (Rs 21629.89) followed by graduation, post graduation, HSC and SSC respectively was Rs 16969.58, Rs 16588.06, Rs 13750.75 and Rs 9709.30 respectively.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 22442.35) followed by business class and service class group was Rs 14986.51, and Rs 14409.08 respectively.

- According to **Respondents Own Vehicle Four Wheeler, a**verage monthly amount spent to shop food and grocery items by respondents, who had four-wheeler (Rs 22344.29).

- According to **Respondents Own Vehicle Two Wheeler,** average monthly amount spent to shop food and grocery items by respondents, who had two- wheeler (Rs 16990.61).

- According to **Respondents Own Vehicle Bicycle,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 9150.22).

- According to **Income Group,** average monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 was (Rs

26850.25) followed by 80001-135000, 60001-80000, 40001-60000 and less than or equal to 40000 was Rs 21689.06, Rs 16799.13, Rs 12207.07 and Rs 8737.65 respectively.

- According to **Per Capital Income Group,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 (Rs 26665.83) followed by 17801-30000, 13001-17800, 9168-13000 and less than or equal to 9167 was Rs 19837.72, Rs 16349.35, Rs 13055.49 and Rs 9669.51.

Hypothesis:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items for the same across the age (with F-value=13.295 and p-value=0.000), marital status (with F-value=817.836 and p-value=0.000), family type (with F-value= 21.868 and p-value=0.000), education (with F-value= 14.714 and p-value=0.000), occupation (with F-value=67.142 and p-value=0.000), income groups (with F-value=180.127 and p-value=0.000), per capita income groups (with F-value=121.307 and p-value=0.000), respondents own vehicle like four wheeler (with F-value=318.082 and p-value=0.000) and respondents own vehicle like bicycle (with F-value=36.236 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, marital status, family type, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had different perception about average monthly amount spent to shop food and grocery items in selected cities of Gujarat.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items for the same across the gender (with F-value=0.302 and p-value=0.583) and respondents own vehicle like two wheeler (with F-value=0.210 and p-value=0.886). Hence, null hypothesis was rejected. Therefore, it could be said that, respondents own vehicle like four wheeler, gender and respondents own vehicle like two wheeler had different perception about average monthly amount spent to shop food and grocery items in selected cites of Gujarat.

Table 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.					
Respondent's Demographic Characteristics And It's Category		Average Monthly Amounts(Rs) Spent For Food & Grocery Items By Respondents				
		N	Mean	Standard Deviation	F- value	p-value
Gender	Male	138	11733.15	8837.04	1.005	0.317
	Female	62	10554.76	4060.77		
Age	Less than<= 33	51	9893.63	4811.85	1.830	0.125
	33-35	37	12750.00	15116.30		
	36-40	40	10298.13	3161.22		
	41-45	28	10571.43	5573.11		
	More than 45	44	13393.64	7688.68		
Marital Status	Married	177	11623.98	8057.74	1.714	0.192
	Unmarried	23	9396.74	3274.46		
Family Type	Nuclear	95	10376.79	9939.26	3.037	0.083
	Joint	105	12276.52	4702.87		
Education	S.S.C	3	10666.67	4536.89	1.227	0.301
	H.S.C	21	11383.33	4465.01		
	Graduation	71	10795.00	11626.66		
	Post Graduation	55	10310.00	2476.43		
	PG & Above	50	13380.85	5033.72		
Occupation	Business	61	11401.64	4808.27	2.035	0.133
	Professional	60	12854.58	4758.26		
	Service	79	10212.59	10623.47		
Four Wheeler	Yes	90	13711.33	4698.14	16.377	0.000
	No	110	9450.45	9036.58		
Bicycle	Yes	58	10912.93	4189.55	0.265	0.594
	No	142	11553.66	8843.40		
Income Groups	<=40000	56	7475.00	1349.99	10.217	0.000
	40001-60000	33	9174.24	1463.25		
	60001-80000	42	12560.60	14181.49		
	80001-135000	33	13393.18	3312.50		
	>135000	36	16186.11	5237.67		
Per Capita Income	<=9167	53	7935.85	1823.71	9.729	0.000
	9168-13000	38	9442.76	3007.80		
	13001-17800	29	10082.76	1764.95		
	17801-30000	46	14183.59	13484.68		
	>30000	34	16155.88	5585.00		
Total		200	11367.85	7688.68		

From the above table, it was observed that, average monthly amount spent by respondents to shop food and grocery items were Rs 11367.85 in Vadodara city.

- According to **Gender,** average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 11733.15 and Rs 10554.76.

- According to **Age,** average monthly amount spent by respondents to shop food and grocery items in the age group of more than 45 years was (Rs 13393.64) and less than or equal to 33 years (Rs 9893.63) respectively.

- According to **Marital Status,** average monthly amount spent by married and unmarried respondents to shop food and grocery items was Rs 11623.98 and Rs 9396.74 respectively.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents to shop food and grocery items respectively was Rs 12276.58 and Rs 10376.79.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post graduation and above (Rs 13380.85) and SSC Rs 10310.00 respectively.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 12854.58) followed by business class and service class group was Rs 11401.64 and Rs 10212.59 respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent to shop food and grocery items by respondents, who had four-wheeler (Rs 13711.33).

- According to **Respondents Own Vehicle Bicycle,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 10912.93).

- According to **Income Group,** average monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 was (Rs 16186.11) and less than or equal to 40000 (Rs 7475.00) respectively.

- According to **Per Capital Income Group,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 (Rs 16155.88) and less than (Rs 7935.85) respectively.

Hypothesis:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items for the same across the income group (with F-value=10.217 and p-value=0.000), per capita income group (with F-value=9.729 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=16.377 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, respondents own vehicle like four wheeler, income group and per capita income group of respondent had different perception about average monthly amount spent to shop food and grocery items in Vadodara city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items for the same across the gender (with F-value=1.005 and p-value=0.317), age (with F-value=1.830 and p-value=0.125), marital status (with F-value= 1.714 and p-value=0.192), family type (with F-value= 3.037 and p-value=0.083), education (with F-value= 1.227 and p-value=0.301), occupation (with F-value=2.035 and p-value=1.133) and respondents own vehicle like bicycle(with F-value=0.265 and p-value=0.594). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, education, occupation of respondent and respondents own vehicle like bicycle had similar perception about average monthly amount spent to shop food and grocery items in Vadodara city.

Table 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.					
Respondent's Demographic characteristics and it's category	Average Monthly Amounts(Rs) Spent For Food & Grocery Items By Respondents				
	N	Mean	Standard Deviation	F- value	p-value
Gender Male	144	18339.24	8744.68	0.980	0.323
Female	56	17041.96	7100.58		
Age Less than<= 33	39	16.825.64	8500.64	1.320	0.264
33-35	28	16810.71	7006.84		
36-40	46	17992.83	8582.66		
41-45	46	17421.74	7958.05		
More than 45	41	20491.46	8911.54		
Marital Status Married	199	18023.12	8314.41	1.278	0.260
Unmarried	1	8600.00	-		
Family Type Nuclear	107	17322.90	8001.159	1.421	0.235
Joint	93	18727.42	8655.15		
Education H.S.C	11	16786.36	4769.81	10.229	0.000
Graduation	93	17280.65	7709.15		
Post Graduation	66	15520.45	7106.25		
PG & Above	30	25970.00	9140.25		
Occupation Business	60	19960.83	8097.42	28.332	0.000
Professional	60	22233.33	9405.00		
Service	80	13294.38	4516.34		
Four Wheeler Yes	94	23312.23	8602.35	114.601	0.000
No	106	13243.87	4190.23		
Income Groups <=40000	29	10396.5	3196.59	41.723	0.000
40001-60000	57	12823.68	3571.49		
60001-80000	40	18743.75	3959.98		
80001-135000	35	24402.86	8093.30		
>135000	39	24587.18	9711.58		
Per Capita Income <=9167	37	11737.84	3995.23	21.817	0.000
9168-13000	42	14576.19	4613.85		
13001-17800	40	17117.50	6706.40		
17801-30000	44	21402.27	9089.05		
>30000	37	24927.03	8761.01		
Total	200	17976.00	8320.22		

From the above table, it was observed that,, average monthly amount spent by respondents to shop food and grocery items was Rs 17976.00 in Ahmedabad city.

- According to **Gender**, average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 18339.24 and Rs 17041.96.

- According to **Age,** average monthly amount spent by respondents to shop food and grocery items in the age group of more than 45 years was (Rs 18023.12) and less than or equal to 33 years (Rs 9893.63) respectively.

- According to **Marital Status,** average monthly amount spent by married and unmarried respondents to shop food and grocery items was Rs 18023.12 and Rs 8600.00 respectively.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents to shop food and grocery items respectively was Rs 18727.42 and Rs 17322.90.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post graduation and above (Rs 25970.00) and post graduation Rs 15520.45 respectively.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 22233.33) followed by business class and service class group was Rs 19960.83 and Rs 13294.38 respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 23312.23).

- According to **Income Group, a**verage monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 was (Rs 24587.18) and less than or equal to 40000 (Rs 10396.50) respectively.

- According to **Per Capita Income Group,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 (Rs 24927.03) and less than (Rs 11737.84) respectively.

Hypothesis:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items for the same across the education (with F-value=10.229 and p-value=0.000), occupation (with F-value=28.332 and p-value=0.000), income group (with F-value=41.723

and p-value=0.000), per capita income group (with F-value=21.817 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=114.601 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, respondents own vehicle like four wheeler, income group and per capita income group of respondent had different perception about average monthly amount spent to shop food and grocery items in Ahmedabad city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items for the same across the gender (with F-value=0.980 and p-value=0.323), age (with F-value=1.320 and p-value=0.264), marital status (with F-value= 1.278 and p-value=0.260) and family type (with F-value= 1.421 and p-value=0.235). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status and family type of respondent had similar perception about average monthly amount spent to shop food and grocery items in Ahmedabad city.

Table 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.					
Respondent's Demographic characteristics and it's category	**Average Monthly Amounts(Rs) Spent for Food & Grocery Items By Respondents**				
	N	Mean	Standard Deviation	F- value	p-value
Gender Male	147	21629.73	9512.932	1.042	0.309
Female	53	23140.00	8403.881		
Age Less than<= 33	57	18833.68	7337.883	6.105	0.000
33-35	41	19343.41	7209.437		
36-40	38	23210.53	8798.304		
41-45	38	25800.00	10576.619		
More than 45	26	26038.08	10931.167		
Family Type Nuclear	80	19931.00	8895.877	7.098	0.008
Joint	120	23429.25	9228.453		
Education S.S.C	1	14500.00	.	6.747	0.000
H.S.C	16	18693.75	9804.249		
Graduation	83	19835.66	9186.545		
Post Graduation	70	22564.71	8789.168		
PG & Above	30	28883.33	6480.745		
Occupation Business	60	18360.00	8633.365	56.163	0.000
Professional	60	30509.83	7712.023		
Service	80	18422.50	6062.381		
Four Wheeler Yes	98	29316.22	7180.183	298.265	0.000
No	102	15029.41	4187.861		
Income Groups <=40000	18	11216.67	2068.887	234.518	0.000
40001-60000	49	13877.14	3116.371		
60001-80000	41	18468.78	3496.679		
80001-135000	46	25166.30	4841.419		
>135000	46	34983.48	4316.359		
Per Capita Income <=9167	18	12316.67	2686.404	98.413	0.000
9168-13000	38	14484.74	4329.320		
13001-17800	51	18831.37	5488.770		
17801-30000	46	23228.91	6684.587		
>30000	47	34147.66	5294.687		
Total	200	22029.95	9235.545		

From the above table, it was observed that, average monthly amount spent by respondents to shop food and grocery items were Rs 22029.95 in Surat city.

- According to **Gender**, average monthly amount spent by female and male respondents respectively to shop food and grocery items was Rs 23140.73 and Rs 21629.73.

- According to **Age,** average monthly amount spent by respondents to shop food and grocery items in the age group of more than 45 years was (Rs 26038.08) and 33-35 years (Rs 18833.68) respectively.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents to shop food and grocery items respectively was Rs 23429.25 and Rs 19931.00.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post graduation and above (Rs 28883.33) and SSC Rs 14500.00 respectively.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 30509.83) followed by business class and service class group was Rs 18422.50 and Rs 18360.00 respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent to shop food and grocery items by respondents, who had four-wheeler (Rs 29316.22).

- According to **Income Group,** average monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 was (Rs 34983.48) and less than or equal to 40000 (Rs 11216.67) respectively.

- According to **Per Capita Income Group,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 (Rs 34147.66) and less than (Rs 12316.67) respectively.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items for the same across the age (with F-value=6.105 and p-value=0.000), family type (with F-value=7.098 and p-value=0.008), education (with F-value=6.747 and p-value=0.000), occupation (with F-value=56.163 and p-value=0.000), income

group (with F-value=234.518 and p-value=0.000), per capita income group (with F-value=98.413 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=298.265 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, education, occupation, income group, per capita income group and respondents own vehicle like four wheeler had different perception about average monthly amount spent to shop food and grocery items in Surat city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items for the same across the gender (with F-value=1.042 and p-value=0.309). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender of respondent had similar perception about average monthly amount spent to shop food and grocery items in Surat city.

Table 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.					
Respondent's Demographic Characteristics And It's Category	Average Monthly Amounts(Rs) Spent For Food & Grocery Items By Respondents				
	N	Mean	Standard Deviation	F- value	p-value
Gender Male	151	15568.87	8816.131	8.016	0.005
Female	49	19770.41	9653.734		
Age Less than<= 33	56	11583.04	5978.106	24.599	0.000
33-35	39	14228.21	5668.934		
36-40	33	14436.36	8027.952		
41-45	34	18638.24	9759.316		
More than 45	38	26473.68	8642.468		
Marital Status Married	191	16780.63	9276.064	1.679	0.197
Unmarried	9	12727.78	6074.903		
Family Type Nuclear	85	13995.29	8510.203	12.565	0.000
Joint	115	18522.17	9224.241		
Education S.S.C	39	9512.82	3756.551	20.021	0.000
H.S.C	19	10447.37	5249.272		
Graduation	52	20269.23	10264.149		
Post Graduation	62	16545.97	6877.823		
PG & Above	28	23939.29	9827.412		
Occupation Business	60	10283.33	4671.267	53.465	0.000
Professional	60	24171.67	8948.385		
Service	80	15654.38	7849.781		
Four Wheeler Yes	93	22373.66	8904.931	104.493	0.000
No	107	11578.50	5901.248		
Two Wheeler Yes	198	16584.60	9194.717	0.044	0.835
No	2	17950.00	11242.998		
Bicycle Yes	182	17091.48	9259.413	5.979	0.015
No	18	11611.11	6750.677		
Income Groups <=40000	59	8364.41	2825.119	127.809	0.000
40001-60000	42	11804.76	3002.515		
60001-80000	32	17792.19	5668.989		
80001-135000	30	22316.67	6584.731		
>135000	37	29500.00	6558.159		
Per Capita Income <=9167	56	9092.86	3521.769	57.945	0.000
9168-13000	45	13480.00	6440.483		
13001-17800	33	17089.39	6905.837		
17801-30000	33	20906.06	7355.438		
>30000	33	28787.88	7714.789		
Total	200	16598.25	9184.057		

From the above table, it was observed that, average monthly amount spent by respondents to shop food and grocery items Rs 16598.25 in Rajkot city.

- According to **Gender**, average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 19770.41 and Rs 15568.87.

- According to **Age,** average monthly amount spent by respondents to shop food and grocery items in the age group of more than 45 years was (Rs 26473.68) and 33-35 years (Rs 11583.04) respectively.

- According to **Marital Status,** average monthly amount spent by married and unmarried respondents to shop food and grocery items was Rs 16780.63 and Rs 12727.78 respectively.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents to shop food and grocery items respectively was Rs 18522.17 and Rs 13995.29.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post graduation and above (Rs 23939.29) and SSC Rs 9512.82 respectively.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 24171.67) followed by business class and service class group was Rs 15654.38 and Rs 10283.33 respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent to shop food and grocery items by respondents, who had four-wheeler (Rs 22373.66).

- According to **Respondents Own Vehicle Two Wheeler,** average monthly amount spent to shop food and grocery items by respondents, who had two- wheeler (Rs 16584.60).

- According to **Respondents Own Vehicle Bicycle,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 17091.48).

- According to **Income Group,** average monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 was (Rs 29500.00) and less than or equal to 40000 (Rs 8364.41) respectively.

- According to **Per Capita Income Group,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 (Rs 28787.88) and less than (Rs 9092.86) respectively.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items for the same across the gender (with F-value=8.016 and p-value=0.005), age (with F-value=24.599 and p-value=0.000), family type (with F-value= 12.565 and p-value=0.000), education (with F-value= 20.021 and p-value=0.000), occupation (with F-value=53.465 and p-value=0.000), income group (with F-value=127.809 and p-value=0.000), per capita income group (with F-value=57.945 and p-value=0.000), respondents own vehicle like four wheeler (with F-value=104.493 and p-value=0.000) and respondents own vehicle like bicycle (with F-value=5.979 and p-value=0.015). Hence, null hypothesis was rejected. Therefore, it could be said that, gender, age, family type, education, occupation, income group, per capita income group of respondent, respondents own vehicle like four wheeler and respondents own vehicle like bicycle had different perception about average monthly amount spent to shop food and grocery items in Rajkot city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items for the same across the marital status (with F-value= 1.679 and p-value=0.197) and respondents own vehicle like two wheeler (with F-value=0.044 and p-value=0.835). Hence, null hypothesis was not rejected. Therefore, it could be said that, marital status of respondent and respondents own vehicle like two wheeler had similar perception about average monthly amount spent to shop food and grocery items in Rajkot city.

H3: Mean comparison of average monthly amount spent by respondents for food and grocery items to shop both (organized & unorganized) retail outlets and with respect to demographic characteristics of respondents are alike.

For Organized Retail Outlets,

Table 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.					
Respondent's Demographic Characteristics And It's Category		**Average Monthly Amounts(Rs) Spent For Food & Grocery Items To Shop Organized Retail Outlets By Respondents**			
		N	Mean	Standard Deviation	F- value	p-value
Gender	Male	441	13926.09	9156.68	0.130	0.719
	Female	182	13639.97	8689.71		
Age	Less than<= 33	143	11120.77	7682.02	12.776	0.000
	33-35	108	11756.57	7061.40		
	36-40	124	12881.85	8374.47		
	41-45	111	16309.01	9803.68		
	More than 45	137	17198.90	10070.93		
Marital Status	Married	601	14092.48	9046.04	13.340	0.000
	Unmarried	22	7013.64	4406.68		
Family Type	Nuclear	271	12614.10	8405.09	9.017	0.003
	Joint	352	14788.24	9363.148		
Education	S.S.C	16	5400.00	3720.215	12.082	0.000
	H.S.C	42	10705.71	6744.246		
	Graduation	243	13624.36	9179.42		
	Post Graduation	206	12695.05	7957.97		
	PG & Above	116	18637.41	9609.76		
Occupation	Business	167	11851.44	8944.04	67.941	0.000
	Professional	205	19260.02	9713.66		
	Service	251	10742.57	6809.66		
Four Wheeler	Yes	317	18203.09	9614.517	198.991	0.000
	No	306	9325.16	5458.35		
Two Wheeler	Yes	622	13840.64	9023.89	0.016	0.898
	No	1	15000.00	0.0		
Bicycle	Yes	514	15029.00	9238.17	27.764	0.000
	No	109	8247.48	4955.96		
Income Groups	<=40000	98	6143.88	3347.74	99.710	0.000
	40001-60000	137	9084.38	4370.88		
	60001-80000	122	12327.99	6525.51		
	80001-135000	125	17636.88	8209.69		
	>135000	141	21763.08	9834.08		
Per Capita Income	<=9167	109	7127.06	3966.15	65.638	0.000
	9168-13000	117	10033.38	6241.25		
	13001-17800	121	12555.29	6731.60		
	17801-30000	143	16195.38	8933.81		
	>30000	133	21338.30	9732.37		
Total		623	13842.50	9016.75		

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 13842.50 from organized retail outlets in selected cities of Gujarat.

- According to **Gender,** average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 13926.09 and Rs 13639.97 from organized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of more than 45 years was (Rs

17198.90) followed by 41-45 years, 36-40 years, 33-35 years and less than or equal to 33 years was Rs 16309.01, Rs 12881.85, Rs 11756.57 and Rs 11120.77 from organized retail outlets.

- According to **Marital Status,** average monthly amount spent by married and unmarried respondents respectively to shop food and grocery items was Rs 14092.48 and Rs 7014.64 from organized retail outlets.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents respectively to shop food and grocery items was Rs 14788.24 and Rs 12614.10 from organized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post graduation and above (Rs 18637.41) followed by graduation, post graduation, HSC and SSC was Rs 13624.36, Rs 12695.05, Rs 10705.71 and Rs 5400.00 respectively from organized retail outlets.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 19260.02) followed by business class and service class group was Rs 11851.44 and Rs 10742.57 respectively from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had four-wheeler (Rs 18203.09) from organized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had two- wheeler (Rs 13840.64) from organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 15029.00) from organized retail outlets.

- According to **Income Groups,** average monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 was (Rs 21673.08) followed by 80001-135000, 60001-80000, 40001-60000 and less than or equal to 40000 was Rs 17636.88, Rs 12327.99, Rs 9084.38 and Rs 6143.88 respectively from organized retail outlets.

- According to **Per Capita Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 (Rs 21338.30) followed by 17801-30000, 13001-17800, 9168-13000 and less than or equal to 9167 was Rs 16195.38, Rs 12555.29, Rs 10033.38 and Rs 7127.06.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from organized retail outlets with respect to age (with F-value=12.776 and p-value=0.000), marital status (with F-value= 13.340 and p-value=0.000), family type (with F-value= 9.017 and p-value=0.003), education (with F-value= 12.082 and p-value=0.000), occupation (with F-value=67.941 and p-value=0.000), income group (with F-value=99.710 and p-value=0.000), per capita income group (with F-value=65.638 and p-value=0.000), respondents own vehicle like four wheeler (with F-value=198.991 and p-value=0.000) and respondents own vehicle like bicycle (with F-value=27.764 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, marital status, family type, education, occupation, income group, per capita income group, respondents own vehicle like four wheeler and two wheeler had different perception about average monthly amount spent to shop food and grocery items from organized retail outlets in selected cities of Gujarat.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from organized retail outlets with respect to gender (with F-value=0.130 and p-value=0.719) and respondents own vehicle like two wheeler (with F-value=0.016 and p-value=0.898). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender and respondents own vehicle like two-wheeler had similar perception about average monthly amount spent to shop food and grocery items from organized retail outlets in selected cities of Gujarat.

Table 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.					
Respondent's Demographic Characteristics And It's Category		**Average Monthly Amounts(Rs) Spent For Food & Grocery Items To Shop Organized Retail Outlets By Respondents**			
		N	Mean	Standard Deviation	F- value	p-value
Gender	Male	100	8513.75	4753.42	5.902	0.016
	Female	52	6619.23	4162.93		
Age	Less than<= 33	35	6824.29	5056.18	2.688	0.034
	33-35	28	7555.36	3909.28		
	36-40	33	7004.55	3268.54		
	41-45	18	7683.33	3452.92		
	More than 45	38	9887.50	5685.62		
Marital Status	Married	68	6579.41	3640.42	10.044	0.002
	Unmarried	84	8906.85	5091.96		
Family Type	Nuclear	135	8175.37	4724.43	5.554	0.020
	Joint	17	5405.88	2924.03		
Education	S.S.C	1	12000.00	-	4.206	0.003
	H.S.C	15	9036.67	4768.55		
	Graduation	57	6596.05	4779.10		
	Post Graduation	45	7227.78	3579.80		
	PG & Above	34	10200.00	4756.13		
Occupation	Business	48	8895.83	5304.02	17.755	0.000
	Professional	41	10240.24	4361.63		
	Service	63	5535.32	2940.50		
Four Wheeler	Yes	80	10369.69	4726.61	72.715	0.000
	No	72	5083.33	2431.02		
Bicycle	Yes	51	7249.02	4472.54	1.362	0.245
	No	99	8176.98	4731.56		
Income Groups	<=40000	32	4184.38	1881.42	54.241	0.000
	40001-60000	24	4441.67	989.14		
	60001-80000	36	6567.36	2770.04		
	80001-135000	29	10379.31	2708.80		
	>135000	31	13472.58	4843.41		
Per Capita Income	<=9167	31	4495.16	1745.97	33.909	0.000
	9168-13000	26	5191.35	2694.58		
	13001-17800	24	6172.92	2649.86		
	17801-30000	41	9128.05	9128.05		
	>30000	30	13295.00	13295.00		
Total		152	7865.62	6057.29		

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 7865.62 from organized retail outlets in Vadodara city.

- According to **Gender**, average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 8513.75 and Rs 6619.23 from organized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of more than 45 years and less than or equal to 33 years was (Rs 9878.50) and (Rs 6824.29) from organized retail outlets.

- According to **Marital Status,** average monthly amount spent by unmarried and married respondents respectively to shop food and grocery items was Rs 8906.85 and Rs 6579.41 from organized retail outlets.

- According to **Family Type,** average monthly amount spent by nuclear and joint families of respondents respectively to shop food and grocery items was Rs 8175.37 and Rs 5405.88 from organized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents had studied SSC (Rs 12000.00) and graduation (Rs 6596.05) respectively from organized retail outlets.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 10240.24) followed by business class and service class group was Rs 8895.83 and Rs 5535.32 respectively from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had four-wheeler (Rs 10369.69) from organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 7249.02) from organized retail outlets.

- According to **Income Group,** average monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 and less than or equal to 40000 was (Rs 13472.58) and (Rs 4184.38) respectively from organized retail outlets.

- According to **Per Capita Income Group,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 and less than or equal to 9167 was (Rs 13295.00) and (Rs 4495.16) respectively from organized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from organized retail outlets with respect to gender (with F-value=5.902 and p-value=0.016), age (with F-value=2.688 and p-value=0.034), marital status (with F-value= 10.044 and p-value=0.002), family type (with F-value= 5.554 and p-value=0.020), education (with F-value= 4.206 and p-value=0.003), occupation (with F-value=17.755 and p-value=0.000), income group (with F-value=54.241 and p-value=0.000), per capita income group (with F-value=33.909 and p-

value=0.000) and respondents own vehicle like four wheeler (with F-value=72.715 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, gender, age, marital status, family type, education, occupation, income group, per capita income group of respondent and respondents own vehicle like four wheeler had different perception about average monthly amount spent to shop food and grocery items from organized retail outlets in Vadodara city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from organized retail outlets with respect to respondents own vehicle like bicycle (with F-value=1.362 and p-value=0.245). Hence, null hypothesis was not rejected. Therefore, it could be said that, respondents own vehicle like bicycle had similar perception about average monthly amount spent to shop food and grocery items from organized retail outlets in Vadodara city.

Table 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.					
Respondent's Demographic Characteristics And It's Category		Average Monthly Amounts(Rs) Spent For Food & Grocery Items To Shop Organized Retail Outlets By Respondents			
		N	Mean	Standard Deviation	F- value	p-value
Gender	Male	126	15562.70	9612.64	0.005	0.942
	Female	49	15450.00	7885.89		
Age	Less than<= 33	30	13676.67	9464.48	1.627	0.170
	33-35	26	14323.08	8280.31		
	36-40	43	15204.65	9122.78		
	41-45	38	15026.32	9193.38		
	More than 45	38	18696.05	9102.04		
Marital Status	Married	174	15582.47	9141.02	0.960	0.329
	Unmarried	1	6600.00	-		
Family Type	Nuclear	93	15265.59	8526.68	0.167	0.684
	Joint	82	15832.32	9833.81		
Education	H.S.C	8	12768.75	7301.82	10.616	0.000
	Graduation	79	14081.01	8312.77		
	Post Graduation	58	13306.90	7380.17		
	PG & Above	30	24380.67	9826.70		
Occupation	Business	49	15915.31	9769.09	25.165	0.000
	Professional	60	20733.33	9450.74		
	Service	66	10516.67	4632.10		
Four Wheeler	Yes	88	20772.16	9533.65	86.954	0.000
	No	87	10229.89	4531.69		
Income Groups	<=40000	24	7383.33	2259.99	26.686	0.000
	40001-60000	49	10810.63	4373.85		
	60001-80000	31	16495.16	5870.55		
	80001-135000	32	21268.75	9565.17		
	>135000	39	21792.31	10289.50		
Per Capita Income	<=9167	31	8367.74	3434,96	16.639	0.000
	9168-13000	37	12314.86	5828.95		
	13001-17800	31	13890.32	6860.92		
	17801-30000	40	20317.50	10354.88		
	>30000	36	21100.00	9673.26		
Total		175	15531.14	9139.968		

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 15531.14 from organized retail outlets in Ahmedabad city.

- According to **Gender**, average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 15562.70 and Rs 15450.23 from organized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of more than 45 years and less than or equal to 33 years was (Rs 18696.05) and (Rs 13676.67) from organized retail outlets.

- According to **Marital Status,** average monthly amount spent by unmarried and married respondents respectively to shop food and grocery items was Rs 15582.47 and Rs 6600.00 from organized retail outlets.

- According to **Family Type,** average monthly amount spent by nuclear and joint families of respondents respectively to shop food and grocery items was Rs 15832.32 and Rs 15265.59 from organized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents had studied SSC (Rs 24380.67) and HSC (Rs 12768.75) respectively from organized retail outlets.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 20733.33) followed by business class and service class group was Rs 15915.31 and Rs 10516.67 respectively from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** According to average monthly amount spent by respondents to shop food and grocery items, who had four- wheeler (Rs 20772.16) from organized retail outlets.

- According to **Income Groups,** average monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 and less than or equal to 40000 was (Rs 21792.31) and (Rs 7383.33) respectively from organized retail outlets.

- According to **Per Capita Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group

of more than 30000 and less than or equal to 9167 was (Rs 21000.00) and (Rs 8367.74) respectively from organized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from organized retail outlets with respect to education (with F-value= 10.616 and p-value=0.000), occupation (with F-value=25.165 and p-value=0.000), income group (with F-value=26.686 and p-value=0.000), per capita income group (with F-value=16.639 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=86.954 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income group, per capita income group of respondent and respondents own vehicle like four wheeler had different perception about average monthly amount spent to shop food and grocery items from organized retail outlets in Ahmedabad city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from organized retail outlets with respect to gender (with F-value=0.005 and p-value=0.942), age (with F-value=1.627 and p-value=0.170), marital status (with F-value= 0.960 and p-value=0.329) and family type (with F-value= 0.167 and p-value=0.684). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status and family type of respondents had similar perception about average monthly amount spent to shop food and grocery items from organized retail outlets in Ahmedabad city.

Table 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.					
Respondent's Demographic Characteristics And It's Category		Average Monthly Amounts(Rs) Spent For Food & Grocery Items To Shop Organized Retail Outlets By Respondents			
		N	Mean	Standard Deviation	F- value	p-value
Gender	Male	115	16548.96	8909.726	0.025	0.876
	Female	45	16784.98	7617.333		
Age	Less than<= 33	48	13352.50	6494.056	5.830	0.000
	33-35	30	14688.67	6775.706		
	36-40	28	16528.57	7691.402		
	41-45	30	21230.00	9998.521		
	More than 45	24	19882.25	9949.953		
Family Type	Nuclear	60	14623.67	7478.028	5.361	0.022
	Joint	100	17810.34	8946.753		
Education	S.S.C	1	8700.00	.	1.469	0.214
	H.S.C	12	14620.00	7354.707		
	Graduation	64	15955.38	8169.065		
	Post Graduation	55	16347.82	9669.704		
	PG & Above	28	19787.14	7024.314		
Occupation	Business	45	13903.11	6309.227	18.905	0.000
	Professional	50	22177.08	9371.073		
	Service	65	14214.77	7178.275		
Four Wheeler	Yes	78	22446.85	7973.908	127.199	0.000
	No	82	11068.29	4350.402		
Income Groups	<=40000	14	8750.00	2627.005	58.528	0.000
	40001-60000	40	9816.50	3422.720		
	60001-80000	33	13780.00	4340.357		
	80001-135000	37	19662.43	6367.568		
	>135000	36	26695.67	7584.737		
Per Capita Income	<=9167	16	9143.75	2392.691	35.053	0.000
	9168-13000	28	10774.29	4747.478		
	13001-17800	44	14089.55	6126.237		
	17801-30000	37	18080.81	7104.941		
	>30000	35	26329.83	7606.794		
Total		160	16615.34	8543.097		

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 16615.34 from organized retail outlets in Surat city.

- According to **Gender**, average monthly amount spent by female and male respondents respectively to shop food and grocery items was Rs 16784.98 and Rs 16548.96 from organized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of 41- 45 years and less than or equal to 33 years was (Rs 21230.00) and (Rs 13352.50) from organized retail outlets.

- According to **Family Type,** average monthly amount spent by nuclear and joint families of respondents respectively to shop food and grocery items was Rs 17810.34 and Rs 14623.67 from organized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents had studied SSC (Rs 19787.14) and HSC (Rs 8700.00) respectively from organized retail outlets.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 22177.08) followed by class service and business class group was Rs 14214.77 and Rs 13903.11 respectively from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had four-wheeler (Rs 22446.83) from organized retail outlets.

- According to **Income Groups,** average monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 and less than or equal to 40000 was (Rs 26329.83) and (Rs 9143.75) respectively from organized retail outlets.

- According to **Per Capita Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 and less than or equal to 9167 was (Rs 26695.67) and (Rs 8750.00) respectively from organized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from organized retail outlets with respect to age (with F-value=5.830 and p-value=0.000), family type (with F-value= 5.361 and p-value=0.022), occupation (with F-value=18.950 and p-value=0.000), income group (with F-value=58.528 and p-value=0.000), per capita income group (with F-value=35.053 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=127.199 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, occupation, income group, per capita income group of respondent and respondents own vehicle like four wheeler had different perception about average monthly amount spent to shop food and grocery items from organized retail outlets in Surat city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from organized retail outlets with respect to gender (with F-value=0.025 and p-value=0.876) and education (with F-value= 1.469 and p-value=0.214). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender and education

of respondents had similar perception about average monthly amount spent to shop food and grocery items from organized retail outlets in Surat city.

Table 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.					
Respondent's Demographic Characteristics And It's Category		Average Monthly Amounts(Rs) Spent For Food & Grocery Items To Shop Organized Retail Outlets By Respondents			
		N	Mean	Standard Deviation	F- value	p-value
Gender	Male	100	14260.00	10043.159	2.557	0.112
	Female	36	17386.11	10101.885		
Age	Less than<= 33	30	10006.67	7905.648	10.160	0.000
	33-35	24	10212.50	6243.836		
	36-40	20	12480.00	8718.196		
	41-45	25	18564.00	9327.284		
	More than 45	37	21429.73	10933.559		
Marital Status	Married	132	15121.97	10254.862	0.052	0.820
	Unmarried	4	13950.00	3387.723		
Family Type	Nuclear	50	13478.00	9885.514	2.017	0.158
	Joint	86	16023.26	10188.075		
Education	S.S.C	14	4692.86	3352.947	13.982	0.000
	H.S.C	7	5214.29	4161.902		
	Graduation	43	18632.56	11190.722		
	Post Graduation	48	12895.83	6782.768		
	PG & Above	24	22062.50	9348.974		
Occupation	Business	25	5868.00	5284.152	35.800	0.000
	Professional	54	21770.37	9400.093		
	Service	54	21770.37	9400.093		
Four Wheeler	Yes	71	19183.10	10474.240	29.486	0.000
	No	65	10613.85	7546.209		
Two Wheeler	Yes	135	15088.15	10154.038	0.000	0.993
	No	1	15000.00	.		
Bicycle	Yes	128	15459.37	10149.834	2.984	0.086
	No	8	9137.50	7852.741		
Income Groups	<=40000	28	6017.86	4367.053	24.926	0.000
	40001-60000	24	10266.67	4975.039		
	60001-80000	22	13704.55	8173.446		
	80001-135000	27	18351.85	8182.785		
	>135000	35	24000.00	10314.268		
Per Capita Income	<=9167	31	7477.42	5279.691	18.075	0.000
	9168-13000	26	10830.77	8176.247		
	13001-17800	22	14568.18	6985.181		
	17801-30000	25	18400.00	8733.317		
	>30000	32	23687.50	10686.040		
Total		136	15087.50	10116.363		

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 15087.50 from organized retail outlets in Rajkot city.

- According to **Gender**, average monthly amount spent by female and male respondents respectively to shop food and grocery items was Rs 17386.11 and Rs 14260.00 from organized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of more than 45 years and less than or equal to 33 years was (Rs 21429.73) and (Rs 10006.67) from organized retail outlets.

- According to **Marital Status,** average monthly amount spent by married and unmarried respondents to shop food and grocery items was Rs 15121.97 and 13950.00 from organized retail outlets.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents respectively to shop food and grocery items was Rs 16023.26 and Rs 13478.00 from organized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents had studied SSC (Rs 22062.50) and SSC (Rs 4692.86) respectively from organized retail outlets.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 21770.37) followed by class service and business class group was Rs 21770.37 and Rs 5868.00 respectively from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had four-wheeler (Rs 22446.83) from organized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had two- wheeler (Rs 15088.15) from organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 15459.37) from organized retail outlets.

- According to **Income Group,** average monthly amount spent to shop food and grocery items by respondents in the income group of more than 135000 and less than or equal to 40000 was (Rs 24000.00) and (Rs 6017.86) respectively from organized retail outlets.

- According to **Per Capita Income Group,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 and less than or equal to 9167 was (Rs 23687.50) and (Rs 7477.42) respectively from organized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from

organized retail outlets with respect to age (with F-value=10.160 and p-value=0.000), education (with F-value= 13.982 and p-value=0.000), occupation (with F-value=35.800 and p-value=0.000), income group (with F-value=24.926 and p-value=0.000), per capita income group (with F-value=18.075 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=29.486 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, education, occupation, income group, per capita income group of respondent and respondents own vehicle like four wheeler had different perception about average monthly amount spent to shop food and grocery items from organized retail outlets in Rajkot city

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from organized retail outlets with respect to gender (with F-value=2.557 and p-value=0.112), marital status (with F-value=0.052 and p-value=0.820), family type (with F-value= 2.017 and p-value=0.158), respondents own vehicle like two wheeler (with F-value=0.000 and p-value=0.983) and respondents own vehicle like bicycle (with F-value=2.984 and p-value=0.086). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type of respondents, respondents own vehicle like two wheeler and respondents own vehicle like bicycle had similar perception about average monthly amount spent to shop food and grocery items from organized retail outlets in Rajkot city.

For Unorganized Retail Outlets,

Table 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.					
Respondent's Demographic Characteristics And It's Category		Average Monthly Amounts(Rs) Spent for Food & Grocery Items To Shop Unorganized Retail Outlets By Respondents			
		N	Mean	Standard Deviation	F- Value	p-value
Gender	Male	389	9119.25	6210.10	0.632	0.427
	Female	154	8652.47	6052.81		
Age	Less than<= 33	158	8153.64	4587.09	2.074	0.830
	33-35	102	9109.41	6093.24		
	36-40	109	9175.46	8108.34		
	41-45	87	10456.32	6858.40		
	More than 45	87	8650.70	4918.96		
Marital Status	Married	515	9115.91	6245.53	4.405	0.360
	Unmarried	28	6613.39	3737.07		
Family Type	Nuclear	255	8310.22	5621.11	5.846	0.160
	Joint	288	9585.99	6559.03		
Education	S.S.C	43	7700.00	3013.94	1.308	0.259
	H.S.C	55	8526.55	5083.15		
	Graduation	198	8521.65	5970.81		
	Post Graduation	163	9637.67	7539.79		
	PG & Above	84	9780.77	5304.77		
Occupation	Business	183	8944.04	5944.34	15.300	0.000
	Professional	126	11394..93	7669.06		
	Service	234	7723.72	4948.50		
Four Wheeler	Yes	223	11749.91	7727.63	88.279	0.000
	No	306	7061.38	3733.64		
Two Wheeler	Yes	541	8981.46	6174.63	0.113	0.737
	No	2	10450.00	636.40		
Bicycle	Yes	414	9694.02	6532.91	11.977	0.000
	No	129	6717.40	4045.60		
Income Groups	<=40000	136	5974.26	2502.21	36.987	0.000
	40001-60000	134	7119.10	3303.35		
	60001-80000	109	9251.83	5188.71		
	80001-135000	80	11441.44	7436.65		
	>135000	84	14162.45	8902.48		
Per Capita Income	<=9167	130	6219.92	2869.75	33.276	0.000
	9168-13000	125	7541.12	4025.53		
	13001-17800	110	8929.64	5117.84		
	17801-30000	97	9737.47	6081.25		
	>30000	81	14837.60	9375.17		
Total		543	8986.87	6163.93		

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 8986.87 from unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 9119.25 and Rs 8652.47 from unorganized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of 41-45 years and less than or equal to 33 years (Rs 10456.32) and (Rs 8153.64) from unorganized retail outlets.

- According to **Marital Status,** average monthly amount spent by married and unmarried respondents respectively to shop food and grocery items was Rs 9115.91 and Rs 6613.39 from unorganized retail outlets.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents respectively to shop food and grocery items was Rs 9585.99 and Rs 8310.22 from unorganized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post graduation and SSC above was (Rs 9780.77) and Rs (7700.00) respectively from unorganized retail outlets.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 11394.93) followed by business class and service class group was Rs 8944.04 and Rs 7723.72 respectively from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had four-wheeler (Rs 11749.91) from unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had two- wheeler (Rs 8981.46) from unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 9694.02) from unorganized retail outlets.

- According to **Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the income group of more than 135000 and less than or equal to 40000 was (Rs 14162.45) and (Rs 5974.26) from unorganized retail outlets.

- **Per Capita Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 and less than or equal to 9167 was (Rs 14837.60) and (Rs 6219.22) from unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from

unorganized retail outlets with respect to occupation (with F-value=15.300 and p-value=0.000), income group (with F-value=36.987 and p-value=0.000), per capita income group (with F-value=33.276 and p-value=0.000), respondents own vehicle like four wheeler (with F-value=88.279 and p-value=0.000) and respondents own vehicle like bicycle (with F-value=11.977 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation, income group, per capita income group, respondents own vehicle like four wheeler and bicycle had different perception about average monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets in selected cities of Gujarat.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from unorganized retail outlets with respect to gender (with F-value=0.632 and p-value=0.427), age (with F-value=2.074 and p-value=0.830), marital status (with F-value=4.405 and p-value=0.360), family type (with F-value= 5.846 and p-value=0.160), education (with F-value= 1.308 and p-value=0.259) and respondents own vehicle like two wheeler (with F-value=0.113 and p-value=0.737). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, education and respondents own vehicle like two wheeler had similar perception about average monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets in selected cities of Gujarat.

Table 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.

Respondent's Demographic Characteristics And It's Category		Average Monthly Amounts(Rs) Spent To Shop Food & Grocery Items Unorganized Retail Outlets By Respondents				
		N	Mean	Standard Deviation	F- Value	p-value
Gender	Male	109	6175.23	3424.18	0.403	0.526
	Female	55	5823.55	3192.22		
Age	Less than<= 33	43	6170.35	2999.18	1.496	0.206
	33-35	27	6244.44	2673.89		
	36-40	35	5165.00	3285.03		
	41-45	23	7295.65	3917.21		
	More than 45	36	5858.19	3729.66		
Marital Status	Married	144	6034.51	3407.54	0.054	0.816
	Unmarried	20	6221.25	2902.51		
Family Type	Nuclear	78	5852.50	2728.65	0.557	0.457
	Joint	86	6243.02	3821.84		
Education	S.S.C	3	6666.67	3253.20	6.406	0.000
	H.S.C	19	5305.26	2173.13		
	Graduation	63	4915.40	2046.66		
	Post Graduation	39	6182.05	3649.22		
	PG & Above	40	8045.62	4225.77		
Occupation	Business	50	5316.00	2183.34	10.964	0.000
	Professional	44	7961.93	4115.53		
	Service	70	5389.57	3047.67		
Four Wheeler	Yes	62	6629.76	4537.04	2.959	0.087
	No	102	5709.31	2296.69		
Bicycle	Yes	51	5151.96	1921.22	5.583	0.019
	No	113	6465.88	3692.74		
Income Groups	<=40000	52	5467.31	2065.95	2.756	0.030
	40001-60000	32	6129.69	2930.15		
	60001-80000	37	5414.05	1952.61		
	80001-135000	21	6551.19	5682.43		
	>135000	22	7956.82	4557.15		
Per Capita Income	<=9167	48	5851.04	2450.44	1.993	0.098
	9168-13000	38	5890.79	3022.64		
	13001-17800	26	5548.08	1868.45		
	17801-30000	32	5771.72	4517.07		
	>30000	20	7987.50	4554.17		
Total		164	6057.29	3342.51		

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 6057.29 from unorganized retail outlets in Vadodara city.

- According to **Gender**, average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 6175.23 and Rs 5823.55 from unorganized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of 41-45 years and less than or equal to 33 years was (Rs 7295.65) and (Rs 5165.00) from unorganized retail outlets.

- According to **Marital Status,** average monthly amount spent by unmarried and married respondents respectively to shop food and grocery items was Rs 6221.25 and Rs 6034.51 from unorganized retail outlets.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents respectively to shop food and grocery items was Rs 6243.02 and Rs 5852.50 from unorganized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post graduation and above and SSC was (Rs 8045.62) and (Rs 4915.40) respectively from unorganized retail outlets.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 7961.93) followed by service class and business class group was Rs 5389.57 and Rs 5316.00 respectively from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had four-wheeler (Rs 6629.76) from unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 5151.96) from unorganized retail outlets.

- According to **Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the income group of more than 135000 and 60001-80000 was (Rs 7956.82) and (Rs 5414.05) from unorganized retail outlets.

- **Per Capita Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 and 13001-17800 was (Rs 7987.50) and (Rs 5548.08) from unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from unorganized retail outlets with respect to education (with F-value= 6.406 and p-value=0.000), occupation (with F-value=10.964 and p-value=0.000), income group (with F-value=2.756 and p-value=0.030) and respondents own vehicle like bicycle (with F-value=5.583 and p-value=0.019). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income group and respondents own vehicle like bicycle had different perception about average

monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets in Vadodara city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from unorganized retail outlets with respect to gender (with F-value=0.403 and p-value=0.526), age (with F-value=1.496 and p-value=0.206), marital status (with F-value=0.054 and p-value=0.816), family type (with F-value= 0.557 and p-value=0.457), per capita income group (with F-value=1.993 and p-value=0.098) and respondents own vehicle like four wheeler (with F-value=2.959 and p-value=0.087). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type and respondents own vehicle like four wheeler had similar perception about average monthly amount spent by respondents to shop food and grocery items from organized retail outlets in Vadodara city.

Table 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.					
Respondent's Demographic Characteristics And It's Category		**Average Monthly Amounts(Rs) Spent To Shop Food & Grocery Items Unorganized Retail Outlets By Respondents**			
		N	**Mean**	**Standard Deviation**	**F- Value**	**p-value**
Gender	Male	75	9072.67	6589.45	0.005	0.942
	Female	28	7046.43	3863.36		
Age	Less than<= 33	26	9650.00	7105.28	1.627	0.170
	33-35	15	6553.33	3953.46		
	36-40	25	6818.00	6690.27		
	41-45	24	9558.33	4965.44		
	More than 45	13	9900.00	5502.42		
Marital Status	Married	102	8585.78	6017.21	1.186	0.279
	Unmarried	1	2000.00	-		
Family Type	Nuclear	56	7684.82	5365.73	2.403	0.124
	Joint	47	9519.15	6643.65		
Education	S.S.C	7	11785.71	7163.90	2.185	0.095
	H.S.C	7	11785.71	7163.90		
	Graduation	53	9390.57	6921.32		
	Post Graduation	37	6785.14	4226.68		
	PG & Above	6	7750.00	2366.22		
Occupation	Business	35	12080.00	7617.12	11.089	0.000
	Professional	13	6846.15	3700.36		
	Service	55	6653.64	4062.60		
Four Wheeler	Yes	33	11103.03	7756.07	9.678	0.002
	No	70	7305.00	4586.24		
Income Groups	<=40000	23	5404.35	3226.09	6.985	0.009
	40001-60000	35	6572.86	3758.51		
	60001-80000	20	11845.00	5753.49		
	80001-135000	14	12392.86	9059.50		
	>135000	11	10272.73	6883.33		
Per Capita Income	<=9167	28	6246.43	4079.62	3.552	0.005
	9168-13000	23	6719.57	4660.69		
	13001-17800	25	10124.00	6569.96		
	17801-30000	13	9884.62	4706.53		
	>30000	14	11907.14	8781.05		
Total		103	8521.84	6022.71		

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 8521.84 from unorganized retail outlets in Ahmedabad city.

- According to **Gender**, average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 9072.67 and Rs 7046.43 from unorganized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of more than 45 years and 33-35 years was (Rs 9900.00) and (Rs 6553.33) from unorganized retail outlets.

- According to **Marital Status,** average monthly amount spent by married and unmarried respondents respectively to shop food and grocery items was Rs 8585.78 and Rs 2000.00 from unorganized retail outlets.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents respectively to shop food and grocery items was Rs 9519.15 and Rs 7684.82 from unorganized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in SSC and post graduation was (Rs 11785.71) and (Rs 6785.14) respectively from unorganized retail outlets. In another respondent was HSC Rs 11785.71.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by business class respondents was (Rs 12080.00) followed by professional class and service class group was Rs 6846.15 and Rs 6653.64 respectively from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had four-wheeler (Rs 11103.03) from unorganized retail outlets.

- According to **Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the income group of 80001-135000 and less than or equal to 40000 was (Rs 12392.86) and (Rs 5404.35) from unorganized retail outlets.

- According to **Per Capita Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group

of more than 30000 and 9168-13000 was (Rs 11907.14) and (Rs 6246.43) from unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from unorganized retail outlets with respect to occupation (with F-value=11.089 and p-value=0.000), income group (with F-value=6.985 and p-value=0.000), per capita income group (with F-value=3.552 and p-value=0.009) and respondents own vehicle like four wheeler (with F-value=9.678 and p-value=0.002). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation, income group, per capita income group and respondents own vehicle like four wheeler had different perception about average monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets in Ahmedabad city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from unorganized retail outlets with respect to gender (with F-value=2.338 and p-value=0.129), age (with F-value=1.506 and p-value=0.206), marital status (with F-value=1.186 and p-value=0.279), family type (with F-value= 2.403 and p-value=0.124) and education (with F-value=2.185 and p-value=0.095). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type and education had similar perception about average monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets in Ahmedabad city.

Table 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.					
Respondent's Demographic Characteristics And It's Category	**Average Monthly Amounts(Rs) Spent To Shop Food & Grocery Items Unorganized Retail Outlets By Respondents**				
	N	**Mean**	**Standard Deviation**	**F- Value**	**p-value**
Gender Male	103	12323.69	7958.863	0.234	0.629
Female	36	13084.33	8561.870		
Age Less than<= 33	44	9627.27	4397.477	4.210	0.003
33-35	29	12153.79	8293.846		
36-40	25	16844.00	10583.875		
41-45	23	14930.43	9978.030		
More than 45	18	11100.89	4828.909		
Family Type Nuclear	58	12363.10	8046.141	0.037	0.847
Joint	81	12633.53	8177.327		
Education S.S.C	1	5800.00	.	0.687	0.602
H.S.C	11	11241.82	5083.860		
Graduation	54	11613.26	6770.206		
Post Graduation	49	13700.82	10423.310		
PG & Above	24	13019.17	6452.544		
Occupation Business	40	11946.50	7179.610	9.164	0.000
Professional	44	16403.09	9979.303		
Service	55	9832.36	5570.645		
Four Wheeler Yes	67	16775.16	8810.126	47.867	0.000
No	72	8561.67	4714.532		
Income Groups <=40000	12	6616.67	3180.290	20.849	0.000
40001-60000	37	7523.24	3450.602		
60001-80000	28	10799.29	5501.616		
80001-135000	30	14338.00	6990.396		
>135000	32	20315.50	9502.553		
Per Capita Income <=9167	12	6286.67	2531.364	20.008	0.000
9168-13000	27	8879.26	4505.868		
13001-17800	36	9454.44	5372.532		
17801-30000	31	12949.68	6022.768		
>30000	33	20708.97	9624.549		
Total	139	12520.69	8094.625		

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 12520.69 from unorganized retail outlets in Surat city.

- According to **Gender**, average monthly amount spent by female and male respondents respectively to shop food and grocery items was Rs 13084.33 and Rs 12323.69 from unorganized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of 36-40 years and less than or equal to 33 years was (Rs 16844.00) and (Rs 9627.27) from unorganized retail outlets.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents respectively to shop food and grocery items was Rs 126333.53 and Rs 12363.10 from unorganized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post graduation and SSC was (Rs 13700.82) and (Rs5800.00) respectively from unorganized retail outlets.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents (Rs 16403.09) followed by business class and service class group was Rs 11946.50 and Rs 9832.36 respectively from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had four-wheeler (Rs 16775.16) from unorganized retail outlets.

- According to **Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the income group of more than 135000 and less than or equal to 40000 was (Rs 20315.50) and (Rs 6616.67) from unorganized retail outlets.

- According to **Per Capita Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 and less than or equal to 9167 was (Rs 20708.97) and (Rs 6286.67) from unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from unorganized retail outlets with respect to age (with F-value= 4.210 and p-value=0.003), occupation (with F-value=9.164 and p-value=0.000), income group (with F-value=20.840 and p-value=0.000), per capita income group (with F-value=20.008 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=47.867 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, occupation, income group, per capita income group and respondents own vehicle like four wheeler had different perception about average monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets in Surat city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from unorganized retail outlets with respect to gender (with F-value=0.234 and p-value=0.629), family type (with F-value= 0.037 and p-value=0.847) and education (with F-value=0.687 and p-value=0.602). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, family type and education had similar

perception about average monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets in Surat city.

Respondent's Demographic Characteristics And It's Category		N	Mean	Standard Deviation	F- Value	p-value
Table 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.						
Gender	Male	102	9063.73	4472.153	0.717	0.399
	Female	35	9824.29	4907.653		
Age	Less than<= 33	45	7743.33	3376.348	2.073	0.088
	33-35	31	9993.55	5184.846		
	36-40	24	9491.67	5884.609		
	41-45	17	9947.06	3843.032		
	More than 45	20	10660.00	4257.798		
Marital Status	Married	130	9304.62	4556.261	0.262	0.610
	Unmarried	7	8392.86	5330.449		
Family Type	Nuclear	63	8177.78	3435.462	6.761	0.010
	Joint	74	10177.70	5216.052		
Education	S.S.C	39	7828.21	3047.428	2.127	0.081
	H.S.C	18	9000.00	4772.717		
	Graduation	28	9028.57	4129.645		
	Post Graduation	38	10722.37	5753.644		
	PG & Above	14	10057.14	4434.951		
Occupation	Business	58	8108.62	3772.025	4.021	0.020
	Professional	25	10988.00	3425.921		
	Service	54	9691.67	5493.888		
Four Wheeler	Yes	61	11784.43	5199.804	44.025	0.000
	No	76	7230.26	2657.970		
Two Wheeler	Yes	135	9240.37	4612.356	0.137	0.712
	No	2	10450.00	636.396		
Bicycle	Yes	121	9359.09	4455.287	0.502	0.480
	No	16	8493.75	5546.467		
Income Groups	<=40000	49	6622.45	2240.560	13.796	0.000
	40001-60000	30	8313.33	2529.922		
	60001-80000	24	11202.08	4598.830		
	80001-135000	15	11606.67	5807.196		
	>135000	19	13236.84	5904.161		
Per Capita Income	<=9167	42	6604.76	2456.842	10.440	0.000
	9168-13000	37	8770.27	3505.303		
	13001-17800	23	10632.61	3765.260		
	17801-30000	21	10947.62	5956.141		
	>30000	14	13714.29	5928.141		
Total			9063.73			

From the above table, it was observed that, average monthly amount spent respondents to shop food and grocery items were Rs 9063.73 from unorganized retail outlets in Rajkot city.

- According to **Gender**, average monthly amount spent by male and female respondents respectively to shop food and grocery items was Rs 9824.29 and Rs 9063.73 from unorganized retail outlets.

- According to **Age,** average monthly amount spent to shop food and grocery by respondents respectively in the age group of more than 45 years and less than or equal to 33 years was (Rs 10660.00) followed and (Rs 7743.33) from unorganized retail outlets.

- According to **Marital Status,** average monthly amount spent by married and unmarried respondents respectively to shop food and grocery items was Rs 9304.62 and Rs 8392.86 from unorganized retail outlets.

- According to **Family Type,** average monthly amount spent by joint and nuclear families of respondents respectively to shop food and grocery items was Rs 10177.70 and Rs 8177.78 from unorganized retail outlets.

- According to **Education,** average monthly amount spent to shop food and grocery items by respondents was having education in post graduation and SSC was (Rs 10722.37) and Rs 7828.21 respectively from unorganized retail outlets.

- According to **Occupation,** average monthly amount spent to shop food and grocery items by professional class respondents was (Rs 10988.00) followed by service class and business class group was Rs 9691.67 and Rs 8108.62 respectively from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had four-wheeler (Rs 11784.43) from unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** average monthly amount spent by respondents to shop food and grocery items, who had two- wheeler (Rs 9240.37) from unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** average monthly amount spent to shop food and grocery items by respondents, who having bicycle (Rs 9359.09) from unorganized retail outlets.

- According to **Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the income group of more than 135000 and less than or equal to 40000 (Rs 13236.84) and (Rs 6622.45) from unorganized retail outlets.

- According to **Per Capita Income Groups,** average monthly amount spent to shop food and grocery items by respondents respectively in the per capita income group of more than 30000 and less than or equal to 9167 was (Rs 13714.29) and (Rs 6604.76) from unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent to shop food and grocery items from

unorganized retail outlets with respect to family type (with F-value= 6.761 and p-value=0.010), occupation (with F-value=4.021 and p-value=0.020), income group (with F-value=13.796 and p-value=0.000), per capita income groups (with F-value= 10.440 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=44.025 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, family type, occupation, income group, per capita income group and respondents own vehicle like four wheeler had different perception about average monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets in Rajkot city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent to shop food and grocery items from unorganized retail outlets with respect to gender (with F-value=0.717 and p-value=0.399), age (with F-value=2.073 and p-value=0.088), marital status (with F-value=0.262 and p-value=0.610), education (with F-value= 2.127 and p-value=0.081), respondents own vehicle like two wheeler (with F-value=0.137 and p-value=0.712) and respondents own vehicle like bicycle (with F-value=0.502 and p-value=0.480). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, education and respondents own vehicle like two wheeler and bicycle had similar perception about average monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets in Rajkot city.

H4: Average mean comparison of monthly shopping time spent by respondents to shop food and grocery items from organized and unorganized retail outlets and demographics characteristics of respondents are alike in selected cities of Gujarat.

For Organized Retail Outlets,

Table 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.					
Respondent's Demographics Characteristics And It's Category	**Monthly Time Spent By Respondents For Food & Grocery Items**				
	N	Mean	Standard Deviation	F- Value	p-value
Gender Male	444	2.45	1.726	0.232	0.630
Female	182	2.38	1.757		
Age Less than<= 33	145	2.35	1.644	1.880	0.122
33-35	109	2.31	1.631		
36-40	123	2.25	1.730		
41-45	112	2.43	1.670		
More than 45	137	2.77	1.929		
Marital Status Married	604	2.43	1.728	0.036	0.850
Unmarried	22	2.50	1.946		
Family Type Nuclear	273	2.25	1.560	5.167	0.023
Joint	353	2.57	1.848		
Education S.S.C	16	2.50	1.033	0.565	0.727
H.S.C	42	2.12	1.253		
Graduation	247	2.41	1.896		
Post Graduation	204	2.45	1.685		
PG & Above	117	2.54	1.695		
Occupation Business	167	1.93	1.090	12.420	0.000
Professional	206	2.81	2.017		
Service	253	2.45	1.756		
Four Wheeler Yes	318	2.48	1.741	0.533	0.466
No	308	2.38	1.728		
Two Wheeler Yes	625	2.43	1.735	0.108	0.743
No	1	3.00	0.000		
Bicycle Yes	516	2.57	1.804	9.924	0.000
No	110	1.77	1.155		
Income Groups <=40000	99	2.55	1.837	1.632	0.165
40001-60000	138	2.23	1.486		
60001-80000	122	2.26	1.542		
80001-135000	126	2.44	1.945		
>135000	141	2.69	1.825		
Per Capita Income <=9167	109	2.55	1.708	1.702	0.148
9168-13000	118	2.35	1.746		
13001-17800	123	2.15	1.540		
17801-30000	143	2.43	1.722		
>30000	133	2.68	1.901		
Total	626	2.43	1.734		

From the above table, it was observed that, average monthly shopping time spent to purchase food and grocery items from organized retail outlets by respondents for food and grocery items were 2.43 hours.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from organized retail outlets by male and female respondents respectively for food and grocery items were 2.45 hours and 2.38 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents in the age group of less than or equal to 33 years (2.35 hours) followed by more than 45 years, 41-45

years 36-40 years and 33-35 years was 2.43 hours, 2.35 hours, 2.31 hours and 2.25 hours respectively.

- According to **Marital Status ,**average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by married and unmarried respondents respectively were 2.43 hours and 2.50 hours

- According to **Family Types,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by nuclear and joint family of respondents respectively were 2.25 hours and 2.57 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents had studied post graduation and above (2.54 hours) followed by SSC, post graduation, graduation and HSC was 2.50 hours, 2.45 hours, 2.41 hours and 2.12 hours respectively

- According to **Occupation,** average monthly purchasing time spent by respondents to purchase food and grocery items from organized retail outlets by respondents belonged to professional class respondents (2.81 hours) followed by service and business class group was 2.45 hours and 1.93 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from organized retail outlets, they had four wheeler (2.48 hours).

- According to **Respondents Own Vehicle Two Wheeler,** average monthly purchasing time spent by respondents to purchase from organized retail outlets for food and grocery items, they had two wheeler (2.43 hours).

- According to **Respondents Own Vehicle Bicycle,** average monthly purchasing time spent by respondents to purchase from organized retail outlets for food and grocery items, they had bicycle (2.57 hours).

- According to **Income Groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents in the income group of more than 135000 (2.69 hours) followed by less than or equal to 40000, 80001-135000, 60001-80000 and 40001-60000 was 2.55 hours, 2.44 hours, 2.26 hours and 2.23 hours respectively.

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents in the per capita income group of more than 30000 (2.68 hours)

followed by less than or equal to 9167 ,17801-30000, 9168-13000 and 13001-17800 was 2.55 hours , 2.43 hours, 2.35 hours and 2.15 hours respectively.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to family type (with F-value=5.167 and p-value=0.023), occupation of respondents (with F-value=12.420 and p-value=0.000) and respondents own vehicle like bicycle (with F-value=9.924 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, family type, occupation of respondents and respondents own vehicle like bicycle had different perception about average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in selected cities of Gujarat.

- As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to gender (with F-value=0.232 and p-value=0.630), age (with F-value=1.880 and p-value=0.122), marital status (with F-value=0.036 and p-value=0.850), education (with F-value=0.565 and p-value=0.727), income group(with F-value=1.632 and p-value=0.165), per capita income group (with F-value=1.702 and p-value=0.148), respondents own vehicle like four wheeler (with F-value=0.533 and p-value=0.466) and respondents own vehicle like two wheeler (with F-value=0.108 and p-value=0.743). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, education, income groups, per capita income of respondents, respondents own vehicle like four wheeler and two wheeler had similar perception about average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in selected cities of Gujarat.

Table 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.					
Respondent's Demographics Characteristics And It's Category		**Monthly Time Spent By Respondents For Food & Grocery Items**			
		N	**Mean**	**Standard Deviation**	**F- Value**	**p-value**
Gender	Male	101	1.67	0.981	2.683	0.103
	Female	51	1.42	0.696		
Age	Less than<= 33	34	1.69	0.963	1.813	0.129
	33-35	28	1.36	0.678		
	36-40	33	1.55	0.833		
	41-45	19	1.32	0.671		
	More than 45	38	1.84	1.079		
Marital Status	Married	136	1.57	0.883	0.326	0.569
	Unmarried	16	1.71	1.047		
Family Type	Nuclear	68	1.51	0.964	1.018	0.315
	Joint	84	1.65	0.843		
Education	S.S.C	1	2.00	-	9.222	0.000
	H.S.C	14	1.27	0.458		
	Graduation	57	1.40	0.821		
	Post Graduation	45	1.36	0.609		
	PG & Above	35	2.31	1.105		
Occupation	Business	48	1.46	0.849	26.188	0.000
	Professional	41	2.31	1.047		
	Service	63	1.21	0.446		
Four Wheeler	Yes	81	1.81	1.014	11.682	0.001
	No	71	1.33	0.671		
Bicycle	Yes	51	1.53	0.880	0.179	0.836
	No	101	1.62	0.912		
Income Groups	<=40000	32	1.34	0.787	5.256	0.001
	40001-60000	24	1.17	0.381		
	60001-80000	36	1.58	0.967		
	80001-135000	30	1.63	0.850		
	>135000	30	2.13	1.024		
Per Capita Income	<=9167	31	1.42	0.807	4.920	0.000
	9168-13000	26	1.23	0.430		
	13001-17800	24	1.50	0.834		
	17801-30000	42	1.57	0.966		
	>30000	30	2.17	1.020		
Total		152	1.59	0.900		

From the above table, it was observed that, average monthly shopping time spent to purchase food and grocery items from organized retail outlets by respondents for food and grocery items were 1.59 hours in Vadodara city.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from organized retail outlets by male and female respondents respectively for food and grocery items were 1.67 hours and 1.42 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents in the age group of more than 45 years was 1.84 hours.

- According to **Marital Status,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by unmarried and married respondents respectively were 1.71 hours and 1.57 hours

- According to **Family Types,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by joint and nuclear family of respondents respectively were 1.65 hours and 1.51 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents had studied post graduation and above (2.31 hours).

- According to **Occupation,** average monthly purchasing time spent by respondents to purchase food and grocery items from organized retail outlets by respondents belonged to professional class respondents (2.31 hours) followed by business and service class group was 1.46 hours and 1.21 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from organized retail outlets, they had four wheeler (1.81 hours).

- According to **Respondents Own Vehicle Bicycle,** average monthly purchasing time spent by respondents to purchase from organized retail outlets for food and grocery items, they had bicycle (1.53 hours).

- According to **Income Groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents in the income group of more than 135000 was 2.13 hours.

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents in the per capita income group of more than 30000 was 2.17 hours.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to education (with F-value=9.222 and p-value=0.000), occupation (with F-value=26.188 and p-value=0.000), income groups(with F-value=5.256 and p-value=0.001), per capita income groups (with F-value=4.920 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=11.682 and p-value=0.001). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income groups, per capita income groups of respondents and respondents own vehicle like four wheeler had different perception about average monthly

shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Vadodara city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to gender (with F-value=2.683 and p-value=0.103), age (with F-value=1.813 and p-value=0.129), marital status (with F-value=0.326 and p-value=0.569), family type (with F-value=1.018 and p-value=0.315) and respondents own vehicle like bicycle (with F-value=0.179 and p-value=0.836). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type of respondents and respondents own vehicle like bicycle had similar perception about average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Vadodara city.

Table 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.					
Respondent's Demographics Characteristics And It's Category		**Monthly Purchasing Time Spent By Respondents For Food & Grocery Items**			
		N	**Mean**	**Standard Deviation**	**F- Value**	**p-value**
Gender	Male	126	1.97	0.987	0.039	0.844
	Female	49	2.00	0.866		
Age	Less than<= 33	30	2.07	1.081	0.542	0.705
	33-35	26	2.12	1.211		
	36-40	43	1.86	0.710		
	41-45	38	1.87	0.811		
	More than 45	38	2.05	1.038		
Marital Status	Married	174	1.98	0.955	0.001	0.981
	Unmarried	1	2.00	-		
Family Type	Nuclear	93	1.92	0.900	0.599	0.440
	Joint	82	2.04	1.012		
Education	H.S.C	8	2.13	0.991	0.632	0.596
	Graduation	79	1.87	1.042		
	Post Graduation	58	2.09	0.884		
	PG & Above	30	2.00	0.830		
Occupation	Business	49	1.73	0.930	2.237	0.110
	Professional	60	2.07	0.989		
	Service	66	2.08	0.917		
Four Wheeler	Yes	88	2.02	0.982	0.404	0.526
	No	87	1.93	0.925		
Income Groups	<=40000	24	2.25	1.152	2.459	0.047
	40001-60000	49	1.88	0.949		
	60001-80000	31	2.10	0.831		
	80001-135000	32	1.59	0.665		
	>135000	39	2.15	1.040		
Per Capita Income	<=9167	31	2.06	0.998	0.674	0.611
	9168-13000	37	2.03	1.093		
	13001-17800	31	1.74	0.729		
	17801-30000	40	2.07	0.917		
	>30000	36	1.94	0.984		
Total		175	1.98	0.953		

From the above table, it was observed that, average monthly shopping time spent to purchase food and grocery items from organized retail outlets by respondents for food and grocery items were 1.98 hours in Ahmedabad city.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from organized retail outlets by female and male respondents respectively for food and grocery items were 2.00 hours and 1.97 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents belonged to 33-35 years age group (2.12 hours).

- According to **Marital Status,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by unmarried and married respondents respectively were 2.00 hours and 1.98 hours.

- According to **Family Types,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by joint and nuclear family of respondents respectively were 2.04 hours and 1.92 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents had studied SSC (2.13 hours).

- According to **Occupation,** average monthly purchasing time spent by respondents to purchase food and grocery items from organized retail outlets by respondents belonged to service class respondents (2.08 hours) followed by professional and business class group was 2.07 hours and 1.73 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from organized retail outlets, they had four wheeler (2.02 hours).

- According to **Income groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents belonged to less than & above 40000 income groups (2.25 hours).

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents belonged to more than 30000 per capita income groups (2.17 hours).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to income groups (with F-value=2.429 and p-value=0.047). Hence, null hypothesis was rejected. Therefore, it could be said that income groups of respondents had different perception about average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Ahmedabad city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to gender (with F-value=0.039 and p-value=0.844), age (with F-value=0.542 and p-value=0.705), marital status (with F-value=0.001 and p-value=0.981), family type (with F-value=0.599 and p-value=0.440), education (with F-value=0.632 and p-value=0.596), occupation (with F-value=2.237 and p-value=0.110), per capita income groups (with F-value=0.674 and p-value=0.611) and respondents own vehicle like four wheeler (with F-value=0.404 and p-value=0.526). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, education, occupation, per capita income and respondents own vehicle like four wheeler had similar perception about average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Ahmedabad city.

Table 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.					
Respondent's Demographics Characteristics And It's Category		**Monthly Time Spent By Respondents For Food & Grocery Items**			
		N	**Mean**	**Standard Deviation**	**F- Value**	**p-value**
Gender	Male	117	1.85	0.985	0.746	0.389
	Female	45	1.71	0.843		
Age	Less than<= 33	50	1.70	1.015	0.902	0.465
	33-35	31	1.94	1.031		
	36-40	27	1.70	0.912		
	41-45	30	1.77	0.774		
	More than 45	24	2.08	0.929		
Family Type	Nuclear	61	1.84	0.986	0.049	0.825
	Joint	101	1.80	0.928		
Education	S.S.C	1	2.00	-.	1.842	0.123
	H.S.C	12	2.25	0.754		
	Graduation	68	1.91	1.033		
	Post Graduation	53	1.77	0.954		
	PG & Above	28	1.46	0.693		
Occupation	Business	45	2.02	0.839	9.186	0.000
	Professional	50	1.36	0.631		
	Service	67	2.01	1.094		
Four Wheeler	Yes	78	1.67	0.832	3.743	0.055
	No	84	1.95	1.029		
Income Groups	<=40000	15	2.20	1.146	1.962	0.103
	40001-60000	41	1.98	1.060		
	60001-80000	33	1.79	0.927		
	80001-135000	37	1.81	0.938		
	>135000	36	1.50	0.655		
Per Capita Income	<=9167	16	2.19	0.981	2.133	0.079
	9168-13000	29	1.86	0.990		
	13001-17800	46	1.76	0.970		
	17801-30000	36	2.00	1.014		
	>30000	35	1.49	0.702		
	Total	162	1.81	0.947		

From the above table, it was observed that, average monthly shopping time spent to purchase food and grocery items from organized retail outlets by respondents for food and grocery items were 1.81 hours in Surat city.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from organized retail outlets by female and male respondents respectively for food and grocery items were 1.85 hours and 1.71 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents belonged to more than 45 years age group (2.08 hours).

- According to **Family Types,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by nuclear and joint family of respondents respectively were 1.84 hours and 1.80 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents had studied HSC (2.25 hours).

- According to **Occupation,** average monthly purchasing time spent by respondents to purchase food and grocery items from organized retail outlets by respondents belonged to business class respondents (2.02 hours) followed by service and professional class group was 2.01 hours and 1.36 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from organize According to d retail outlets, they had four wheeler (1.67 hours).

- According to **Income Groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents belonged to less than & above 40000 income groups (2.20 hours).

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents belonged to less than & above 9167 per capita income groups (2.19 hours).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to occupation (with F-value=9.186 and p-value=0.000) and respondents own vehicle like four wheeler (with F-value=3.743 and p-value=0.055). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation of respondents and respondents own vehicle like four wheeler had different perception about average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Surat city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to gender (with F-value=0.474 and p-value=0.389), age (with F-value=0.902 and p-value=0.465), family type (with F-value=0.049 and p-value=0.825), education (with F-value=1.842 and p-value=0.123), income groups (with F-value=1.962 and p-value=0.103) and per capita income groups (with F-value=2.133 and p-value=0.079). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, education, income groups and per capita income of

respondents had similar perception about average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Surat city.

Table 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.					
Respondent's Demographics Characteristics And It's Category		**Monthly Time Spent By Respondents For Food & Grocery Items**			
		N	**Mean**	**Standard Deviation**	**F- Value**	**p-value**
Gender	Male	100	4.55	2.052	2.067	0.153
	Female	36	5.11	1.879		
Age	Less than<= 33	30	4.50	1.815	0.852	0.495
	33-35	24	4.13	2.050		
	36-40	20	5.00	2.492		
	41-45	25	4.92	1.525		
	More than 45	37	4.92	2.165		
Marital Status	Married	132	4.66	2.030	1.727	0.191
	Unmarried	4	6.00	0.816		
Family Type	Nuclear	50	4.40	1.895	1.743	0.189
	Joint	86	4.87	2.074		
Education	S.S.C	14	2.57	1.089	7.341	0.000
	H.S.C	7	3.71	1.799		
	Graduation	43	5.53	2.028		
	Post Graduation	48	4.67	1.767		
	PG & Above	24	4.79	2.021		
Occupation	Business	25	3.04	1.399	13.681	0.000
	Professional	54	5.37	1.984		
	Service	57	4.79	1.887		
Four Wheeler	Yes	71	4.70	2.017	0.001	0.973
	No	65	4.69	2.030		
Two Wheeler	Yes	135	4.71	2.018	0.714	0.400
	No	1	3.00	.		
Bicycle	Yes	128	4.76	2.011	1.894	0.171
	No	8	3.75	1.982		
Income Categories	<=40000	28	4.36	2.112	1.380	0.245
	40001-60000	24	4.46	1.560		
	60001-80000	22	4.32	2.056		
	80001-135000	27	5.19	2.370		
	>135000	35	5.00	1.879		
Per Capita Income	<=9167	31	4.35	1.836	1.484	0.211
	9168-13000	26	4.46	2.213		
	13001-17800	22	4.23	2.159		
	17801-30000	25	5.04	2.051		
	>30000	32	5.28	1.818		
Total		136	4.70	2.016		

From the above table, it was observed that, average monthly shopping time spent to purchase food and grocery items from organized retail outlets by respondents for food and grocery items were 4.70 hours in Rajkot city.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from organized retail outlets by female and male respondents respectively for food and grocery items were 5.11 hours and 4.51 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents belonged to 36- 40 years age group (5.00 hours).

- According to **Marital Status,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by unmarried and married respondents was 6.00 hours and 4.66 hours.

- According to **Family Types,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by joint and nuclear family of respondents respectively were 4.87 hours and 4.40 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents had studied graduation (5.53 hours).

- According to **Occupation,** average monthly purchasing time spent by respondents to purchase food and grocery items from organized retail outlets by respondents belonged to professional class respondents (5.37 hours) followed by service and business class group was 4.79 hours and 3.04 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from organized retail outlets, they had four wheeler (4.70 hours).

- According to **Respondents Own Vehicle Two Wheeler,** average monthly purchasing time spent by respondents to purchase from organized retail outlets for food and grocery items, they had two wheeler (4.71 hours).

- According to **Respondents Own Vehicle Bicycle,** average monthly purchasing time spent by respondents to purchase from organized retail outlets for food and grocery items, they had bicycle (4.76 hours).

- According to **Income Groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents belonged to more than 135000 income groups (5.00 hours).

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from organized retail outlets by respondents belonged to more than 30000 per capita income groups (5.28 hours).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to education (with F-value=7.341 and p-value=0.000) and occupation of respondents (with F-

value=13.681 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, education and occupation of respondents had different perception about average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Rajkot city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets with respect to gender (with F-value=2.067 and p-value=0.153), age (with F-value=0.852 and p-value=0.495), marital status (with F-value=1.727 and p-value=0.191),family type (with F-value=1.743 and p-value=0.189), income groups (with F-value=1.380 and p-value=0.245), per capita income groups of respondents (with F-value=1.484 and p-value=0.211), respondents own vehicle like four wheeler (with F-value=0.001 and p-value=0.973), respondents own vehicle like two wheeler (with F-value=0.714 and p-value=0.400) and own vehicle like bicycle (with F-value=1.894 and p-value=0.171). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, income groups, per capita income of respondents, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Rajkot city.

For Unorganized Retail Outlets,

Table: 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.					
Respondent's Demographics Characteristics And It's Category		**Monthly Time Spent By Respondents For Food & Grocery Items**			
		N	**Mean**	**Standard Deviation**	**F- Value**	**p-Value**
Gender	Male	395	2.94	2.041	0.013	0.908
	Female	153	2.96	1.701		
Age	Less than<= 33	159	3.16	2.154	1.689	0.151
	33-35	106	3.15	2.088		
	36-40	111	2.65	1.772		
	41-45	87	2.90	1.759		
	More than 45	85	2.73	1.765		
Marital Status	Married	519	2.90	1.897	6.329	0.012
	Unmarried	29	3.83	2.620		
Family Type	Nuclear	261	2.98	2.048	0.166	0.684
	Joint	287	2.91	1.859		
Education	S.S.C	43	5.26	2.460	17.409	0.000
	H.S.C	55	3.13	1.886		
	Graduation	200	2.43	1.602		
	Post Graduation	167	2.98	1.922		
	PG & Above	83	2.80	1.651		
Occupation	Business	185	3.04	2.190	0.833	0.435
	Professional	127	2.76	1.665		
	Service	236	2.97	1.893		
Four Wheeler	Yes	224	3.00	1.944	0.251	0.616
	No	324	2.91	1.956		
Two Wheeler	Yes	546	2.95	1.953	0.002	0.968
	No	2	3.00	1.414		
Bicycle	Yes	419	3.00	2.041	1.133	0.323
	No	129	2.75	1.611		
Income Categories	<=40000	137	3.36	2.229	3.155	0.014
	40001-60000	137	2.97	2.040		
	60001-80000	109	2.81	1.888		
	80001-135000	83	2.43	1.555		
	>135000	82	2.91	1.604		
Per Capita Income	<=9167	129	3.13	2.048	3.004	0.018
	9168-13000	127	3.34	2.296		
	13001-17800	112	2.59	1.848		
	17801-30000	99	2.79	1.674		
	>30000	81	2.72	1.502		
Total		548	2.95	1.950		

From the above table, it was observed that, average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by respondents for food and grocery items were 2.95 hours in selected cities of Gujarat.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by female and male respondents respectively for food and grocery items were 2.96 hours and 2.94 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to less than & above 33 years age group (3.16 hours).

- According to **Marital Status,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by unmarried and married respondents was 3.83 hours and 2.90 hours.

- According to **Family Types,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by nuclear and joint family of respondents respectively were 2.98 hours and 2.91 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents had studied SSC (5.26 hours).

- According to **Occupation,** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets by respondents belonged to business class respondents (3.04 hours) followed by service and professional class group was 2.97 hours and 2.76 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets, they had four wheeler (3.00 hours).

- According to **Respondents Own Vehicle Two Wheeler,** average monthly purchasing time spent by respondents to purchase from unorganized retail outlets for food and grocery items, they had two wheeler (2.95 hours).

- According to **Respondents Own Vehicle Bicycle,** average monthly purchasing time spent by respondents to purchase from unorganized retail outlets for food and grocery items, they had bicycle (3.00 hours).

- According to **Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to less than & above 40000 income groups (3.36 hours).

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to 9168-13000 per capita income groups (3.34 hours).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to marital status (with F-value=6.389 and p-value=0.012), education (with F-value=17.409 and p-value=0.000) income groups (with F-value=3.155 and p-value=0.014) and per capita income groups of respondents (with F-value=3.004 and p-value=0.018). Hence, null hypothesis was rejected. Therefore, it could be said that, marital

status, education, income groups and per capita income groups of respondents had different perception about average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in selected cities of Gujarat.

- As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to gender (with F-value=0.013 and p-value=0.908), age (with F-value=1.689 and p-value=0.151), family type (with F-value=0.166 and p-value=0.684), occupation (with F-value=0.833 and p-value=0.435) respondents own vehicle like four wheeler (with F-value=0.251 and p-value=0.616), respondents own vehicle like two wheeler (with F-value=0.002 and p-value=0.968) and own vehicle like bicycle (with F-value=1.133 and p-value=0.323). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, occupation, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in selected cities of Gujarat.

Respondent's Demographic Characteristics And It's Category		Monthly Time Spent by Respondents For Food & Grocery Items				
Table 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.						
		N	Mean	Standard Deviation	F- Value	p-Value
Gender	Male	110	2.18	0.979	3.817	0.052
	Female	54	2.59	1.710		
Age	Less than<= 33	44	2.45	1.577	1.566	0.186
	33-35	27	2.04	0.808		
	36-40	35	2.03	0.954		
	41-45	23	2.74	1.176		
	More than 45	35	2.37	1.437		
Marital Status	Married	143	2.24	1.119	4.403	0.037
	Unmarried	21	2.86	2.007		
Family Type	Nuclear	78	2.26	1.304	0.335	0.564
	Joint	86	2.37	1.256		
Education	S.S.C	3	2.00	1.000	4.790	0.001
	H.S.C	19	1.79	0.787		
	Graduation	62	2.00	0.941		
	Post Graduation	40	2.45	1.339		
	PG & Above	40	2.95	1.600		
Occupation	Business	50	1.80	0.756	8.720	0.000
	Professional	45	2.84	1.537		
	Service	69	2.35	1.258		
Four Wheeler	Yes	62	2.52	1.627	2.446	0.120
	No	102	2.20	0.995		
Bicycle	Yes	51	2.02	1.157	3.515	0.032
	No	113	2.45	1.309		
Income Categories	<=40000	52	2.15	0.958	1.271	0.284
	40001-60000	32	2.38	1.454		
	60001-80000	37	2.14	1.584		
	80001-135000	22	2.45	1.057		
	>135000	21	2.81	1.250		
Per Capita Income	<=9167	48	2.25	1.229	0.764	0.550
	9168-13000	38	2.24	1.076		
	13001-17800	26	2.15	1.759		
	17801-30000	32	2.38	1.129		
	>30000	20	2.75	1.251		
Total		164	2.32	1.276		

From above table, it was observed that, average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by respondents for food and grocery items were 2.32 hours in Vadodara city.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by female and male respondents respectively for food and grocery items were 2.59 hours and 2.18 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to 41-45 years age group (2.74 hours).

- According to **Marital Status,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by unmarried and married respondents was 2.86 hours and 2.24 hours.

- According to **Family Types,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by nuclear and joint family of respondents respectively were 2.37 hours and 2.26 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents had studied SSC (2.95 hours).

- According to **Occupation:** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets by respondents belonged to professional class respondents (2.85 hours) followed by service and business class group was 2.35 hours and 1.80 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets, they had four wheeler (2.52 hours).

- According to **Respondents Own Vehicle Bicycle,** average monthly purchasing time spent by respondents to purchase from unorganized retail outlets for food and grocery items, they had bicycle (2.02 hours).

- According to **Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to more than 135000 income groups (2.81 hours).

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to more than 30000 per capita income groups (2.75 hours).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to gender (with F-value=3.817 and p-value=0.052), marital status (with F-value=4.403 and p-value=0.037), education (with F-value=4.790 and p-value=0.001), occupation (with F-value=8.720 and p-value=0.000) and respondents own vehicle like bicycle (with F-value=3.515 and p-value=0.032). Hence, null hypothesis was rejected. Therefore, it could be said that, gender, marital status, education, occupation of respondents and respondents own vehicle like bicycle had different perception

about average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Vadodara city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to age (with F-value=1.566 and p-value=0.186), family type (with F-value=0.335 and p-value=0.564), income groups (with F-value=1.271 and p-value=0.284) and per capita income groups (with F-value=0.764 and p-value=0.550) and respondents own vehicle like four wheeler (with F-value=2.446 and p-value=0.120). Hence, null hypothesis was not rejected. Therefore, it could be said that, age, family type, income groups, per capita income group of respondents and respondents own vehicle like four wheeler had similar perception about average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Vadodara city.

Table 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.					
Respondent's Demographics Characteristics And It's Category		**Monthly Time Spent By Respondents For Food & Grocery Items**			
		N	**Mean**	**Standard Deviation**	**F- Value**	**p-Value**
Gender	Male	76	1.84	1.265	0.773	0.381
	Female	28	2.07	0.900		
Age	Less than<= 33	26	1.88	1.211	0.436	0.782
	33-35	17	1.88	0.857		
	36-40	25	1.76	0.723		
	41-45	24	2.17	1.786		
	More than 45	12	1.75	0.754		
Marital Status	Married	103	1.89	1.179	0.873	0.352
	Unmarried	1	3.00	-		
Family Type	Nuclear	59	1.86	0.991	0.151	0.698
	Joint	45	1.96	1.397		
Education	H.S.C	7	2.14	1.069	3.090	0.031
	Graduation	54	1.59	0.858		
	Post Graduation	38	2.32	1.509		
	PG & Above	5	1.80	0.447		
Occupation	Business	36	1.39	0.688	5.811	0.004
	Professional	13	2.08	0.494		
	Service	55	2.20	1.419		
Four Wheeler	Yes	34	1.85	1.282	0.093	0.760
	No	70	1.93	1.133		
Income Categories	<=40000	23	2.17	1.527	1.244	0.297
	40001-60000	36	1.89	0.820		
	60001-80000	20	2.00	1.686		
	80001-135000	15	1.33	0.488		
	>135000	10	2.00	0.667		
Per Capita Income	<=9167	27	1.96	1.160	0.564	0.689
	9168-13000	23	1.91	1.311		
	13001-17800	26	2.08	1.495		
	17801-30000	14	1.50	0.650		
	>30000	14	1.86	0.663		
Total		104	1.90	1.178		

From the above table, it was observed that, average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by respondents for food and grocery items were 1.90 hours in Ahmedabad city.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by female and male respondents respectively for food and grocery items were 2.07 hours and 1.84 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to 41-45 years age group (2.17 hours).

- According to **Marital Status,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by unmarried and married respondents was 3.00 hours and 1.89 hours.

- According to **Family Types,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by joint and nuclear family of respondents respectively were 1.96 hours and 1.86 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents had studied post graduation (2.32 hours).

- According to **Occupation,** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets by respondents belonged to service class respondents (2.20 hours) followed by professional and business class group was 2.08 hours and 1.39 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets, they had four wheeler (1.85 hours).

- According to **Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to less than & above 40000 income groups (2.17 hours).

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to 13001-17800 per capita income groups (2.08 hours).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to education (with F-value=3.090 and p-value=0.031) and occupation (with F-value=5.811 and p-value=0.004). Hence, null hypothesis was rejected. Therefore, it could be said that, education and occupation of respondents had different perception about average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Ahmedabad city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to gender (with F-value=0.773 and p-value=0.381), age (with F-value=0.436 and p-value=0.782), marital status (with F-value=0.873 and p-value=0.352), family type (with F-value=0.151 and p-value=0.698), income groups (with F-value=1.244 and p-value=0.297) and per capita income groups (with F-value=0.564 and p-value=0.689) and respondents own vehicle like four wheeler (with F-value=0.093 and p-value=0.760). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, income groups, per capita income group of respondents and respondents own vehicle like four wheeler had similar perception about average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Ahmedabad city.

Table 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.					
Respondent's Demographics Characteristics And It's Category		**Monthly Time Spent By Respondents For Food & Grocery Items**			
		N	Mean	Standard Deviation	F- Value	p-Value
Gender	Male	107	2.27	1.248	1.410	0.237
	Female	36	2.56	1.229		
Age	Less than<= 33	44	2.36	1.222	0.353	0.842
	33-35	31	2.55	1.410		
	36-40	27	2.26	1.289		
	41-45	23	2.26	1.054		
	More than 45	18	2.17	1.249		
Family Type	Nuclear	61	2.41	1.257	0.308	0.580
	Joint	82	2.29	1.242		
Education	S.S.C	1	1.00	.	2.116	0.082
	H.S.C	11	2.55	1.293		
	Graduation	56	2.41	1.218		
	Post Graduation	51	2.53	1.347		
	PG & Above	24	1.75	.897		
Occupation	Business	41	2.46	1.142	7.023	0.001
	Professional	44	1.80	1.025		
	Service	58	2.67	1.343		
Four Wheeler	Yes	67	2.18	1.127	2.193	0.141
	No	76	2.49	1.332		
Income Categories	<=40000	13	2.85	1.144	1.817	0.129
	40001-60000	39	2.38	1.269		
	60001-80000	28	2.64	1.521		
	80001-135000	31	1.97	.948		
	>135000	32	2.19	1.176		
Per Capita Income	<=9167	12	2.42	.996	2.287	0.063
	9168-13000	29	2.93	1.438		
	13001-17800	37	2.08	1.299		
	17801-30000	32	2.22	1.039		
	>30000	33	2.21	1.166		
Total		143	2.34	1.245		

From the above table, it was observed that, average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by respondents for food and grocery items were 2.34 hours in Surat city.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by female and male respondents respectively for food and grocery items were 2.56 hours and 2.27 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to 33-35 years age group (2.55 hours).

- According to **Family Types,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by nuclear and joint family of respondents respectively were 2.41 hours and 2.29 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents had studied HSC (2.55 hours).

- According to **Occupation:,** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets by respondents belonged to service class respondents (2.67 hours) followed by business and professional class group was 2.46 hours and 1.80 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets, they had four wheeler (2.18 hours).

- According to **Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to less than & above 40000 income groups (2.85 hours).

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to 9168-13000 per capita income groups (2.93 hours).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to occupation (with F-value=7.023 and p-value=0.001). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation of respondents had different perception about average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Surat city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to gender (with F-value=1.410 and p-value=0.237), age (with F-value=0.353 and p-value=0.842), family type (with F-value=0.308 and p-value=0.580), education (with F-value=2.116 and p-value=0.082) income groups (with F-value=1.817 and p-value=0.129), per capita income groups of respondents (with F-value=2.287 and p-value=0.064) and respondents own vehicle like four wheeler (with F-value=2.193 and p-value=0.141). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, education, income groups, per capita income group of respondents and respondents own vehicle like four wheeler had similar perception about average monthly shopping time spent

by respondents to purchase food and grocery items from unorganized retail outlets in Surat city.

Table 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.					
Respondent's Demographics Characteristics And It's Category	**Monthly Time Spent by Respondents For Food & Grocery Items**				
	N	**Mean**	**Standard Deviation**	**F- Value**	**p-Value**
Gender — Male	102	5.27	2.208	2.368	0.126
Gender — Female	35	4.66	1.474		
Age — Less than<= 33	45	5.36	2.217	0.912	0.459
Age — 33-35	31	5.42	2.141		
Age — 36-40	24	4.92	2.062		
Age — 41-45	17	5.00	1.581		
Age — More than 45	20	4.45	1.905		
Marital Status — Married	130	5.02	2.021	5.447	0.021
Marital Status — Unmarried	7	6.86	2.116		
Family Type — Nuclear	63	5.48	2.132	3.625	0.059
Family Type — Joint	74	4.81	1.956		
Education — S.S.C	39	5.62	2.278	1.132	0.344
Education — H.S.C	18	5.28	1.320		
Education — Graduation	28	5.04	1.895		
Education — Post Graduation	38	4.82	2.335		
Education — PG & Above	14	4.50	1.557		
Occupation — Business	58	5.53	2.037	2.236	0.111
Occupation — Professional	25	4.64	1.604		
Occupation — Service	54	4.89	2.212		
Four Wheeler — Yes	61	5.02	1.784	0.260	0.611
Four Wheeler — No	76	5.20	2.263		
Two Wheeler — Yes	135	5.15	2.053	2.165	0.143
Two Wheeler — No	2	3.00	1.414		
Bicycle — Yes	121	5.15	2.076	0.249	0.619
Bicycle — No	16	4.88	1.962		
Income Categories — <=40000	49	5.33	2.331	1.457	0.219
Income Categories — 40001-60000	30	5.67	2.123		
Income Categories — 60001-80000	24	4.71	1.628		
Income Categories — 80001-135000	15	4.47	2.031		
Income Categories — >135000	19	4.74	1.522		
Per Capita Income — <=9167	42	5.10	2.081	1.387	0.242
Per Capita Income — 9168-13000	37	5.68	2.506		
Per Capita Income — 13001-17800	23	4.48	1.928		
Per Capita Income — 17801-30000	21	5.14	1.424		
Per Capita Income — >30000	14	4.71	1.437		
Total	137	5.12	2.058		

From the above table, average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by respondents for food and grocery items were 5.12 hours in Rajkot city.

- According to **Gender,** average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets by male and female respondents respectively for food and grocery items were 5.27 hours and 4.66 hours.

- According to **Age,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to 33-35 years age group (5.42 hours).

- According to **Marital Status,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by unmarried and married respondents were 6.86 hours and 5.02 hours.

- According to **Family Types**, average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by nuclear and joint family of respondents respectively were 5.48 hours and 4.81 hours.

- According to **Education,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents had studied SSC (5.62 hours).

- According to **Occupation,** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets by respondents belonged to business class respondents (5.53 hours) followed by service and professional class group was 4.89 hours and 4.64 hours respectively.

- According to **Respondents Own Vehicle Four Wheeler,** average monthly purchasing time spent by respondents to purchase food and grocery items from unorganized retail outlets, they had four wheeler (5.02 hours).

- According to **Respondents Own Vehicle Two Wheeler,** average monthly purchasing time spent by respondents to purchase from unorganized retail outlets for food and grocery items, they had two wheeler (5.15 hours).

- According to **Respondents Own Vehicle Bicycle,** average monthly purchasing time spent by respondents to purchase from unorganized retail outlets for food and grocery items, they had bicycle (5.15 hours).

- According to **Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to 40001-60000 income groups (5.67 hours).

- According to **Per Capita Income Groups,** average monthly purchasing time spent to purchase food and grocery items from unorganized retail outlets by respondents belonged to 9168-13000 per capita income groups (5.68 hours).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to marital status (with F-value=5.447 and p-value=0.021). Hence, null hypothesis was rejected.

Therefore, it could be said that, marital status of respondents had different perception about average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Rajkot city.

As per statistical results, it was observed that, there was no significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets with respect to gender (with F-value=2.368 and p-value=0.126), age (with F-value=0. 912 and p-value=0.459), family type (with F-value=3.625 and p-value=0.059), education (with F-value=1.132 and p-value=0.344), occupation (with F-value=2.236 and p-value=0.111) income groups (with F-value=1.457 and p-value=0.219), per capita income groups (with F-value=1.387 and p-value=0.242) respondents own vehicle like four wheeler (with F-value=0.260 and p-value=0.611), respondents own vehicle like two wheeler (with F-value=2.165 and p-value=0.143) and respondents own vehicle like bicycle (with F-value=0.249 and p-value=0.619). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, education, income groups, per capita income group of respondents, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Rajkot city.

H5: *Average satisfaction score assigned by respondents regarding various features of both (organized & unorganized) retail outlets across selected cities of Gujarat are alike.*

For Organized Retail Outlets,

Table 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.												
Various Features For Organized Retail Outlets	Mean Comparison Of Various Features For Organized Retail Outlets										F-Value	p-Value
	Vadodara		Ahmedabad		Surat		Rajkot		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.03	1.256	8.84	0.831	8.58	1.061	**9.05**	0.713	8.62	1.057	29.966	0.000
Convenience	7.95	1.237	8.19	0.683	8.01	0.765	**8.40**	0.922	8.13	0.931	7.140	0.000
Assortments	7.68	1.413	7.63	0.707	**7.96**	1.033	7.83	0.955	7.77	1.056	3.319	0.020
Transparency in billing	7.34	1.535	7.96	0.889	8.16	1.021	**8.02**	1.547	7.87	1.296	12.842	0.000
Sales person service	7.52	1.602	7.06	1.433	**7.72**	1.351	7.29	1.486	7.39	1.487	6.220	0.000
Advertisement	7.27	1.721	**8.33**	0.957	7.51	1.269	7.87	1.513	7.76	1.434	18.500	0.000
Ambience	7.28	1.471	7.12	1.232	**7.69**	1.298	7.52	1.404	7.39	1.364	5.786	0.001
Parking Facility	**8.44**	1.437	8.17	0.894	8.42	0.921	8.29	1.210	8.32	1.129	2.082	0.101
Good Opportunity for buying	**8.13**	1.555	7.37	1.260	7.61	1.046	7.64	1.227	7.68	1.310	9.917	0.000
Motivating to visit	7.69	1.221	**7.99**	1.347	7.34	1.487	7.60	1.416	7.66	1.390	6.520	0.000

F-value is significant if p-value<= 0.05

- From the above table, it was observed that, overall as well as city wise various features satisfaction score given by respondents for organized retail outlets. They were asked to provide satisfaction score between 0 and 10. Ten is highest and zero is lowest satisfaction mean score.

- The analysis of data observed that, out of total respondents, price (8.62) comes out to most preferred parameter and sales person service (7.39) comes out to list preferred parameter for the respondent's satisfaction mean score for organized retail outlets in selected cities of Gujarat. In another, ambience (7.39) comes out to list preferred parameter for the respondent's satisfaction mean score for organized retail outlets in selected cities of Gujarat.

- Furthermore, city wise in Vadodara city, according respondents satisfaction mean score whereas from (8.44) for parking facility to (7.27) for advertisement.

- Out of total respondents, according to respondent's satisfaction mean score, price comes out to most preferred parameter in Ahmedabad (8.84), Surat (8.58) and Rajkot (9.05) respectively for organized retail outlets.

- Out of total respondents, according to respondent's satisfaction mean score, list preferred parameter was sales person service in Ahmedabad (7.06), Rajkot (7.29) and motivating to visit in Surat respectively for organized retail outlets.

- Accept parking facilities remaining in all other features for organized retail outlets significant difference was found.

For Unorganized Retail Outlets,

Table 5.2.29 Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features In The Selected Cities Of Gujarat.												
Various Features For Organized Retail Outlets	Mean Comparison Of Various Features For Unorganized Retail										F-Value	P-Value
	Vadodara		Ahmedabad		Surat		Rajkot		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	**7.50**	1.416	6.54	1.144	5.88	0.766	7.31	1.204	6.85	1.343	58.115	0.000
Convenience	**7.24**	1.357	6.28	0.801	6.71	0.838	7.23	0.923	6.92	1.101	24.112	0.000
Assortments	6.23	1.655	5.88	0.618	6.32	1.009	**6.67**	1.065	6.30	1.229	8.666	0.000
Transparency in billing	**7.18**	1.558	5.45	1.302	5.01	1.123	6.89	1.167	6.23	1.655	91.768	0.000
Sales person service	2.08	2.190	3.92	0.864	3.62	0.912	**3.76**	1.166	3.25	1.526	50.395	0.000
Advertisement	**4.54**	1.998	3.41	0.580	2.86	1.152	3.45	1.091	3.62	1.357	39.852	0.000
Ambience	5.27	1.108	5.32	1.536	**6.13**	0.947	5.93	1.621	5.67	1.410	15.037	0.000
Parking Facility	4.68	1.661	4.73	1.170	**4.82**	0.783	4.22	1.657	4.61	1.258	5.001	0.002
Good Opportunity for buying	6.54	1.568	6.35	1.087	6.71	0.684	**7.10**	1.308	6.69	1.258	8.448	0.000
Motivating to visit	6.71	1.582	6.71	1.001	6.73	1.055	**7.15**	1.063	6.82	1.243	4.355	0.005

- From the above table, it was observed that, overall as well as city wise various features for unorganized retail outlets. They were asked to provide score between 10-0 score. 10 are highest and 0 is lowest.

- The analysis of data observed that, out of total respondents, highest and lowest satisfaction mean score was convenience (6.92) and sales men service (3.25) for unorganized retail outlets respectively in selected cities of Gujarat.

- Furthermore, in Vadodara city, out of total respondents, highest and lowest satisfaction mean score to price (7.50) and sales person service (2.08) respectively for unorganized retail outlets.

- In Ahmedabad city, out of total respondents, highest and lowest satisfaction mean score to price (6.54) and advertisement (3.41) respectively for unorganized retail outlets.

- In Surat city, out of total respondents, highest and lowest satisfaction mean score to motivating to visit (6.73) and advertisement (2.86) respectively for unorganized retail outlets.

- In Rajkot city, out of total respondents, highest and lowest satisfactions mean score mean value to price (7.31) and advertisement (3.45) respectively for unorganized retail outlets.

- As per statistical results observed that, there was significant difference between respondents given satisfaction mean score for various features for unorganized retail outlets for the same across the selected cities of Gujarat.

H6: Average satisfaction score assigned by respondents regarding various features of both (organized & unorganized) retail outlets across demographic characteristics of respondents are alike.

For Organized Retail Outlets,

Various Features For Organized Retail Outlets	Gender Of Respondents						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.65	1.031	**8.56**	1.119	8.62	1.057	0.832	0.362
Convenience	8.12	0.956	8.15	0.870	8.13	0.931	0.083	0.774
Assortments	7.80	1.076	7.70	1.004	7.77	1.056	1.272	0.260
Transparency in billing	7.93	1.313	7.73	1.244	7.87	1.296	3.361	0.067
Sales person service	7.45	1.463	**7.25**	1.538	7.39	1.487	2.432	0.119
Advertisement	**7.80**	1.386	7.64	1.541	7.76	1.434	1.649	0.200
Ambience	7.44	1.379	7.30	1.325	7.39	1.364	1.333	0.249
Parking Facility	**8.35**	1.133	8.26	1.120	8.32	1.129	0.879	0.349
Good Opportunity for buying	7.68	1.346	7.66	1.223	7.68	1.310	0.023	0.878
Motivating to visit	7.67	1.435	7.63	1.275	7.66	1.390	0.107	0.744

Table 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.

F-value is significant if p-value<= 0.05

- From the above table, it was observed that, out of total respondents, respondents given highest and lowest satisfaction mean score to price (8.62) and sales person service (7.39) respectively for organized retail outlets.

- Out of total respondents, according to gender, male and female respondents given highest and lowest satisfaction mean score to price (8.65), (8.56) and ambience (7.44), sales person service (7.25) respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and gender of respondents.

Table 5.2.31 Comparisons Of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Gender And Across In The Vadodara City Of Gujarat.

Various Features For Organized Retail Outlets	Gender Of Respondents						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.09	1.327	7.90	1.107	8.03	1.256	0.745	0.389
Convenience	8.01	1.345	7.85	0.998	7.95	1.237	0.600	0.440
Assortments	7.67	1.429	7.69	1.294	7.68	1.413	0.006	0.937
Transparency in billing	7.42	1.608	7.19	1.387	7.34	1.535	0.726	0.395
Sales person service	7.57	1.608	7.40	1.600	7.52	1.602	0.387	0.535
Advertisement	7.29	1.745	7.23	1.688	7.27	1.721	0.037	0.849
Ambience	7.40	1.487	7.06	1.447	7.28	1.471	1.826	0.179
Parking Facility	**8.48**	1.439	8.37	1.442	8.44	1.437	0.200	0.656
Good Opportunity for buying	8.15	1.596	8.10	1.485	8.13	1.555	0.039	0.844
Motivating to visit	7.75	1.252	7.58	1.161	7.69	1.221	0.708	0.401

- From the above table, it was observed that, out of total respondents, according to gender, male and female respondents given highest and lowest satisfaction mean score to parking facility (8.48), price (7.90) and advertisements (7.29), sales person service (7.40) respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and gender of respondents in Vadodara city.

Table 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.

Various Features For Organized Retail Outlets	Gender Of Respondents						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.81	0.803	8.94	0.899	8.84	0.831	0.890	0.347
Convenience	8.11	0.686	8.39	0.640	8.19	0.683	5.898	0.016
Assortments	7.62	0.727	7.67	0.658	7.63	0.707	0.232	0.631
Transparency in billing	8.01	0.884	7.84	0.898	7.96	0.889	1.309	0.254
Sales person service	7.08	1.462	7.00	1.369	7.06	1.433	0.109	0.742
Advertisement	8.33	0.982	8.33	0.899	8.33	0.957	0.000	0.993
Ambience	7.19	1.274	6.94	1.107	7.12	1.232	1.492	0.224
Parking Facility	8.14	0.948	8.22	0.743	8.17	0.894	0.284	0.595
Good Opportunity for buying	7.40	1.308	7.29	1.137	7.37	1.260	0.289	0.592
Motivating to visit	8.02	1.405	7.90	1.195	7.99	1.347	0.307	0.580

- From the above table, it was observed that, out of total respondents, according to gender, male and female respondents given highest and lowest satisfaction mean score to price (8.81),(8.94) and sales person service (7.08), ambience(6.94) respectively for organized retail outlets.

- Accept convenience remaining in all other features for organized retail outlets and gender of respondent's significant difference was found in Ahmedabad city.

Table 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 Of Gujarat.								
Various Features For Organized Retail Outlets	Gender Of Respondents						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.65	0.965	8.40	1.268	8.58	1.061	1.837	0.177
Convenience	8.02	0.749	7.98	0.812	8.01	0.765	0.086	0.769
Assortments	8.09	1.048	7.64	0.933	7.96	1.033	6.123	0.014
Transparency in billing	8.30	0.890	7.80	1.236	8.16	1.021	8.251	0.005
Sales person service	7.82	1.225	7.47	1.618	7.72	1.351	2.195	0.140
Advertisement	7.57	1.060	7.33	1.692	7.51	1.269	1.164	0.282
Ambience	7.64	1.306	7.82	1.284	7.69	1.298	0.612	0.435
Parking Facility	8.57	0.773	8.02	1.138	8.42	0.921	12.433	0.001
Good Opportunity for buying	7.60	1.041	7.64	1.069	7.61	1.046	0.058	0.810
Motivating to visit	7.34	1.504	7.31	1.459	7.34	1.487	0.016	0.898

- From the above table, it was observed that, out of total respondents, according to gender, female and male respondents given highest and lowest satisfaction mean score to price (8.94),(8.65) and motivation to visit (7.31), (7.34) respectively for organized retail outlets.

- Accept assortments, transparency in billing and parking facility remaining in other features for organized retail outlets and gender of respondents significant difference was found in Surat city.

Table 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.								
Various Features For Organized Retail Outlets	Gender Of Respondents						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	9.00	0.765	9.19	0.525	9.05	0.713	1.983	0.161
Convenience	8.38	0.951	8.47	0.845	8.40	0.922	0.263	0.609
Assortments	7.84	1.002	7.81	0.822	7.83	0.955	0.034	0.854
Transparency in billing	7.94	1.650	8.25	1.204	8.02	1.547	1.064	0.304
Sales person service	7.37	1.461	7.08	1.556	7.29	1.486	0.985	0.323
Advertisement	7.94	1.503	7.69	1.546	7.87	1.513	0.696	0.406
Ambience	7.54	1.452	7.47	1.276	7.52	1.404	0.061	0.805
Parking Facility	8.23	1.286	8.44	0.969	8.29	1.210	0.830	0.364
Good Opportunity for buying	7.66	1.327	7.58	0.906	7.64	1.227	0.103	0.749
Motivating to visit	7.54	1.473	7.75	1.251	7.60	1.416	0.580	0.448

- From the above table, it was observed that, out of total respondents, according to gender, female and male respondents given highest and lowest satisfaction mean

score to price (9.19) (9.00) and sales person service (7.08), (7.37) respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and gender of respondents in Rajkot city.

Various Features For Organized Retail Outlets	Age Of Respondents												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.52	1.061	8.56	0.998	8.55	1.232	8.70	1.000	8.77	0.962	8.62	1.057	1.437	0.220
Convenience	8.10	0.925	8.14	1.000	7.98	1.044	8.12	0.882	8.30	0.789	8.13	0.931	1.941	0.102
Assortments	7.73	1.150	7.87	1.200	7.75	1.138	7.72	0.936	7.80	0.833	7.77	1.056	0.374	0.827
Transparency in billing	7.74	1.388	7.98	1.304	7.75	1.490	7.94	1.047	7.99	1.176	7.87	1.296	1.164	0.326
Sales person service	7.55	1.532	7.38	1.515	7.22	1.554	7.32	1.483	7.45	1.350	7.39	1.487	0.975	0.421
Advertisement	7.55	1.514	7.74	1.573	7.69	1.557	7.89	1.371	7.93	1.119	7.79	1.434	1.567	0.181
Ambience	7.33	1.472	7.56	1.396	7.22	1.417	7.43	1.319	7.47	1.195	7.39	1.364	1.100	0.356
Parking Facility	8.11	1.273	8.37	1.165	8.26	1.268	8.36	0.942	8.54	0.891	8.32	1.129	2.728	0.028
Good Opportunity for buying	7.59	1.380	7.81	1.361	7.55	1.428	7.58	1.218	7.85	1.135	7.68	1.310	1.532	0.191
Motivating to visit	7.30	1.528	7.85	1.298	7.61	1.518	7.77	1.226	7.84	1.244	7.66	1.390	3.886	0.004

Table 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.

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest and lowest satisfaction mean score to price (8.77) and salesperson service (7.22) in the age groups of more than 45 years and 36-40 years respectively for organized retail outlets.

- Accept parking facility and motivation to visit remaining in other features for organized retail outlets and age of respondent's significant difference was found in selected cities of Gujarat.

Various Features For Organized Retail Outlets	Age Of Respondent												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.00	1.138	8.21	1.146	7.85	1.679	7.89	1.231	8.13	1.044	8.03	1.256	0.433	0.785
Convenience	**8.03**	1.224	7.93	1.486	7.70	1.531	7.72	0.752	8.24	0.883	7.95	1.237	1.046	0.386
Assortments	7.87	1.592	7.76	1.640	7.55	1.697	7.72	1.227	7.63	0.786	7.68	1.413	0.146	0.965
Transparency in billing	7.11	1.568	8.00	1.254	**7.06**	1.983	7.28	1.074	**7.32**	1.358	7.34	1.535	1.852	0.122
Sales person service	7.80	1.623	**7.28**	1.579	7.18	1.976	7.61	1.539	7.68	1.233	7.52	1.602	0.915	0.457
Advertisement	7.20	1.746	7.62	1.678	7.00	2.000	**7.06**	1.765	7.39	1.462	7.27	1.721	0.632	0.640
Ambience	6.86	1.458	7.41	1.570	7.21	1.728	7.44	1.464	7.55	1.108	7.28	1.471	1.189	0.318
Parking Facility	7.94	1.454	**8.76**	1.244	**8.36**	1.934	**8.56**	1.042	**8.66**	1.122	8.44	1.437	1.707	0.152
Good Opportunity for buying	7.86	1.574	8.45	1.526	7.88	1.883	8.11	1.491	8.37	1.239	8.13	1.555	1.013	0.403
Motivating to visit	**7.20**	1.368	8.10	1.012	7.58	1.601	7.78	0.647	7.89	0.894	7.69	1.221	2.721	0.032

Table 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.

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest and lowest satisfaction mean score to parking facility (8.76) and transparency in billing (7.06) in the age groups of more than 33-35 years respectively for organized retail outlets.

- In another respondent given highest satisfaction mean score to advertisement (7.06) in the age groups of 36-40 years for organized retail outlets.

- Accept motivation to visit remaining in other features for organized retail outlets and age of respondent's significant difference was found in Vadodara city of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Age Of Respondent												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	**8.70**	0.915	**8.72**	0.792	**8.95**	0.872	**8.73**	0.804	**9.03**	0.753	**8.84**	0.831	1.188	0.318
Convenience	8.33	0.606	8.08	0.572	8.19	0.764	8.13	0.777	8.21	0.622	8.19	0.683	0.565	0.688
Assortments	7.53	0.629	7.76	0.879	7.74	0.658	7.47	0.647	7.66	0.745	7.63	0.707	1.114	0.352
Transparency in billing	8.00	0.871	7.96	1.274	7.98	0.831	7.89	0.764	7.97	0.822	7.96	0.889	0.071	0.991
Sales person service	**7.20**	1.730	**7.04**	1.513	**7.16**	1.511	**6.95**	1.432	6.95	1.038	**7.06**	1.433	0.241	0.915
Advertisement	8.20	0.887	8.36	1.150	8.30	0.964	8.45	0.978	8.32	0.873	8.33	0.957	0.294	0.882
Ambience	**7.20**	1.243	7.32	1.166	7.21	1.166	7.24	1.218	**6.71**	1.113	7.12	1.232	1.401	0.236
Parking Facility	8.33	0.994	8.00	1.041	8.02	0.740	8.05	0.957	8.42	0.758	8.17	0.894	1.707	0.151
Good Opportunity for buying	7.40	1.303	7.32	1.406	7.47	1.351	7.29	1.250	7.34	1.072	7.37	1.260	0.116	0.977
Motivating to visit	7.83	1.642	8.04	1.207	7.95	1.272	7.92	1.323	8.18	1.333	7.99	1.347	0.335	0.854

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest and lowest satisfaction mean score to price (8.95) and ambience (6.71) in the age groups of 36-40 years and 41-45 years respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and age of respondents in Ahmedabad city of Gujarat.

Table 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.

Various features for organized retail outlets	Age Of Respondents												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.67	1.117	8.43	1.104	8.46	0.922	8.63	1.066	8.67	1.090	8.58	1.061	0.360	0.837
Convenience	7.96	0.771	8.30	0.651	7.82	0.819	7.87	0.776	8.13	0.741	8.01	0.765	2.007	0.096
Assortments	7.87	1.044	8.13	1.074	8.14	0.932	7.87	1.074	7.83	1.049	7.96	1.033	0.657	0.623
Transparency in billing	8.17	0.930	8.00	1.287	8.18	1.124	8.03	0.999	8.50	0.659	8.16	1.021	0.967	0.428
Sales person service	7.90	1.309	7.70	1.535	7.54	1.261	7.37	1.377	8.04	1.233	7.72	1.351	1.193	0.316
Advertisement	7.40	1.284	7.53	1.655	7.39	1.100	7.63	1.326	7.67	0.761	7.51	1.269	0.316	0.867
Ambience	7.81	1.379	7.73	1.172	7.11	1.227	7.60	1.476	8.21	0.884	7.69	1.298	2.621	0.037
Parking Facility	8.42	0.942	8.27	1.172	8.39	0.832	8.37	.890	8.71	0.624	8.42	0.921	0.823	0.512
Good Opportunity for buying	7.73	1.162	7.73	0.907	7.29	0.976	7.43	1.040	7.83	1.007	7.61	1.046	1.436	0.225
Motivating to visit	7.18	1.494	7.59	1.411	6.93	1.514	7.50	1.432	7.58	1.586	7.34	1.487	1.165	0.328

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest and lowest satisfaction mean score to price (8.67) and ambience (7.11) in the age groups of more than 45 years and 36-40 years respectively for organized retail outlets. In another, respondents given highest satisfaction mean score to price (8.67) in the age groups of more than 45 years for organized retail outlets

- Accept ambience remaining in other features for organized retail outlets and age of respondent's significant difference was found in Surat city.

Table 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 Gujarat.

Various Features For Organized Retail Outlets	Age Of Respondents												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	**8.70**	0.837	**9.00**	0.659	**8.95**	0.887	**9.32**	0.476	**9.24**	0.548	9.05	0.713	3.802	0.006
Convenience	8.20	0.997	8.25	.989	8.25	0.716	8.68	0.988	8.57	0.835	8.40	0.922	1.550	0.192
Assortments	7.67	1.124	7.79	1.021	7.55	0.999	7.92	0.862	8.08	0.759	7.83	0.955	1.369	0.248
Transparency in billing	7.53	1.871	7.96	1.488	7.80	1.795	8.36	1.254	8.35	1.252	8.02	1.547	1.608	0.176
Sales person service	**7.07**	1.413	**7.46**	1.414	**6.95**	1.234	**7.60**	1.607	**7.35**	1.637	7.29	1.486	0.790	0.533
Advertisement	7.57	1.888	7.50	1.642	7.95	1.820	7.96	1.306	8.27	0.871	7.87	1.513	1.358	0.252
Ambience	7.23	1.675	7.75	1.391	7.40	1.667	7.52	1.194	7.68	1.156	7.52	1.404	.617	0.651
Parking Facility	7.60	1.589	8.42	1.100	8.40	1.314	8.68	.802	8.43	0.899	8.29	1.210	3.574	0.008
Good Opportunity for buying	7.27	1.507	7.67	1.373	7.55	1.234	7.80	1.041	7.86	0.948	7.64	1.227	1.145	0.338
Motivating to visit	7.07	1.596	7.71	1.517	7.90	1.651	7.88	1.130	7.59	1.166	7.60	1.416	1.595	0.179

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest satisfaction mean score to price (9.32) and sales person service (7.07) in the age groups of 41-45 years and less than or equal to 33 years respectively for organized retail outlets.

- In another respondent given lowest satisfaction mean score to sales person service (7.07) in the age groups of less than equal to 33 years for organized retail outlets.

- Accept ambience remaining in other features for organized retail outlets and age of respondent's significant difference was found in Rajkot city.

Table 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.								
Various Features For Organized Retail Outlets	Marital Status Of Respondents						F- Value	p-Value
	Married		Unmarried		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.63	1.056	8.32	1.086	8.62	1.057	1.868	0.172
Convenience	8.13	0.915	8.27	1.316	8.13	0.931	0.523	0.470
Assortments	7.76	1.037	8.09	1.477	7.77	1.256	2.083	0.149
Transparency in billing	7.88	1.299	7.64	1.217	7.87	1.296	0.761	0.383
Sales person service	7.38	1.481	7.68	1.644	7.39	1.487	0.869	0.352
Advertisement	7.78	1.422	7.09	1.630	7.76	1.434	1.964	0.026
Ambience	7.42	1.360	6.82	1.368	7.39	1.364	4.098	0.043
Parking Facility	8.34	1.117	8.00	1.414	8.32	1.129	1.884	0.170
Good Opportunity for buying	7.67	1.301	8.00	1.543	7.68	1.310	1.383	0.240
Motivating to visit	7.67	1.391	7.50	1.371	7.66	1.390	0.303	0.582

- From the above table, it was observed that, out of total respondents, according to marital status, married and unmarried respondents given highest and lowest satisfaction mean score to price (8.63), (8.32) and sales person service (7.38), ambience (6.82) respectively for organized retail outlets.

- Accept advertisements and ambience remaining in other features for organized retail outlets and marital status of respondent's significant difference was found in selected cities of Gujarat.

Table 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.								
Various Features For Organized Retail Outlets	Marital Status Of Respondents						F- Value	p-Value
	Married		Unmarried		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.02	1.285	8.06	1.029	8.03	1.256	0.013	0.910
Convenience	7.94	1.228	8.06	1.345	7.95	1.237	0.136	0.713
Assortments	7.63	1.381	8.06	1.638	7.68	1.413	1.381	0.242
Transparency in billing	7.34	1.579	7.35	1.169	7.34	1.535	0.001	0.970
Sales person service	7.48	1.582	7.82	1.776	7.52	1.602	0.702	0.404
Advertisement	7.32	1.716	6.88	1.764	7.27	1.721	0.960	0.329
Ambience	7.34	1.472	6.82	1.425	7.28	1.471	1.860	0.175
Parking Facility	8.51	1.414	7.82	1.510	8.44	1.437	3.557	0.061
Good Opportunity for buying	8.15	1.539	7.94	1.713	8.13	1.555	0.283	0.596
Motivating to visit	7.75	1.185	7.24	1.437	7.69	1.221	2.716	0.101

- From the above table, it was observed that, out of total respondents, according to marital status, married and unmarried respondents given highest and lowest satisfaction mean score to parking facility (8.51), price (8.06) and advertisement (7.32), ambience (6.82) respectively for organized retail outlets.

- In other unmarried respondents given highest satisfaction mean score to convenience (8.06).

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and marital status of respondents in Vadodara city.

Table 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.

Various Features For Organized Retail Outlets	Marital Status Of Respondents						F- Value	p-Value
	Married		Unmarried		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.84	.829	10.00	-	8.84	0.831	1.957	0.164
Convenience	8.18	.682	9.00	-	8.19	0.683	1.419	0.235
Assortments	7.63	.708	8.00	-	7.63	0.707	0.271	0.603
Transparency in billing	7.96	.892	8.00	-	7.96	0.889	0.002	0.964
Sales person service	7.06	1.438	7.00	-	7.06	1.433	0.002	0.968
Advertisement	8.33	.959	8.00	-	8.33	0.957	0.117	0.732
Ambience	7.12	1.233	8.00	-	7.12	1.232	0.511	0.476
Parking Facility	8.16	.894	9.00	-	8.17	0.894	0.874	0.351
Good Opportunity for buying	7.36	1.257	9.00	-	7.37	1.260	1.696	0.195
Motivating to visit	7.99	1.351	8.00	-	7.99	1.347	0.000	0.993

- From the above table, it was observed that, out of total respondents, according to marital status, married and unmarried respondents given highest and lowest satisfaction mean score to price (8.84),(10.00) and sales person service (7.06), (7.00) respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and marital status of respondents in Ahmedabad city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of marital status respondents table has not been included for the analysis purpose in Surat city.

Table 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 Gujarat.								
Various Features For Organized Retail Outlets	Marital Status Of Respondents						F- Value	p-Value
	Married		Unmarried		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	9.05	0.713	9.00	0.816	9.05	0.713	0.021	0.884
Convenience	8.39	0.913	9.00	1.155	8.40	0.922	1.729	0.191
Assortments	7.82	0.956	8.25	0.957	7.83	0.955	0.793	0.375
Transparency in billing	8.00	1.558	8.75	0.957	8.02	1.547	0.912	0.341
Sales person service	7.30	1.497	7.25	1.258	7.29	1.486	0.004	0.952
Advertisement	7.88	1.529	7.75	0.957	7.87	1.513	0.028	0.867
Ambience	7.55	1.400	6.50	1.291	7.52	1.404	2.205	0.140
Parking Facility	8.28	1.219	8.50	1.000	8.29	1.210	0.127	0.722
Good Opportunity for buying	7.63	1.238	8.00	0.816	7.64	1.227	0.353	0.553
Motivating to visit	7.57	1.426	8.50	0.577	7.60	1.416	1.689	0.196

- From the above table, it was observed that, out of total respondents, according to marital status, married and unmarried respondents given highest and lowest satisfaction mean score to price (9.05), (9.00) and sales person service (7.30), ambience (6.50) respectively for organized retail outlets.

- In other respondents given highest satisfaction mean score to convenience (9.00) for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and marital status of respondents in Rajkot city.

Table 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.								
Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.62	0.945	8.62	1.137	8.62	1.057	0.000	0.996
Convenience	8.10	0.784	8.16	1.030	8.13	0.931	0.686	0.408
Assortments	7.74	0.998	7.80	1.099	7.77	1.056	0.419	0.518
Transparency in billing	7.80	1.274	7.93	1.312	7.87	1.296	1.370	0.242
Sales person service	7.41	1.434	7.37	1.527	7.39	1.487	0.116	0.734
Advertisement	7.79	1.471	7.73	1.406	7.76	1.434	0.283	0.595
Ambience	7.45	1.337	7.35	1.384	7.39	1.364	0.832	0.362
Parking Facility	8.28	1.077	8.36	1.167	8.32	1.129	0.807	0.369
Good Opportunity for buying	7.76	1.280	7.61	1.331	7.68	1.310	2.036	0.154
Motivating to visit	7.66	1.314	7.66	1.447	7.66	1.390	0.005	0.942

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from nuclear and joint family, they given highest and lowest satisfaction mean score to price (8.62),(8.62) and sales person service (7.41), (7.37) respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and family type of respondents in selected cities of Gujarat.

Table 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.								
Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	**8.13**	1.057	**7.94**	1.392	8.03	1.256	0.833	0.349
Convenience	8.07	0.804	7.86	1.488	7.95	1.337	1.129	0.290
Assortments	7.85	1.158	7.55	1.587	7.68	1.413	1.756	0.187
Transparency in billing	7.49	1.375	7.22	1.648	7.34	1.535	1.180	0.279
Sales person service	**7.52**	1.429	**7.51**	1.734	7.52	1.602	0.002	0.967
Advertisement	7.24	1.689	7.29	1.755	7.27	1.721	0.034	0.854
Ambience	7.34	1.399	7.23	1.531	7.28	1.471	0.212	0.646
Parking Facility	7.69	1.157	8.24	1.601	8.44	1.437	3.633	0.059
Good Opportunity for buying	8.43	1.270	7.90	1.715	8.13	1.555	4.608	0.033
Motivating to visit	7.76	0.971	7.64	1.388	7.69	1.221	0.372	0.543

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from nuclear and joint family, they given highest and lowest satisfaction mean score to good opportunity of buying (8.43), parking facility (8.24) and advertisement (7.24), ambience(7.23) respectively for organized retail outlets.

- Accept good opportunity for buying remaining in other features for organized retail outlets and family type of respondent's significant difference was found in Vadodara city.

Table 5.2.47 Comparisons Of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Family Type And Across In The Ahmedabad City Of Gujarat.								
Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.82	0.824	8.88	0.842	8.84	0.831	0.234	0.630
Convenience	8.09	0.686	8.31	0.664	8.19	0.683	4.695	0.032
Assortments	7.67	0.697	7.59	0.721	7.63	0.707	0.474	0.492
Transparency in billing	7.96	0.966	7.96	0.798	7.96	0.889	0.002	0.965
Sales person service	7.11	1.500	7.00	1.360	7.06	1.433	0.243	0.623
Advertisement	8.37	1.030	8.28	0.869	8.33	0.957	0.314	0.576
Ambience	7.16	1.227	7.07	1.243	7.12	1.232	0.216	0.643
Parking Facility	8.03	0.840	8.32	0.933	8.17	0.894	4.613	0.033
Good Opportunity for buying	7.43	1.219	7.30	1.308	7.37	1.260	0.487	0.486
Motivating to visit	7.88	1.301	8.11	1.396	7.99	1.347	1.257	0.264

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from joint and nuclear family, they given highest and lowest satisfaction mean score to price (8.88),(8.82) and sales person service (7.00),(7.11) respectively for organized retail outlets.

- Accept convenience and parking facility remaining in other features for organized retail outlets and family type of respondent's significant difference was found in Ahmedabad city.

Table 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.								
Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.65	0.988	8.54	1.105	8.58	1.061	0.402	0.527
Convenience	8.10	0.775	7.95	.757	8.01	0.765	1.447	0.231
Assortments	7.90	1.189	8.00	.932	7.96	1.033	0.350	0.555
Transparency in billing	8.02	1.081	8.25	.978	8.16	1.021	1.970	0.162
Sales person service	7.87	1.241	7.63	1.412	7.72	1.351	1.151	0.285
Advertisement	7.53	1.171	7.49	1.330	7.51	1.269	0.043	0.835
Ambience	7.85	1.162	7.60	1.371	7.69	1.298	1.394	0.240
Parking Facility	8.35	0.899	8.46	.937	8.42	0.921	0.533	0.466
Good Opportunity for buying	7.82	0.965	7.49	1.078	7.61	1.046	3.720	0.056
Motivating to visit	7.51	1.413	7.23	1.529	7.34	1.487	1.380	0.242

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from nuclear and joint family groups, they given highest and lowest satisfaction mean score to price (8.65), (8.54) and motivation to visit (7.51), (7.23) respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and family type of respondents in Surat city.

Table 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.								
Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.88	0.689	9.15	0.712	9.05	0.713	4.698	0.032
Convenience	8.14	0.948	8.56	0.876	8.40	0.922	6.782	0.010
Assortments	7.54	0.973	8.00	0.907	7.83	0.955	7.701	0.006
Transparency in billing	7.68	1.720	8.22	1.409	8.02	1.547	3.952	0.049
Sales person service	7.30	1.418	7.29	1.533	7.29	1.486	0.001	0.972
Advertisement	7.78	1.810	7.93	1.318	7.87	1.513	0.310	0.578
Ambience	7.66	1.520	7.44	1.334	7.52	1.404	0.762	0.384
Parking Facility	8.10	1.374	8.40	1.098	8.29	1.210	1.895	0.171
Good Opportunity for buying	7.42	1.401	7.77	1.103	7.64	1.227	2.563	0.112
Motivating to visit	7.28	1.526	7.78	1.323	7.60	1.416	4.014	0.047

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from joint and nuclear family, they given highest and lowest satisfaction mean score to price (9.15), (8.88) and sales person service (7.29), motivation to visit (7.28) respectively for organized retail outlets.

- Accept price, convenience, assortments, transparency in billing and motivation to visit remaining in other features for organized retail outlets and family type of respondent's significant difference was found in Rajkot city.

Table 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.										
Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.55	1.116	8.67	1.014	8.72	0.991	8.62	7.057	1.147	0.318
Convenience	8.05	0.921	8.16	0.932	8.38	0.945	8.13	0.931	3.051	0.048
Assortments	7.68	1.108	7.82	1.022	7.98	0.931	7.77	1.056	2.203	0.111
Transparency in billing	7.81	1.387	7.98	1.188	7.56	1.373	7.87	1.296	2.945	0.053
Sales person service	7.36	1.504	7.43	1.461	7.32	1.571	7.39	1.487	0.210	0.811
Advertisement	7.72	1.523	7.82	1.313	7.54	1.631	7.76	1.434	0.967	0.381
Ambience	7.43	1.382	7.39	1.361	7.22	1.298	7.39	1.364	0.495	0.610
Parking Facility	8.29	1.157	8.34	1.065	8.36	1.352	8.32	1.129	0.164	0.849
Good Opportunity for buying	7.73	1.356	7.59	1.282	7.94	1.202	7.68	1.310	1.965	0.141
Motivating to visit	7.61	1.407	7.64	1.365	8.06	1.406	7.66	1.390	2.313	0.100

- From the above table, it was observed that, out of total respondents, according to family size, respondents have more than 6 members in family; they given highest and lowest satisfaction mean score to price (8.72) and ambience (7.22) respectively for organized retail outlets.

- Accept convenience and transparency in billing remaining in other features for organized retail outlets and family size of respondent's significant difference was found in selected cities of Gujarat.

Table 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.										
Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.95	1.452	8.05	1.087	8.36	0.842	8.03	1.256	0.642	0.528
Convenience	7.95	1.235	7.88	1.259	8.36	1.151	7.95	1.237	0.865	0.423
Assortments	7.63	1.505	7.58	1.325	8.43	1.158	7.68	1.413	2.226	0.111
Transparency in billing	7.41	1.706	7.30	1.358	7.14	1.460	7.34	1.535	0.210	0.811
Sales person service	7.41	1.682	7.47	1.581	8.29	1.069	7.52	1.602	1.819	0.166
Advertisement	7.11	1.912	7.35	1.554	7.71	1.383	7.27	1.721	0.851	0.429
Ambience	7.34	1.557	7.15	1.449	7.57	1.089	7.28	1.471	0.589	0.556
Parking Facility	8.62	1.411	8.24	1.426	8.43	1.604	8.44	1.437	1.178	0.311
Good Opportunity for buying	8.26	1.608	7.95	1.573	8.29	1.139	8.13	1.555	0.744	0.477
Motivating to visit	7.59	1.363	7.76	1.082	7.93	1.072	7.69	1.221	0.614	0.542

- From the above table, it was observed that, out of total respondents, according to family size, respondents have more than 6 members and between 5-6 members in family; they given highest and lowest satisfaction mean score to price (8.36) and ambience (7.15) respectively for organized retail outlets. In another respondent have more than 6 members in family; they given highest satisfaction mean score to convenience (8.36) for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and family size of respondents in Vadodara city.

Table 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.

Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.84	0.819	8.76	0.875	9.25	0.577	8.84	0.831	2.329	0.101
Convenience	8.09	0.676	8.24	0.686	8.50	0.632	8.19	0.683	2.785	0.065
Assortments	7.69	0.704	7.56	0.732	7.63	0.619	7.63	0.707	0.622	0.538
Transparency in billing	7.99	0.982	7.96	0.764	7.81	0.911	7.96	0.889	0.263	0.769
Sales person service	7.13	1.539	6.97	1.341	7.06	1.289	7.06	1.433	0.225	0.798
Advertisement	8.33	1.019	8.39	0.933	8.00	0.632	8.33	0.957	1.114	0.331
Ambience	7.09	1.226	7.27	1.207	6.63	1.310	7.12	1.232	1.842	0.162
Parking Facility	8.08	0.838	8.17	0.941	8.63	0.885	8.17	0.894	2.554	0.081
Good Opportunity for buying	7.44	1.178	7.23	1.375	7.63	1.147	7.37	1.260	0.917	0.402
Motivating to visit	7.89	1.342	7.92	1.381	8.88	0.885	7.99	1.347	3.956	0.021

- From the above table, it was observed that, out of total respondents, according to family size, respondents have more than 6 members in family; they given highest and lowest satisfaction mean score to price (9.25) and sales person service (7.06) respectively for organized retail outlets.

- Accept motivation to visit remaining in all other features for organized retail outlets and family size of respondent's significant difference was found in Ahmedabad city.

Table 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.

Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.59	1.002	8.65	1.039	7.75	1.488	8.58	1.061	2.684	0.071
Convenience	8.05	0.775	8.00	0.737	7.75	1.035	8.01	0.765	0.549	0.578
Assortments	7.86	1.137	8.02	0.989	8.00	.756	7.96	1.033	0.420	0.658
Transparency in billing	8.03	1.098	8.33	0.851	7.13	1.553	8.16	1.021	6.292	0.002
Sales person service	7.76	1.250	7.80	1.307	6.50	2.070	7.72	1.351	3.546	0.031
Advertisement	7.44	1.149	7.67	1.155	6.13	2.357	7.51	1.269	5.905	0.003
Ambience	7.86	1.152	7.63	1.366	7.13	1.458	7.69	1.298	1.381	0.254
Parking Facility	8.37	0.908	8.51	0.842	7.75	1.581	8.42	0.921	2.646	0.074
Good Opportunity for buying	7.78	1.018	7.51	1.049	7.63	1.188	7.61	1.046	1.245	0.291
Motivating to visit	7.45	1.410	7.29	1.514	7.00	1.852	7.34	1.487	0.439	0.645

- From the above table, it was observed that, out of total respondents, according to family size, respondents have between 5-6 members and more than 6 members in family; they given highest and lowest satisfaction mean score to price (8.65) and advertisements (6.13) respectively for organized retail outlets.

- Accept transparency in billing, sales person service and advertisements remaining in other features for organized retail outlets and family size of respondent's significant difference was found in Surat city.

Table 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.

Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.88	0.726	9.16	0.717	9.08	0.515	9.05	0.713	2.386	0.096
Convenience	8.12	0.927	8.55	0.890	8.67	0.888	8.40	0.922	3.823	0.024
Assortments	7.53	0.960	8.01	0.908	7.92	0.996	7.83	0.955	4.011	0.020
Transparency in billing	7.80	1.671	8.17	1.455	8.00	1.595	8.02	1.547	0.882	0.416
Sales person service	7.22	1.373	7.37	1.540	7.08	1.676	7.29	1.486	0.278	0.758
Advertisement	7.90	1.610	7.89	1.391	7.67	1.923	7.87	1.513	0.123	0.884
Ambience	7.63	1.482	7.43	1.387	7.67	1.231	7.52	1.404	0.386	0.681
Parking Facility	8.10	1.388	8.40	1.040	8.33	1.435	8.29	1.210	0.906	0.406
Good Opportunity for buying	7.41	1.383	7.71	1.075	8.17	1.337	7.64	1.227	2.125	0.124
Motivating to visit	7.33	1.533	7.73	1.308	7.83	1.528	7.60	1.416	1.417	0.246

- From the above table, it was observed that, out of total respondents, according to family size, respondents have between 5-6 members and more than 6 members in family; they given highest and lowest satisfaction mean score to price (9.16) and sales person service (7.08) respectively for organized retail outlets.

- Accept convenience and assortments remaining in other features for organized retail outlets and family size of respondent's significant difference was found in Rajkot city.

Table 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.

Various Features For Organized Retail Outlets	Education Of Respondents												F-Value	p-Value
	SSC		HSC		Graduation		Post graduation		PG & above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.31	0.793	8.62	1.011	8.60	0.962	8.58	1.224	8.78	0.967	8.62	1.057	1.076	0.373
Convenience	7.44	0.629	8.07	0.712	8.25	0.802	8.14	1.033	7.17	1.041	8.13	0.931	3.078	0.009
Assortments	6.81	0.834	7.86	1.049	7.83	0.895	7.71	1.124	7.86	1.103	7.77	1.056	3.173	0.008
Transparency in billing	6.12	1.962	7.95	1.209	8.01	1.123	7.81	1.396	7.91	1.206	7.87	1.296	6.802	0.000
Sales person service	6.94	1.482	7.31	1.316	7.45	1.434	7.26	1.636	7.60	1.357	7.39	1.487	1.388	0.227
Advertisement	6.94	2.489	7.83	1.430	7.76	1.345	7.72	1.569	7.90	1.122	7.76	1.434	1.319	0.254
Ambience	7.44	1.896	7.52	1.502	7.39	1.271	7.52	1.434	7.14	1.271	7.39	1.364	1.276	0.273
Parking Facility	7.00	2.000	8.81	0.862	8.46	0.973	8.26	1.109	8.17	1.232	8.32	1.129	7.765	0.000
Good Opportunity for buying	6.50	1.862	8.07	1.421	7.73	1.235	7.69	1.326	7.56	1.225	7.68	1.310	4.388	0.001
Motivating to visit	6.00	1.713	7.83	1.267	7.78	1.319	7.67	1.358	7.56	1.452	7.66	1.390	5.782	0.000

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied post graduation & above and SSC; they given highest and lowest satisfaction mean score to price (8.58) and motivating to visit (6.00) respectively for organized retail outlets.

- Accept convenience, assortments, transparency in billing, parking facility, good opportunity for buying and motivation to visit remaining in other features for organized retail outlets and education of respondent's significant difference was found in selected cities of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Education Of Respondents												F-Value	p-Value
	SSC		HSC		Graduation		Post graduation		PG & above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.00	-	8.33	1.113	8.02	1.009	7.74	1.612	8.29	1.115	8.03	1.256	1.219	0.305
Convenience	7.00	-	8.20	0.775	8.18	0.826	7.59	1.529	8.00	1.456	7.95	1.237	1.815	0.129
Assortments	7.00	-	8.20	1.207	7.84	1.099	7.28	1.628	7.74	1.582	7.68	1.413	1.708	0.151
Transparency in billing	4.00	-	7.87	1.552	7.53	1.212	7.09	1.824	7.24	1.478	7.34	1.535	2.258	0.066
Sales person service	5.00	-	7.13	1.642	7.63	1.447	7.17	1.992	8.03	1.000	7.52	1.602	2.385	0.054
Advertisement	7.00	-	7.33	1.887	7.25	1.629	7.09	2.020	7.53	1.398	7.27	1.721	0.331	0.856
Ambience	7.00	-	7.87	1.187	7.32	1.152	7.61	1.915	6.97	1.337	7.28	1.471	1.273	0.283
Parking Facility	10.00	-	9.20	0.775	8.70	0.906	8.52	1.545	7.50	1.796	8.44	1.437	6.354	0.000
Good Opportunity for buying	8.00	-	8.80	1.207	8.26	1.289	8.07	1.831	7.71	1.643	8.13	1.555	1.473	0.213
Motivating to visit	9.00	-	8.27	0.799	7.86	.0789	7.50	1.472	7.38	1.477	7.69	1.221	2.293	0.062

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied SSC; they given highest and lowest satisfaction mean score to parking facility (10.00) and transparency in billing (4.00) respectively for organized retail outlets.

- Accept sales person service and parking facility remaining in other features for organized retail outlets and education of respondent's significant difference was found in Vadodara city.

Table 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.

Various Features For Organized Retail Outlets	Education Of Respondents										F-Value	p-Value
	HSC		Graduation		Post graduation		PG & above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	9.00	0.756	8.82	0.807	8.72	0.874	9.10	0.803	8.84	0.831	1.482	0.221
Convenience	8.13	0.641	8.31	0.651	7.98	0.662	8.30	0.750	8.19	0.683	2.929	0.035
Assortments	7.63	0.744	7.51	0.659	7.72	0.768	7.77	0.679	7.63	0.707	1.441	0.233
Transparency in billing	7.75	0.707	7.95	0.924	7.98	0.888	8.00	0.871	7.96	0.889	0.183	0.908
Sales person service	6.75	0.463	7.13	1.454	6.91	1.514	7.23	1.406	7.06	1.433	0.526	0.665
Advertisement	8.75	0.707	8.24	1.009	8.41	0.937	8.27	0.907	8.33	0.957	0.917	0.434
Ambience	7.13	1.356	7.10	1.223	7.29	1.284	6.83	1.117	7.12	1.232	0.928	0.429
Parking Facility	8.13	0.835	8.19	1.033	8.02	0.737	8.40	0.770	8.17	0.894	1.255	0.292
Good Opportunity for buying	7.62	1.408	7.44	1.254	7.16	1.322	7.53	1.106	7.37	1.260	0.909	0.438
Motivating to visit	8.25	0.707	8.05	1.450	7.81	1.263	8.10	1.373	7.99	1.347	0.559	0.643

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied post graduation & above and HSC; they given highest and lowest satisfaction mean score to price (9.10) and sales person service (6.75) respectively for organized retail outlets.

- Accept convenience remaining in all other features for organized retail outlets and education of respondent's significant difference was found in Ahmedabad city.

Table 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.

Various Features For Organized Retail Outlets	Education Of Respondents												F-Value	p-Value
	SSC		HSC		Graduation		Post graduation		PG& above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	9.00	-	8.67	1.155	8.53	1.069	8.60	1.132	8.61	0.916	8.58	1.061	0.100	0.982
Convenience	7.00	.	8.08	0.669	7.98	0.745	8.07	0.836	7.93	0.716	8.01	0.765	0.647	0.630
Assortments	7.00	-	7.83	1.030	8.13	1.062	7.82	1.020	7.96	0.999	7.96	1.033	0.926	0.450
Transparency in billing	9.00	-	8.42	0.669	8.25	0.992	7.89	1.165	8.36	0.826	8.16	1.021	1.730	0.146
Sales person service	9.00	-	7.83	1.193	7.69	1.296	7.64	1.532	7.86	1.208	7.72	1.351	0.373	0.827
Advertisement	8.00	-	7.67	0.778	7.47	1.154	7.40	1.662	7.71	0.713	7.51	1.269	0.378	0.824
Ambience	7.00	-	7.75	1.485	7.63	1.339	7.91	1.191	7.43	1.345	7.69	1.298	0.788	0.535
Parking Facility	8.00	-	8.75	0.622	8.56	0.833	8.13	1.123	8.54	0.637	8.42	0.921	2.400	0.052
Good Opportunity for buying	7.00	-	7.42	1.165	7.58	1.081	7.84	0.977	7.36	1.026	7.61	1.046	1.263	0.287
Motivating to visit	5.00	-	7.00	1.206	7.37	1.455	7.53	1.526	7.11	1.571	7.34	1.487	1.176	0.324

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied SSC; they given highest and lowest satisfaction mean score to price (9.00) motivation to visit (5.00) respectively for organized retail outlets. In another respondent had studied SSC, they given highest satisfaction mean score to price (9.00) for organized retail outlets.

- Accept parking facility remaining in all other features for organized retail outlets and education of respondent's significant difference was found in Surat city.

Table 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.

Various Features For Organized Retail Outlets	Education Of Respondents												F-Value	p-Value
	SSC		HSC		Graduation		Post graduation		PG & above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.29	0.825	8.71	0.756	9.07	0.507	9.19	0.762	9.29	0.550	9.05	0.713	6.449	0.000
Convenience	7.50	0.650	7.71	0.756	8.63	0.952	8.00	0.825	8.54	0.884	8.40	0.922	6.022	0.000
Assortments	6.79	0.893	7.43	0.976	7.93	0.910	8.50	0.899	8.04	0.806	7.83	0.955	6.085	0.000
Transparency in billing	6.07	1.859	7.57	1.512	8.40	1.294	8.21	1.458	8.25	1.152	8.02	1.547	8.031	0.000
Sales person service	6.93	1.385	7.43	1.272	7.44	1.517	7.31	1.461	7.17	1.659	7.29	1.486	0.371	0.829
Advertisement	6.86	2.656	8.14	1.464	8.00	1.414	7.88	1.231	8.17	1.167	7.87	1.513	1.993	0.099
Ambience	7.50	2.029	9.00	1.414	7.65	1.325	7.25	1.246	7.42	1.213	7.52	1.404	2.639	0.037
Parking Facility	6.71	1.939	8.86	1.069	8.47	1.054	8.44	0.897	8.42	0.881	8.29	1.210	8.238	0.000
Good Opportunity for buying	6.36	1.946	8.14	1.773	7.79	1.146	7.81	0.867	7.63	0.875	7.64	1.227	5.062	0.001
Motivating to visit	5.86	1.610	7.86	2.035	7.84	1.290	7.81	1.142	7.67	1.204	7.60	1.416	7.000	0.000

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied post graduation & above and SSC; they given highest and lowest satisfaction mean score to price (9.29) and motivation to visit (5.86) respectively for organized retail outlets.

- Accept price, convenience, assortments, transparency in billing, ambience, parking facility, good opportunity for buying and motivation to visit remaining in other features for organized retail outlets and education of respondent's significant difference was found in Rajkot city.

Table 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.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.53	1.193	8.79	0.951	8.56	0.942	8.62	1.057	3.784	0.023
Convenience	8.09	1.006	7.20	0.950	8.11	0.779	8.13	0.931	0.738	0.478
Assortments	7.73	1.110	7.86	0.997	7.74	1.042	7.77	1.056	1.030	0.358
Transparency in billing	7.92	1.418	7.90	1.139	7.77	1.288	7.87	1.296	0.706	0.494
Sales person service	7.42	1.684	7.37	1.342	7.38	1.338	7.39	1.487	0.092	0.912
Advertisement	7.62	1.682	7.91	1.108	7.78	1.368	7.76	1.434	2.419	0.090
Ambience	7.59	1.366	7.16	1.327	7.40	1.366	7.39	1.364	5.790	0.003
Parking Facility	8.28	1.119	8.30	1.087	8.42	1.194	8.32	1.129	0.816	0.443
Good Opportunity for buying	7.80	1.332	7.47	1.186	7.74	1.398	7.68	1.310	3.881	0.021
Motivating to visit	7.67	1.280	7.66	1.431	7.63	1.502	7.66	1.390	0.042	0.959

- From the above table, it was observed that, out of total respondents, according to occupation, respondents belonged to professional class; they given highest and lowest satisfaction mean score to price (8.79) and ambience (7.16) respectively for organized retail outlets.

- Accept price, ambience and good opportunity for buying remaining in other features for organized retail outlets and occupation of respondent's significant difference was found in selected cities of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.78	1.442	8.27	1.119	8.15	1.052	8.03	1.256	2.231	0.111
Convenience	7.72	1.291	7.93	1.439	8.29	0.874	7.95	1.237	3.033	0.051
Assortments	7.31	1.435	7.83	1.482	8.04	1.220	7.68	1.413	4.131	0.018
Transparency in billing	7.37	1.685	7.12	1.382	7.48	1.458	7.34	1.535	0.624	0.537
Sales person service	7.17	1.856	8.15	1.014	7.44	1.515	7.52	1.602	4.951	0.008
Advertisement	6.92	1.962	7.39	1.430	7.62	1.539	7.27	1.721	2.479	0.087
Ambience	7.27	1.711	7.22	1.423	7.35	1.158	7.28	1.471	0.098	0.907
Parking Facility	8.56	1.355	7.63	1.714	8.96	0.922	8.44	1.437	11.114	0.000
Good Opportunity for buying	8.09	1.788	7.76	1.562	8.50	10.92	8.13	1.555	2.617	0.076
Motivating to visit	7.50	1.222	7.51	1.451	8.10	0.881	7.69	1.221	4.135	0.018

- From the above table, it was observed that, out of total respondents, according to occupation, respondents belonged to business and professional class; they given highest and lowest satisfaction mean score to parking facility (8.96) and transparency in billing (7.12) respectively for organized retail outlets.

- Accept convenience, assortments, sales person service, parking facility and motivation to visit remaining in other features for organized retail outlets and occupation of respondent's significant difference was found in Vadodara city.

Table 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.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.72	0.845	8.93	0.880	8.90	0.743	8.84	0.831	1.179	0.310
Convenience	8.05	0.738	8.25	0.680	8.31	0.585	8.19	0.683	2.419	0.092
Assortments	7.66	0.776	7.70	0.696	7.51	0.617	7.63	0.707	1.062	0.348
Transparency in billing	8.12	1.053	7.80	0.755	7.94	0.775	7.96	0.889	2.106	0.125
Sales person service	7.28	1.682	6.85	1.246	7.02	1.266	7.06	1.433	1.413	0.246
Advertisement	8.28	1.111	8.35	0.840	8.37	0.883	8.33	0.957	0.148	0.862
Ambience	7.57	1.224	6.73	1.103	7.00	1.225	7.12	1.232	8.131	0.000
Parking Facility	7.97	0.865	8.40	0.848	8.14	0.935	8.17	0.894	3.765	0.025
Good Opportunity for buying	7.45	1.358	7.17	1.122	7.51	1.277	7.37	1.260	1.207	0.302
Motivating to visit	7.75	1.299	8.22	1.290	8.02	1.450	7.99	1.347	1.879	0.156

- From the above table, it was observed that, out of total respondents, according to occupation, respondents belonged to business and professional class; they given highest and lowest satisfaction mean score to price (8.93) and ambience (7.00) respectively for organized retail outlets.

- Accept ambience remaining in all other features for organized retail outlets and occupation of respondent's significant difference was found in Ahmedabad city.

Table 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.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.54	1.213	8.52	0.953	8.71	0.944	8.58	1.061	0.470	0.626
Convenience	8.08	0.853	7.96	0.669	7.96	0.737	8.01	0.765	0.465	0.629
Assortments	7.92	1.050	8.02	1.000	7.96	1.065	7.96	1.033	0.124	0.883
Transparency in billing	7.80	1.277	8.38	0.725	8.44	0.693	8.16	1.021	7.515	0.001
Sales person service	7.65	1.615	7.74	1.157	7.80	1.140	7.72	1.351	0.179	0.836
Advertisement	7.25	1.786	7.78	0.616	7.58	0.753	7.51	1.269	2.655	0.073
Ambience	7.88	1.231	7.48	1.418	7.67	1.243	7.69	1.298	1.340	0.265
Parking Facility	8.15	1.202	8.52	0.580	8.69	0.633	8.42	0.921	5.183	0.007
Good Opportunity for buying	7.82	1.014	7.42	1.071	7.53	1.036	7.61	1.046	2.232	0.111
Motivating to visit	7.65	1.433	7.02	1.505	7.20	1.486	7.34	1.487	2.944	0.055

- From the above table, it was observed that, out of total respondents, according to occupation, respondents belonged to business and professional class; they given

highest and lowest satisfaction mean score to price (8.71) and motivation to visit (7.20) respectively for organized retail outlets.

- Accept transparency in billing and parking facility remaining in other features for organized retail outlets and occupation of respondent's significant difference was found in Surat city.

Table 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.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	9.14	0.667	9.26	0.556	8.40	0.764	9.05	0.713	16.120	0.000
Convenience	8.58	0.885	8.56	0.861	7.68	0.802	8.40	0.922	10.844	0.000
Assortments	8.04	0.944	7.91	0.807	7.20	1.041	7.83	0.955	7.611	0.001
Transparency in billing	8.44	1.402	8.15	1.295	6.80	1.780	8.02	1.547	11.634	0.000
Sales person service	7.61	1.544	7.00	1.467	7.20	1.291	7.29	1.486	2.481	0.088
Advertisement	8.07	1.348	7.94	1.265	7.28	2.151	7.87	1.513	2.521	0.084
Ambience	7.65	1.172	7.28	1.309	7.76	1.964	7.52	1.404	1.420	0.245
Parking Facility	8.47	0.868	8.48	0.885	7.44	1.960	8.29	1.210	8.306	0.000
Good Opportunity for buying	7.88	0.888	7.65	0.955	7.08	2.040	7.64	1.227	3.821	0.024
Motivating to visit	7.81	1.125	7.76	1.258	6.76	1.985	7.60	1.416	5.721	0.004

- From the above table, it was observed that, out of total respondents, according to occupation, respondents belonged to professional class; they given highest and lowest satisfaction mean score to price (9.26) and sales person service (7.00) respectively for organized retail outlets.

- Accept price, convenience, assortments, transparency in billing, parking facility, good opportunity for buying and motivation to visit remaining in other features for organized retail outlets and occupation of respondent's significant difference was found in Rajkot city.

Table 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.

Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.65	1.102	8.59	1.010	8.62	1.057	0.607	0.436
Convenience	8.21	0.977	8.06	0.876	8.13	0.931	4.033	0.045
Assortments	7.84	1.036	7.71	1.074	7.77	1.056	2.368	0.124
Transparency in billing	7.89	1.166	7.86	1.420	7.87	1.296	0.067	0.795
Sales person service	7.51	1.429	7.27	1.537	7.39	1.487	3.965	0.047
Advertisement	7.86	1.244	7.65	1.601	7.76	1.434	3.592	0.059
Ambience	7.36	1.397	7.43	1.330	7.39	1.364	0.511	0.475
Parking Facility	8.38	1.170	8.26	1.083	8.32	1.129	1.675	0.196
Good Opportunity for buying	7.63	1.309	7.73	1.312	7.68	1.310	0.811	0.368
Motivating to visit	7.73	1.435	7.59	1.340	7.66	1.390	1.556	0.213

- From the above table, it was observed that, out of total respondents, respondents having four-wheeler, who have four-wheeler, they given highest and lowest

satisfaction mean score to price (8.65) and ambience (7.36) respectively for organized retail outlets.

- Accept convenience and sales person service remaining in other features for organized retail outlets and respondents own vehicle four wheelers significant difference was found in selected cities of Gujarat.

Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.96	1.418	8.10	1.050	8.03	1.256	0.434	0.511
Convenience	8.02	1.440	7.88	0.963	7.95	1.237	0.556	0.457
Assortments	7.81	1.459	7.53	1.353	7.68	1.413	1.580	0.211
Transparency in billing	7.27	1.449	7.42	1.634	7.34	1.535	0.339	0.561
Sales person service	7.83	1.498	7.17	1.653	7.52	1.602	6.721	0.010
Advertisement	7.41	1.626	7.11	1.820	7.27	1.721	1.131	0.289
Ambience	7.27	1.549	7.29	1.388	7.28	1.471	0.007	0.933
Parking Facility	8.12	1.735	8.79	0.887	8.44	1.437	8.664	0.004
Good Opportunity for buying	7.84	1.639	8.46	1.394	8.13	1.555	6.248	0.014
Motivating to visit	7.65	1.416	7.74	0.964	7.69	1.221	0.170	0.681

Table 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.

- From the above table, it was observed that, out of total respondents, respondents having four-wheeler, who have four-wheeler, they given highest and lowest satisfaction mean score to parking facility (8.12) and ambience (7.27) respectively for organized retail outlets. In another respondent have four-wheeler, they given highest and lowest satisfaction mean score to transparency in billing (7.27) for organized retail outlets.

- Accept sales person service, parking facility and good opportunity for buying remaining in other features for organized retail outlets and respondents own vehicle four wheelers significant difference was found in Vadodara city.

Table 5.2.67 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.

Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.91	.897	8.78	.758	8.84	0.831	1.042	0.309
Convenience	8.25	.702	8.13	.661	8.19	0.683	1.494	0.223
Assortments	7.67	.693	7.60	.723	7.63	0.707	0.413	0.522
Transparency in billing	7.89	.769	8.03	.994	7.96	0.889	1.231	0.269
Sales person service	7.08	1.408	7.03	1.466	7.06	1.433	0.045	0.833
Advertisement	8.34	.887	8.31	1.027	8.33	0.957	0.056	0.813
Ambience	6.94	1.135	7.30	1.304	7.12	1.232	3.697	0.056
Parking Facility	8.34	.860	7.99	.896	8.17	0.894	7.162	0.008
Good Opportunity for buying	7.30	1.231	7.44	1.291	7.37	1.260	0.520	0.472
Motivating to visit	8.10	1.356	7.87	1.336	7.99	1.347	1.269	0.262

- From the above table, it was observed that, out of total respondents, respondents having four-wheeler, who have four-wheeler, they given highest and lowest

satisfaction mean score to price (8.91) and ambience (6.94) respectively for organized retail outlets.

- Accept parking facility remaining in other features for organized retail outlets and respondents own vehicle four wheelers significant difference was found in Ahmedabad city.

Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p- Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.62	0.943	8.55	1.167	8.58	1.061	0.157	0.693
Convenience	8.06	0.709	7.95	0.815	8.01	0.765	0.870	0.352
Assortments	7.99	1.013	7.94	1.058	7.96	1.033	0.086	0.769
Transparency in billing	8.32	0.730	8.01	1.222	8.16	1.021	3.707	0.056
Sales person service	7.78	1.147	7.66	1.525	7.72	1.351	0.333	0.565
Advertisement	7.69	0.708	7.33	1.618	7.51	1.269	3.320	0.070
Ambience	7.65	1.356	7.73	1.248	7.69	1.298	0.143	0.706
Parking Facility	8.58	0.655	8.27	1.100	8.42	0.921	4.588	0.034
Good Opportunity for buying	7.62	1.060	7.61	1.039	7.61	1.046	0.001	0.973
Motivating to visit	7.29	1.504	7.37	1.480	7.34	1.487	0.110	0.741

Table 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.

- From the above table, it was observed that, out of total respondents, respondents having four-wheeler, who have four-wheeler, they given highest and lowest satisfaction mean score to price (8.62) and motivating to visit (7.29) for respectively organized retail outlets.

- Accept parking facility remaining in other features for organized retail outlets and respondents own vehicle four wheelers significant difference was found in Surat city.

Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p- Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	9.17	0.560	8.92	0.835	9.05	0.713	4.130	0.044
Convenience	8.51	0.791	8.29	1.042	8.40	0.922	1.852	0.176
Assortments	7.90	0.796	7.75	1.104	7.83	0.955	0.809	0.370
Transparency in billing	8.11	1.315	7.92	1.770	8.02	1.547	0.508	0.477
Sales person service	7.37	1.524	7.22	1.452	7.29	1.486	0.348	0.556
Advertisement	7.99	1.368	7.75	1.659	7.87	1.513	0.798	0.373
Ambience	7.63	1.437	7.40	1.367	7.52	1.404	0.941	0.334
Parking Facility	8.51	1.107	8.05	1.280	8.29	1.210	5.067	0.026
Good Opportunity for buying	7.82	1.163	7.45	1.275	7.64	1.227	3.146	0.078
Motivating to visit	7.83	1.363	7.34	1.439	7.60	1.416	4.202	0.042

Table 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.

- From the above table, it was observed that, out of total respondents, respondents having four-wheeler, who have four-wheeler, they given highest and lowest satisfaction mean score to price (9.17) and sales person service (7.37) respectively for organized retail outlets.

- Accept price, parking facility and motivation to visit remaining in other features for organized retail outlets and respondents own vehicle four wheelers significant difference was found in Rajkot city.

Various Features For Organized Retail Outlets	Respondents Own Vehicle Two Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.62	1.057	10.00	0	8.62	1.057	1.706	0.192
Convenience	8.13	0.931	9.00	0	8.13	0.931	0.871	0.351
Assortments	7.77	1.057	8.00	0	7.77	1.057	0.047	0.829
Transparency in billing	7.87	1.296	9.00	0	7.87	1.296	0.757	0.385
Sales person service	7.39	1.484	10.00	0	7.39	1.484	3.904	0.079
Advertisement	7.76	1.434	9.00	0	7.76	1.434	0.752	0.386
Ambience	7.39	1.365	8.00	0	7.39	1.365	0.197	0.657
Parking Facility	8.32	1.129	9.00	0	8.32	1.129	0.359	0.549
Good Opportunity for buying	7.68	1.311	8.00	0	7.68	1.311	0.061	0.806
Motivating to visit	7.66	1.391	8.00	0	7.66	1.391	0.060	0.807

Table 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.

- From the above table, it was observed that, out of total respondents, respondents have two-wheeler, who having two-wheeler, they given highest and lowest satisfaction mean score to price (8.62) and sales person service (7.39) respectively for organized retail outlets.

- As per statistical results, it was observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and respondents own vehicle like two-wheeler in selected cities of Gujarat.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like two-wheeler table has not been included for the analysis purpose in Vadodara city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like two-wheeler table has not been included for the analysis purpose in Ahmedabad city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like two-wheeler table has not been included for the analysis purpose in Surat city.

Table 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.								
Various Features For Organized Retail Outlets	Respondents Own Vehicle Two Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	9.04	0.711	10.00	-	9.05	0.713	1.793	0.183
Convenience	8.40	0.924	9.00	-	8.40	0.922	0.419	0.519
Assortments	7.83	0.958	8.00	-	7.83	0.955	0.031	0.860
Transparency in billing	8.01	1.550	9.00	-	8.02	1.547	0.401	0.528
Sales person service	7.27	1.473	10.00	-	7.29	1.486	3.398	0.067
Advertisement	7.87	1.515	9.00	-	7.87	1.513	0.555	0.457
Ambience	7.52	1.408	8.00	-	7.52	1.404	0.116	0.734
Parking Facility	8.28	1.213	9.00	-	8.29	1.210	0.348	0.556
Good Opportunity for buying	7.64	1.231	8.00	-	7.64	1.227	0.086	0.769
Motivating to visit	7.59	1.421	8.00	-	7.60	1.416	0.082	0.776

- From the above table, it was observed that, out of total respondents, respondents have two-wheeler, who having two-wheeler, they given highest and lowest satisfaction mean score to price (9.04) and sales person service (7.27) respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and respondents own vehicle like two-wheeler in Rajkot city.

Table 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.								
Various Features For Organized Retail Outlets	Respondents Own Vehicle Bicycle						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.78	.930	7.88	1.283	8.62	1.057	72.754	0.000
Convenience	8.15	.873	8.04	1.165	8.13	0.931	1.399	0.237
Assortments	7.81	1.012	7.62	1.234	7.77	1.056	2.845	0.092
Transparency in billing	8.00	1.232	7.27	1.420	7.87	1.296	30.007	0.000
Sales person service	7.30	1.480	7.81	1.449	7.39	1.487	10.699	0.001
Advertisement	7.85	1.370	7.35	1.645	7.76	1.434	11.223	0.001
Ambience	7.39	1.348	7.40	1.441	7.39	1.364	0.002	0.965
Parking Facility	8.36	1.020	8.15	1.532	8.32	1.129	3.364	0.067
Good Opportunity for buying	7.60	1.245	8.05	1.535	7.68	1.310	10.704	0.001
Motivating to visit	7.68	1.394	7.58	1.371	7.66	1.390	0.425	0.515

- From the above table, it was observed that, out of total respondents, respondents have bicycle, who having bicycle, they given highest and lowest satisfaction mean score to price (8.78) and sales person service (7.30) respectively for organized retail outlets.

- Accept price, transparency in billing, sales person service, advertisements and good opportunity for buying remaining in other features for organized retail outlets and respondents own vehicle bicycle significant difference was found in Rajkot city.

Table 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.							
Various Features For Organized Retail Outlets	**Respondents Own Vehicle Bicycle**						
	Yes		No		Total		F- Value	p-Value
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.37	1.113	7.85	1.293	8.03	1.256	6.008	0.015
Convenience	7.76	1.350	8.05	1.172	7.95	1.237	1.805	0.181
Assortments	7.76	1.727	7.64	1.233	7.68	1.413	0.275	0.600
Transparency in billing	7.47	1.804	7.27	1.387	7.34	1.535	0.553	0.458
Sales person service	6.98	1.715	7.78	1.480	7.52	1.602	9.011	0.003
Advertisement	7.29	1.858	7.25	1.657	7.27	1.721	0.018	0.875
Ambience	7.18	1.571	7.33	1.424	7.28	1.471	0.385	0.536
Parking Facility	8.88	1.259	8.22	1.473	8.44	1.437	7.643	0.006
Good Opportunity for buying	8.18	1.705	8.11	1.482	8.13	1.555	0.066	0.798
Motivating to visit	7.80	1.059	7.64	1.296	7.69	1.221	0.632	0.428

- From the above table, it was observed that, out of total respondents, respondents have bicycle, who having bicycle, they given highest and lowest satisfaction mean score to price (8.37) and sales person service (6.98) respectively for organized retail outlets.

- Accept price, sales person service and parking facility remaining in other features for organized retail outlets and respondents own vehicle bicycle significant difference was found in Vadodara city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like two-wheeler table has not been included for the analysis purpose in Ahmedabad city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like two-wheeler table has not been included for the analysis purpose in Surat city.

Table 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.							
Various Features For Organized Retail Outlets	**Respondents Own Vehicle Like Bicycle**						
	Yes		No		Total		F- Value	p-Value
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	9.10	0.650	8.25	1.165	9.05	0.713	11.580	0.001
Convenience	8.44	0.903	7.88	1.126	8.40	0.922	2.841	0.094
Assortments	7.86	0.928	7.38	1.302	7.83	0.955	1.951	0.165
Transparency in billing	8.07	1.517	7.25	1.909	8.02	1.547	2.136	0.146
Sales person service	7.24	1.499	8.13	0.991	7.29	1.486	2.690	0.103
Advertisement	7.84	1.536	8.50	0.926	7.87	1.513	1.456	0.230
Ambience	7.48	1.392	8.25	1.488	7.52	1.404	2.309	0.131
Parking Facility	8.35	1.120	7.25	2.053	8.29	1.210	6.489	0.012
Good Opportunity for buying	7.66	1.166	7.25	2.053	7.64	1.227	0.856	0.356
Motivating to visit	7.64	1.362	6.88	2.100	7.60	1.416	2.221	0.139

- From the above table, it was observed that, out of total respondents, respondents have bicycle, who having bicycle, they given highest and lowest satisfaction mean score to price (9.10) and sales person service (7.24) respectively for organized retail outlets.

- Accept price and parking facility remaining in other features for organized retail outlets and respondents own vehicle bicycle significant difference was found in Rajkot city.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.46	0.997	8.72	1.001	8.45	1.103	8.54	1.231	8.86	0.891	8.62	1.057	3.724	0.005
Convenience	8.07	0.911	8.13	0.864	8.05	0.780	8.07	1.060	8.30	0.992	8.13	0.931	1.704	0.147
Assortments	7.63	1.078	7.83	1.208	7.71	0.828	7.79	1.121	7.85	1.000	7.77	1.056	0.829	0.507
Transparency in billing	7.86	1.485	7.93	1.431	7.64	1.213	7.90	1.261	8.00	1.095	7.87	1.296	1.431	0.222
Sales person service	**7.38**	1.708	**7.26**	1.515	**7.34**	1.400	7.52	1.511	7.86	1.344	7.39	1.487	0.647	0.629
Advertisement	7.41	1.909	7.76	1.487	7.81	1.434	7.78	1.289	7.93	1.046	7.76	1.434	2.023	0.090
Ambience	7.39	1.359	7.40	1.362	7.45	1.299	**7.37**	1.434	**7.38**	1.376	7.39	1.364	0.074	0.990
Parking Facility	8.03	1.205	8.32	1.059	8.39	1.079	8.46	1.211	8.36	1.084	8.32	1.129	2.264	0.061
Good Opportunity for buying	7.85	1.575	7.61	1.266	7.72	1.100	7.61	1.368	7.65	1.271	7.68	1.310	0.634	0.639
Motivating to visit	7.44	1.373	7.59	1.370	7.64	1.240	7.92	1.505	7.67	1.418	7.66	1.390	1.830	0.121

Table 5.2.80 Comparisons Of Satisfaction Mean Score Given By Respondents For Organized Retail Outlets Regarding Various Features Within The Income Groups And Across In The Selected Cities Of Gujarat.

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to price (8.86) and sales person service (7.26) in the income groups of more than 135000 and 40001-60000 respectively for organized retail outlets.

- Accept price remaining in all other features for organized retail outlets and income group of respondent's significant difference was found in selected cities of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.31	0.998	8.17	1.274	7.69	1.037	7.53	1.676	8.48	1.029	8.03	1.256	3.520	0.009
Convenience	8.06	1.076	7.75	0.979	8.06	0.754	7.57	1.569	8.26	1.570	7.95	1.237	1.508	0.203
Assortments	7.59	1.341	7.50	1.842	7.92	0.874	7.53	1.548	7.87	1.521	7.68	1.413	0.489	0.744
Transparency in billing	8.00	1.566	7.33	1.736	7.03	1.028	6.87	1.676	7.48	1.525	7.34	1.535	2.753	0.030
Sales person service	7.47	1.741	6.75	1.751	7.53	1.341	8.00	1.875	7.68	1.137	7.52	1.602	2.210	0.071
Advertisement	6.53	1.934	7.50	2.000	7.75	1.273	7.17	1.931	7.39	1.283	7.27	1.721	2.434	0.050
Ambience	6.59	1.073	7.46	1.719	7.97	1.028	7.20	1.789	7.13	1.432	7.28	1.471	4.263	0.003
Parking Facility	8.63	1.942	7.79	1.062	8.75	1.156	8.00	1.930	8.03	1.703	8.44	1.437	2.317	0.060
Good Opportunity for buying	8.56	1.684	8.42	1.472	8.28	0.779	7.77	1.906	7.65	1.664	8.13	1.555	2.129	0.080
Motivating to visit	7.59	1.073	7.63	1.096	7.97	0.878	7.77	1.716	7.45	1.234	7.69	1.221	0.870	0.484

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to price (8.48) and sales person service (6.75) in the income groups of more than 135000 and 40001-60000 respectively for organized retail outlets.

- Accept price, transparency in billing, advertisements and ambience remaining in other features for organized retail outlets and income group of respondents significant difference was found in Vadodara city.

Table 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.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.62	0.770	8.79	0.824	8.90	0.803	8.88	0.871	8.97	0.873	8.84	0.831	0.745	0.563
Convenience	8.08	0.584	8.13	0.672	8.19	0.654	8.31	0.821	8.23	0.667	8.19	0.683	0.541	0.706
Assortments	7.54	0.658	7.69	0.803	7.55	0.624	7.63	0.751	7.69	0.655	7.63	0.707	0.347	0.846
Transparency in billing	8.12	0.797	8.04	1.129	7.77	0.805	7.97	0.740	7.90	0.788	7.96	0.889	0.691	0.599
Sales person service	7.37	1.952	6.90	1.387	7.32	1.222	6.84	1.394	7.03	1.308	7.06	1.433	0.893	0.470
Advertisement	8.58	0.929	8.13	1.084	8.55	0.888	8.34	0.865	8.23	0.902	8.33	0.957	1.499	0.205
Ambience	7.79	1.179	7.21	1.271	6.90	1.248	7.00	1.078	6.87	1.218	7.12	1.232	2.656	0.035
Parking Facility	7.96	0.806	7.98	0.934	8.16	0.779	8.41	0.979	8.33	0.869	8.17	0.894	1.801	0.131
Good Opportunity for buying	7.79	1.474	7.13	1.142	7.65	1.170	7.19	1.306	7.33	1.243	7.37	1.260	1.699	0.152
Motivating to visit	7.63	1.408	7.75	1.407	8.19	0.980	8.25	1.368	8.13	1.436	7.99	1.347	1.412	0.232

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to price(8.90) and sales person service (6.84) in the income groups of 60001-80000 and 80001- 135000 (6.84) respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and income group of respondents in Ahmedabad city.

Table 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.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.29	1.541	8.77	1.000	8.33	1.164	8.57	0.899	8.72	0.944	8.58	1.061	1.223	0.303
Convenience	8.07	0.730	8.10	0.810	7.82	0.846	8.05	0.705	8.00	0.717	8.01	0.765	0.706	0.589
Assortments	7.93	0.730	8.18	1.152	7.64	0.929	8.03	1.118	7.97	0.971	7.96	1.033	1.295	0.274
Transparency in billing	7.86	1.460	8.08	1.185	7.97	1.159	8.35	0.753	8.36	0.683	8.16	1.021	1.344	0.254
Sales person service	7.50	1.912	7.93	1.289	7.27	1.526	7.81	1.198	7.89	1.090	7.72	1.351	1.424	0.229
Advertisement	7.29	2.199	7.32	1.457	7.39	1.456	7.59	0.686	7.81	0.749	7.51	1.269	0.918	0.455
Ambience	8.50	0.855	7.55	1.218	7.39	1.368	7.86	1.273	7.64	1.397	7.69	1.298	2.150	0.077
Parking Facility	8.07	1.207	8.40	1.081	8.18	1.074	8.70	0.661	8.50	0.561	8.42	0.921	2.049	0.090
Good Opportunity for buying	7.79	1.051	7.65	1.051	7.33	0.990	7.84	1.068	7.53	1.055	7.61	1.046	1.190	0.317
Motivating to visit	7.69	1.493	7.48	1.435	6.91	1.355	7.62	1.570	7.11	1.526	7.34	1.487	1.565	0.186

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to price (8.77) and motivation to visit (7.11) in the income groups of 40001-60000 and more than 135000 respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and per capita income group of respondents in Surat city.

Table 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.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.57	0.836	9.04	.859	9.23	.528	9.22	.577	9.20	.531	9.05	0.713	4.750	0.001
Convenience	8.07	1.052	8.54	1.021	8.18	.853	8.37	.839	8.74	.741	8.40	0.922	2.682	0.034
Assortments	7.61	1.197	7.87	1.116	7.73	.827	7.93	.874	7.97	0.747	7.83	0.955	0.712	0.585
Transparency in billing	7.46	1.835	8.08	1.886	7.95	1.676	8.37	1.149	8.20	1.132	8.02	1.547	1.405	0.236
Sales person service	7.21	1.397	7.38	1.527	7.14	1.583	7.41	1.338	7.31	1.641	7.29	1.486	0.137	0.968
Advertisement	7.46	1.895	8.04	1.488	7.50	1.896	8.04	1.160	8.20	1.052	7.87	1.513	1.426	0.229
Ambience	7.39	1.499	7.46	1.414	7.45	1.405	7.30	1.463	7.89	1.278	7.52	1.404	0.843	0.501
Parking Facility	7.39	1.449	8.38	1.096	8.41	1.221	8.70	.869	8.54	.980	8.29	1.210	5.827	0.000
Good Opportunity for buying	7.11	1.449	7.71	1.233	7.50	1.300	7.63	1.006	8.11	.993	7.64	1.227	2.867	0.026
Motivating to visit	6.96	1.527	7.46	1.474	7.41	1.368	8.11	1.281	7.91	1.245	7.60	1.416	3.056	0.019

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to price (9.23) and good opportunity for buying (7.11) in the income groups of

60001- 80000 and less than or equal to 40000 respectively for organized retail outlets.

- Accept price, convenience, parking facility, good opportunity for buying and motivation to visit remaining in other features for organized retail outlets and income group of respondent's significant difference was found in Rajkot city.

Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.50	1.060	8.71	0.987	8.58	1.026	8.51	1.229	8.80	0.917	8.62	1.057	2.047	0.086
Convenience	8.15	0.998	8.03	0.823	8.11	0.845	8.09	0.931	8.27	1.031	8.13	0.931	1.157	0.329
Assortments	7.64	1.085	7.72	1.094	7.84	0.957	7.83	1.097	7.80	1.043	7.77	1.056	0.770	0.545
Transparency in billing	7.77	1.438	7.97	1.361	7.84	1.317	7.76	1.246	8.02	1.141	7.87	1.296	1.017	0.398
Sales person service	7.38	1.682	7.15	1.488	7.56	1.454	7.39	1.487	7.47	1.329	7.39	1.487	1.274	0.279
Advertisement	7.50	1.903	7.78	1.384	7.77	1.430	7.81	1.345	7.89	1.078	7.76	1.434	1.169	0.324
Ambience	7.28	1.332	7.37	1.380	7.63	1.324	7.38	1.453	7.32	1.306	7.39	1.364	1.204	0.308
Parking Facility	8.06	1.304	8.40	0.968	8.29	1.091	8.47	1.158	8.35	1.081	8.32	1.129	2.359	0.052
Good Opportunity for buying	7.69	1.526	7.70	1.307	7.76	1.162	7.60	1.334	7.65	1.237	7.68	1.310	0.252	0.908
Motivating to visit	7.43	1.417	7.70	1.290	7.69	1.461	7.83	1.364	7.59	1.404	7.66	1.390	1.422	0.225

Table 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.

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest satisfaction mean score to price (8.80) and sales person service (7.15) in the per capita income groups more than 30000 and 9168-13000 respectively for organized retail outlets.

- Accept parking facility remaining in all other features for organized retail outlets and per capita income group of respondent's significant difference was found in selected cities of Gujarat.

Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.32	1.013	8.00	1.095	7.75	1.152	7.69	1.600	8.43	1.006	8.03	1.256	2.342	0.058
Convenience	7.97	1.197	7.85	0.784	7.96	0.859	7.83	1.360	8.20	1.648	7.95	1.237	0.440	0.779
Assortments	7.74	1.460	7.27	1.251	7.92	1.248	7.64	1.445	7.83	1.587	7.68	1.413	0.825	0.511
Transparency in billing	7.84	1.319	7.35	1.896	7.17	1.404	6.95	1.464	7.50	1.526	7.34	1.535	1.674	0.159
Sales person service	7.35	1.854	7.12	1.608	7.58	1.472	7.74	1.754	7.67	1.155	7.52	1.602	0.759	0.554
Advertisement	6.65	1.924	7.19	1.833	7.92	1.349	7.33	1.843	7.37	1.326	7.27	1.721	1.970	0.102
Ambience	6.74	1.365	7.27	1.430	7.79	1.215	7.48	1.612	7.17	1.487	7.28	1.471	2.049	0.090
Parking Facility	8.52	1.151	8.87	0.952	8.50	1.251	8.38	1.696	8.10	1.749	8.44	1.437	0.807	0.522
Good Opportunity for buying	8.35	1.762	8.54	1.272	8.38	0.924	7.86	1.690	7.73	1.680	8.13	1.555	1.596	0.178
Motivating to visit	7.58	1.089	7.65	1.018	7.96	1.233	7.76	1.428	7.53	1.224	7.69	1.221	0.511	0.728

Table 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.

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest and lowest satisfaction mean score to parking facility(8.87) and sales person service (7.12) in the per capita

income group of 9168-13000 and less than or equal to 9167 respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and per capita income group of respondents in Vadodara city.

Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.55	0.888	9.00	0.717	8.83	0.791	8.90	0.841	8.89	0.887	8.84	0.831	1.383	0.242
Convenience	8.19	0.601	8.22	0.681	8.19	0.792	8.18	0.675	.8.17	0.697	8.19	0.683	0.035	0.998
Assortments	7.45	0.723	7.75	0.692	7.61	0.715	7.63	0.740	7.69	0.668	7.63	0.707	0.829	0.508
Transparency in billing	7.97	0.983	8.03	0.845	7.87	1.056	7.95	0.783	7.97	0.845	7.96	0.889	0.131	0.971
Sales person service	7.45	1.567	6.67	1.373	7.26	1.460	6.90	1.336	7.11	1.410	7.06	1.433	1.560	0.187
Advertisement	8.55	0.961	8.19	0.889	8.10	1.193	8.48	0.784	8.31	0.951	8.33	0.957	1.289	0.276
Ambience	7.55	1.150	7.22	1.267	7.10	1.446	6.88	1.181	6.94	1.068	7.12	1.232	1.603	0.176
Parking Facility	8.06	0.929	8.11	0.785	7.94	1.031	8.50	0.877	8.14	0.798	8.17	0.894	2.107	0.082
Good Opportunity for buying	7.52	1.363	7.25	1.156	7.61	1.430	7.20	1.203	7.33	1.195	7.37	1.260	0.659	0.622
Motivating to visit	7.61	1.476	8.00	1.171	8.19	1.302	8.25	1.276	7.83	1.483	7.99	1.347	1.287	0.277

Table 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.

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest and lowest satisfaction mean score to price and ambience in the per capita income group of 9168-13000 (9.00) and 17801- 30000 (6.88) respectively for organized retail outlets.

- As per statistical results observed that, there was no significant difference between respondents given satisfaction mean score for various features of organized retail outlets and per capita income group of respondents in Ahmedabad city.

Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.19	1.559	8.71	1.013	8.61	1.061	8.59	0.927	8.60	0.976	8.58	1.061	0.670	0.614
Convenience	8.06	0.854	7.86	0.848	7.98	0.876	8.14	0.585	8.00	0.686	8.01	0.765	0.561	0.692
Assortments	7.75	0.683	8.00	1.247	7.95	0.939	8.19	1.076	7.80	1.052	7.96	1.033	0.837	0.504
Transparency in billing	7.50	1.549	8.14	0.970	8.20	1.091	8.32	0.747	8.26	0.852	8.16	1.021	2.067	0.088
Sales person service	7.25	1.983	7.71	1.462	7.75	1.400	7.76	1.065	7.63	1.141	7.72	1.351	0.580	0.677
Advertisement	6.56	2.421	7.68	1.278	7.55	1.247	7.62	0.794	7.60	0.731	7.51	1.269	2.612	0.038
Ambience	7.81	1.109	7.43	1.643	7.77	1.097	7.84	1.280	8.51	1.355	7.69	1.298	0.519	0.722
Parking Facility	7.81	1.559	8.54	0.922	8.32	0.934	8.62	0.681	7.63	0.612	8.42	0.921	2.622	0.037
Good Opportunity for buying	7.63	1.088	7.54	1.232	7.52	0.927	7.76	1.038	7.00	1.060	7.61	1.046	0.292	0.883
Motivating to visit	7.31	1.580	7.50	1.456	7.28	1.587	7.59	1.322	7.86	1.515	7.34	1.487	0.830	0.508

Table 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.

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest and lowest satisfaction mean score to price (8.71)and good opportunity for buying (7.00) in the per capita

income group of 9168-13000 and more than 30000 respectively for organized retail outlets.

- Accept parking facility remaining in all other features for organized retail outlets and per capita income group of respondent's significant difference was found in Surat city.

Table 5.2.89 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.														
Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.77	0.920	9.00	0.849	9.09	0.426	9.12	0.600	9.28	0.523	9.05	0.713	2.185	0.074
Convenience	8.32	1.166	8.15	0.967	8.41	0.796	8.32	0.748	8.75	0.762	8.40	0.922	1.756	0.142
Assortments	7.68	1.137	7.81	1.132	7.86	0.941	7.96	0.790	7.88	0.751	7.83	0.955	0.335	0.854
Transparency in billing	7.65	1.854	8.35	1.522	7.82	1.708	8.00	1.414	8.28	1.170	8.02	1.547	1.069	0.374
Sales person service	7.39	1.520	7.23	1.394	7.59	1.563	7.04	1.541	7.25	1.481	7.29	1.486	0.444	0.777
Advertisement	7.81	1.740	7.88	1.395	7.59	2.039	7.80	1.354	8.19	1.030	7.87	1.513	0.560	0.692
Ambience	7.26	1.437	7.62	1.203	7.91	1.540	7.32	1.626	7.59	1.241	7.52	1.404	0.868	0.485
Parking Facility	7.71	1.532	8.27	1.116	8.50	1.225	8.36	1.036	8.66	0.865	8.29	1.210	2.850	0.026
Good Opportunity for buying	7.23	1.454	7.65	1.294	7.77	1.232	7.60	1.155	7.97	0.897	7.64	1.227	1.554	0.191
Motivating to visit	7.16	1.573	7.58	1.474	7.55	1.438	7.64	1.381	8.03	1.150	7.60	1.416	1.523	0.199

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest satisfaction mean score to price (9.28) and sales person service (7.04) in the per capita income group of more than 30000 and 17801- 30000 respectively for organized retail outlets.

- Accept parking facility remaining in all other features for organized retail outlets and per capita income group of respondent's significant difference was found in Rajkot city.

For Unorganized Retail Outlets,

Table 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.								
Various Features For Organized Retail Outlets	Gender Of Respondent						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.89	1.357	6.76	1.306	6.85	1.343	0.977	0.323
Convenience	6.99	1.101	6.74	1.083	6.92	1.101	5.522	0.019
Assortments	6.31	1.201	6.28	1.303	6.30	1.229	0.071	0.790
Transparency in billing	6.22	1.661	6.23	1.471	6.23	1.609	0.002	0.963
Sales person service	3.29	1.613	3.13	1.759	3.25	1.655	0.999	0.318
Advertisement	3.64	1.473	3.59	1.658	3.62	1.526	0.119	0.730
Ambience	5.65	1.353	5.70	1.371	5.67	1.357	0.164	0.685
Parking Facility	4.60	1.399	4.62	1.442	4.61	1.410	0.014	0.906
Good Opportunity for buying	6.77	1.294	6.49	1.139	6.69	1.258	5.303	0.022
Motivating to visit	6.89	1.254	6.65	1.203	6.82	1.243	4.133	0.043

- From the above table, it was observed that, out of total respondents, according to gender, male and female respondents given highest and lowest satisfaction mean

score to convenience (6.99) and price (6.76) and sales person service (3.29), (3.13) respectively for unorganized retail outlets.

- Accept convenience, good opportunity for buying and motivation to visit remaining in other features for unorganized retail outlets and gender of respondents significant difference was found in selected cities of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Gender Of Respondents						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.60	1.402	7.30	1.436	7.50	1.416	1.672	0.198
Convenience	7.36	1.419	7.00	1.197	7.24	1.357	2.626	0.107
Assortments	6.26	1.646	6.15	1.687	6.23	1.655	0.175	0.676
Transparency in billing	7.30	1.623	6.93	1.399	7.18	1.558	2.101	0.149
Sales person service	2.15	2.202	1.93	2.179	2.08	2.190	0.393	0.532
Advertisement	4.57	1.965	4.48	2.081	4.54	1.998	0.075	0.784
Ambience	5.30	1.162	5.30	0.998	5.37	1.108	0.272	0.603
Parking Facility	4.64	1.674	4.76	1.648	4.68	1.661	0.197	0.658
Good Opportunity for buying	6.62	1.664	6.39	1.352	6.54	1.568	0.774	0.380
Motivating to visit	6.78	1.628	6.56	1.488	6.71	1.582	0.740	0.391

- From the above table, it was observed that, out of total respondents, according to gender, male and female respondents given highest and lowest satisfaction mean score to price (7.60), (7.30) and sales person service (2.15), (1.93) respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and gender of respondents in Vadodara city.

Table 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 City Of Gujarat.

Various Features For Organized Retail Outlets	Gender Of Respondents						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.49	1.183	6.70	1.031	6.54	1.144	0.714	0.400
Convenience	6.36	0.782	6.07	0.829	6.28	0.801	2.571	0.112
Assortments	5.89	0.583	5.85	0.718	5.88	0.618	0.089	0.767
Transparency in billing	5.35	1.289	5.74	1.318	5.45	1.302	1.833	0.179
Sales person service	3.99	0.878	3.74	0.813	3.92	0.864	1.619	0.206
Advertisement	3.41	0.548	3.41	0.694	3.41	0.586	0.002	0.964
Ambience	5.19	1.522	5.70	1.540	5.32	1.536	2.278	0.134
Parking Facility	4.77	1.214	4.59	1.047	4.73	1.170	0.471	0.494
Good Opportunity for buying	6.31	1.078	6.48	1.122	6.35	1.087	0.511	0.476
Motivating to visit	6.75	1.015	6.59	0.971	6.71	1.001	0.468	0.495

- From the above table, it was observed that, out of total respondents, according to gender, female and male respondents given highest and lowest satisfaction mean score to price (6.70), motivation to visit (6.75) and advertisement (3.41),(3.41) respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and gender of respondents in Ahmedabad city.

Table 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 Of Gujarat.

Various Features For Organized Retail Outlets	Gender Of Respondents						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	5.88	0.783	5.86	0.723	5.88	0.766	0.023	0.881
Convenience	6.71	0.824	6.69	0.889	6.71	0.838	0.008	0.930
Assortments	6.28	1.014	6.44	0.998	6.32	1.009	0.694	0.406
Transparency in billing	5.00	1.155	5.06	1.040	5.01	1.123	0.065	0.799
Sales person service	3.62	0.930	3.61	0.871	3.62	0.912	0.003	0.954
Advertisement	2.98	1.146	2.50	1.108	2.86	1.152	4.770	0.031
Ambience	6.11	0.928	6.19	1.009	6.13	0.947	0.227	0.634
Parking Facility	4.85	0.833	4.72	0.615	4.82	0.783	0.759	0.385
Good Opportunity for buying	6.78	0.671	6.53	0.696	6.71	0.684	3.604	0.060
Motivating to visit	6.70	1.074	6.81	1.009	6.73	1.055	0.271	0.604

- From the above table, it was observed that, out of total respondents, according to gender, female and male respondents given highest and lowest satisfaction mean score to motivation to visit (6.81), good opportunity for buying (6.78) and advertisement (2.50), (2.98) respectively for unorganized retail outlets.

- Accept advertisements remaining in other features for unorganized retail outlets and gender of respondents' significant difference was found in Surat city.

Table 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 Of Gujarat.

Various Features For Organized Retail Outlets	Gender Of Respondents						F- Value	p-Value
	Male		Female		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.44	1.148	6.91	1.292	7.31	1.204	5.143	0.025
Convenience	7.33	.848	6.91	1.067	7.23	0.923	5.545	0.020
Assortments	6.69	1.034	6.63	1.165	6.67	1.065	0.076	0.783
Transparency in billing	6.94	1.159	6.74	1.197	6.89	1.167	0.751	0.388
Sales person service	3.67	1.155	4.03	1.175	3.76	1.166	2.537	0.114
Advertisement	3.45	1.087	3.46	1.120	3.45	1.091	0.001	0.977
Ambience	5.91	1.568	5.97	1.790	5.93	1.621	0.035	0.852
Parking Facility	4.19	1.572	4.31	1.906	4.22	1.657	0.155	0.695
Good Opportunity for buying	7.26	1.312	6.63	1.190	7.10	1.308	6.412	0.012
Motivating to visit	7.31	1.015	6.69	1.078	7.15	1.063	9.668	0.002

- From the above table, it was observed that, out of total respondents, according to gender, male and female respondents given highest and lowest satisfaction mean score to good opportunity for buying (7.44), price (6.91) and advertisement (2.98), (2.86) respectively for unorganized retail outlets. In another female respondents given highest satisfaction mean score to convenience (6.91) for unorganized retail outlets

- Accept price, convenience, good opportunity for buying and motivation to visit remaining in other features for unorganized retail outlets and gender of respondents' significant difference was found in Rajkot city.

Table 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.

Various Features For Organized Retail Outlets	Age Of Respondents												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.97	1.361	6.92	1.278	**6.85**	1.478	**6.56**	1.380	**6.88**	1.132	6.85	1.343	1.439	0.220
Convenience	6.91	1.112	7.05	0.984	6.83	1.220	6.91	0.960	6.92	1.190	6.92	1.101	0.543	0.704
Assortments	6.36	1.301	6.35	1.322	6.41	1.290	6.20	1.087	6.09	1.013	6.30	1.229	1.128	0.342
Transparency in billing	6.25	1.518	6.31	1.701	6.20	1.710	6.02	1.577	6.33	1.575	6.23	1.609	0.507	0.731
Sales person service	3.32	1.661	3.48	1.597	3.10	1.907	3.31	1.441	2.95	1.541	3.25	1.655	1.502	0.200
Advertisement	3.68	1.642	3.62	1.392	3.58	1.547	3.41	1.386	3.79	1.573	3.62	1.526	0.739	0.566
Ambience	5.79	1.349	5.72	1.274	5.61	1.496	5.74	1.280	5.37	1.338	5.67	1.357	1.485	0.205
Parking Facility	4.85	1.424	4.70	1.487	4.84	1.564	4.46	1.274	4.44	1.173	4.61	1.410	1.520	0.195
Good Opportunity for buying	6.87	1.202	6.84	1.279	6.65	1.373	6.44	1.158	6.50	1.225	6.69	1.258	2.628	0.034
Motivating to visit	6.99	1.273	6.93	1.243	6.77	1.348	6.51	1.180	6.79	1.053	6.82	1.243	2.444	0.046

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest and lowest satisfaction mean score to motivation to visit and sales person service in the age groups of less than or equal to 33 years (6.99) and more than 45 years (2.95) respectively for unorganized retail outlets.

- Accept good opportunity for buying and motivation to visit remaining in all other features for unorganized retail outlets and age of respondents' significant difference was found in selected cities of Gujarat.

Table 5.2.96 Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Age And Across In The Vadodara City Of Gujarat.

Various Features For Organized Retail Outlets	Age Of Respondents												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.47	1.502	7.73	1.116	7.41	1.739	7.30	1.636	7.60	0.946	7.50	1.416	0.368	0.831
Convenience	7.16	2.233	7.65	1.129	6.92	1.689	7.09	1,276	7.49	1.269	7.24	1.357	1.536	0.194
Assortments	6.30	1.780	6.12	2.123	6.43	1.708	6.04	1.364	6.11	1.231	6.23	1.655	0.300	0.877
Transparency in billing	7.07	1.564	7.27	1.909	7.16	1.708	6.96	1.522	7.40	1.117	7.18	1.558	0.363	0.835
Sales person service	1.93	1.981	2.62	2.547	1.95	2.666	2.13	1.817	1.97	1.855	2.08	2.190	0.492	0.742
Advertisement	4.72	2.218	4.85	1.617	4.24	2.241	4.48	1.780	4.46	1.884	4.54	1.998	0.459	0.766
Ambience	5.35	1.193	5.37	0.778	5.19	1.391	5.36	1.096	5.36	0.919	5.37	1.108	0.103	0.981
Parking Facility	4.91	2.716	4.58	1.677	5.03	1.833	4.22	1.731	4.40	1.265	4.68	1.661	1.334	0.259
Good Opportunity for buying	6.67	1.426	6.81	1.674	6.59	1.936	6.22	1.506	6.34	1.259	6.54	1.568	0.656	0.624
Motivating to visit	6.67	1.672	6.96	1.661	6.73	1.880	6.30	1.550	6.80	1.023	6.71	1.582	0.571	0.684

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest and lowest satisfaction mean score to price and sales service person in the age groups of 33-35 years (7.73) and less than or equal to 33 years (1.93) respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and age of respondents in Vadodara city.

Table 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.

Various Features For Organized Retail Outlets	Age Of Respondents												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.80	1.118	6.40	1.242	6.60	1.080	6.12	1.269	**6.92**	0.760	6.54	1.144	1.642	0.170
Convenience	6.40	0.816	6.20	0.862	6.20	0.816	**6.46**	0.588	6.00	1.000	6.28	0.801	0.932	0.449
Assortments	5.84	0.624	5.87	0.516	5.88	0.781	5.88	0.448	6.00	0.707	5.88	0.618	0.145	0.965
Transparency in billing	5.38	1.308	5.73	1.335	5.36	1.350	5.42	1.018	5.69	1.702	5.45	1.302	0.421	0.793
Sales person service	3.76	0.831	3.93	0.961	3.92	0.862	4.21	0.932	3.69	0.630	3.92	0.864	1.114	0.354
Advertisement	3.36	0.700	3.47	0.516	3.52	0.510	3.08	0.504	3.85	0.376	3.41	0.586	4.514	0.002
Ambience	5.32	1.600	5.67	1.447	5.16	1.625	5.42	1.176	5.08	2.019	5.32	1.536	0.355	0.840
Parking Facility	4.44	1.121	4.93	1.100	4.88	1.333	4.96	1.233	4.31	0.751	4.73	1.170	1.264	0.289
Good Opportunity for buying	6.36	1.150	6.47	0.990	6.44	1.158	6.25	0.794	6.23	1.481	6.35	1.087	0.171	0.953
Motivating to visit	6.96	1.207	6.73	1.033	6.72	0.843	6.33	0.816	6.85	1.068	6.71	1.001	1.319	0.269

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest and lowest satisfaction mean score to motivation to visit and advertisement in the age groups of less than or equal to 33 years (6.96) and 41-45 years (3.08) respectively for unorganized retail outlets.

- Accept advertisement remaining in all other features for unorganized retail outlets and age of respondents' significant difference was found in Ahmedabad city.

Table 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.

Various Features For Organized Retail Outlets	Age Of Respondents												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	5.93	0.846	5.86	0.639	5.68	0.748	5.96	0.878	5.94	0.639	5.88	0.766	0.562	0.690
Convenience	6.57	0.998	6.69	0.761	6.76	0.663	6.96	0.825	6.67	0.767	6.71	0.838	0.846	0.498
Assortments	6.18	0.947	6.41	1.053	6.52	1.046	6.35	1.071	6.22	1.003	6.32	1.009	0.554	0.697
Transparency in billing	5.34	1.055	5.00	1.165	4.84	1.143	4.83	1.114	4.72	1.127	5.01	1.123	1.574	0.185
Sales person service	3.82	0.870	3.72	0.922	3.36	0.860	3.39	0.941	3.61	0.979	3.62	0.912	1.505	0.204
Advertisement	2.86	1.173	2.86	1.093	3.08	1.115	2.61	1.234	2.83	1.200	2.86	1.152	0.496	0.738
Ambience	6.05	0.888	6.21	0.978	6.24	1.052	6.13	1.014	6.06	0.873	6.13	0.947	0.242	0.914
Parking Facility	4.77	0.859	4.90	0.724	4.96	0.841	4.65	0.714	4.83	0.707	4.82	0.783	0.568	0.686
Good Opportunity for buying	6.84	0.713	6.72	0.702	6.64	0.569	6.61	0.722	6.61	0.698	6.71	0.684	0.686	0.603
Motivating to visit	6.82	0.971	6.76	1.123	6.48	1.159	6.65	1.071	6.89	1.023	6.73	1.055	0.559	0.693

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest and lowest satisfaction mean score to motivation to visit and sales person service in the age groups of more than 45 years (6.89) and 41-45 years (2.61) respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and age of respondents in Surat city.

Table 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.

Various Features For Organized Retail Outlets	Age Of Respondents												F-Value	p-Value
	<33		33-35		36-40		41-45		>45		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.60	1.136	7.48	1.092	7.46	1.215	7.00	1.173	6.45	1.191	7.31	1.204	4.077	0.004
Convenience	7.29	1.058	7.29	0.643	7.42	0.830	7.24	.903	6.75	1.020	7.23	0.923	1.709	0.152
Assortments	6.87	0198	6.71	0.783	6.83	1.049	6.65	1.222	6.00	0.795	6.67	1.065	2.638	0.037
Transparency in billing	6.89	1.172	7.00	1.183	7.00	1.103	7.24	1.251	6.30	1.031	6.89	1.167	1.813	0.130
Sales person service	3.93	1.514	3.74	0.999	3.75	1.152	3.53	.943	3.60	.598	3.76	1.166	.503	0.733
Advertisement	3.64	1.209	3.39	1.054	3.13	0.900	3.53	.874	3.45	1.234	3.45	1.091	.936	0.445
Ambience	6.22	1.536	5.68	1.620	6.08	1.613	6.29	1.649	5.15	1.631	5.93	1.621	2.041	0.092
Parking Facility	4.11	1.613	4.52	1.964	4.38	1.884	3.82	.883	4.15	1.496	4.22	1.657	.594	0.668
Good Opportunity for buying	7.38	1.230	7.16	1.416	6.96	1.122	6.76	1.480	6.85	1.348	7.10	1.308	1.059	0.380
Motivating to visit	7.49	0.991	7.16	1.036	7.17	0.868	6.82	1.185	6.65	1.182	7.15	1.063	2.790	0.029

- From the above table, it was observed that, out of total respondents, according to age, respondents given highest and lowest satisfaction mean score to price and advertisement in the age groups of less than or equal to 33 years (7.60) and 36-40 years (3.13) respectively for unorganized retail outlets.

- Accept price and motivation to visit remaining in all other features for unorganized retail outlets and age of respondents' significant difference was found in Rajkot city.

Table 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.

Various Features For Organized Retail Outlets	Marital Status Of Respondents						F- Value	p-Value
	Married		Unmarried		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.83	1.344	7.29	1.272	6.85	1.343	3.055	0.081
Convenience	6.92	1.111	7.00	0.903	6.92	1.101	0.153	0.696
Assortments	6.30	1.233	6.29	1.182	6.30	1.229	0.003	0.954
Transparency in billing	6.19	1.616	6.86	1.353	6.23	1.609	4.586	0.033
Sales person service	3.32	1.608	1.96	1.990	3.25	1.655	18.249	0.000
Advertisement	3.54	1.417	5.18	2.420	3.62	1.526	32.529	0.000
Ambience	5.66	1.370	5.75	1.110	5.67	1.357	0.113	0.737
Parking Facility	4.62	1.407	4.39	1.474	4.61	1.410	0.681	0.410
Good Opportunity for buying	6.69	1.241	6.71	1.560	6.69	1.258	0.009	0.923
Motivating to visit	6.83	1.230	6.71	1.487	6.82	1.243	0.233	0.630

- From the above table, it was observed that, out of total respondents, according to marital status, married and unmarried respondents given highest and lowest satisfaction mean score to convenience (6.92), price (7.29) and sales person service (3.32), (1.96) respectively for unorganized retail outlets.

* Accept transparency in billing, sales person service and advertisements remaining in other features for unorganized retail outlets and marital status of respondents' significant difference was found in selected cities of Gujarat.

Table 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.								
Various Features For Organized Retail Outlets	**Marital Status Of Respondents**						**F- Value**	**p-Value**
	Married		Unmarried		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.53	1.414	7.25	1.446	7.50	1.416	0.708	0.401
Convenience	7.27	1.400	7.05	0.999	7.24	1.357	0.463	0.497
Assortments	6.20	1.704	6.40	1.273	6.23	1.655	0.252	0.617
Transparency in billing	7.19	1.583	7.05	1.395	7.18	1.558	0.150	0.699
Sales person service	2.19	2.226	1.25	1.743	2.08	2.190	3.311	0.071
Advertisement	4.37	1.865	5.80	2.484	4.54	1.998	9.490	0.002
Ambience	5.30	1.107	5.75	1.020	5.37	1.108	4.393	0.038
Parking Facility	4.67	1.681	4.75	1.552	4.68	1.661	0.044	0.834
Good Opportunity for buying	6.53	1.582	6.60	1.501	6.54	1.568	0.030	0.862
Motivating to visit	6.73	1.579	6.55	1.638	6.71	1.582	0.224	0.637

* From the above table, it was observed that, out of total respondents, according to marital status, married and unmarried respondents given highest and lowest satisfaction mean score to price (7.53), (7.25) and sales person service (2.19), (1.25) respectively for unorganized retail outlets.

* Accept advertisements and ambience remaining in other features for unorganized retail outlets and marital status of respondents' significant difference was found in Vadodara city.

Table 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 of Gujarat.								
Various Features For Organized Retail Outlets	**Marital Status Of Respondents**						**F- Value**	**p-Value**
	Married		Unmarried		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.53	1.141	8.00	-	6.54	1.144	1.646	0.202
Convenience	6.28	0.801	7.00	-	6.28	0.801	.805	0.372
Assortments	5.87	0.611	7.00	-	5.88	0.618	3.380	0.069
Transparency in billing	5.47	1.300	4.00	-	5.45	1.302	1.257	0.265
Sales person service	3.92	0.868	4.00	-	3.92	0.864	.008	0.928
Advertisement	3.42	0.588	3.00	-	3.41	0.586	.496	0.483
Ambience	5.31	1.535	7.00	-	5.32	1.536	1.205	0.275
Parking Facility	4.75	1.144	2.00	-	4.73	1.170	5.735	0.018
Good Opportunity for buying	6.34	1.080	8.00	-	6.35	1.087	2.351	0.128
Motivating to visit	6.69	0.997	8.00	-	6.71	1.001	1.700	0.195

* From the above table, it was observed that, out of total respondents, according to marital status, unmarried and married respondents given highest and lowest satisfaction mean score to price (8.00), motivation to visit (6.69) and advertisement (3.42), parking facility (2.00) respectively for unorganized retail outlets.

- In another highest satisfaction mean score was good opportunity for buying (8.00) and motivation to visit (8.00).

- Accept parking facility remaining in all other features for unorganized retail outlets and marital status of respondents' significant difference was found in Ahmedabad city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of marital status of respondents table has not been included for the analysis purpose in Surat city.

Table 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.

Various Features For Organized Retail Outlets	Marital Status Of Respondents						F- Value	p-Value
	Married		Unmarried		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.31	1.225	7.29	0.756	7.31	1.204	0.002	0.963
Convenience	7.25	0.932	6.86	0.690	7.23	0.923	1.180	0.279
Assortments	6.72	1.058	5.86	0.900	6.67	1.065	4.423	0.037
Transparency in billing	6.90	1.187	6.71	0.756	6.89	1.167	0.167	0.683
Sales person service	3.76	1.153	3.71	1.496	3.76	1.166	0.011	0.917
Advertisement	3.44	1.071	3.71	1.496	3.45	1.091	0.423	0.517
Ambience	5.95	1.634	5.57	1.397	5.93	1.621	0.353	0.553
Parking Facility	4.25	1.694	3.71	0.488	4.22	1.657	0.683	0.410
Good Opportunity for buying	7.12	1.280	6.86	1.864	7.10	1.308	0.258	0.613
Motivating to visit	7.16	1.070	7.00	1.000	7.15	1.063	0.152	0.697

- From the above table, it was observed that, out of total respondents, according to marital status, married and unmarried respondents given highest and lowest satisfaction mean score to price (7.31), (7.29) and advertisement (3.44), (3.71) respectively for unorganized retail outlets.

- Accept assortments remaining in all other features for unorganized retail outlets and marital status of respondents' significant difference was found in Rajkot city.

Table 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.

Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.98	1.363	6.74	1.316	6.85	1.343	4.559	0.033
Convenience	6.97	1.046	6.88	1.148	6.92	1.101	0.914	0.339
Assortments	6.47	1.273	6.14	1.169	6.30	1.229	9.991	0.002
Transparency in billing	6.44	1.593	6.03	1.601	6.23	1.609	8.974	0.003
Sales person service	3.30	1.704	3.20	1.613	3.25	1.655	0.487	0.486
Advertisement	3.69	1.522	3.56	1.529	3.62	1.526	1.083	0.299
Ambience	5.81	1.373	5.54	1.332	5.67	1.357	5.598	0.018
Parking Facility	4.76	1.499	4.47	1.314	4.61	1.410	5.486	0.020
Good Opportunity for buying	6.79	1.259	6.61	1.252	6.69	1.258	2.837	0.093
Motivating to visit	6.86	1.239	6.79	1.248	6.82	1.243	0.450	0.503

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from nuclear and joint family, they given highest and lowest satisfaction mean score to price (6.98), convenience (6.88) and sales person service (3.30),(3.20) respectively for unorganized retail outlets.

- Accept price, assortments, transparency in billing, ambience and parking facility remaining in other features for unorganized retail outlets and family type of respondents' significant difference was found in selected cities of Gujarat.

Table 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.								
Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.70	1.295	7.32	1.506	7.50	1.416	2.960	0.087
Convenience	7.30	1.136	7.19	1.539	7.24	1.357	0.296	0.587
Assortments	6.38	1.580	6.08	1.720	6.23	1.655	1.324	0.252
Transparency in billing	7.39	1.445	6.98	1.640	7.18	1.558	2.952	0.088
Sales person service	2.01	2.127	2.14	2.258	2.08	2.190	0.140	0.709
Advertisement	4.90	1.851	4.21	2.082	4.54	1.998	4.958	0.027
Ambience	5.35	1.000	5.19	1.200	5.37	1.108	0.920	0.339
Parking Facility	4.78	1.630	4.58	1.693	4.68	1.661	0.643	0.424
Good Opportunity for buying	6.78	1.550	6.32	1.560	6.54	1.568	3.695	0.056
Motivating to visit	6.90	1.549	6.53	1.601	6.71	1.582	2.249	0.136

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from nuclear and joint family, they given highest and lowest satisfaction mean score to price (7.70), (7.32) and sales person service (2.01), (2.14) respectively for unorganized retail outlets.

- Accept advertisements remaining in all other features for unorganized retail outlets and family type of respondents' significant difference was found in Vadodara city.

Table 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.								
Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.41	1.172	6.70	1.102	6.54	1.144	1.668	0.199
Convenience	6.27	0.804	6.30	0.805	6.28	0.801	0.025	0.875
Assortments	5.87	0.721	5.89	0.477	5.88	0.618	0.029	0.866
Transparency in billing	5.67	1.248	5.19	1.329	5.45	1.302	3.549	0.062
Sales person service	3.98	0.913	3.85	0.807	3.92	0.864	0.578	0.449
Advertisement	3.36	0.589	3.47	0.584	3.41	0.586	0.803	0.372
Ambience	5.60	1.409	5.00	1.629	5.32	1.536	3.981	0.049
Parking Facility	4.93	1.200	4.49	1.101	4.73	1.170	3.642	0.059
Good Opportunity for buying	6.49	1.120	6.19	1.035	6.35	1.087	1.942	0.167
Motivating to visit	6.60	0.915	6.83	1.090	6.71	1.001	1.340	0.250

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from joint and nuclear family, they given highest

and lowest satisfaction mean score to motivation to visit (6.83), (6.60) and advertisements (3.47), (3.36) respectively for unorganized retail outlets.

- Accept ambience remaining in all other features for unorganized retail outlets and family type of respondents' significant difference was found in Ahmedabad city.

Table 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.

Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	5.90	.742	5.86	.787	5.88	0.766	0.060	0.807
Convenience	6.67	.825	6.73	.852	6.71	0.838	0.150	0.699
Assortments	6.48	1.096	6.21	.932	6.32	1.009	2.500	0.116
Transparency in billing	5.14	1.115	4.93	1.127	5.01	1.123	1.207	0.274
Sales person service	3.79	.874	3.49	.924	3.62	0.912	3.711	0.056
Advertisement	2.74	1.052	2.94	1.218	2.86	1.152	0.987	0.322
Ambience	6.17	.994	6.10	.917	6.13	0.947	0.203	0.653
Parking Facility	5.00	.816	4.69	.736	4.82	0.783	5.427	0.021
Good Opportunity for buying	6.74	.739	6.69	.645	6.71	0.684	0.180	0.672
Motivating to visit	6.67	1.098	6.77	1.028	6.73	1.055	0.261	0.610

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from joint and nuclear family, they given highest and lowest satisfaction mean score to motivation to visit (6.77), good opportunity for buying (6.74) and advertisements (2.94), (2.74) respectively for unorganized retail outlets.

- Accept parking facility remaining in all other features for unorganized retail outlets and family type of respondents' significant difference was found in Surat city.

Table 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.

Various Features For Organized Retail Outlets	Family Type Of Respondents						F- Value	p-Value
	Nuclear		Joint		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.60	1.171	7.05	1.181	7.31	1.204	7.413	0.007
Convenience	7.43	0.893	7.05	0.920	7.23	0.923	5.794	0.017
Assortments	7.11	1.094	6.30	0.887	6.67	1.065	23.105	0.000
Transparency in billing	7.13	1.238	6.69	1.072	6.89	1.167	4.923	0.028
Sales person service	3.86	1.306	3.68	1.035	3.76	1.166	0.822	0.366
Advertisement	3.35	0.970	3.54	1.184	3.45	1.091	1.047	0.308
Ambience	6.24	1.793	5.66	1.417	5.93	1.621	4.404	0.038
Parking Facility	4.35	1.936	4.11	1.381	4.22	1.657	0.719	0.398
Good Opportunity for buying	7.10	1.304	7.11	1.320	7.10	1.308	0.003	0.954
Motivating to visit	7.22	1.099	7.09	1.036	7.15	1.063	0.488	0.486

- From the above table, it was observed that, out of total respondents, according to family type, respondents were from nuclear and joint family, they given highest and lowest satisfaction mean score to price (7.60), good opportunity for buying (7.11) and advertisements (3.35), (3.54) respectively for unorganized retail outlets.

- Accept price, convenience, assortments, transparency in billing and ambience remaining in other features for unorganized retail outlets and family type of respondents' significant difference was found in Rajkot city of Gujarat.

Table 5.2.110 Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family size And Across In The Selected Cities Of Gujarat.

Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.02	1.377	6.71	1.242	6.72	1.667	6.85	1.343	3.729	0.025
Convenience	7.00	10.70	6.86	1.025	6.81	1.687	6.92	1.101	1.364	0.257
Assortments	6.46	1.305	6.15	1.074	6.28	1.579	6.30	1.229	4.008	0.019
Transparency in billing	6.50	1.579	5.90	1.556	6.64	1.775	6.23	1.609	10.470	0.000
Sales person service	3.30	1.723	3.22	1.516	3.00	2.098	3.25	1.655	0.576	0.563
Advertisement	3.66	1.526	3.56	1.440	3.78	2.058	3.62	1.526	0.459	0.632
Ambience	5.85	1.321	5.50	1.302	5.56	1.812	5.67	1.357	4.243	0.015
Parking Facility	4.78	1.528	4.45	1.216	4.56	1.715	4.61	1.410	3.454	0.032
Good Opportunity for buying	6.85	1.277	6.58	1.114	6.42	1.857	6.69	1.258	3.877	0.021
Motivating to visit	6.94	1.234	6.77	1.139	6.36	1.807	6.82	1.243	3.912	0.021

- From the above table, it was observed that, out of total respondents, according to family size, respondents have less than 5 members and more than 6 members in family; they given highest and lowest satisfaction mean score to price (7.02) and sales person service (3.00) for respectively unorganized retail outlets.

- Accept price, assortments, transparency in billing, ambience, parking facility, good opportunity for buying and motivation to visit remaining in other features for unorganized retail outlets and family size of respondents' significant difference was found in selected cities of Gujarat.

Table 5.2.111 Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Size And Across In The Vadodara City Of Gujarat.

Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.67	1.325	7.46	1.267	6.62	2.293	7.50	1.416	3.241	0.042
Convenience	7.34	1.168	7.19	1.287	6.92	2.494	7.24	1.357	0.630	0.534
Assortments	6.34	1.612	6.10	1.564	6.15	2.375	6.23	1.655	0.404	0.668
Transparency in billing	7.40	1.456	6.94	1.454	7.00	2.449	7.18	1.558	1.742	0.178
Sales person service	2.18	2.212	1.99	1.996	1.92	3.068	2.08	2.190	0.186	0.830
Advertisement	4.71	1.876	4.30	1.904	4.77	3.059	4.54	1.998	0.851	0.429
Ambience	5.39	0.953	5.36	1.080	4.54	1.808	5.37	1.108	3.415	0.035
Parking Facility	4.83	1.713	4.48	1.491	4.77	2.166	4.68	1.661	0.857	0.426
Good Opportunity for buying	6.80	1.575	6.35	1.246	5.92	2.597	6.54	1.568	2.752	0.067
Motivating to visit	6.95	1.555	6.64	1.306	5.54	2.470	6.71	1.582	4.804	0.009

- From the above table, it was observed that, out of total respondents, according to family size, respondents have more than 6 members in family; they given highest and lowest satisfaction mean score to convenience (6.92) and sales person service (1.92) respectively for unorganized retail outlets.

- Accept price, ambience and motivation to visit remaining in other features for unorganized retail outlets and family size of respondents' significant difference was found in Vadodara city.

Table 5.2.112 Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Size And Across In The Ahmedabad City Of Gujarat.

Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.43	1.173	6.60	1.116	6.89	1.167	6.54	1.144	0.708	0.495
Convenience	6.27	0.836	6.23	0.677	6.67.	1.118	6.28	0.801	1.155	0.319
Assortments	5.86	0.764	5.89	0.387	6.00	0.707	5.88	0.618	0.201	0.818
Transparency in billing	5.78	1.246	4.93	1.169	6.22	1.394	5.45	1.302	7.439	0.001
Sales person service	3.94	0.922	3.98	0.792	3.56	0.882	3.92	0.864	0.907	0.407
Advertisement	3.37	0.602	3.48	0.505	3.33	0.866	3.41	0.586	0.491	0.614
Ambience	5.71	1.369	4.73	1.575	6.11	1.269	5.32	1.536	6.779	0.002
Parking Facility	4.94	1.197	4.50	1.171	4.67	0.866	4.73	1.170	1.664	0.195
Good Opportunity for buying	6.57	1.137	6.02	0.876	6.78	1.394	6.35	1.087	3.924	0.023
Motivating to visit	6.71	0.866	6.57	1.129	7.33	0.866	6.71	1.001	2.240	0.112

- From the above table, it was observed that, out of total respondents, according to family size, respondents have more than 6 members in family; they given highest and lowest satisfaction mean score to price (6.60) and sales person service (3.33) for unorganized retail outlets.

- Accept transparency in billing, ambience and good opportunity for buying remaining in other features for unorganized retail outlets and family size of respondents' significant difference was found in Ahmedabad city.

Table 5.2.113 Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Size And Across In The Surat City Of Gujarat.

Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	5.88	.758	5.89	.768	5.67	1.155	5.88	0.766	.117	0.890
Convenience	6.67	.831	6.75	.854	6.33	.577	6.71	0.838	.450	0.639
Assortments	6.42	1.101	6.24	.937	6.67	1.155	6.32	1.009	.704	0.496
Transparency in billing	5.19	1.109	4.85	1.110	6.00	1.000	5.01	1.123	2.816	0.063
Sales person service	3.79	.881	3.48	.918	4.00	1.000	3.62	0.912	2.199	0.115
Advertisement	2.70	1.085	2.96	1.203	3.00	1.000	2.86	1.152	.867	0.422
Ambience	6.18	1.002	6.06	.896	7.00	1.000	6.13	0.947	1.541	0.218
Parking Facility	4.96	.801	4.70	.757	5.33	.577	4.82	0.783	2.675	0.073
Good Opportunity for buying	6.75	.763	6.70	.627	6.33	.577	6.71	0.684	.587	0.557
Motivating to visit	6.70	1.085	6.77	1.037	6.00	1.000	6.73	1.055	.799	0.452

- From the above table, it was observed that, out of total respondents, according to family size, respondents have more than 6 members and less than 5 members in family; they given highest and lowest satisfaction mean score to ambience (7.00) and advertisements (2.70) respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and family size of respondents in Surat city.

Table 5.2.114 Comparisons Of Satisfaction Mean Score Given By Respondents For Unorganized Retail Outlets Regarding Various Features Within The Family Size And Across In The Rajkot City Of Gujarat.

Various Features For Organized Retail Outlets	Family Size Of Respondents								F-Value	p-Value
	<5		5-6		>6		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.69	1.125	6.98	1.175	7.00	1.265	7.31	1.204	6.308	0.002
Convenience	7.45	0.881	7.06	0.889	6.91	1.136	7.23	0.923	3.637	0.029
Assortments	7.11	1.088	6.27	0.877	6.55	1.036	6.67	1.065	11.622	0.000
Transparency in billing	7.08	1.245	6.73	1.058	6.73	1.272	6.89	1.167	1.514	0.224
Sales person service	3.84	1.308	3.72	1.061	3.55	0.934	3.76	1.166	0.364	0.696
Advertisement	3.39	0.998	3.56	1.207	3.18	0.874	3.45	1.091	0.772	0.464
Ambience	6.26	1.717	5.61	1.421	5.91	1.921	5.93	1.621	2.582	0.079
Parking Facility	4.40	1.929	4.08	1.313	4.00	1.844	4.22	1.657	0.707	0.495
Good Opportunity for buying	7.21	1.269	7.06	1.344	6.73	1.348	7.10	1.308	0.688	0.504
Motivating to visit	7.34	1.039	7.06	1.037	6.64	1.206	7.15	1.063	2.531	0.083

- From the above table, it was observed that, out of total respondents, according to family size, respondents have less than 5 members and more than 6 members in family; they given highest and lowest satisfaction mean score to price (7.69) and advertisements (3.18) respectively for unorganized retail outlets.

- Accept price, convenience and assortments remaining in other features for unorganized retail outlets and family size of respondents' significant difference was found in Rajkot city.

Table 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.

Various Features For Organized Retail Outlets	Education Of Respondents												F-Value	p-Value
	SSC		HSC		Graduation		Post graduation		PG & above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.02	0.859	7.05	1.353	6.72	1.334	6.69	1.353	6.77	1.255	6.85	1.343	10.344	0.000
Convenience	7.67	0.837	7.13	0.963	6.75	1.116	6.83	1.067	6.99	1.167	6.92	1.101	7.461	0.000
Assortments	7.16	1.090	6.16	1.607	6.22	1.210	6.21	0.987	6.30	1.333	6.30	1.229	6.102	0.000
Transparency in billing	6.93	1.470	6.38	1.683	6.05	1.618	6.17	1.480	6.29	1.767	6.23	1.609	2.901	0.021
Sales person service	3.65	1.462	3.35	1.468	3.09	1.636	3.46	1.608	2.94	1.916	3.25	1.655	2.558	0.038
Advertisement	3.21	1.059	3.73	1.380	3.55	1.354	3.44	1.290	4.29	2.274	3.62	1.526	5.689	0.000
Ambience	6.30	1.473	5.55	1.303	5.51	1.373	5.72	1.267	5.68	1.390	5.67	1.357	3.249	0.012
Parking Facility	4.63	1.976	4.35	1.265	4.64	1.343	4.69	1.429	4.52	1.275	4.61	1.410	0.722	0.577
Good Opportunity for buying	7.53	1.162	6.67	1.306	6.55	1.264	6.81	1.234	6.38	1.108	6.69	1.258	7.430	0.000
Motivating to visit	7.60	0.929	6.76	1.217	6.81	1.287	6.87	1.222	6.40	1.163	6.82	1.243	7.017	0.000

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied SSC and graduation; they given highest and lowest satisfaction mean score to price (8.02) and sales person service (3.09) respectively for unorganized retail outlets.

- Accept price, convenience, assortments, transparency in billing, sales person service, advertisements, ambience, good opportunity for buying and motivation to visit remaining in other features for unorganized retail outlets and education of respondents' significant difference was found in selected cities of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Education Of Respondents												F-Value	p-Value
	SSC		HSC		Graduation		Post graduation		PG & above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.67	0.577	7.37	1.499	7.43	1.552	7.67	1.457	7.42	1.130	7.50	1.416	0.748	0.561
Convenience	8.67	0.577	7.26	1.195	6.97	1.436	7.54	1.211	7.27	1.396	7.24	1.357	1.986	0.099
Assortments	6.67	1.528	5.84	2.478	6.25	1.685	6.36	1.063	6.20	1.667	6.23	1.655	0.373	0.828
Transparency in billing	7.67	1.528	6.79	1.437	7.08	1.569	7.49	1.412	7.18	1.738	7.18	1.558	0.812	0.519
Sales person service	5.67	2.517	2.58	1.895	1.70	1.973	2.26	2.425	2.00	2.184	2.08	2.190	2.947	0.022
Advertisement	3.33	2.082	4.26	1.661	4.32	1.654	4.23	1.630	5.43	2.669	4.54	1.998	2.883	0.024
Ambience	7.00	1.000	5.31	1.032	5.06	1.045	5.38	0.647	5.48	1.450	5.37	1.108	2.856	0.025
Parking Facility	4.33	0.577	4.47	1.349	4.78	1.689	4.79	2.028	4.52	1.432	4.68	1.661	0.289	0.885
Good Opportunity for buying	8.33	1.000	6.16	1.259	6.43	1.633	7.13	1.704	6.23	1.310	6.54	1.568	2.919	0.023
Motivating to visit	7.67	1.155	6.37	1.383	6.90	1.672	7.10	1.683	6.10	1.257	6.71	1.582	2.957	0.022

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied SSC and post graduation and above; they given highest and lowest satisfaction mean score to price (8.67) and sales person service (2.00) respectively for unorganized retail outlets.

- Accept sales person service, advertisements, ambience, good opportunity for buying and motivation to visit remaining in other features for unorganized retail outlets and education of respondents' significant difference was found in Vadodara city.

Table 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.

Various Features For Organized Retail Outlets	Education Of Respondents										F-Value	p-Value
	HSC		Graduation		Post graduation		PG & above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.43	1.397	6.65	1.102	6.53	1.183	5.83	0.983	6.85	1.343	0.945	0.422
Convenience	6.43	0.535	6.34	0.854	6.22	0.797	6.00	0.632	6.92	1.101	0.477	0.699
Assortments	6.14	0.378	5.89	0.698	5.78	0.540	6.17	0.408	6.30	1.229	1.189	0.318
Transparency in billing	4.71	0.951	5.42	1.379	5.58	1.251	5.83	1.169	6.23	1.609	1.059	0.370
Sales person service	4.29	0.756	3.87	0.856	3.86	0.899	4.33	0.816	3.25	1.655	0.996	0.398
Advertisement	3.29	0.488	3.49	0.576	3.33	0.632	3.33	0.516	3.62	1.526	0.671	0.572
Ambience	5.00	1.633	5.35	1.604	5.42	1.461	5.83	1.472	5.67	1.357	0.406	0.749
Parking Facility	4.43	1.618	4.74	1.179	4.72	1.085	5.00	1.265	4.61	1.410	0.256	0.857
Good Opportunity for buying	6.14	1.069	6.43	1.217	6.33	0.956	6.00	0.632	6.69	1.258	0.393	0.758
Motivating to visit	6.43	1.272	6.87	1.110	6.56	0.735	6.50	1.049	6.82	1.243	0.997	0.397

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied graduation, and HSC; they given highest and

lowest satisfaction mean score to motivating to visit (6.87) and advertisement (3.29) respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and education of respondents in Ahmedabad city.

Various Features For Organized Retail Outlets	Education Of Respondents												F-Value	p-Value
	SSC		HSC		Graduation		Post graduation		PG & above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.00	-	5.82	.751	5.89	.769	5.80	.735	6.04	.859	5.88	0.766	.433	0.784
Convenience	6.00	-	6.73	.786	6.72	.899	6.67	.801	**6.75**	.847	6.71	0.838	.214	0.930
Assortments	5.00	-	5.82	.751	6.33	.991	6.41	1.039	6.42	1.060	6.32	1.009	1.269	0.285
Transparency in billing	3.00	-	5.00	1.265	5.04	1.098	5.32	1.104	4.63	1.056	5.01	1.123	2.019	0.095
Sales person service	2.00	-	3.55	1.128	3.57	.838	3.84	.898	3.38	.924	3.62	0.912	2.024	0.095
Advertisement	2.00	-	**3.45**	1.293	**2.81**	1.183	**2.71**	1.080	**3.00**	1.142	2.86	1.152	1.183	0.321
Ambience	5.00	-	6.00	.894	6.15	.940	6.20	1.000	6.04	.908	6.13	0.947	.533	0.712
Parking Facility	5.00	-	4.45	.522	4.76	.799	5.02	.829	4.71	0.690	4.82	0.783	1.651	0.165
Good Opportunity for buying	6.00	-	6.91	.701	**6.76**	.671	6.65	.723	6.67	0.637	6.71	0.684	.675	0.610
Motivating to visit	**6.00**	-	**7.00**	.894	6.70	1.039	**6.76**	1.146	6.63	1.013	6.73	1.055	.367	0.832

Table 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.

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied HSC and SSC; they given highest and lowest satisfaction mean score to motivating to visit (7.00) and advertisements (2.00) respectively for unorganized retail outlets.

- In another respondent given lowest satisfaction mean score to sales person service (2.00).

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and education of respondents in Surat city of Gujarat.

Various Features For Organized Retail Outlets	Education Of Respondents												F-Value	p-Value
	SSC		HSC		Graduation		Post graduation		PG & above		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	8.03	0.811	6.86	0.826	6.86	1.177	6.97	1.262	6.57	1.342	7.31	1.204	8.588	0.000
Convenience	7.64	0.778	7.50	0.707	7.07	0.900	6.87	1.044	7.00	0.784	7.23	0.923	4.645	0.002
Assortments	7.26	1.019	6.72	0.895	6.57	0.959	6.21	1.069	6.43	0.938	6.67	1.065	5.658	0.000
Transparency in billing	6.97	1.347	7.44	1.338	6.89	1.166	6.58	0.948	6.79	0.699	6.89	1.167	1.810	0.131
Sales person service	3.54	1.274	3.67	0.970	3.79	1.067	3.82	1.182	4.29	1.204	3.76	1.166	1.120	0.350
Advertisement	3.23	0.986	3.50	1.249	3.32	1.090	3.68	1.093	3.64	1.151	3.45	1.091	1.048	0.385
Ambience	6.28	1.503	5.83	1.543	5.79	1.750	5.84	1.620	5.57	1.828	5.93	1.621	0.725	0.577
Parking Facility	4.64	2.071	4.11	1.410	3.93	1.438	4.13	1.474	4.00	1.519	4.22	1.657	0.953	0.436
Good Opportunity for buying	7.54	1.166	7.28	1.487	6.64	1.283	7.13	1.277	6.50	1.225	7.10	1.308	2.935	0.023
Motivating to visit	7.64	0.903	7.17	1.098	6.71	1.049	7.08	1.075	6.86	1.027	7.15	1.063	3.863	0.005

Table 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.

- From the above table, it was observed that, out of total respondents, according to education, respondents had studied SSC, they given highest and lowest satisfaction mean score to price (8.03) and advertisements (3.23) respectively for unorganized retail outlets.

- Accept price, convenience, assortments, good opportunity for buying and motivation to visit remaining in other features for unorganized retail outlets and education of respondents' significant difference was found in Rajkot city.

Table 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.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.71	1.329	6.66	1.208	7.17	1.398	6.85	1.343	7.865	0.000
Convenience	6.78	1.055	6.93	1.104	7.09	1.137	6.92	1.101	3.920	0.020
Assortments	6.19	0.963	6.29	1.220	6.43	1.499	6.30	1.229	1.978	0.139
Transparency in billing	6.30	1.366	6.08	1.787	6.23	1.759	6.23	1.609	0.780	0.459
Sales person service	3.33	1.684	3.15	1.697	3.20	1.592	3.25	1.655	0.588	0.556
Advertisement	3.57	1.287	3.93	2.029	3.48	1.375	3.62	1.526	3.533	0.030
Ambience	5.64	1.315	5.68	1.366	5.69	1.409	5.67	1.357	0.088	0.916
Parking Facility	4.55	1.382	4.60	1.316	4.68	1.507	4.61	1.410	0.462	0.630
Good Opportunity for buying	6.76	1.263	6.49	1.086	6.74	1.349	6.69	1.258	2.087	0.125
Motivating to visit	6.86	1.189	6.46	1.171	7.03	1.309	6.28	1.243	8.282	0.000

- From the above table, it was observed that, out of total respondents, according to occupation, respondents occupied as business, they given highest and lowest satisfaction mean score to price (7.17) and sales person service (3.20) for unorganized retail outlets.

- Accept price, convenience, advertisements and motivation to visit remaining in other features for unorganized retail outlets and occupation of respondents' significant difference was found in selected cities of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.42	1.459	7.52	1.131	7.59	1.590	7.50	1.416	0.212	0.809
Convenience	7.16	1.232	7.34	1.363	7.27	1.524	7.24	1.357	0.257	0.774
Assortments	6.10	1.002	6.27	1.619	6.35	2.296	6.23	1.655	0.360	0.698
Transparency in billing	7.10	1.374	7.30	1.706	7.18	1.682	7.18	1.558	0.206	0.814
Sales person service	1.97	2.196	2.02	2.129	7.27	2.263	2.08	2.190	0.299	0.772
Advertisement	4.52	1.335	5.34	2.605	3.88	1.935	4.54	1.998	6.745	0.002
Ambience	5.19	0.713	5.48	1.406	5.30	1.249	5.37	1.108	1.071	0.345
Parking Facility	4.51	1.796	4.59	1.515	4.98	1.581	4.68	1.661	1.274	0.283
Good Opportunity for buying	6.87	1.523	6.41	1.403	6.22	1.701	6.54	1.568	2.831	0.062
Motivating to visit	7.00	1.485	6.20	1.391	6.75	1.776	6.71	1.582	3.523	0.032

- From the above table, it was observed that, out of total respondents, according to occupation, respondents occupied as business and service, they given highest and

lowest satisfaction mean score was price (7.59) and sales person service (1.97) respectively for unorganized retail outlets.

- Accept advertisements and motivation to visit remaining in other features for unorganized retail outlets and occupation of respondents' significant difference was found in Vadodara city.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.58	1.117	6.00	1.155	6.69	1.157	6.54	1.144	1.795	0.171
Convenience	6.26	0.828	6.23	0.599	6.34	0.838	6.28	0.801	0.147	0.864
Assortments	5.89	0.691	5.92	0.277	5.86	0.601	5.88	0.618	0.059	0.943
Transparency in billing	5.61	1.323	5.08	1.038	5.34	1.349	5.45	1.302	1.067	0.348
Sales person service	3.87	0.870	4.38	0.768	3.83	0.857	3.92	0.864	2.217	0.114
Advertisement	3.41	0.599	3.38	0.506	3.43	0.608	3.41	0.586	0.029	0.971
Ambience	5.41	1.524	5.00	1.528	5.31	1.586	5.32	1.536	0.365	0.695
Parking Facility	4.76	1.196	5.08	1.115	4.54	1.146	4.73	1.170	1.036	0.359
Good Opportunity for buying	6.44	1.110	5.85	0.689	6.40	1.143	6.35	1.087	1.659	0.196
Motivating to visit	6.63	0.875	6.31	1.032	6.97	1.124	6.71	1.001	1.659	0.196

Table 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.

- From the above table, it was observed that, out of total respondents, according to occupation, respondents occupied as business and professional, they given highest and lowest satisfaction mean score to motivation to visit (6.97) and advertisements (3.38) respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and occupation of respondents in Ahmedabad city.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	5.80	0.779	6.00	0.747	5.85	0.770	5.88	0.766	.869	0.422
Convenience	6.64	0.868	6.73	0.845	6.77	0.800	6.71	0.838	.336	0.715
Assortments	6.49	1.052	6.36	1.014	6.05	0.904	6.32	1.009	2.305	0.104
Transparency in billing	5.53	0.959	4.70	1.091	4.65	1.122	5.01	1.123	10.884	0.000
Sales person service	4.04	0.769	3.43	0.873	3.25	0.927	3.62	0.912	11.471	0.000
Advertisement	2.55	1.033	2.98	1.089	3.15	1.292	2.86	1.152	3.683	0.028
Ambience	6.24	1.018	6.07	0.900	6.05	0.904	6.13	0.947	.580	0.561
Parking Facility	5.04	0.838	4.75	0.719	4.60	0.709	4.82	0.783	4.029	0.020
Good Opportunity for buying	6.76	0.793	6.66	0.608	6.70	0.608	6.71	0.684	.292	0.747
Motivating to visit	6.75	1.109	6.66	1.033	6.77	1.025	6.73	1.055	.139	0.870

Table 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.

- From the above table, it was observed that, out of total respondents, according to occupation, respondents occupied as business and service, they given highest and lowest satisfaction mean score to convenience (6.77) and advertisements (2.55)

respectively for unorganized retail outlets. In another, respondents given highest satisfaction mean score to motivation to visit (6.77) for unorganized retail outlets

- Accept transparency in billing, sales person service, advertisements and parking facility remaining in other features for unorganized retail outlets and occupation of respondents' significant difference was found in Surat city of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Occupation Of Respondents								F-Value	p-Value
	Service		Professional		Business		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.87	1.245	6.64	1.114	**8.00**	.795	7.31	1.204	22.328	0.000
Convenience	6.98	.961	6.92	.954	7.59	.750	7.23	0.923	8.527	0.000
Assortments	6.31	.968	6.40	1.041	7.12	1.010	6.67	1.065	10.223	0.000
Transparency in billing	6.76	.930	6.88	1.166	7.02	1.357	6.89	1.167	.681	0.508
Sales person service	3.81	1.167	4.00	1.080	3.60	1.199	3.76	1.166	1.113	0.332
Advertisement	3.56	1.093	3.40	1.118	3.38	1.089	3.45	1.091	.397	0.673
Ambience	5.83	1.668	5.72	1.720	6.10	1.541	5.93	1.621	.634	0.532
Parking Facility	3.91	1.154	4.08	1.706	4.57	1.966	4.22	1.657	2.384	0.096
Good Opportunity for buying	6.93	1.399	6.68	1.180	7.45	1.202	7.10	1.308	3.993	0.021
Motivating to visit	7.02	1.090	6.64	.995	7.50	0.960	7.15	1.063	6.996	0.001

- From the above table, it was observed that, out of total respondents, according to occupation, respondents occupied as business, they given highest and lowest satisfaction mean score to price (8.00) and advertisements (3.38) respectively for unorganized retail outlets.

- Accept price, convenience, assortments, good opportunity for buying and motivation to visit remaining in other features for unorganized retail outlets and occupation of respondents' significant difference was found in Rajkot city of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.65	1.204	7.00	1.415	6.85	1.343	8.954	0.003
Convenience	6.82	0.994	6.99	1.66	6.92	4.101	2.890	0.090
Assortments	6.16	1.280	6.39	1.186	6.30	1.229	4.683	0.031
Transparency in billing	6.09	1.611	6.32	1.603	6.23	1.609	2.836	0.093
Sales person service	3.20	1.660	3.28	1.654	3.25	1.655	0.305	0.581
Advertisement	3.77	1.666	3.52	1.414	3.62	4.526	3.579	0.059
Ambience	5.64	1.292	5.68	1.402	5.67	4.357	0.142	0.706
Parking Facility	4.61	1.350	4.61	1.452	4.61	1.410	0.000	0.988
Good Opportunity for buying	6.57	1.122	6.78	1.339	6.69	1.258	3.428	0.065
Motivating to visit	6.73	1.110	6.89	1.325	6.82	1.243	2.414	0.121

- From the above table, it was observed that, out of total respondents, respondents have four-wheeler, who having four-wheeler, they given highest and lowest

satisfaction mean score was convenience (6.82) and sales person service (3.20) for unorganized retail outlets.

- Accept price and assortments remaining in other features for unorganized retail outlets and respondents own vehicle like four-wheeler significant difference was found in selected cities of Gujarat.

Table 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.								
Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.23	1.160	7.66	1.531	7.50	1.416	3.599	0.060
Convenience	6.97	1.278	7.41	1.382	7.24	1.357	4.114	0.044
Assortments	5.84	1.855	6.46	1.487	6.23	1.655	5.528	0.020
Transparency in billing	6.93	1.632	7.32	1.503	7.18	1.558	2.370	0.126
Sales person service	1.75	2.150	2.27	2.202	2.08	2.190	2.156	0.144
Advertisement	5.07	2.144	4.23	1.848	4.54	1.998	6.893	0.009
Ambience	5.35	1.090	5.38	1.124	5.37	1.108	0.039	0.843
Parking Facility	4.61	1.333	4.72	1.833	4.68	1.661	0.173	0.678
Good Opportunity for buying	6.20	1.289	6.75	1.685	6.54	1.568	4.840	0.029
Motivating to visit	6.46	1.246	6.85	1.740	6.71	1.582	2.413	0.122

- From the above table, it was observed that, out of total respondents, respondents have four-wheeler, who having four-wheeler, they given highest and lowest satisfaction mean score was price (7.23) and sales person service (1.75) respectively for unorganized retail outlets.

- Accept price and assortments remaining in other features for unorganized retail outlets and respondents own vehicle like four-wheeler significant difference was found in Vadodara city.

Table 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.								
Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.24	1.146	6.69	1.123	6.54	1.144	3.447	0.066
Convenience	6.24	0.792	6.30	0.810	6.28	0.801	0.132	0.717
Assortments	5.79	0.650	5.93	0.602	5.88	0.618	1.141	0.288
Transparency in billing	5.52	1.228	5.42	1.344	5.45	1.302	0.117	0.733
Sales person service	4.06	0.899	3.86	0.845	3.92	0.864	1.267	0.263
Advertisement	3.39	0.556	3.42	0.604	3.41	0.586	0.045	0.833
Ambience	5.55	1.460	5.32	1.571	5.32	1.536	1.018	0.315
Parking Facility	4.88	1.111	4.65	1.198	4.73	1.170	0.836	0.363
Good Opportunity for buying	6.33	1.080	6.36	1.098	6.35	1.087	0.016	0.900
Motivating to visit	6.73	1.098	6.70	0.960	6.71	1.001	0.022	0.882

- From the above table, it was observed that, out of total respondents, respondents have four-wheeler, who having four-wheeler, they given highest and lowest satisfaction mean score was motivation to visit (6.73) and advertisements (3.39) for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and respondents own vehicle like four wheeler in Ahmedabad city.

Table 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.								
Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	5.87	.736	5.89	.797	5.88	0.766	0.032	0.859
Convenience	6.70	.817	6.71	.863	6.71	0.838	0.002	0.962
Assortments	6.30	.985	6.35	1.037	6.32	1.009	0.080	0.777
Transparency in billing	4.88	1.148	5.14	1.092	5.01	1.123	1.848	0.176
Sales person service	3.48	.911	3.75	.900	3.62	0.912	3.144	0.078
Advertisement	3.03	1.180	2.69	1.109	2.86	1.152	2.985	0.086
Ambience	6.12	.946	6.14	.954	6.13	0.947	0.015	0.904
Parking Facility	4.75	.746	4.89	.815	4.82	0.783	1.154	0.285
Good Opportunity for buying	6.69	.633	6.74	.731	6.71	0.684	0.181	0.671
Motivating to visit	6.76	1.031	6.69	1.083	6.73	1.055	0.138	0.711

- From the above table, it was observed that, out of total respondents, respondents have four-wheeler, who having four-wheeler, they given highest and lowest satisfaction mean score was motivation to visit (6.76) and advertisements (3.03) for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and respondents own vehicle like four wheeler in Surat city.

Table 5.2.129 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 Rajkot City Of Gujarat.								
Various Features For Organized Retail Outlets	Respondents Own Vehicle Four Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.15	1.152	7.43	1.237	7.31	1.204	1.932	0.167
Convenience	7.13	0.785	7.30	1.020	7.23	0.923	1.168	0.282
Assortments	6.54	0.976	6.78	1.127	6.67	1.065	1.661	0.200
Transparency in billing	6.87	1.218	6.91	1.133	6.89	1.167	0.038	0.847
Sales person service	3.87	1.056	3.67	1.248	3.76	1.166	0.973	0.326
Advertisement	3.49	1.206	3.42	0.997	3.45	1.091	0.141	0.708
Ambience	5.56	1.555	6.22	1.622	5.93	1.621	5.926	0.016
Parking Facility	4.31	1.876	4.14	1.467	4.22	1.657	0.341	0.560
Good Opportunity for buying	6.95	1.257	7.22	1.343	7.10	1.308	1.479	0.226
Motivating to visit	6.95	1.023	7.32	1.073	7.15	1.063	4.077	0.045

- From the above table, it was observed that, out of total respondents, respondents have four-wheeler, who having four-wheeler, they given highest and lowest satisfaction mean score was price (7.15) and advertisements (3.49) for unorganized retail outlets.

- Accept ambience and motivation to visit remaining in all other features for unorganized retail outlets and respondents own vehicle like four-wheeler significant difference was found in Rajkot city.

Various Features For Organized Retail Outlets	Respondents Own Vehicle Two Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.85	1.344	7.00	1.414	6.85	1.344	0.024	0.878
Convenience	6.92	1.102	7.50	0.707	6.92	1.101	0.556	0.456
Assortments	6.30	1.231	6.50	0.707	6.30	1.229	0.054	0.817
Transparency in billing	6.22	1.610	7.00	1.414	6.23	1.609	0.465	0.496
Sales person service	3.24	1.658	3.50	0.707	3.25	1.655	0.047	0.828
Advertisement	3.62	1.527	4.50	0.707	3.62	1.526	0.665	0.415
Ambience	5.66	1.358	6.00	1.414	5.67	1.357	0.121	0.728
Parking Facility	4.61	1.412	4.00	0.000	4.61	1.410	0.372	0.542
Good Opportunity for buying	6.59	1.255	8.50	0.707	6.69	1.258	4.174	0.042
Motivating to visit	6.82	1.244	8.00	0.000	6.82	1.243	1.796	0.181

Table 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.

- From the above table, it was observed that, out of total respondents, respondents having two-wheeler, they given highest and lowest satisfaction mean score was convenience (6.92) and sales person service (3.24) for unorganized retail outlets.

- Accept good opportunity for buying remaining in all other features for unorganized retail outlets and respondents own vehicle like two-wheeler significant difference was found in selected cities of Gujarat.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like two-wheeler table has not been included for the analysis purpose in Vadodara city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like two-wheeler table has not been included for the analysis purpose in Ahmedabad city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like two-wheeler table has not been included for the analysis purpose in Surat city.

Table 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.								
Various Features For Organized Retail Outlets	Respondents Own Vehicle Two Wheeler						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.31	1.206	7.00	1.414	7.31	1.204	0.131	0.718
Convenience	7.22	0.928	7.50	0.707	7.23	0.923	0.177	0.674
Assortments	6.67	1.071	6.50	0.707	6.67	1.065	0.052	0.819
Transparency in billing	6.89	1.170	7.00	1.414	6.89	1.167	0.018	0.894
Sales person service	3.76	1.173	3.50	0.707	3.76	1.166	0.099	0.753
Advertisement	3.44	1.090	4.50	0.707	3.45	1.091	1.882	0.172
Ambience	5.93	1.628	6.00	1.414	5.93	1.621	0.004	0.949
Parking Facility	4.22	1.669	4.00	0.000	4.22	1.657	0.035	0.851
Good Opportunity for buying	7.08	1.305	8.50	0.707	7.10	1.308	2.342	0.128
Motivating to visit	7.14	1.066	8.00	0.000	7.15	1.063	1.290	0.258

- From the above table, it was observed that, out of total respondents, respondents having two-wheeler, they given highest and lowest satisfaction mean score was price (7.31) and advertisements (3.44) for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and respondents own vehicle like two-wheeler in Rajkot city.

Table 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.								
Various Features For Organized Retail Outlets	Respondents Own Vehicle Bicycle						F- Value	p-Value
	Yes		No		Total			
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.63	1.248	7.59	1.378	6.85	1.343	55.744	0.000
Convenience	6.86	1.016	7.11	1.324	6.92	1.101	4.967	0.026
Assortments	6.24	1.139	6.50	1.469	6.30	1.229	4.385	0.037
Transparency in billing	5.91	1.512	7.23	1.497	6.23	1.609	75.517	0.000
Sales person service	3.64	1.332	1.98	1.940	3.25	1.655	119.798	0.000
Advertisement	3.33	1.269	4.55	1.875	3.62	1.526	70.799	0.000
Ambience	5.76	1.404	5.37	1.153	5.67	1.357	8.045	0.005
Parking Facility	4.61	1.331	4.60	1.642	4.61	1.410	0.009	0.926
Good Opportunity for buying	6.67	1.159	6.77	1.534	6.69	1.258	0.611	0.435
Motivating to visit	6.78	1.130	6.95	1.551	6.82	1.243	1.818	0.178

- From the above table, it was observed that, out of total respondents, respondents having bicycle, they given highest and lowest satisfaction mean score was convenience (6.86) and advertisement (3.33) for unorganized retail outlets.

- Accept price, convenience, assortments, transparency in billing, sales person service, advertisements and ambience remaining in other features for unorganized retail outlets and respondents own vehicle like bicycle significant difference was found in selected cities of Gujarat.

Table 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.

| Various Features For Organized Retail Outlets | Respondents Own Vehicle Bicycle | | | | | | F- Value | p- Value |
| | Yes | | No | | Total | | | |
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.41	1.388	74.5	1.433	7.50	1.416	0.286	0.945
Convenience	7.69	1.241	7.04	1.365	7.24	1.357	8.212	0.005
Assortments	5.71	1.858	6.46	1.506	6.23	1.655	7.591	0.007
Transparency in billing	6.94	1.605	7.28	1.532	7.18	1.558	1.700	0.196
Sales person service	2.73	2.562	1.17	1.943	2.08	2.190	6.667	0.011
Advertisement	4.25	2.134	4.67	1.929	4.54	1.998	1.541	0.216
Ambience	5.35	1.093	5.37	1.120	5.37	1.108	0.011	0.918
Parking Facility	4.76	1.644	4.64	1.675	4.68	1.661	0.206	0.650
Good Opportunity for buying	6.41	1.675	6.00	1.521	6.54	1.568	0.515	0.474
Motivating to visit	6.45	1.527	6.82	1.599	6.71	1.582	1.955	0.164

- From the above table, it was observed that, out of total respondents, respondents having bicycle, they given highest and lowest satisfaction mean score was convenience (7.69) and sales person service (2.73) for unorganized retail outlets.

- Accept convenience and sales person service remaining in other features for unorganized retail outlets and respondents own vehicle like bicycle significant difference was found in Vadodara city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like bicycle table has not been included for the analysis purpose in Ahmedabad city.

Table 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.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like bicycle table has not been included for the analysis purpose in Surat city.

Table 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.

| Various Features For Organized Retail Outlets | Respondents Own Vehicle Bicycle | | | | | | F- Value | p- Value |
| | Yes | | No | | Total | | | |
	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.22	1.221	7.94	0.854	7.31	1.204	5.126	0.025
Convenience	7.18	0.922	7.56	0.892	7.23	0.923	2.426	0.122
Assortments	6.66	1.053	6.75	1.183	6.67	1.065	0.098	0.755
Transparency in billing	6.89	1.168	6.87	1.204	6.89	1.167	0.003	0.955
Sales person service	3.81	1.150	3.37	1.258	3.76	1.166	1.979	0.162
Advertisement	3.42	1.086	3.69	1.138	3.45	1.091	0.839	0.361
Ambience	5.91	1.673	6.06	1.181	5.93	1.621	0.126	0.723
Parking Facility	4.21	1.693	4.31	1.401	4.22	1.657	0.057	0.811
Good Opportunity for buying	6.99	1.301	7.94	1.063	7.10	1.308	7.759	0.006
Motivating to visit	7.06	1.075	7.88	0.619	7.15	1.063	8.825	0.004

- From the above table, it was observed that, out of total respondents, respondents having bicycle, they given highest and lowest satisfaction mean score was price (7.22) and advertisements (3.42) for unorganized retail outlets.

- Accept price, good opportunity for buying and motivation to visit remaining in other features for unorganized retail outlets and respondents own vehicle like bicycle significant difference was found in Rajkot city.

Table 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.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.20	1.548	6.94	1.296	6.95	1.262	6.35	1.181	6.52	1.097	6.85	1.343	6.907	0.000
Convenience	7.07	1.248	6.95	1.0471	6.94	1.048	6.71	0.996	6.82	1.038	6.92	1.010	1.516	0.196
Assortments	6.51	1.510	6.23	1.188	6.43	0.906	6.24	0.889	5.94	1.356	6.30	1.229	3.342	0.010
Transparency in billing	6.60	1.598	6.07	1.578	6.51	1.519	5.94	1.554	5.75	1.666	6.23	1.609	5.708	0.000
Sales person service	3.19	1.508	3.52	1.579	2.93	2.049	3.14	1.605	3.41	1.406	3.25	1.655	2.296	0.058
Advertisement	3.76	1.401	3.31	1.316	3.97	1.718	3.69	1.572	3.39	1.622	3.62	1.526	3.573	0.005
Ambience	5.68	1.524	5.49	1.296	5.89	1.363	5.83	1.261	5.47	1.203	5.67	1.357	2.018	0.091
Parking Facility	4.38	1.545	4.94	1.550	4.57	1.220	4.66	1.211	4.43	1.271	4.61	1.410	3.149	0.014
Good Opportunity for buying	6.76	1.483	6.77	1.268	6.82	1.218	6.53	1.102	6.46	0.979	6.69	1.258	1.562	0.183
Motivating to visit	6.87	1.519	6.87	1.179	6.97	1.109	6.74	1.166	6.57	1.050	6.82	1.243	1.476	0.208

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to price(7.20) and sales person service (2.93)in the income groups of less than or equal to 40000 and 60001- 80000 respectively for unorganized retail outlets.

- Accept price, assortments, transparency in billing, advertisements and parking facility remaining in other features for unorganized retail outlets and income group of respondents significant difference was found in selected cities of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.43	1.845	7.66	1.335	7.68	0.884	7.24	1.261	7.38	1.244	7.50	1.416	0.479	0.751
Convenience	7.15	1.549	7.75	1.047	7.11	1.173	6.71	1.347	7.48	1.401	7.24	1.357	2.291	0.062
Assortments	6.36	2.030	6.16	1.505	6.43	0.728	6.24	1.136	5.62	2.312	6.23	1.655	0.948	0.438
Transparency in billing	7.00	1.776	7.34	1.382	7.62	1.010	7.29	1.586	6.48	1.806	7.18	1.558	2.163	0.076
Sales person service	2.19	1.507	2.78	2.624	1.16	2.291	1.71	2.305	2.71	2.194	2.08	2.190	3.231	0.014
Advertisement	4.36	1.755	3.91	2.006	5.34	1.877	4.90	2.022	4.38	2.459	4.54	1.998	2.343	0.057
Ambience	5.11	1.187	5.35	0.880	5.41	1.927	5.48	1.365	5.34	1.261	5.37	1.108	0.586	0.673
Parking Facility	4.34	1.839	5.38	1.827	4.89	1.242	4.52	1.327	4.24	1.609	4.68	1.661	2.625	0.037
Good Opportunity for buying	6.43	1.647	6.81	1.857	6.84	1.424	6.14	1.389	6.29	1.231	6.54	1.568	1.114	0.352
Motivating to visit	6.43	1.876	6.97	1.616	7.24	1.256	6.57	1.326	6.19	1.209	6.71	1.582	2.350	0.057

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to price (7.68) and sales person service (1.16) in the income groups of 60001- 80000 respectively for unorganized retail outlets.

- Accept sales person service and parking facility remaining in other features for unorganized retail outlets and income group of respondent's significant difference was found in Vadodara city.

Table 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.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.36	1.217	6.91	1.011	6.52	1.167	6.21	1.188	6.18	1.168	6.54	1.144	1.663	0.165
Convenience	6.27	.703	6.29	.860	6.35	.813	6.36	.929	6.09	.701	6.28	0.801	0.217	0.928
Assortments	5.91	.426	5.86	.692	5.95	.686	5.86	.770	5.82	.405	5.88	0.618	0.116	0.977
Transparency in billing	5.09	1.109	5.37	1.437	5.80	1.322	5.86	1.231	5.37	1.191	5.45	1.302	1.215	0.310
Sales person service	4.14	.834	3.69	.796	3.90	.912	4.00	.961	4.18	.874	3.92	0.864	1.288	0.280
Advertisement	3.36	.581	3.51	.562	3.35	.671	3.29	.611	3.45	.522	3.41	0.586	1.288	0.280
Ambience	5.18	1.563	5.00	1.645	5.65	1.424	6.00	1.177	5.18	1.601	5.32	1.536	1.384	0.245
Parking Facility	4.77	1.232	4.49	1.269	4.85	.988	4.86	1.167	5.00	1.095	4.73	1.170	0.619	0.650
Good Opportunity for buying	6.05	.844	6.43	1.145	6.60	1.273	6.57	1.158	6.00	.775	6.35	1.087	1.181	0.324
Motivating to visit	6.41	1.221	6.80	.868	6.75	.851	6.93	1.072	6.64	1.120	6.71	1.001	0.750	0.561

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to motivation to visit (6.93) and advertisements (3.29) in the income groups of 80001-135000 respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and income group of respondents in Ahmedabad city.

Table 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.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	5.83	.718	5.86	.787	5.89	.875	5.70	.750	6.06	.669	5.88	0.766	.882	0.477
Convenience	6.33	.888	6.68	.818	**6.93**	.858	**6.80**	.761	6.59	.875	6.71	0.838	1.351	0.255
Assortments	6.08	1.165	6.32	1.056	6.46	1.036	6.43	.858	6.19	1.030	6.32	1.009	.533	0.711
Transparency in billing	5.75	.965	5.16	1.143	5.04	1.036	4.80	.961	4.75	1.270	5.01	1.123	2.246	0.067
Sales person service	4.00	.739	3.86	.918	3.46	.922	3.43	.817	3.50	.984	3.62	0.912	1.892	0.115
Advertisement	**2.92**	1.311	**2.54**	.900	**2.93**	1.331	**3.20**	1.297	**2.81**	.998	2.86	1.152	1.428	0.228
Ambience	6.17	1.030	6.08	.954	6.36	1.026	6.23	.898	5.88	.871	6.13	0.947	1.105	0.357
Parking Facility	4.83	.577	5.08	.862	4.46	.508	4.83	.950	4.81	.693	4.82	0.783	2.595	0.039
Good Opportunity for buying	**6.92**	.900	**6.78**	.750	6.64	.678	6.63	.490	6.69	.693	6.71	0.684	.545	0.703
Motivating to visit	6.83	.835	6.65	1.184	6.71	1.013	6.80	1.157	**6.72**	.958	6.73	1.055	.116	0.977

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to convenience (6.93)and advertisements (2.54) in the income groups of 60001-80000 and 40001-60000 respectively for unorganized retail outlets.

- Accept parking facility remaining in all other features for unorganized retail outlets and income group of respondent's significant difference was found in Surat city of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Income Groups Of Respondents												F-Value	p-Value
	<=40000		40001-60000		60001-80000		80001-135000		>135000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.65	1.110	7.53	1.196	7.42	1.283	6.53	0.990	6.53	0.964	7.31	1.204	5.521	0.000
Convenience	7.51	0.869	7.20	0.997	7.17	1.090	6.87	0.915	6.89	0.459	7.23	0.923	2.472	0.048
Assortments	7.06	1.008	6.63	1.326	6.79	1.021	6.20	0.561	5.95	0.524	6.67	1.065	5.339	0.001
Transparency in billing	7.06	1.180	6.67	1.241	7.13	1.035	6.40	0.986	6.89	1.243	6.89	1.167	1.461	0.218
Sales person service	3.65	1.267	3.70	1.208	4.21	1.382	3.73	0.594	3.58	0.769	3.76	1.166	1.130	0.345
Advertisement	3.49	.960	3.37	1.033	3.75	1.260	3.33	1.113	3.21	1.273	3.45	1.091	.780	0.540
Ambience	6.41	1.619	5.60	1.329	6.29	1.899	5.33	1.589	5.31	1.273	5.93	1.621	3.334	0.012
Parking Facility	4.14	1.458	4.83	2.036	3.96	1.681	4.33	1.543	3.68	1.376	4.22	1.657	1.756	0.142
Good Opportunity for buying	7.39	1.412	7.10	1.094	7.17	1.308	6.80	1.424	6.53	1.124	7.10	1.308	1.759	0.141
Motivating to visit	7.55	1.042	7.13	.900	7.04	1.122	6.67	1.113	6.68	0.946	7.15	1.063	3.777	0.006

- From the above table, it was observed that, out of total respondents, according to income groups, respondents given highest and lowest satisfaction mean score to price (7.65) and advertisements (3.21)in the income groups of less than or equal to 40000 and more than 135000 respectively for unorganized retail outlets.

- Accept price, convenience, assortments, ambience and motivation to visit remaining in other features for unorganized retail outlets and income group of respondent's significant difference was found in Rajkot city.

Table 5.2.145 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 Selected Cities Of Gujarat.

Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.21	1.508	6.90	1.347	6.73	1.243	6.78	1.307	6.47	1.096	6.85	1.343	4.375	0.002
Convenience	7.06	1.218	6.93	1.219	6.93	0.936	6.86	1.012	6.74	1.010	6.92	1.101	1.139	0.337
Assortments	6.44	1.494	6.26	1.041	6.32	1.100	6.42	1.023	5.96	1.373	6.30	1.229	2.203	0.068
Transparency in billing	6.45	1.766	6.49	1.406	6.07	1.595	6.22	1.488	5.67	1.666	6.23	1.609	4.279	0.002
Sales person service	3.09	1.537	3.42	1.709	3.35	1.763	2.96	1.759	3.43	1.431	3.25	1.655	1.699	0.149
Advertisement	3.75	1.562	3.67	1.401	3.48	1.457	3.70	1.584	3.44	1.673	3.62	1.526	0.813	0.517
Ambience	5.48	1.448	5.78	1.413	5.75	1.295	5.72	1.335	5.62	1.220	5.67	1.357	0.942	0.439
Parking Facility	4.45	1.494	4.51	1.406	4.71	1.316	4.89	1.514	4.54	1.235	4.61	1.410	1.695	0.150
Good Opportunity for buying	6.72	1.463	6.84	1.358	6.70	1.122	6.70	1.125	6.40	1.021	6.69	1.258	1.590	0.175
Motivating to visit	6.85	1.517	6.88	1.229	6.87	1.142	6.90	1.128	6.56	1.012	6.82	1.243	1.141	0.336

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest and lowest satisfaction mean score to price (7.21)and advertisements (2.96) in the per capita income groups of less than or equal to 9167 and 17801-30000 for unorganized retail outlets.

- Accept price and transparency in billing remaining in other features for unorganized retail outlets and income group of respondent's significant difference was found in selected cities of Gujarat.

Table 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.

Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.49	1.850	7.50	1.390	7.58	0.945	7.45	1.207	7.50	1.147	7.50	1.416	0.028	0.998
Convenience	7.29	1.541	7.34	1.361	7.27	1.185	6.87	1.231	7.50	1.277	7.24	1.357	0.823	0.512
Assortments	6.49	2.032	6.18	1.182	6.23	1.394	6.23	1.146	5.65	2.277	6.23	1.655	0.921	0.453
Transparency in billing	7.14	1.791	7.32	1.378	7.31	1.225	7.32	1.376	6.60	1.903	7.18	1.558	0.877	0.479
Sales person service	2.27	1.846	2.13	2.220	2.00	2.668	1.32	2.088	2.80	2.262	2.08	2.190	1.591	0.179
Advertisement	4.57	1.958	4.42	1.810	4.42	2.043	4.58	1.996	4.80	2.505	4.54	1.998	0.144	0.966
Ambience	5.18	1.167	5.31	1.044	5.54	1.029	5.10	1.012	5.50	1.318	5.37	1.108	0.885	0.474
Parking Facility	4.51	1.769	4.66	1.820	4.85	1.405	5.10	1.557	4.25	1.517	4.68	1.661	1.018	0.400
Good Opportunity for buying	6.57	1.720	6.68	1.678	6.69	1.408	6.45	1.480	6.15	1.348	6.54	1.568	0.474	0.755
Motivating to visit	6.47	1.938	6.92	1.566	6.96	1.341	6.87	1.384	6.30	1.129	6.71	1.582	1.034	0.392

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest and lowest satisfaction mean score to price(7.58) and sales person service(1.32) in the per capita income groups of 13001- 17800 and 17801-30000 respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and per capita income group of respondents in Vadodara city.

Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	6.78	1.086	6.35	1.152	6.69	1.225	6.54	1.127	6.14	1.099	6.54	1.144	.990	0.417
Convenience	6.33	.784	6.09	.848	6.52	.770	6.38	.870	6.00	.679	6.28	0.801	1.433	0.229
Assortments	5.93	.474	5.78	.518	6.04	.735	5.77	.725	5.79	.699	5.88	0.618	.777	0.543
Transparency in billing	5.07	1.328	5.57	1.308	5.52	1.295	5.77	1.363	5.57	1.222	5.45	1.302	.846	0.499
Sales person service	3.85	.770	4.00	.905	3.88	.927	3.77	.927	4.14	.864	3.92	0.864	.427	0.789
Advertisement	3.48	.580	3.52	.511	3.20	.645	3.46	.660	3.43	.514	3.41	0.586	1.146	0.339
Ambience	4.85	1.657	5.48	1.563	5.36	1.381	5.77	1.481	5.50	1.557	5.32	1.536	1.019	0.402
Parking Facility	4.37	1.115	4.96	1.022	4.80	1.414	4.77	1.013	4.86	1.167	4.73	1.170	.917	0.457
Good Opportunity for buying	6.15	1.064	6.26	.964	6.60	1.155	6.62	1.261	6.21	1.051	6.35	1.087	.845	0.500
Motivating to visit	6.67	1.177	6.43	.896	6.88	1.013	6.92	.641	6.71	1.069	6.71	1.001	.768	0.549

Table 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.

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest and lowest satisfaction mean score to motivation to visit (6.92) and advertisements (3.20) in the per capita income groups of 17801-30000 and 13001-17800 respectively for unorganized retail outlets.

- As per statistical results, it was observed that, there was no significant differences between respondents given satisfaction mean score for various features of unorganized retail outlets and per capita income group of respondents in Ahmedabad city.

Table 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.

Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	5.67	.651	6.04	.854	5.72	.659	5.81	.833	6.06	.747	5.88	0.766	1.447	0.222
Convenience	6.33	.651	6.81	1.001	6.72	.741	6.87	.846	6.58	.830	6.71	0.838	1.218	0.306
Assortments	5.67	.985	6.44	.892	6.28	1.111	6.61	.844	6.24	1.062	6.32	1.009	2.148	0.078
Transparency in billing	4.92	1.505	5.48	.893	4.94	1.218	5.10	.746	4.67	1.242	5.01	1.123	2.126	0.081
Sales person service	3.33	1.155	4.07	.616	3.53	1.000	3.61	.715	3.45	1.003	3.62	0.912	2.430	0.051
Advertisement	2.42	1.165	2.63	1.043	2.92	1.204	3.19	1.276	2.82	1.014	2.86	1.152	1.413	0.233
Ambience	5.92	1.084	6.19	.834	6.17	1.056	6.42	.886	5.85	.870	6.13	0.947	1.675	0.160
Parking Facility	5.00	.739	4.70	.724	4.94	.826	4.61	.803	4.91	.765	4.82	0.783	1.192	0.317
Good Opportunity for buying	6.75	.866	6.81	.736	6.69	.710	6.68	.541	6.67	.692	6.71	0.684	.219	0.928
Motivating to visit	6.58	1.084	6.78	.974	6.75	1.180	6.77	1.087	6.67	.990	6.73	1.055	.115	0.977

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest and lowest satisfaction mean score to good opportunity for buying(6.81) and advertisements (2.42)in the per capita income groups of 9168-13000 and less than or equal to 9167 respectively for unorganized retail outlets.

- Accept sales person service remaining in all other features for unorganized retail outlets and per capita income group of respondent's significant difference was found in Surat city of Gujarat.

Various Features For Organized Retail Outlets	Per Capita Income Groups Of Respondents												F-Value	p-Value
	<=9167		9168-13000		13001-17800		17801-30000		>30000		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Price	7.60	1.106	7.27	1.283	7.39	1.158	7.38	1.244	6.29	0.825	7.31	1.204	3.401	0.011
Convenience	7.48	0.804	7.11	1.173	7.30	0.822	7.14	0.910	6.79	0.426	7.23	0.923	1.846	0.124
Assortments	6.93	1.091	6.51	1.146	6.78	0.951	6.81	1.030	5.93	0.616	6.67	1.065	2.812	0.028
Transparency in billing	6.98	1.239	6.95	0.998	7.04	1.224	6.52	1.289	6.79	1.122	6.89	1.167	.716	0.582
Sales person service	3.50	1.153	3.89	1.308	4.00	1.348	3.90	0.831	3.57	0.852	3.76	1.166	1.057	0.380
Advertisement	3.33	1.028	3.76	1.011	3.61	1.158	3.29	1.189	3.00	1.109	3.45	1.091	1.722	0.149
Ambience	6.12	1.452	6.24	1.739	5.74	1.657	5.57	1.748	5.36	1.447	5.93	1.621	1.272	0.284
Parking Facility	4.26	1.515	3.95	1.373	4.09	1.593	5.05	2.334	3.79	1.424	4.22	1.657	1.895	0.115
Good Opportunity for buying	7.26	1.345	7.38	1.401	6.83	1.302	7.14	1.014	6.29	1.069	7.10	1.308	2.278	0.064
Motivating to visit	7.48	1.018	7.19	1.126	6.96	1.022	7.10	1.044	6.50	0.855	7.15	1.063	2.633	0.037

Table 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.

- From the above table, it was observed that, out of total respondents, according to per capita income groups, respondents given highest and lowest satisfaction mean score to price (7.60)and advertisements(3.00) in the per capita income groups of less than or equal to 9167 and more than 30000 in the per capita income groups of for unorganized retail outlets.

- Accept price, assortments and motivation to visit remaining in other features for unorganized retail outlets and per capita income group of respondent's significant difference was found in Rajkot city.

H7: Mean comparisons of average monthly amounts spent by respondent for purchase of different product categories from different retail outlets are alike in selected cities of Gujarat.

Table 5.2.150 Mean Comparison of Different Product Categories Bought By Respondents From Different Retail Outlets In The Selected Cities Of Gujarat.										
Different Product Categories	**Mean Comparison of different retail outlets**								**F - value**	**P- value**
	Organized Retail outlets		Unorganized Retail outlets		Both		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Staples (rice/atta/wheat) (etc.)	1200.3	582.5	993.4	508.7	1162.5	763.3	1085.1	763.3	14.150	0.000
Other food grains/Flours/items (maida/rava/suji/dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc)	5268.4	2394.9	3770.8	2012.3	4723.4	2124.7	4666.3	2277.8	29.412	0.000
Cooking oil /Ghee/Vanaspati (etc.)	1271.8	644.7	1071.3	521.3	1192.4	544.5	1174.1	600.3	14.965	0.000
Other packaged food. Toiletries soap/s hampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	3168.8	1674.8	2239.5	1595.3	3170.2	1580.4	2932.1	1686.7	24.439	0.000
Cosmetics (creams/lotion/skin care products) (etc.)	949.5	721.9	660.5	579.8	752.6	572.2	864.3	692.2	14.237	0.000
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	1075.3	786.9	738.18	547.5	801.1	450.4	952.4	713.6	20.099	0.000
Fruit(etc.)	2249.5	1413.9	1740.8	1317.3	1353.6	1122.7	1873.7	1363.0	19.456	0.000
Vegetable(etc.)	3908.5	2012.7	3114.4	1949.5	2701.4	1907.6	3345.3	2009.0	18.074	0.000

- From the above table, it was observed that, average monthly highest and lowest amount spent by respondents to buy other food grains (4666.3Rs) and cosmetics (864.3 Rs).

Staples:

- Average monthly amount spent by respondents to buy staples items from organized retail outlets (Rs 1200.3.), unorganized retail outlets (Rs 993.4) and both retail outlets (Rs 763.3).

Other Food Grains/Flours/Items:

- Average monthly amount spent by respondents bought other food grains items from organized retail outlets (Rs 5268.4), unorganized retail outlets (Rs 3770.8 Rs) and both retail outlets (Rs 4723.4).

Cooking Oil /Ghee/Vanaspati:

- Average monthly amount spent by respondents to buy cooking oil from organized retail outlets (Rs 1271.8), unorganized retail outlets (Rs 1071.8) and both retail outlets (Rs 1192.4).

Other Packaged Food:

- Average monthly amount spent by respondents to buy other packaged food items from retail outlets (Rs 3170.3), organized retail outlets (Rs 3168.8) and unorganized retail outlets (Rs 2239.5).

Cosmetics:

- Average monthly amount spent by respondents to buy cosmetics items from organized retail outlets (Rs 949.5), both retail outlets (Rs 752.6) and unorganized retail outlets (Rs 579.8).

Household Cleaning Products:

- Average monthly amount spent by respondents to buy household cleaning items from organized retail outlets (Rs 1075.3), both retail outlets (Rs 801.1) and unorganized retail outlets (Rs 738.18).

Fruit:

- Average monthly amount spent by respondents to buy fruits from organized retail outlets (Rs 2249.5), unorganized retail outlets (Rs 1740.8) and both retail outlets (Rs 1353.6).

Vegetable:

- Average monthly amount spent by respondents to buy vegetables from organized retail outlets (Rs 3908.5), unorganized retail outlets (Rs 3114.4) and both retail outlets (Rs 2701.4).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like staples (with F-value=14.150 and p-value=0.000), other food grains (with F-value=29.412 and p-value=0.000), cooking oil (with F-value= 14.965 and p-value=0.000), other packaged foods (with F-value= 24.439 and p-value=0.000), cosmetics (with F-value=14.237 and p-value=0.000), household cleaning products (with F-value=20.099 and p-value=0.000), fruits (with F-value=19.456 and p-value=0.000) and vegetables (with F-value=18.074 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, respondents to buy different products categories from different retail outlets had different perception about average monthly amount spent by respondents in selected cities of Gujarat.

Table 5.2.151 Mean Comparison Of Different Product Categories Bought By Respondents From Different Retail Outlets In The Vadodara City Of Gujarat.										
Different Product Categories	**Mean Comparison of different retail outlets**								**F - value**	**P-value**
	Organized Retail outlets		Unorganized Retail outlets		Both		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Staples (rice/atta/wheat) (etc.)	1153.3	539.10	852.2	472.33	2000.0	500.00	982.35	532.21	14.806	0.000
Other food grains/Flours/items (maida/rava/suji/ dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc.)	3202.1	944.89	2819.1	915.96	3397.8	944.17	3169.5	963.93	7.128	0.001
Cooking oil /Ghee/Vanaspati (etc.)	767.95	222.44	712.87	205.02	776.19	284.44	741.00	221.85	1.663	0.192
Other packaged food. Toiletries soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	2285.4	1114.8	1643.5	925.33	2197.7	737.92	2093.2	1027.8	7.675	0.001
Cosmetics (creams/lotion/skin care products) (etc.)	951.46	648.92	570.49	438.69	766.67	585.05	802.00	601.89	8.320	0.000
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	722.22	257.88	610.0	217.64	704.55	336.16	676.25	267.31	3.855	0.023
Fruit(etc.)	1063.4	743.89	698.15	506.22	927.45	786.91	831.5	653.99	5.622	0.004
Vegetable(etc.)	2037.5	725.96	1489.3	764.22	1775.0	849.91	1667.5	804.88	7.914	0.000

- From the above table, it was observed that, Average monthly highest and lowest amount spent by respondents to buy other food grains (Rs 3169.5) and house hold cleaning products (Rs 653.99).

Staples:

- Average monthly amount spent by respondents to buy staples items from both retail outlets (Rs 2000.0), organized retail outlets (Rs 1153.3) and unorganized retail outlets (Rs 852.2).

Other Food Grains/Flours/Items:

- Average monthly amount spent by respondents bought other food grains items from both retail outlets (Rs 3397.8), organized retail outlets (Rs 3202.1) and unorganized retail outlets (Rs 2819.1 Rs).

Cooking Oil /Ghee/ Vanaspati:

- Average monthly amount spent by respondents to buy cooking oil from organized retail outlets (Rs 767.5), unorganized retail outlets (Rs 712.87) and both retail outlets (Rs 776.19).

Other Packaged Food:

- Average monthly amount spent by respondents to buy other packaged food items from organized retail outlets (Rs 2285.48), both retail outlets (Rs 2197.7), and unorganized retail outlets (Rs 1643.5).

Cosmetics:

- Average monthly amount spent by respondents to buy cosmetics items from organized retail outlets (Rs 951.5), both retail outlets (Rs 766.7) and unorganized retail outlets (Rs 570.5).

Household Cleaning Products:

- Average monthly amount spent by respondents to buy household cleaning items from organized retail outlets (Rs 722.2), both retail outlets (Rs 704.5) and unorganized retail outlets (Rs 610.0).

Fruit:

- Average monthly amount spent by respondents to buy fruits from organized retail outlets (Rs1063.4), both retail outlets (Rs 927.5) and unorganized retail outlets (Rs 698.1).

Vegetable:

- Average monthly amount spent by respondents to buy vegetables from organized retail outlets (Rs 2037.5), both retail outlets (Rs 1775.0) and unorganized retail outlets (Rs 1489.3).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like staples (with F-value=393.640 and p-value=0.000), other food grains (with F-value=13.322 and p-value=0.001), other packaged foods (with F-value= 7.675 and p-value=0.001), cosmetics (with F-value=8.320 and p-value=0.000), household cleaning products (with F-value=3.855 and p-value=0.023), fruits (with F-value=5.622 and p-value=0.004) and vegetables (with F-value=7.9114 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, respondents to buy different products categories like staples, other food grains, other packaged foods, cosmetics, household cleaning products, fruits and vegetables from different retail outlets had similar perception about average monthly amount spent by respondents in Vadodara city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like cooking oil (with F-value=1.663 and p-value=0.192). Hence, null hypothesis was not rejected. Therefore, it could be said that, respondents to buy different products categories like cooking oil from different retail outlets had similar perception about average monthly amount spent by respondents in Vadodara city.

Table 5.2.152 Mean Comparison of Different Product Categories Respondents Bought From Different Retail Outlets In The Ahmedabad City Of Gujarat.										
Different Product Categories	**Mean Comparison of different retail outlets**								**F - value**	**P- value**
	Organized Retail outlets		Unorganized Retail outlets		Both		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Staples (rice/atta/wheat) (etc.)	1087.7	560.05	900.0	415.01	-	-	1007.0	510.25	6.829	0.010
Other food grains/Flours/items (maida/rava/suji/ dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc.)	5837.5	2571.47	5474.1	2339.36	5204.0	2088.56	5626.0	2430.18	1.257	0.287
Cooking oil /Ghee/Vanaspati (etc.)	1174.8	551.55	1044.1	335.92	1094.2	435.18	1138.5	502.52	1.078	0.342
Other packaged food. Toiletries soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	3452.7	1816.38	3224.2	1508.73	2978.9	1183.96	3370.0	1718.48	0.780	0.460
Cosmetics (creams/lotion/skin care products) (etc.)	656.6	481.87	512.0	292.66	-	-	635.7	461.54	2.449	0.119
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	945.6	563.49	738.0	361.50	842.9	389.00	908.9	529.40	1.852	0.160
Fruit(etc.)	1985.7	1161.85	1668.6	916.93	1100.0	141.42	1840.5	1068.80	2.670	0.072
Vegetable(etc.)	3726.8	1892.56	3019.0	1399.52	4725.0	2067.81	3449.5	1741.69	5.375	0.006

- From the above table, it was observed that, Average monthly highest and lowest amount spent by respondents to buy other food grains (Rs 5626.0) and cosmetics products (Rs 653.6).

Staples:

- Average monthly amount spent by respondents to buy staples items from organized retail outlets (Rs 1087.7) and unorganized retail outlets (Rs 900.0).

Other Food Grains/Flours/Items:

- Average monthly amount spent by respondents bought other food grains items from organized retail outlets (Rs 5837.5), unorganized retail outlets (Rs 5474.1 Rs) and both retail outlets (Rs 5204.0).

Cooking Oil /Ghee/ Vanaspati:

- Average monthly amount spent by respondents to buy cooking oil from organized retail outlets (Rs 1174.8), both retail outlets (Rs 1094.2) and unorganized retail outlets (Rs 1044.1).

Other Packaged Food:

- Average monthly amount spent by respondents to buy other packaged food items from organized retail outlets (Rs 3452.7), unorganized retail outlets (Rs 3224.2) and both retail outlets (Rs 2978.9).

Cosmetics:

- Average monthly amount spent by respondents to buy cosmetics items from organized retail outlets (Rs 656.6) and unorganized retail outlets (Rs 512.0).

Household Cleaning Products:

- Average monthly amount spent by respondents to buy household cleaning items from organized retail outlets (Rs 945.6), both retail outlets (Rs 842.9) and unorganized retail outlets (Rs 738.0).

Fruit:

- Average monthly amount spent by respondents to buy fruits from organized retail outlets (Rs 1985.7), both retail outlets (Rs 1100.0) and unorganized retail outlets (Rs 1668.6).

Vegetable:

- Average monthly amount spent by respondents to buy vegetables from both retail outlets (Rs 4725.0), organized retail outlets (Rs 3726.8) and unorganized retail outlets (Rs 3019.0).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like staples (with F-value=6.829 and p-value=0.010) and vegetables (with F-value=5.375 and p-value=0.006) in Ahmedabad city of Gujarat. Hence, null hypothesis was rejected. Therefore, it could be said that, respondents to buy different products categories like staples and vegetables from different retail outlets had different perception about average monthly amount spent by respondents in Ahmedabad city of Gujarat.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like other food grains (with F-value=1.257 and p-value=0.287), cooking oil (with F-value=1.078 and p-value=0.342), other packaged foods (with F-value= 0.780 and p-value=0.460), cosmetics (with F-value=2.449 and p-value=0.119), household cleaning products (with F-value=1.852 and p-value=0.160) and fruits (with F-value=2.670 and p-value=0.072). Hence, null hypothesis was not rejected. Therefore, it could be said that, respondents to buy different products categories like other food grains, cooking oil, other packaged foods, cosmetics, household cleaning products and fruits from different retail outlets had similar perception about average monthly amount spent by respondents in Ahmedabad city.

Table 5.2.153 Mean Comparison of Different Product Categories Respondents Bought From Different Retail Outlets In The Surat City Of Gujarat.										
Different Product Categories	**Mean Comparison of different retail outlets**									
	Organized Retail outlets		Unorganized Retail outlets		Both		Total		F - value	P- value
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Staples (rice/atta/wheat) (etc.)	1456.4	667.02	1282.0	544.35	660.00	230.21	1327.6	598.6	5.313	0.006
Other food grains/Flours/items (maida/rava/suji/ dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc.)	5733.9	2142.0	5424.0	1887.0	5907.5	1952.7	5735.5	1994.5	0.949	0.389
Cooking oil /Ghee/Vanaspati (etc.)	1525.0	784.90	1341.2	603.0	1368.1	582.7	1424.0	677.4	1.513	0.223
Other packaged food. Toiletries soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	3825.0	1662.0	3573.5	1762.9	3826.8	1735.3	3764.0	1707.9	0.401	0.670
Cosmetics (creams/lotion/skin care products) (etc.)	1201.4	850.8	1096.1	806.9	500.0	-	1171.0	838.3	0.619	0.540
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	1284.7	833.9	1195.0	884.3	1015.4	692.6	1244.8	837.8	0.729	0.484
Fruit(etc.)	2941.8	1397.3	2761.8	1370.6	2227.8	1277.8	2763.3	1376.0	1.841	0.161
Vegetable(etc.)	4836.4	1931.5	4501.5	2102.1	4607.7	1845.5	4600.5	2036.8	0.522	0.594

- From the above table, it was observed that, Average monthly highest and lowest amount spent by respondents to buy other food grains (Rs 5735.5) and cosmetics products (Rs 1171.0).

Staples:

- Average monthly amount spent by respondents to buy staples items from organized retail outlets (Rs 1456.4) unorganized retail outlets (Rs 1282.0) and both retail outlets (Rs 1282.0).

Other Food Grains/Flours/Items:

- Average monthly amount spent by respondents bought other food grains items from both retail outlets (Rs 5907.7), organized retail outlets (Rs 5733.9) and unorganized retail outlets (Rs 5424.0).

Cooking Oil /Ghee/ Vanaspati:

- Average monthly amount spent by respondents to buy cooking oil from organized retail outlets (Rs 1174.8), both retail outlets (Rs 1094.2) and unorganized retail outlets (Rs 1044.1).

Other Packaged Food:

- Average monthly amount spent by respondents to buy other packaged food items from organized retail outlets (Rs 1525.0), both retail outlets (Rs 1368.1) and unorganized retail outlets (Rs 1341.2).

Cosmetics:

- Average monthly amount spent by respondents to buy cosmetics items from organized retail outlets (Rs 1201.6), unorganized retail outlets (Rs 1096.0) and both retail outlets (Rs 500.0).

Household Cleaning Products:

- Average monthly amount spent by respondents to buy household cleaning items from organized retail outlets (Rs 1284.6), unorganized retail outlets (Rs 1195.0) and both retail outlets (Rs 1015.4).

Fruit:

- Average monthly amount spent by respondents to buy fruits from organized retail outlets (Rs 2941.8), unorganized retail outlets (Rs 2761.8) and both retail outlets (Rs 2227.8).

Vegetable:

- Average monthly amount spent by respondents to buy vegetables from unorganized retail outlets (Rs 4501.5), organized retail outlets (Rs 4836.4) and both retail outlets (Rs 4607.7).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like staples (with F-value=5.313 and p-value=0.006). Hence, null hypothesis was rejected. Therefore, it could be said that, respondents to buy different products categories like staples from different retail outlets had similar perception about average monthly amount spent by respondents in Surat city.

- As per statistical results, it was observed that, there was no significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like other food grains (with F-value=0.949 and p-value=0.389), cooking oil (with F-value=1.513 and p-value=0.223), other packaged foods (with F-value= 0.401 and p-value=0.670), cosmetics (with F-value=0.619 and p-value=0.540), household cleaning products (with F-value=0.729 and p-value=0.484), fruits (with F-value=1.841 and p-value=0.161) and vegetables (with F-value=0.522 and p-value=0.594). Hence, null hypothesis was not rejected. Therefore, it could be said that, respondents to buy different products categories like other food grains, cooking oil, other packaged foods, cosmetics, household cleaning products, fruits and vegetables from different retail outlets had similar perception about average monthly amount spent by respondents in Surat city.

Table 5.2.154 Mean Comparison of Different Product Categories Respondents Bought from Different Retail Outlets In The Rajkot City Gujarat.										
Different Product Categories	**Mean Comparison of different retail outlets**								**F - value**	**P- value**
	Organized Retail outlets		Unorganized Retail outlets		Both		Total			
	Mean	S.d	Mean	S.d	Mean	S.d	Mean	S.d		
Staples (rice/atta/wheat) (etc.)	1182.6	520.8	895.9	443.2	-	-	1023.5	498.9	17.668	0.000
Other food grains/Flours/items (maida/rava/suji/ dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc.)	5286.9	2244.9	2764.0	1337.7	4492.3	2569.6	4134.2	2325.8	28.945	0.000
Cooking oil /Ghee/Vanaspati (etc.)	1552.7	594.2	1183.8	605.3	1200.0	513.1	1392.8	620.9	9.343	0.000
Other packaged food. Toiletries soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	3141.9	1608.2	1273.5	840.9	2000.0	-	2501.0	1647.4	40.196	0.000
Cosmetics (creams/lotion/skin care products) (etc.)	1046.5	752.8	480.4	396.9	500.0	.	848.5	703.1	17.115	0.000
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	1240.8	1059.3	549.3	307.5	860.0	569.9	979.8	908.6	14.670	0.000
Fruit(etc.)	2866.2	1529.8	1651.6	1220.1	1853.9	1273.8	2059.5	1439.8	17.800	0.000
Vegetable(etc.)	4609.5	2000.2	3167.7	1715.7	4357.1	2789.8	3663.5	1962.2	13.393	0.000

From the above table, it was observed that, average monthly highest and lowest amount spent by respondents to buy other food grains (Rs 4134.2) and cosmetics products (Rs 848.5).

Staples:

- Average monthly amount spent by respondents to buy staples items from organized retail outlets (Rs 1182.6) and unorganized retail outlets (Rs 895.9).

Other Food Grains/Flours/Items:

- Average monthly amount spent by respondents bought other food grains items from organized retail outlets (Rs 5286.9), both retail outlets (Rs 4492.3) and unorganized retail outlets (Rs 2764.0 Rs).

Cooking Oil /Ghee/ Vanaspati:

- Average monthly amount spent by respondents to buy cooking oil from organized retail outlets (Rs 1552.7), both retail outlets (Rs 1200.0) and unorganized retail outlets (Rs 1183.8).

Other Packaged Food:

- Average monthly amount spent by respondents to buy other packaged food items from organized retail outlets (Rs 3141.9), unorganized retail outlets (Rs 2000.0) and both retail outlets (Rs 1273.5).

Cosmetics:

- Average monthly amount spent by respondents to buy cosmetics items from organized retail outlets (Rs1046.5) both retail outlets (Rs 500.0) and unorganized retail outlets (Rs 480.4).

Household Cleaning Products:

- Average monthly amount spent by respondents to buy household cleaning items from organized retail outlets (Rs 1240.8), both retail outlets (Rs 860.0) and unorganized retail outlets (Rs 549.3).

Fruit:

- Average monthly amount spent by respondents to buy fruits from organized retail outlets (Rs 2866.1), both retail outlets (Rs 1853.9) and unorganized retail outlets (Rs 1651.6).

Vegetable:

- Average monthly amount spent by respondents to buy vegetables from organized retail outlets (Rs 4609.5), both retail outlets (Rs 4357.1) and unorganized retail outlets (Rs 3167.7).

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like staples (with F-value=17.668 and p-value=0.000), other food grains (with F-value=28.945 and p-value=0.000), cooking oil (with F-value=9.343 and p-value=0.000), other packaged foods (with F-value= 40.196 and p-value=0.000), cosmetics (with F-value=17.115 and p-value=0.000), household cleaning products (with F-value=14.670 and p-value=0.000), fruits (with F-value=17.800 and p-value=0.000) and vegetables (with F-value=13.393 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, respondents to buy different products categories like staples and vegetables from different retail outlets had different perception about average monthly amount spent by respondents in Rajkot city.

H8: Expected and observed frequency of purchase preference of product category from defined outlets are equal in selected cities in Gujarat.

Different Product Categories	Expected And Observed Different Retail Outlets						Total	chi - value	p- value
	Organized Retail outlets		Unorganized Retail outlets		Both				
	Ob	Exp	Ob	Exp	Ob	Exp			
Staples (rice/atta/wheat) (etc.)	348	266.7	444	266.7	8	266.7	800	393.640	0.000
Other food grains/Flours/items (maida/rava/suji/ dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc.)	299	266.7	219	266.7	282	266.7	800	13.322	0.001
Cooking oil /Ghee/Vanaspati (etc.)	402	266.7	266	266.7	132	266.7	800	136.690	0.000
Other packaged food. Toiletries soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	462	266.7	204	266.7	134	266.7	800	223.810	0.000
Cosmetics (creams/lotion/skin care products) (etc.)	552	266.7	210	266.7	38	266.7	800	513.430	0.000
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	492	266.7	220	266.7	88	266.7	800	318.280	0.000
Fruit(etc.)	273	266.7	443	266.7	84	266.7	800	241.878	0.000
Vegetable(etc.)	270	266.7	458	266.7	72	266.7	800	279.430	0.000

Table 5.2.155 Product Category Wise Purchase Preference From Organized, Unorganized And Both Retail Outlets Across Respondents Category Using One-Sample Chi-Square Statistics In Selected Cities Of Gujarat.

- From the above table, it was observed that, out of total respondents, proportion of purchase staples, fruits and vegetables items are more in unorganized retail outlets.

- Proportion of purchase other food grains items is more in both retail outlets.

- While, proportion of purchase cooking oil, other packaged food, cosmetics, household cleaning products items are more in organized retail outlets.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (chi-square value =393.640 and p-value=0.000), other food grains (chi-square value =13.322 and p-value=0.001), cooking oil (chi-square value =136.690 and p-value=0.000), other packaged foods (chi-square value =223.810 and p-value=0.000), cosmetics (chi-square value =513.430 and p-value=0.000), household cleaning products (chi-square value =318.280 and p-value=0.000), fruits (chi-square value =241.878 and p-value=0.000) and vegetables (chi-square value =279.430 and p-value=0.000) in selected cities of Gujarat. Hence, null hypothesis was rejected.

Table 5.2.156 Product Category Wise Purchase Preference From Organized, Unorganized And Both Retail Outlets Across Respondents Category Using One-Sample Chi-Square Statistics In Vadodara Of Gujarat.

Different Product Categories	Expected And Observed Different Retail Outlets								
	Organized Retail outlets		Unorganized Retail outlets		Both		Total	chi -value	p-value
	Ob.	Exp.	Ob.	Exp.	Ob.	Exp.			
Staples (rice/atta/wheat) (etc.)	75	66.7	122	66.7	3	66.7	200	107.770	0.000
Other food grains/Flours/items (maida/rava/suji/ dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc.)	47	66.7	63	66.7	90	66.7	200	14.170	0.000
Cooking oil /Ghee/Vanaspati (etc.)	78	66.7	101	66.7	21	66.7	200	50.890	0.000
Other packaged food. Toiletries soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	103	66.7	54	66.7	43	66.7	200	30.610	0.000
Cosmetics (creams/lotion/skin care products) (etc.)	103	66.7	61	66.7	36	66.7	200	34.390	0.000
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	81	66.7	75	66.7	44	66.7	200	11.830	0.000
Fruit(etc.)	41	66.7	108	66.7	51	66.7	200	39.190	0.000
Vegetable(etc.)	49	66.7	112	66.7	48	66.7	200	46.720	0.000

- From the above table, it was observed that, out of total respondents, proportion of purchase staples, cooking oil, fruits and vegetables items are more in unorganized retail outlets.

- Proportion of purchase other food grains items is more in both retail outlets.

- While, proportion of purchase other packaged food, cosmetics, household cleaning products items are more in organized retail outlets.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (chi-square value =107.770 and p-value=0.000), other food grains (chi-square value =14.170 and p-value=0.001), cooking oil (chi-square value =50.890 and p-value=0.000), other packaged foods (chi-square value =30.610 and p-value=0.022), cosmetics (chi-square value =34.390 and p-value=0.000), household cleaning products (chi-square value =11.830 and p-value=0.000), fruits (chi-square value =39.190 and p-value=0.000) and vegetables (chi-square value =46.720 and p-value=0.000) in Vadodara city. Hence, null hypothesis was rejected.

Table 5.2.157 Product Category Wise Purchase Preference From Organized, Unorganized And Both Retail Outlets Across Respondents Category Using One-Sample Chi-Square Statistics In Ahmedabad Of Gujarat.								
Different Product Categories	**Expected And Observed Different Retail Outlets**							
	Organized Retail outlets		Unorganized Retail outlets		Both		Total	chi - value	p-value
	Ob	Exp	Ob	Exp	Ob	Exp			
Staples (rice/atta/wheat) (etc.)	114	100.0	86	100.0	-	-	200	3.920	0.048
Other food grains/Flours/items (maida/rava/suji/ dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc.)	120	66.7	31	66.7	49	66.7	200	66.430	0.000
Cooking oil /Ghee/Vanaspati (etc.)	131	66.7	34	66.7	35	66.7	200	93.130	0.000
Other packaged food. Toiletries soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	148	66.7	33	66.7	19	66.7	200	150.310	0.000
Cosmetics (creams/lotion/skin care products) (etc.)	171	100.0	29	100.0	-	-	200	100.820	0.000
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	154	66.7	25	66.7	21	66.7	200	171.730	0.000
Fruit(etc.)	112	66.7	86	66.7	2	66.7	200	99.160	0.000
Vegetable(etc.)	112	66.7	84	66.7	4	66.7	200	94.240	0.000

- From the above table, it was observed that, out of total respondents, proportion of purchase staples, other food grains, cooking oil, other packaged food, cosmetics, household cleaning products fruits and vegetables items are more in organized retail outlets.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (chi-square value =3.920 and p-value=0.048), other food grains (chi-square value =66.430 and p-value=0.000), cooking oil (chi-square value =93.130 and p-value=0.000), other packaged foods (chi-square value =150.310 and p-value=0.000), cosmetics (chi-square value =100.820 and p-value=0.000), household cleaning products (chi-square value =171.730 and p-value=0.000), fruits (chi-square value =99.160 and p-value=0.000) and vegetables (chi-square value =94.240 and p-value=0.000) in Ahmedabad city. Hence, null hypothesis was rejected.

Table 5.2.158 Product Category Wise Purchase Preference From Organized, Unorganized And Both Retail Outlets Across Respondents Category Using One-Sample Chi-Square Statistics In Surat City of Gujarat.									
Different Product Categories	**Expected And Observed Different Retail Outlets**								
	Organized Retail outlets		Unorganized Retail outlets		Both		Total	chi - value	p-value
	Observed	Expected	Observed	Expected	Observed	Expected			
Staples (rice/atta/wheat) (etc.)	70	66.7	125	66.7	5	66.7	200	108.250	0.000
Other food grains/Flours/items (maida/rava/suji/ dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc.)	59	66.7	50	66.7	91	66.7	200	13.930	0.001
Cooking oil /Ghee/Vanaspati (etc.)	80	66.7	51	66.7	69	66.7	200	6.430	0.040
Other packaged food. Toiletries soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	80	66.7	49	66.7	71	66.7	200	7.630	0.022
Cosmetics (creams/lotion/skin care products) (etc.)	148	66.7	51	66.7	1	66.7	200	167.590	0.000
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	137	66.7	50	66.7	13	66.7	200	121.570	0.000
Fruit(etc.)	55	66.7	127	66.7	18	66.7	200	92.170	0.000
Vegetable(etc.)	55	66.7	132	66.7	13	66.7	200	109.270	0.000

- From the above table, it was observed that, out of total respondents, proportion of purchase staples, other food grains, fruits and vegetables items are more in unorganized retail outlets.

- While, proportion of purchase cooking oil, other packaged food, cosmetics, household cleaning products items are more in organized retail outlets.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (chi-square value =108.250 and p-value=0.000), other food grains (chi-square value =13.930 and p-value=0.001), cooking oil (chi-square value =6.430 and p-value=0.040), other packaged foods (chi-square value =7.630 and p-value=0.022), cosmetics (chi-square value =167.590 and p-value=0.000), household cleaning products (chi-square value =121.570 and p-value=0.000), fruits (chi-square value =92.170 and p-value=0.000) and vegetables (chi-square value =109.270 and p-value=0.000) in Surat city. Hence, null hypothesis was rejected.

Table 5.2.159 Product Category Wise Purchase Preference From Organized, Unorganized And Both Retail Outlets Across Respondents Category Using One-Sample Chi-Square Statistics In Rajkot City Of Gujarat.									
Different Product Categories	Expected And Observed Different Retail Outlets								
	Organized Retail outlets		Unorganized Retail outlets		Both		Total	chi - value	p- value
	Observed	Expected	Observed	Expected	Observed	Expected			
Staples (rice/atta/wheat) (etc.)	89	100.0	111	100.0	-	-	200	2.420	0.120
Other food grains/Flours/items (maida/rava/suji/ dals/spices/ masalas/sugar/salt/eggs/bread/milk(etc.)	73	66.7	75	66.7	52	66.7	200	4.870	0.088
Cooking oil /Ghee/Vanaspati (etc.)	113	66.7	80	66.7	7	66.7	200	88.270	0.000
Other packaged food. Toiletries soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins) (etc.)	131	66.7	68	66.7	1	66.7	200	126.790	0.000
Cosmetics (creams/lotion/skin care products) (etc.)	130	66.7	69	66.7	1	66.7	200	124.930	0.000
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners) (etc.)	120	66.7	70	66.7	10	66.7	200	91.000	0.000
Fruit(etc.)	65	66.7	122	66.7	13	66.7	200	89.170	0.000
Vegetable(etc.)	63	66.7	130	66.7	7	66.7	200	113.770	0.000

- From the above table, it was observed that, out of total respondents, proportion of purchase staples, other food grains, fruits and vegetables items are more in unorganized retail outlets.

- While, proportion of purchase cooking oil, other packaged food, cosmetics, household cleaning products items are more in organized retail outlets.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like cooking oil (chi-square value =88.270 and p-value=0.000), other packaged foods (chi-square value =126.790 and p-value=0.000), cosmetics (chi-square value =124.930 and p-value=0.000), household cleaning products (chi-square value =91.000 and p-value=0.000), fruits (chi-square value =89.170 and p-value=0.000) and vegetables (chi-square value =113.770 and p-value=0.000) in Rajkot city of Gujarat. Hence, null hypothesis was rejected.

- As per chi-square results, it was observed that, there was no significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (chi-square value =2.420 and p-value=0.120) and other food grains (chi-square value =4.870 and p-value=0.088) in Surat city of Gujarat. Hence, null hypothesis was not rejected.

H9: Average satisfaction score assigned by respondents regarding various features of organized and unorganized retail outlets across selected cities of Gujarat.

Various Features For Organized And Unorganized Retail Outlets		Mean Comparison Of Various Features For Organized And Unorganized Retail Outlets				
		Mean	S.d	Total	t- Value	p-Value
Price	Organized Retail Outlets	1.896	1.711	366	21.206	0.000
	Unorganized Retail Outlets					
Convenience	Organized Retail Outlets	1.254	1.465	366	16.377	0.000
	Unorganized Retail Outlets					
Assortments	Organized Retail Outlets	1.678	1.650	366	19.449	0.000
	Unorganized Retail Outlets					
Transparency in billing	Organized Retail Outlets	1.902	2.243	366	16.219	0.000
	Unorganized Retail Outlets					
Sales person service	Organized Retail Outlets	4.352	2.446	366	34.044	0.000
	Unorganized Retail Outlets					
Advertisement	Organized Retail Outlets	4.145	2.292	366	34.597	0.000
	Unorganized Retail Outlets					
Ambience	Organized Retail Outlets	2.085	1.857	366	21.480	0.000
	Unorganized Retail Outlets					
Parking Facility	Organized Retail Outlets	3.607	1.888	366	36.541	0.000
	Unorganized Retail Outlets					
Good Opportunity for buying	Organized Retail Outlets	1.235	1.914	366	12.341	0.000
	Unorganized Retail Outlets					
Motivating to visit	Organized Retail Outlets	0.700	1.890	366	7.125	0.000
	Unorganized Retail Outlets					

Table 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.

- From the above table, it was observed that, out of total respondents, respondents given highest and lowest satisfaction mean score to sales person service (4.352) and motivation to visit (0.700) for organized and unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between respondents given satisfaction mean score for various features and different retail outlets like price (with t-value=21.206 and p-value=0.000), convenience (with t-value=16.377 and p-value=0.000), assortments (with t-value=19.449 and p-value=0.000), transparency in billing (with t-value= 16.219 and p-value=0.000), sales person service (with t-value=34.044 and p-value=0.000), advertisements (with t-value=34.597 and p-value=0.000), ambience (with t-value=21.480 and p-value=0.000) parking facility (with t-value=36.541 and p-value=0.000), good opportunity for buying (with t-value=12.341 and p-value=0.000) and motivation to visit (with t-value=7.125 and p-value=0.000) in selected cities of Gujarat. Hence, null hypothesis was rejected.

Table 5.2.161 Comparisons Of Satisfaction Mean Score Given By Respondents For Organized And Unorganized Retail Outlets Regarding Various Features In The Vadodara City Of Gujarat.						
Various Features For Organized And Unorganized Retail Outlets		Mean Comparison Of Various Features For Organized And Unorganized Retail Outlets				
		Mean	S.d	Total	t- Value	p-Value
Price	Organized Retail Outlets	0.803	1.693	200	5.133	0.000
	Unorganized Retail Outlets					
Convenience	Organized Retail Outlets	0.821	1.897	200	4.680	0.000
	Unorganized Retail Outlets					
Assortments	Organized Retail Outlets	1.709	2.327	200	7.946	0.000
	Unorganized Retail Outlets					
Transparency in billing	Organized Retail Outlets	0.479	2.238	200	2.313	0.022
	Unorganized Retail Outlets					
Sales person service	Organized Retail Outlets	5.598	3.173	200	19.082	0.000
	Unorganized Retail Outlets					
Advertisement	Organized Retail Outlets	2.838	2.751	200	11.157	0.000
	Unorganized Retail Outlets					
Ambience	Organized Retail Outlets	2.120	1.839	200	12.467	0.000
	Unorganized Retail Outlets					
Parking Facility	Organized Retail Outlets	3.932	2.303	200	18.463	0.000
	Unorganized Retail Outlets					
Good Opportunity for buying	Organized Retail Outlets	1.974	2.143	200	9.964	0.000
	Unorganized Retail Outlets					
Motivating to visit	Organized Retail Outlets	1.214	1.795	200	7.315	0.000
	Unorganized Retail Outlets					

- From the above table, it was observed that, out of total respondents, respondents given highest and lowest satisfaction mean score to sales person service (5.598) and motivation to visit (1.214) for organized and unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between respondents given satisfaction mean score for various features and different retail outlets like price (with t-value=5.133 and p-value=0.000), convenience (with t-value =4.680 and p-value=0.000), assortments (with t-value =7.946 and p-value=0.000), transparency in billing (with t-value = 2.313 and p-value=0.022), sales person service (with t-value =19.082 and p-value=0.000), advertisements (with t-value =11.157 and p-value=0.000), ambience (with t-value =12.467 and p-value=0.000) parking facility (with t-value =18.463 and p-value=0.000), good opportunity for buying (with t-value =9.964 and p-value=0.000) and motivation to visit (with t-value =7.315 and p-value=0.000) in Vadodara city. Hence, null hypothesis was rejected.

Table 5.2.162 Comparisons Of Satisfaction Mean Score Given By Respondents For Organized And Unorganized Retail Outlets Regarding Various Features In The Ahmedabad of Gujarat.						
Various Features For Organized And Unorganized Retail Outlets		Mean Comparison Of Various Features For Organized And Unorganized Retail Outlets				
		Mean	S.d	Total	t- Value	p-Value
Price	Organized Retail Outlets	2.156	1.433	76	13.199	0.000
	Unorganized Retail Outlets					
Convenience	Organized Retail Outlets	1.766	.985	76	15.729	0.000
	Unorganized Retail Outlets					
Assortments	Organized Retail Outlets	1.779	.955	76	16.356	0.000
	Unorganized Retail Outlets					
Transparency in billing	Organized Retail Outlets	2.909	1.444	76	17.684	0.000
	Unorganized Retail Outlets					
Sales person service	Organized Retail Outlets	3.156	1.927	76	14.373	0.000
	Unorganized Retail Outlets					
Advertisement	Organized Retail Outlets	5.013	1.230	76	35.762	0.000
	Unorganized Retail Outlets					
Ambience	Organized Retail Outlets	2.675	1.437	76	16.340	0.000
	Unorganized Retail Outlets					
Parking Facility	Organized Retail Outlets	2.688	1.462	76	16.132	0.000
	Unorganized Retail Outlets					
Good Opportunity for buying	Organized Retail Outlets	1.130	1.657	76	5.983	0.000
	Unorganized Retail Outlets					
Motivating to visit	Organized Retail Outlets	0.610	1.778	76	3.012	0.004
	Unorganized Retail Outlets					

- From the above table, it was observed that, out of total respondents, respondents given highest and lowest satisfaction mean score to advertisements (5.013) and motivation to visit (0.610) for organized and unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between respondents given satisfaction mean score for various features and different retail outlets like price (with t-value=13.119 and p-value=0.000), convenience (with t-value =15.729 and p-value=0.000), assortments (with t-value =16.356 and p-value=0.000), transparency in billing (with t-value = 17.684 and p-value=0.000), sales person service (with t-value =14.373 and p-value=0.000), advertisements (with t-value =35.762 and p-value=0.000), ambience (with t-value =16.340 and p-value=0.000) parking facility (with t-value =16.132 and p-value=0.000), good opportunity for buying (with t-value =5.983 and p-value=0.000) and motivation to visit (with t-value =3.012 and p-value=0.004) in Ahmedabad city. Hence, null hypothesis was rejected.

Table 5.2.163 Comparisons Of Satisfaction Mean Score Given By Respondents For Organized And Unorganized Retail Outlets Regarding Various Features In The Surat City Of Gujarat.						
Various Features For Organized And Unorganized Retail Outlets		Mean Comparison Of Various Features For Organized And Unorganized Retail Outlets				
		Mean	S.d	Total	t- Value	p-Value
Price	Organized Retail Outlets	2.707	1.163	99	23.164	0.000
	Unorganized Retail Outlets					
Convenience	Organized Retail Outlets	1.364	1.054	99	12.871	0.000
	Unorganized Retail Outlets					
Assortments	Organized Retail Outlets	1.596	1.068	99	14.865	0.000
	Unorganized Retail Outlets					
Transparency in billing	Organized Retail Outlets	3.162	1.676	99	18.765	0.000
	Unorganized Retail Outlets					
Sales person service	Organized Retail Outlets	4.101	1.522	99	26.811	0.000
	Unorganized Retail Outlets					
Advertisement	Organized Retail Outlets	4.808	1.569	99	30.484	0.000
	Unorganized Retail Outlets					
Ambience	Organized Retail Outlets	1.515	1.580	99	9.540	0.000
	Unorganized Retail Outlets					
Parking Facility	Organized Retail Outlets	3.626	1.084	99	33.283	0.000
	Unorganized Retail Outlets					
Good Opportunity for buying	Organized Retail Outlets	0.788	1.280	99	6.125	0.000
	Unorganized Retail Outlets					
Motivating to visit	Organized Retail Outlets	0.262	1.720	99	1.546	0.125
	Unorganized Retail Outlets					

- From the above table, it was observed that, out of total respondents, respondents given highest and lowest satisfaction mean score to advertisements (4.808) and motivation to visit (0.262) for organized and unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between respondents given satisfaction mean score for various features and different retail outlets like price (with t-value=23.164 and p-value=0.000), convenience (with t-value=12.871 and p-value=0.000), assortments (with t-value=14.865 and p-value=0.000), transparency in billing (with t-value= 18.765 and p-value=0.000), sales person service (with t-value=26.811 and p-value=0.000), advertisements (with t-value=30.484 and p-value=0.000), ambience (with t-value=9.540 and p-value=0.000) parking facility (with t-value=33.283 and p-value=0.000), good opportunity for buying (with t-value=6.125 and p-value=0.000) and motivation to visit (with t-value=1.546 and p-value=0.125) in Surat city of Gujarat. Hence, null hypothesis was rejected.

- As per statistical results, it was observed that, there was no significant relationship between respondents given satisfaction mean score for various features and

different retail outlets like motivation to visit (with t-value=1.546 and p-value=0.125) in Surat city. Hence, null hypothesis was not rejected.

Table 5.2.164 Comparisons Of Satisfaction Mean Score Given By Respondents For Organized And Unorganized Retail Outlets Regarding Various Features In The Rajkot City Of Gujarat.						
Various Features For Organized And Unorganized Retail Outlets		Mean Comparison Of Various Features For Organized And Unorganized Retail Outlets				
		Mean	S.d	Total	t- Value	p-Value
Price	Organized Retail Outlets	2.274	1.774	73	10.954	0.000
	Unorganized Retail Outlets					
Convenience	Organized Retail Outlets	1.260	1.395	73	7.720	0.000
	Unorganized Retail Outlets					
Assortments	Organized Retail Outlets	1.630	1.594	73	8.736	0.000
	Unorganized Retail Outlets					
Transparency in billing	Organized Retail Outlets	1.411	2.146	73	5.617	0.000
	Unorganized Retail Outlets					
Sales person service	Organized Retail Outlets	3.959	1.654	73	20.455	0.000
	Unorganized Retail Outlets					
Advertisement	Organized Retail Outlets	4.425	2.285	73	16.547	0.000
	Unorganized Retail Outlets					
Ambience	Organized Retail Outlets	2.178	2.371	73	7.850	0.000
	Unorganized Retail Outlets					
Parking Facility	Organized Retail Outlets	4.027	2.101	73	16.375	0.000
	Unorganized Retail Outlets					
Good Opportunity for buying	Organized Retail Outlets	0.767	2.157	73	3.038	0.003
	Unorganized Retail Outlets					
Motivating to visit	Organized Retail Outlets	0.589	2.204	73	2.284	0.025
	Unorganized Retail Outlets					

- From the above table, it was observed that, out of total respondents, respondents given highest and lowest satisfaction mean score to advertisements (4.425) and motivation to visit (0.589) for organized and unorganized retail outlets.

Hypotheses:

- As per statistical results, it was observed that, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like price (with t-value=10.954 and p-value=0.000), convenience (with t-value=7.720 and p-value=0.000), assortments (with t-value=8.736 and p-value=0.000), transparency in billing (with t-value = 5.617 and p-value=0.000), sales person service (with t-value =20.454 and p-value=0.000), advertisements (with t-value =16.547 and p-value=0.000), ambience (with t-value =7.850 and p-value=0.000) parking facility (with t-value =16.375 and p-value=0.000), good opportunity for buying (with t-value=3.038 and p-value=0.003) and motivation to visit (with t-value=2.284 and p-value=0.025) in Rajkot city. Hence, null hypothesis was rejected.

5.3 Test of Hypotheses

H1: There is no association between purchasing power of food and grocery from both (organized & unorganized) retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Table: 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.									
Cities	**Organized Retail Outlets**								
	Increase		**Remain Same**		**Decrease**		**Total**	**Chi- Square value**	**p- value**
	N	%	N	%	N	%			
Vadodara	32	21.1	116	76.3	4	2.6	152	36.304	0.000
Ahmedabad	16	9.1	159	90.9	0	0.0	175		
Surat	47	29.4	113	70.6	0	0.0	1460		
Rajkot	22	16.2	114	83.8	0	0.0	136		

- From the above table, it was observed that, respondents started shopping from organized retail outlets of overall purchase of food and grocery remained same in Ahmedabad city (90.9%) followed by Rajkot, Vadodara and Surat cities was 83.8%, 76.3% and 70.6% respectively.

- Similarly respondents started shopping from organized retail outlets of overall purchase of food and grocery increased in Surat city (29.4%) followed by Vadodara, Rajkot and Ahmedabad cities was 21.1%, 16.2% and 9.1% respectively.

- While 2.6% respondents started shopping from organized retail outlets of overall purchase of food and grocery was decreased in Vadodara city. In Ahmedabad, Surat and Rajkot cities respondents started shopping from organized retail outlets of overall purchase of food and grocery was not decreased.

Hypotheses:

- As per chi square results, chi- square results, it was observed that with chi-square value 36.304 and p-value 0.000, it was highly significant and so, we have to reject our null hypothesis and as a result, we can say that, after started shopping from organized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in selected cities of Gujarat.

For Unorganized Retail Outlets,

Cities	Increase		Remained Same		Decrease		Total	Chi- Square value	p- value
Table: 5.3.2 Comparisons And Association, Regarding Shopping Starting From Unorganized Retail Outlets, Their Overall Purchase Of Food & Grocery Items Increase, Remain same And Decrease In Selected Cities Of Gujarat.									
	Unorganized Retail Outlets								
	N	%	N	%	N	%			
Vadodara	2	1.2	157	95.7	5	3.0	164	16.388	0.012
Ahmedabad	0	0.0	103	100.0	0	0.0	103		
Surat	0	0.0	139	100.0	0	0.0	139		
Rajkot	0	0.0	137	100.0	0	0.0	137		

- From the above table, it was observed that, there was 100% consistency in spending amount of respondents for food and grocery items from Ahmedabad, Surat and Rajkot, while in Vadodara 1.2% respondents showed increment, 3.0% respondents showed decline in spend amount for food and grocery and 95.7% respondents believed that there spending over food and grocery was remained same from unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, with chi-square value 16.388 and p-value 0.000, it was highly significant and so, we have to reject our null hypothesis and as a result, we can say that after started shopping from unorganized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in selected cities of Gujarat.

H2: There is no association between purchasing power of food and grocery from both (organized & unorganized) retail outlets and demographic characteristics.

For Organized Retail Outlets,

Table: 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.									
Respondent's Demographic Characteristics and It's Category		**Organized Retail Outlets**						**Chi Square-Value**	**p-value**
		Increased		**Remained Same**		**Decreased**		**Total**	
		N	**%**	**N**	**%**	**N**	**%**		
Gender	Male	86	19.5	352	79.8	3	0.7	441	0.560	0.760
	Female	31	17.0	150	82.4	1	0.5	182		
Age	Less than<= 33	34	23.8	107	74.8	2	1.4	143	7.414	0.493
	33-35	22	20.4	85	78.7	1	0.9	108		
	36-40	20	16.1	103	83.1	1	0.8	124		
	41-45	17	15.3	94	84.7	0	0.0	111		
	More than 45	24	17.5	113	82.5	0	0.0	137		
Marital Status	Married	112	18.6	486	80.9	3	0.5	601	5.776	0.056
	Unmarried	5	22.7	16	72.7	1	4.5	22		
Family Type	Nuclear	48	17.7	221	81.5	2	0.7	271	0.416	0.812
	Joint	69	19.6	281	79.8	2	0.6	352		
Family Size	Less than 5	47	17.5	219	81.7	2	0.7	268	3.558	0.469
	5-6	63	20.7	241	79.0	1	0.3	305		
	More than 6	7	14.0	42	84.0	1	2.0	50		
Education	S.S.C	2	12.5	14	87.5	0	0.0	16	11.396	0.180
	H.S.C	13	31.0	29	69.0	0	0.0	42		
	Graduation	52	21.4	188	77.4	3	1.2	243		
	Post Graduation	34	16.5	172	83.5	0	0.0	206		
	PG & Above	16	13.8	99	85.3	1	0.9	116		
Occupation	Business	38	22.8	127	76.0	2	1.2	167	7.040	0.134
	Professional	42	20.5	163	79.5	0	0.0	205		
	Service	37	14.7	212	84.5	2	0.8	251		
Four Wheeler	Yes	66	20.8	251	79.2	0	0.0	317	5.731	0.057
	No	51	16.7	251	82.0	4	1.3	306		
Two Wheeler	Yes	117	18.8	501	80.5	4	0.6	622	0.241	0.886
	No	0	0.0	1	100.0	0	0.0	1		
Bicycle	Yes	94	18.3	419	81.5	1	0.2	514	9.864	0.007
	No	23	21.1	83	76.1	3	2.8	109		
Income Groups	<=40000	18	18.4	77	78.6	3	3.1	98	13.943	0.083
	40001-60000	22	16.1	115	83.9	0	0.0	137		
	60001-80000	28	23.0	93	76.2	1	0.8	122		
	80001-135000	22	17.6	103	82.4	0	0.0	125		
	>135000	27	19.1	114	80.9	0	0.0	141		
Per Capita Income	<=9167	18	16.5	88	80.7	3	2.8	109	18.865	0.016
	9168-13000	20	17.1	97	82.9	0	0.0	117		
	13001-17800	34	28.1	87	71.9	0	0.0	121		
	17801-30000	21	14.7	121	84.6	1	0.7	143		
	>30000	24	18.0	109	82.0	0	0.0	133		
Total		117	18.8	502	80.6	4	0.6	623		

From the above table, it was observed that, out of total respondents, 80.6%, 18.8% and 0.6% respondents respectively started shopping from organized retail outlets, their overall purchase of food and grocery items was remained same, increase and decreased.

- According to **Gender,** out of total respondents, 79.8% and 82.4% male and female respondents respectively started shopping from organized retail outlets; their overall purchase of food and grocery items was remained same, while 0.7% and

0.5% male and female respondents respectively started shopping from organized retail outlets whose overall purchase of food and grocery items were decreased.

- According to **Age,** out of total respondents, 84.7% respondents belonged to 41-45 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 1.4% belonged to less than or equal to 33 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Marital Status,** out of total respondents, 80.9% and 72.7% married and unmarried respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 4.5% and 0.5% unmarried and married respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Family Type,** out of total respondents, 81.5% and 79.8% respondents were from nuclear and joint family groups respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 0.7% and 0.6% respondents were from nuclear and joint family groups respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Family Size,** out of total respondents, 84.0% respondents have more than 6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 2.0% respondents have more than 6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Education,** out of total respondents, 87.5% respondents had studied SSC, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 1.2% respondents had studied graduation and post graduation and above respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Occupation,** out of total respondents, 84.5% respondents belonged to service class, they started shopping from organized retail outlets their overall

purchase of food and grocery items were remained same, while 1.2% respondents belonged to business class, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Respondents Own Vehicle Four Wheeler**, out of 317 respondents have four- wheeler, who having four -wheeler, 79.2% and 20.8% respondents started shopping from organized retail outlets their overall purchase of food and grocery items were remained same and increased.

- According **to Respondents Own Vehicle Two Wheeler**, out of 622 respondents have two-wheeler, who having two-wheeler, 80.5%, 18.8% and 0.6% respondents started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, increased and decreased.

- According to **Respondents Own Vehicle Bicycle**, out of 514 respondents have bicycle, who having bicycle, 81.5%, 18.3% and 0.2% respondents started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, increased and decreased.

- According to **Income Groups,** out of total respondents, 83.9% respondents belonged to 40001-60000 income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 3.1% respondents belonged to less than or equal to 40000 income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Per Capita Income Groups,** out of total respondents, 84.6% respondents belonged to 17801-30000 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 2.8% respondents belonged to less than or equal to 9167 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents' shopping from organized retail outlets and their overall purchase of food and grocery items with respect to their per capita income groups (chi- square value=18.865 and p-value=0.016) and respondents own vehicle like bicycle (chi- square value=9.864 and p-value=0.007). Hence, null hypothesis was

rejected. Therefore, it could be said that, per capita income groups of respondents, and respondents own vehicle like two wheeler had different perception about shopping from organized retail outlets and overall purchase of food and grocery items in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents shopping from organized retail outlets and their overall purchase of food and grocery items with respect to their gender (chi- square value=0.560 and p-value=0.760), age (chi- square value=7.414 and p-value=0.493), marital status (chi- square value=5.776 and p-value=0.056), family type (chi- square value=0.416 and p-value=0.812), family size (chi- square value=3.558 and p-value=0.469), education (chi- square value=11.396 and p-value=0.180), occupation (chi- square value=7.040 and p-value=0.134), income groups of respondents (chi- square value=13.943 and p-value=0.083) respondents own vehicle like four wheeler (chi- square value=5.731 and p-value=0.057) and respondents own vehicle like two wheeler (chi- square value=0.241 and p-value=0.886). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education occupation, income groups of respondents, respondents own vehicle like four wheeler and bicycle had similar perception about shopping from organized retail outlets and overall purchase of food and grocery items in selected cities of Gujarat.

Respondent's Demographic Characteristics and It's Category		Organized Retail Outlets						Chi Square-Value	p-value
		Increased		Remained Same		Decreased		Total	
		N	%	N	%	N	%		
Gender	Male	19	19.0	78	78.0	3	3.0	100	0.844	0.656
	Female	13	25.0	38	73.1	1	1.9	52		
Age	Less than<= 33	6	17.1	27	77.1	2	5.7	35	4.020	0.855
	33-35	7	25.0	20	71.4	1	3.6	28		
	36-40	6	18.2	26	78.8	1	3.0	33		
	41-45	5	27.8	13	72.2	0	0.0	18		
	More than 45	8	21.1	30	78.9	0	0.0	38		
Marital Status	Married	28	20.7	104	77.0	3	2.2	135	0.907	0.636
	Unmarried	4	23.5	12	70.6	1	5.9	17		
Family Type	Nuclear	16	23.5	50	73.5	2	2.9	68	0.529	0.768
	Joint	16	19.0	66	78.6	2	2.4	84		
Family Size	Less than 5	17	23.3	54	74.0	2	2.7	73	3.066	0.547
	5-6	14	21.5	50	76.9	1	1.5	65		
	More than 6	1	7.1	12	85.7	1	7.1	14		
Education	S.S.C	0	0.0	1	100.0	0	0.0	1	4.490	0.810
	H.S.C	3	20.0	12	80.0	0	0.0	15		
	Graduation	14	24.6	40	70.2	3	5.3	57		
	Post Graduation	8	17.8	37	82.2	0	0.0	45		
	PG & Above	7	20.6	26	76.5	1	2.9	34		
Occupation	Business	7	14.6	39	81.3	2	4.2	48	3.480	0.481
	Professional	9	22.0	32	78.0	0	0.0	41		
	Service	16	25.4	45	71.4	2	3.2	63		
Four Wheeler	Yes	19	23.8	61	76.3	0	0.0	80	5.028	0.081
	No	13	18.1	55	76.4	4	5.6	72		
	No	0	0.0	0	0.0	0	0.0	0		
Bicycle	Yes	11	21.6	39	76.5	1	2.0	51	0.141	0.932
	No	21	20.8	77	76.2	3	3.0	101		
Income Groups	<=40000	8	25.0	21	65.6	3	9.4	32	14.802	0.063
	40001-60000	3	12.5	21	87.5	0	0.0	24		
	60001-80000	12	33.3	23	63.9	1	2.8	36		
	80001-135000	5	17.2	24	82.8	0	0.0	29		
	>135000	4	12.9	27	87.1	0	0.0	31		
Per Capita Income	<=9167	6	19.4	22	71.0	3	9.7	31	14.571	0.068
	9168-13000	7	26.9	19	73.1	0	0.0	26		
	13001-17800	9	37.5	15	62.5	0	0.0	24		
	17801-30000	6	14.6	34	82.9	1	2.4	41		
	>30000	4	13.3	26	86.7	0	0.0	30		
Total		32	21.1	116	76.3	4	2.6	152		

Table: 5.3.4 Comparisons And Association, Regarding Starting Shopping From Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food & Grocery Items Increased, Decreased And Remained Same In Vadodara City Of Gujarat.

From the above table, 76.3%, 21.1% and 2.6% respondents respectively started shopping from organized retail outlets, their overall purchase of food and grocery items was remained same, increased and decreased in Vadodara city.

- According to **Gender,** out of total respondents, 78.0% and 73.1% male and female respondents respectively started shopping from organized retail outlets. Their overall purchases of food and grocery items were remained same, while 3.0% and 1.9% male and female respondents respectively started shopping from organized retail outlets whose overall purchase of food and grocery items were decreased.

- According to **Age,** out of total respondents, 84.7% respondents belonged to 41-45 years age groups, they started shopping from organized retail outlets their overall

purchase of food and grocery items were remained same, while 1.4% belonged to less than or equal to 33 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Marital Status,** out of total respondents, 80.9% and 72.7% married and unmarried respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 4.5% and 0.5% unmarried and married respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Family Type,** out of total respondents, 81.5% and 79.8% respondents were from nuclear and joint family groups respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 0.7% and 0.6% respondents were from nuclear and joint family groups respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Family Size,** out of total respondents, 85.7% respondents have more than 6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 7.1% respondents have more than 6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 5.8% respondents had studied graduation, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Occupation,** out of total respondents, 81.3% respondents belonged to business class, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 4.2% respondents belonged to business class, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

  - According to **Respondents Own Vehicle Four Wheeler,** out of 80 respondents have four-wheeler, who having four-wheeler, 76.3% and 23.8% respondents

started shopping from organized retail outlets their overall purchase of food and grocery items were remained same and increased.

- According to **Respondents Own Vehicle Bicycle**, out of 514 respondents have bicycle, who having bicycle, 76.5%, 21.6% and 2.0% respondents started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, increased and decreased.

- According to **Income Groups,** out of total respondents, 87.5% respondents belonged to 40001-60000 income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 9.4% respondents belonged to less than or equal to 40000 income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Per Capita Income Groups,** out of total respondents, 86.7% respondents belonged to more than 30000 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 9.7% respondents belonged to less than or equal to 9167 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between respondents' shopping from organized retail outlets and their overall purchase of food and grocery items with respect to their gender (chi- square value=0.844 and p-value=0.656), age (chi- square value=4.020 and p-value=0.855), marital status (chi- square value=0.907 and p-value=0.636), family type (chi- square value=0.529 and p-value=0.768), family size (chi- square value=3.066 and p-value=0.547), education (chi- square value=4.490 and p-value=0.810), occupation (chi- square value=3.480 and p-value=0.481), income groups (chi- square value=14.802 and p-value=0.063), per capita income groups (chi- square value=14.571 and p-value=0.068), respondents own vehicle like four wheeler (chi- square value=5.028 and p-value=0.081) and respondents own vehicle like bicycle (chi- square value=0.141 and p-value=0.932). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita

income groups, respondents own vehicle like four wheeler and bicycle had similar perception about shopping from organized retail outlets and overall purchase of food and grocery items in Vadodara city.

Table: 5.3.5Comparisons And Association, Regarding Starting Shopping From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food & Grocery Items Increased And Remained Same In Ahmedabad City Of Gujarat.							
Respondent's Demographic Characteristics and It's Category		**Organized Retail Outlets**					
		Increased		**Remained Same**		**Total**	**Chi Square-Value**	**p-value**
		N	**%**	**N**	**%**			
Gender	Male	12	9.5	114	90.5	126	0.079	0.779
	Female	4	8.2	45	91.8	49		
Age	Less than<= 33	3	10.0	27	90.0	30	4.704	0.319
	33-35	3	11.5	23	88.5	26		
	36-40	1	2.3	42	97.7	43		
	41-45	6	15.8	32	84.2	38		
	More than 45	3	7.9	35	92.1	38		
Marital Status	Married	16	9.2	158	90.8	174	0.101	0.750
	Unmarried	0	0.0	1	100.0	1		
Family Type	Nuclear	9	9.7	84	90.3	93	0.068	0.794
	Joint	7	8.5	75	91.5	82		
Family Size	Less than 5	8	9.2	79	90.8	87	0.191	0.909
	5-6	7	9.7	65	90.3	72		
	More than 6	1	6.2	15	93.8	16		
Education	S.S.C	0	0.0	0	0.0	0	1.933	0.586
	H.S.C	1	12.5	7	87.5	8		
	Graduation	7	8.9	72	91.1	79		
	Post Graduation	7	12.1	51	87.9	58		
	PG & Above	1	3.3	29	96.7	30		
Occupation	Business	5	10.2	44	89.8	49	1.281	0.527
	Professional	7	11.7	53	88.3	60		
	Service	4	6.1	62	93.9	66		
Four Wheeler	Yes	7	8.0	81	92.0	88	0.301	0.583
	No	9	10.3	78	89.7	87		
	No	0	0.0	0	0.0	0		
Income Groups	<=40000	4	16.7	20	83.3	24	7.012	0.135
	40001-60000	4	8.2	45	91.8	49		
	60001-80000	2	6.5	29	93.5	31		
	80001-135000	0	0.0	32	100.0	32		
	>135000	6	15.4	33	84.6	39		
Per Capita Income	<=9167	5	16.1	26	83.9	31	7.292	0.121
	9168-13000	2	5.4	35	94.6	37		
	13001-17800	2	6.5	29	93.5	31		
	17801-30000	1	2.5	39	97.5	40		
	>30000	6	16.7	30	83.3	36		
Total		16	9.1	159	90.9	17		

From the above table, it was observed that, out of total respondents, 90.9% and 9.1% respondents respectively started shopping from organized retail outlets, their overall purchase of food and grocery items was remained same and increased in Ahmedabad city.

- According to **Gender,** out of total respondents, 91.8% and 90.5% female and male respondents respectively started shopping from organized retail outlets. Their overall purchases of food and grocery items were remained same, while 9.5% and

8.2% male and female respondents respectively started shopping from organized retail outlets whose overall purchase of food and grocery items were increased.

- According to **Age,** out of total respondents, 97.7% respondents belonged to 36-40 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 15.8% belonged to 41-45 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Marital Status,** out of total respondents, 80.9% and 72.7% married and unmarried respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 22.7% and 18.6% unmarried and married respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Family Type,** out of total respondents, majority of the respondents were from joint family groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same. Also 90.3% respondents were from nuclear groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 9.2% nuclear family groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased. Respondents were from joint family groups, they did not give response.

- According to **Family Size,** out of total respondents, 93.8% respondents have more than 6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 9.7% respondents have between 5-6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Education,** out of total respondents, 96.7% respondents had studied post graduation and above, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 12.5% respondents had studied HSC, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Occupation,** out of total respondents, 93.9% respondents belonged to service class, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 11.7% respondents belonged to professional class, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Respondents Own Vehicle Four Wheeler,** out of 88 respondents have four-wheeler, who having four-wheeler, 92.0% and 8.0% respondents started shopping from organized retail outlets their overall purchase of food and grocery items were remained same and increased.

- According to **Income Groups,** out of total respondents, majority of the respondents belonged to 80001-135000, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, 93.5% respondents belonged to 60001- 80000 income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 16.7% belonged to less than or equal to 40000 income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Per Capita Income Groups,** out of total respondents, 97.5% respondents belonged to 17801-30000 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 16.7% respondents belonged to more than 30000 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between respondents' shopping from organized retail outlets and their overall purchase of food and grocery items with respect to their gender (chi- square value=0.079 and p-value=0.779), age (chi- square value=4.704 and p-value=0.319), marital status (chi- square value=0.101 and p-value=0.750), family type (chi- square value=0.068 and p-value=0.794), family size (chi- square value=0.191 and p-value=0.909), education (chi- square value=1.933 and p-value=0.586), occupation (chi- square value=1.281 and p-value=0.527), income groups (chi- square value=7.012 and p-value=0.135), per capita income groups

(chi- square value=7.292 and p-value=0.121) and respondents own vehicle like four wheeler (chi- square value=0.301 and p-value=0.583). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups of respondents and respondents own vehicle like four wheeler had similar perception about shopping from organized retail outlets and overall purchase of food and grocery items in Ahmedabad city.

Table: 5.3.6 Comparisons And Association, Regarding Starting Shopping From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food & Grocery Items Increased And Remained Same In Surat City Of Gujarat.								
Respondent's Demographic Characteristics and It's Category		**Organized Retail Outlets**					**Chi Square-Value**	**p-value**
		Increased		**Remained Same**		**Total**		
		N	**%**	**N**	**%**			
Gender	Male	37	32.2	78	67.8	115	1.544	0.214
	Female	10	22.2	35	77.8	45		
Age	Less than<= 33	19	39.6	29	60.4	48	5.057	0.282
	33-35	6	20.0	24	80.0	30		
	36-40	9	32.1	19	67.9	28		
	41-45	6	20.0	24	80.0	30		
	More than 45	7	29.2	17	70.8	24		
Family Type	Nuclear	16	26.7	44	73.3	60	0.339	0.560
	Joint	31	31.0	69	69.0	100		
Family Size	Less than 5	14	23.7	45	76.3	59	1.534	0.464
	5-6	30	32.3	63	67.7	93		
	More than 6	3	37.5	5	62.5	8		
Education	S.S.C	0	.0	1	100.0	1	3.296	0.510
	H.S.C	6	50.0	6	50.0	12		
	Graduation	19	29.7	45	70.3	64		
	Post Graduation	14	25.5	41	74.5	55		
	PG & Above	8	28.6	20	71.4	28		
Occupation	Business	19	42.2	26	57.8	45	7.478	0.024
	Professional	16	32.0	34	68.0	50		
	Service	12	18.5	53	81.5	65		
Four Wheeler	Yes	25	32.1	53	67.9	78	0.525	0.469
	No	22	26.8	60	73.2	82		
Income Groups	<=40000	2	14.3	12	85.7	14	2.021	0.732
	40001-60000	13	32.5	27	67.5	40		
	60001-80000	11	33.3	22	66.7	33		
	80001-135000	11	29.7	26	70.3	37		
	>135000	10	27.8	26	72.2	36		
Per Capita Income	<=9167	3	18.8	13	81.3	16	3.474	0.482
	9168-13000	9	32.1	19	67.9	28		
	13001-17800	17	38.6	27	61.4	44		
	17801-30000	9	24.3	28	75.7	37		
	>30000	9	25.7	26	74.3	35		
Total		47	29.4	113	70.6	160		

From the Above table, it was observed that, out of total respondents, 70.6% and 29.4% respondents respectively started shopping from organized retail outlets, their overall purchase of food and grocery items was remained same and increased.

- According to **Gender**, out of total respondents, 77.8% and 67.8% female and male respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 32.2% and

22.2% male and female respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Age**, out of total respondents, 80.0% respondents belonged to 41-45 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same. In another 80.0% respondents belonged to 33-35 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 39.6% respondents belonged to less than or equal to 33 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Family Type,** out of total respondents, 73.3% and 69.0% respondents were from nuclear and joint family groups respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 31.0% and 26.7% respondents were from joint and nuclear family groups respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Family Size,** out of total respondents, 76.3% respondents have less than 6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 37.5% respondents have more than 6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 50.0% respondents had studied HSC, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Occupation,** out of total respondents, 81.5% respondents belonged to service class, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 42.2% respondents belonged to business class respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Respondents Own Vehicle Four Wheeler,** out of 78 respondents have four-wheeler, who having four-wheeler, 67.9% and 32.1% respondents started shopping from organized retail outlets their overall purchase of food and grocery items were remained same and increased.

- According to **Income Groups,** out of total respondents, 85.7% respondents belonged to less than or equal to 40000 income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 33.3% belonged to 60001- 80000 income groups respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Per Capita Income Groups,** out of total respondents, 81.3% respondents belonged to less than or equal to 9167 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 38.6% respondents belonged to 13001- 17800 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents' shopping from organized retail outlets and their overall purchase of food and grocery items with respect to their occupation (chi- square value=7.478 and p-value=0.024). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation of respondents had different perception about shopping from organized retail outlets and overall purchase of food and grocery items in Surat city of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents' shopping from organized retail outlets and their overall purchase of food and grocery items with respect to their gender (chi- square value=1.544 and p-value=0.214),age (chi- square value=5.057 and p-value=0.282), family type (chi- square value=0.339 and p-value=0.560), family size (chi- square value=1.534 and p-value=0.464), education (chi- square value=0.525 and p-value=0.469), income groups of respondents (chi- square value=2.021 and p-value=0.732), per capita income groups (chi- square value=3.474 and p-value=0.482) and respondents own vehicle like four wheeler

(chi- square value=0.525 and p-value=0.469). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups of respondents and respondents own vehicle like four wheeler had similar perception about shopping from organized retail outlets and overall purchase of food and grocery items in Surat city of Gujarat.

Table: 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.							
Respondent's Demographic Characteristics and It's Category		**Organized Retail Outlets**				**Chi Square-Value**	**p-value**
		Increased		**Remained Same**			
		Total					
		N	**%**	**N**	**%**		
Gender	Male	18	18.0	82	82.0	100	0.926	0.336
	Female	4	11.1	32	88.9	36		
Age	Less than<= 33	6	20.0	24	80.0	30	6.742	0.150
	33-35	6	25.0	18	75.0	24		
	36-40	4	20.0	16	80.0	20		
	41-45	0	0.0	25	100.0	25		
	More than 45	6	16.2	31	83.8	37		
Marital Status	Married	21	15.9	111	84.1	132	0.237	0.627
	Unmarried	1	25.0	3	75.0	4		
Family Type	Nuclear	7	14.0	43	86.0	50	0.276	0.599
	Joint	15	17.4	71	82.6	86		
Family Size	Less than 5	8	16.3	41	83.7	49	0.005	0.998
	5-6	12	16.0	63	84.0	75		
	More than 6	2	16.7	10	83.3	12		
Education	S.S.C	2	14.3	12	85.7	14	13.881	0.008
	H.S.C	3	42.9	4	57.1	7		
	Graduation	12	27.9	31	72.1	43		
	Post Graduation	5	10.4	43	89.6	48		
	PG & Above	0	0.0	24	100.0	24		
Occupation	Business	7	28.0	18	72.0	25	5.101	0.078
	Professional	10	18.5	44	81.5	54		
	Service	5	8.8	52	91.2	57		
Four Wheeler	Yes	15	21.1	56	78.9	71	2.685	0.101
	No	7	10.8	58	89.2	65		
Two Wheeler	Yes	22	16.3	113	83.7	135	0.194	0.659
	No	0	.0	1	100.0	1		
Bicycle	Yes	20	15.6	108	84.4	128	0.488	0.485
	No	2	25.0	6	75.0	8		
Income Groups	<=40000	4	14.3	24	85.7	28	2.372	0.668
	40001-60000	2	8.3	22	91.7	24		
	60001-80000	3	13.6	19	86.4	22		
	80001-135000	6	22.2	21	77.8	27		
	>135000	7	20.0	28	80.0	35		
Per Capita Income	<=9167	4	12.9	27	87.1	31	3.900	0.420
	9168-13000	2	7.7	24	92.3	26		
	13001-17800	6	27.3	16	72.7	22		
	17801-30000	5	20.0	20	80.0	25		
	>30000	5	15.6	27	84.4	32		
Total		22	16.2	114	83.8	136		

From the above table, it was observed that, out of total respondents, 83.8% and 16.2% respondents respectively started shopping from organized retail outlets, their overall purchase of food and grocery items was remained same and increased.

- According to **Gender:** out of total respondents, 88.9% and 82.0% female and male respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 18.0% and 11.1% male and female respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Age,** out of total respondents, majority of the respondents belonged to 41-45 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 25.0% respondents belonged to 33-35 years age groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Marital Status,** out of total respondents, 84.1% and 75.0% married and unmarried respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 25.0% and 15.9% unmarried and married respondents respectively started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Family Type,** out of total respondents, 86.0% and 82.6% respondents were from joint and nuclear family groups respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 17.4% and 14.0% respondents were from joint and nuclear family groups respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Family Size, o**ut of total respondents, 84.0% respondents have between 5-6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 16.7% respondents have less than 6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Education,** out of total respondents, majority of the respondents had studied post graduation and above, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same,

while 42.9% respondents had studied HSC, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Occupation,** out of total respondents, 91.2% respondents belonged to service class, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 28.0% respondents belonged to business class, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Respondents Own Vehicle Four Wheeler,** out of 71 respondents have four-wheeler, who having four-wheeler, 78.9% and 21.1% respondents started shopping from organized retail outlets their overall purchase of food and grocery items were remained same and increased.

- According to **Respondents Own Vehicle Two Wheeler,** out of 135 respondents have two-wheeler, who having two-wheeler, 83.7% and 16.3% respondents started shopping from organized retail outlets their overall purchase of food and grocery items were remained same.

- According to **Respondents Own Vehicle Bicycle,** out of 128 respondents have bicycle, who having bicycle, 84.4% and 15.6% respondents started shopping from organized retail outlets their overall purchase of food and grocery items were remained same.

- According to **Income Groups,** out of total respondents, 91.7% belonged to 40001-60000 income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 22.2% belonged to 80001—135000 income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

- According to **Per Capita Income Groups,** out of total respondents, 92.3% respondents belonged to 9168-13000 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were remained same, while 27.3% respondents belonged to 13001- 17800 per capita income groups, they started shopping from organized retail outlets their overall purchase of food and grocery items were increased.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents' shopping from organized retail outlets and their overall purchase of food and grocery items with respect to their education (chi- square value=13.881 and p-value=0.008). Hence, null hypothesis was rejected. Therefore, it could be said that, education of respondents had different perception about shopping from organized retail outlets and overall purchase of food and grocery items in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents' shopping from organized retail outlets and their overall purchase of food and grocery items with respect to their gender (chi- square value=0.926 and p-value=0.336),age (chi- square value=6.742 and p-value=0.150), Marital Status (chi- square value=6.742 and p-value=0.150),family type (chi- square value=0.237 and p-value=0.627), family size (chi- square value=0.276 and p-value=0.599), occupation (chi- square value=5.101 and p-value=0.078), income groups of respondents (chi- square value=2.372 and p-value=0.068), per capita income groups (chi- square value=3.900 and p-value=0.420), respondents own vehicle like four wheeler (chi- square value=2.685 and p-value=0.101), respondents own vehicle like two wheeler (chi- square value=0.194 and p-value=0.659) and respondents own vehicle like bicycle (chi-square value=0.488 and p-value=0.485). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, occupation, income groups, per capita income groups of respondents and respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about shopping from organized retail outlets and overall purchase of food and grocery items in Rajkot city.

For Unorganized Retail Outlets,

Respondent's Demographic Characteristics and It's Category		Unorganized Retail Outlets								
		Increase		Remain Same		Decrease		Total	Chi -Square Value	p-value
		N	%	N	%	N	%			
Gender	Male	0	0.0	386	99.2	3	0.8	389	5.423	0.066
	Female	2	1.3	150	97.4	2	1.3	154		
Age	Less than<= 33	2	1.3	154	97.5	2	1.3	158	8.192	0.415
	33-35	0	0.0	100	98.0	2	2.0	102		
	36-40	0	0.0	109	100.0	0	0.0	109		
	41-45	0	0.0	87	100.0	0	0.0	87		
	More than 45	0	0.0	86	98.9	1	1.1	87		
Marital Status	Married	0	0.0	510	99.0	5	1.0	515	37.160	0.000
	Unmarried	2	7.1	26	92.9	0	0.0	28		
Family Type	Nuclear	0	0.0	252	98.8	3	1.2	255	2.113	0.348
	Joint	2	0.7	284	98.6	2	0.7	288		
Family Size	Less than 5	0	0.0	247	98.8	3	1.2	250	2.811	0.590
	5-6	2	0.8	254	98.4	2	0.8	258		
	More than 6	0	0.0	35	100.0	0	0.0	35		
Education	S.S.C	0	0.0	43	100.0	0	0.0	43	19.846	0.011
	H.S.C	0	0.0	53	96.4	2	3.6	55		
	Graduation	0	0.0	198	100.0	0	0.0	198		
	Post Graduation	0	0.0	162	99.4	1	0.6	163		
	PG & Above	2	2.4	80	95.2	2	2.4	84		
Occupation	Business	0	0.0	182	99.5	1	0.5	183	10.553	0.032
	Professional	2	1.6	121	96.0	3	2.4	126		
	Service	0	0.0	233	99.6	1	0.4	234		
Four Wheeler	Yes	1	0.4	220	98.7	2	0.9	223	0.068	0.966
	No	1	0.3	316	98.8	3	0.9	320		
Two Wheeler	Yes	2	0.4	534	98.7	5	0.9	541	0.026	0.987
	No	0	0.0	2	100.0	0	0.0	2		
Bicycle	Yes	0	0.0	413	99.8	1	0.2	414	15.344	0.000
	No	2	1.6	123	95.3	4	3.1	129		
Income Groups	<=40000	0	0.0	134	98.5	2	1.5	136	11.600	0.170
	40001-60000	0	0.0	134	100.0	0	0.0	134		
	60001-80000	2	1.8	105	96.3	2	1.8	109		
	80001-135000	0	0.0	79	98.8	1	1.3	80		
	>135000	0	0.0	84	100.0	0	0.0	84		
Per Capita Income	<=9167	0	0.0	128	98.5	2	1.5	130	11.588	0.171
	9168-13000	0	0.0	124	99.2	1	0.8	125		
	13001-17800	2	1.8	108	98.2	0	0.0	110		
	17801-30000	0	0.0	95	97.9	2	2.1	97		
	>30000	0	0.0	81	100.0	0	0.0	81		
Total		2	0.4	536	98.7	5	0.9	543		

Table: 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 Remained Same In Selected Cities Of Gujarat.

From the above table, it was observed that, out of total respondents, 98.7%, 0.9% and 0.4% respondents respectively started shopping from unorganized retail outlets, their overall purchase of food and grocery items was remained same, decreased and increased in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 99.2% and 97.4% male and female respondents respectively started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 0.8% and 1.3% male and female respondents respectively started shopping from

unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Age,** out of total respondents, Majority of the respondents belonged to 36-40 years, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 2.0% respondents belonged to 33-35 years, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Marital Status,** out of total respondents, 99.0% and 92.9% married and unmarried respondents resp1ectively started shopping from unorganized retail outlets their overall purchase of food and grocery items were no change, while 7.1% unmarried respondents started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Family Type,** out of total respondents, 98.8% and 98.6% respondents were from nuclear and joint family groups respectively; they started shopping from unorganized retail outlets their overall purchase of food and grocery items were no change, while 1.2% and 0.7% respondents were from nuclear and joint family groups respectively, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Family Size,** out of total respondents, majority of the respondents have more than 6 members in family, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 0.8% respondents have between 5-6 members in family, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Education**, out of total respondents, majority of the respondents had studied SSC, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 99.4% respondents had studied post graduation, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased. In another, majority of the respondents had studied graduation, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same.

- According to **Occupation**, out of total respondents, 99.6% respondents belonged to service class; they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 2.4% respondents belonged to business class, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Respondents Own Vehicle Four Wheeler**, out of 223 respondents have four –wheeler, who having four-wheeler, 98.7%, 0.9% and 0.4% respondents started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, decreased and increased.

- According to **Respondents Own Vehicle Two Wheeler,** out of 541 respondents have two-wheeler, who having two-wheeler, 98.7%, 0.9% and 0.4% respondents started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, decreased and increased.

- According to **Respondents Own Vehicle Bicycle,** out of 414 respondents have bicycle, who having bicycle, 99.8% and 0.2% respondents started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same.

- According to **Income Groups,** out of total respondents, majority of the respondents belonged to 40001-60000 and more than 135000 income groups respectively, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 1.8% belonged to 60001- 80000 income groups, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Per Capita Income Groups,** out of total respondents, majority of the respondents belonged to more than 30000 per capita income groups, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 2.1% respondents belonged to 17801-30000 per capita income groups, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents' shopping from unorganized retail outlets and their overall purchase of food and grocery items with respect to their marital status (chi-

square value=37.160 and p-value=0.000), education (chi- square value=19.846 and p-value=0.011), occupation (chi- square value=10.553 and p-value=0.032) and respondents own vehicle like bicycle (chi- square value=15.344 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, marital status, education, occupation of respondents and respondents own vehicle like bicycle had different perception about shopping from unorganized retail outlets and overall purchase of food and grocery items in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents' shopping from unorganized retail outlets and their overall purchase of food and grocery items with respect to their gender (chi-square value=5.423 and p-value=0.066),age (chi- square value=8.192 and p-value=0.415), family type (chi- square value=2.113 and p-value=0.348), family size (chi- square value=2.811 and p-value=0.590), income groups (chi- square value=11.600 and p-value=0.170), per capita income groups (chi- square value=11.588 and p-value=0.171), respondents own vehicle like four wheeler (chi- square value=0.068 and p-value=0.966) and respondents own vehicle like two wheeler (chi- square value=0.026 and p-value=0.987) Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, income groups, per capita income groups of respondents and respondents own vehicle like four wheeler and two wheeler had similar perception about shopping from unorganized retail outlets and overall purchase of food and grocery items in selected cities of Gujarat.

Respondent's Demographic Characteristics and It's Category		Unorganized Retail Outlets							Chi - Square Value	p-value
		Increase		Remain Same		Decrease		Total		
		N	%	N	%	N	%			
Gender	Male	0	0	106	97.2	3	2.8	109	4.135	0.126
	Female	2	3.6	51	92.7	2	3.6	55		
Age	Less than<= 33	2	4.7	39	90.7	2	4.7	43	9.710	0.286
	33-35	0	0.0	25	92.6	2	7.4	27		
	36-40	0	0.0	35	100.0	0	0.0	35		
	41-45	0	0.0	23	100.0	0	0.0	23		
	More than 45	0	0.0	35	97.2	1	2.8	36		
Marital Status	Married	0	0.0	139	96.5	5	3.5	144	15.173	0.001
	Unmarried	2	10.0	18	90.0	0	0.0	20		
Family Type	Nuclear	0	0.0	75	96.2	3	3.8	78	2.127	0.345
	Joint	2	2.3	82	95.3	2	2.3	86		
Family Size	Less than 5	0	0.0	78	96.3	3	3.7	81	3.151	0.533
	5-6	2	2.8	67	94.4	2	2.8	71		
	More than 6	0	0.0	12	100.0	0	0.0	12		
Education	S.S.C	0	0.0	3	100.0	0	0.0	3	12.579	0.127
	H.S.C	0	0.0	17	89.5	2	10.5	19		
	Graduation	0	0.0	63	100.0	0	0.0	63		
	Post Graduation	0	0.0	38	97.4	1	2.6	39		
	PG & Above	2	5.0	36	90.0	2	5.0	40		
Occupation	Business	0	0.0	49	98.0	1	2.0	50	8.605	0.072
	Professional	2	4.5	39	88.6	3	6.8	44		
	Service	0	0.0	69	98.6	1	1.4	70		
Four Wheeler	Yes	1	1.6	59	95.2	2	3.2	62	0.140	0.932
	No	1	1.0	98	96.1	3	2.9	102		
Bicycle	Yes	0	0.0	50	98.0	1	2.0	51	1.231	0.540
	No	2	1.8	107	94.7	4	3.5	113		
Income Groups	<=40000	0	0.0	50	96.2	2	3.8	52	9.765	0.282
	40001-60000	0	0.0	32	100.0	0	0.0	32		
	60001-80000	2	5.4	33	89.2	2	5.4	37		
	80001-135000	0	0.0	20	95.2	1	4.8	21		
	>135000	0	0.0	22	100.0	0	0.0	22		
Per Capita Income	<=9167	0	0.0	46	95.8	2	4.2	48	13.406	0.099
	9168-13000	0	0.0	37	97.4	1	2.6	38		
	13001-17800	2	7.7	24	92.3	0	0.0	26		
	17801-30000	0	0.0	30	93.8	2	6.3	32		
	>30000	0	0.0	20	100.0	0	0.0	20		
Total		2	1.2	157	95.7	5	3.0	164		

Table: 5.3.9 Comparisons And Association, Regarding Starting Shopping From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food & Grocery Items Increased, Decreased And Remained Same In Vadodara City Of Gujarat.

From the above table, it was observed that, out of total respondents, 95.7%, 3.0% and 1.2% respondents respectively started shopping from unorganized retail outlets, their overall purchase of food and grocery items was remained same, decreased and increased in Vadodara city.

- According to **Gender,** out of total respondents, 97.2% and 92.7% male and female respondents respectively started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 3.6% and 2.8% female and male respondents respectively started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Age**, out of total respondents, majority of the respondents belonged to 36-40 years, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same. In another majority of the respondents belonged to 41-45 years, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 4.7% respondents belonged to 33-35 years, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were increased.

- According to **Marital Status,** out of total respondents, 96.5% and 90.0% married and unmarried respondents respectively started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 3.5% married respondents started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Family Type,** out of total respondents, 96.2% and 95.3% respondents were from nuclear and joint family groups respectively; they started shopping from unorganized retail outlets their overall purchase of food and grocery items were no change, while 3.8% and 2.3% respondents were from nuclear and joint family groups respectively, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Family Size,** out of total respondents, majority of the respondents have more than 6 members in family, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 2.8% respondents have between 5-6 members in family respectively, they started shopping from organized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same. In another majority of the respondents had studied graduation, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 2.6% respondents had studied post graduation, they started shopping

from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Occupation,** out of total respondents, 98.6% respondents belonged to service class; they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 2.0% respondents belonged to professional class, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Respondents Own Vehicle Four Wheeler,** out of 62 respondents have four-wheeler, who having four-wheeler, 95.2%, 3.2% and 1.6% respondents started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, decreased and increased.

- According to **Respondents Own Vehicle Two Wheeler**, out of 164 respondents have two -wheeler, who having two-wheeler, 95.7%, 3.0% and 1.2% respondents started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, decreased and increased.

- According to **Respondents Own Vehicle Bicycle,** out of 51 respondents have bicycle, who having bicycle, 98.0% and 2.0% respondents started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same and decreased.

- According to **Income Groups,** out of total respondents, majority of the respondents belonged to 40001-60000 income groups, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same. In another majority of the respondents belonged to more than 135000 income groups, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 3.8% respondents belonged to less than or equal to 40000 income groups, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were decreased.

- According to **Per Capita Income Groups,** out of total respondents, majority of the respondents belonged to more than 30000 per capita income groups, they started shopping from unorganized retail outlets their overall purchase of food and grocery items were remained same, while 2.6% respondents belonged to less than or equal to 9167 per capita income groups respectively, they started shopping

from unorganized retail outlets their overall purchase of food and grocery items were decreased.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents' shopping from unorganized retail outlets and their overall purchase of food and grocery items with respect to their marital status of respondents (chi- square value=15.173 and p-value=0.001). Hence, null hypothesis was rejected. Therefore, it could be said that, marital status of respondents had different perception about shopping from unorganized retail outlets and overall purchase of food and grocery items in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents' shopping from unorganized retail outlets and their overall purchase of food and grocery items with respect to their gender (chi-square value=4.135 and p-value=0.126),age (chi- square value=9.710 and p-value=0.286), family type (chi- square value=2.127 and p-value=0.345), family size (chi- square value=3.151 and p-value=0.533), education (chi- square value=12.579 and p-value=0.127), occupation (chi- square value=8.605 and p-value=0.072), income groups of respondents (chi- square value=9.765 and p-value=0.282), per capita income groups (chi- square value=13.406 and p-value=0.099), respondents own vehicle like four wheeler (chi- square value=0.140 and p-value=0.932) and respondents own vehicle like bicycle (chi- square value=1.231 and p-value=0.540) Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, occupation, income groups, per capita income groups of respondents and respondents own vehicle like four wheeler and bicycle had similar perception about shopping from unorganized retail outlets and overall purchase of food and grocery items in Vadodara city.

Table: 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 Remained Same In Ahmedabad City Of Gujarat.

As if, there was no variation regarding the variable across the demographic variable of respondents table has not been included for the analysis purpose in Ahmedabad city.

Table: 5.3.11 Comparisons And Association, Regarding Starting Shopping From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food & Grocery Items Remained Same In Surat City Of Gujarat.

As if, there was no variation regarding the variable across the demographic variable of respondents table has not been included for the analysis purpose in Surat city.

Table: 5.3.12 Comparisons And Association, Regarding Starting Shopping From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Overall Purchase Of Food & Grocery Items Remained same in Rajkot city Gujarat.

As if, there was no variation regarding the variable across the demographic variable of respondents table has not been included for the analysis purpose in Rajkot city.

H3: Overall perception regarding preference for both (organized & unorganized) retail outlets and selected cities of Gujarat are independent.

Table 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.							
Cities	**Opinion about the choice Preference for the Organized and Unorganized Retail Outlets**						
	Organized Retail Outlets		**Unorganized Retail Outlets**		**Total**	**Chi- Square value**	**p- value**
	N	**%**	**N**	**%**			
Vadodara	132	66.0	68	34.0	200	19.282	0.000
Ahmedabad	152	76.0	48	24.0	200		
Surat	143	71.5	57	28.5	200		
Rajkot	113	56.5	87	43.5	200		

- From the above table, it was observed that, 76.0% respondents preferred to go organized retail outlets in Ahmedabad city followed by Surat, Vadodara and Rajkot was 71.5%, 66.0% and 56.5% respectively.

- As per chi square results, it was observed that, with chi- square value 19.282, it was highly significant and so we have to reject our null hypothesis and as a result, we can say that overall perception regarding preference for organized and unorganized retail outlets and selected cities of Gujarat are dependent.

H4: Overall perception regarding preference for organized and unorganized retail outlets and demographic characteristics of respondents are independent in selected cities of Gujarat.

Table 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.							
Respondent's Demographic Characteristics And It's Category		**Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets**					
		Organized Retail Outlets		**Unorganized Retail Outlets**		Total	Chi Square-Value	P-Value
		N	%	N	%			
Gender	Male	383	66.0	197	34.0	580	2.065	0.151
	Female	157	71.4	63	28.6	220		
Age	Less than<= 33	114	56.2	89	43.8	203	20.181	0.000
	33-35	99	68.3	46	31.7	145		
	36-40	107	68.2	50	31.8	157		
	41-45	104	71.2	42	28.8	146		
	More than 45	116	77.9	33	22.1	149		
Marital Status	Married	522	68.1	245	31.9	767	2.633	0.105
	Unmarried	18	54.5	15	45.5	33		
Family Type	Nuclear	239	65.1	128	34.9	367	1.747	0.186
	Joint	301	69.5	132	30.5	433		
Family Size	> 5	237	65.1	127	34.9	364	2.330	0.312
	5-6	258	68.8	117	31.2	375		
	< 6	45	73.8	16	26.2	61		
Education	S.S.C	6	14.0	37	**86.0**	43	65.864	0.000
	H.S.C	39	58.2	28	41.8	67		
	Graduation	215	71.9	84	28.1	299		
	Post Graduation	176	69.6	77	30.4	253		
	PG & Above	104	75.4	34	24.6	138		
Occupation	Business	140	58.1	101	41.9	241	20.690	0.000
	Professional	186	77.5	54	22.5	240		
	Service	214	67.1	105	32.9	319		
Four Wheeler	Yes	282	75.2	93	24.8	375	19.078	0.000
	No	258	60.7	167	39.3	425		
Two Wheeler	Yes	539	67.5	259	32.5	798	0.280	0.597
	No	1	50.0	1	50.0	2		
Bicycle	Yes	440	68.8	200	31.3	640	2.571	0.276
	No	100	62.5	60	37.5	160		
Income Groups	<=40000	88	54.3	74	45.7	162	37.653	0.000
	40001-60000	111	61.3	70	38.7	181		
	60001-80000	100	64.5	55	35.5	155		
	80001-135000	113	78.5	31	21.5	144		
	>135000	128	81.0	30	19.0	158		
Per Capita Income	<=9167	96	58.5	68	41.5	164	30.505	0.000
	9168-13000	96	58.9	67	41.1	163		
	13001-17800	97	63.4	56	36.6	153		
	17801-30000	130	76.9	39	23.1	169		
	>30000	121	80.1	30	19.9	151		

From the above table, it was observed that, out of total respondents, 80.1% and 19.9% respondents respectively preferred to go to organized and unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 71.4% female and 66.0% male respondents respectively preferred to go to organized retail outlets, while 34.0%

male and 28.6% female respondents respectively preferred to go to unorganized retail outlets.

- According to **Age,** out of total respondents, 77.9% respondents belonged to more than 45 years age groups; they preferred to go to organized retail outlets, while 43.8% respondents belonged to less than or equal to 30 years age groups, they preferred to go to unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 68.1% and 54.5% married and unmarried respondents respectively preferred to go to organized retail outlets, while 45.5% and 31.9% married and unmarried respondents respectively preferred to go to unorganized retail outlets.

- According to **Family Types,** out of total respondents, 65.1% and 30.5% respondents were from nuclear and joint family respectively, they preferred to go to organized retail outlets, while 69.5% and 34.9% respondents were from nuclear and joint family respectively, they preferred to go to unorganized retail outlets.

- According to **Family Size,** out of total respondents, 73.8% respondents more than 4 members in family, they preferred to go to organized retail outlets, while 34.9% respondents have less than 5 members in family, they preferred to go to unorganized retail outlets.

- According to **Education,** out of total respondents, 86.0% respondents had studied SSC; they preferred to go to unorganized retail outlets, while 75.4% respondents had studied post graduation & above, they preferred to go to unorganized retail outlets.

- According to **Occupation,** out of total respondents, 77.5% respondents belonged to professional class; they preferred to go to organized retail outlets, while 41.9% respondents belonged to business class, they preferred to go to unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 375 respondents have four-wheeler, who having four-wheeler, 75.2% and 24.8% respondents preferred to go to organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two-wheeler, who having two wheeler, 67.5% and 32.5% respondents preferred to go to organized and unorganized retail outlets,

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle, 68.8% and 37.5% respondents preferred to go to organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Income Groups,** out of total respondents, 81.0% respondents belonged to more than 135000 income groups; they preferred to go to organized retail outlets, while 45.7% respondents belonged to less than & above 40000 income groups, they preferred to go to unorganized retail outlets.

- According to **Respondents Own Vehicle Per Capita Income Groups,** Out of total respondents, 80.1% respondents belonged to more than 30000 income groups, who preferred to go to organized retail outlets, while 41.5% respondents belonged to less than & above 9167 income groups, they preferred to go to unorganized retail outlets.

Hypotheses

- As per chi square results, it was observed that, overall perception regarding preference for organized and unorganized retail outlets and demographics characteristics of respondents like age (chi- square value=20.181 and p-value=0.000), education (chi- square value=65.864 and p-value=0.000), occupation (chi- square value=20.690 and p-value=0.000), income groups (chi-square value=37.653 and p-value=0.000), per capita income groups of respondents (chi- square value=30.505 and p-value=0.000) and respondents own vehicle like four wheeler (chi- square value=19.078 and p-value=0.000) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, age, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about overall perception regarding preference for organized and unorganized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, overall perception regarding preference for organized and unorganized retail outlets and demographics characteristics of respondents like gender (chi- square value=2.065 and p-value=0.151), marital status (chi- square value=2.633 and p-value=0.105), family type (chi- square value=1.747 and p-value=0.186), family size of respondents (chi- square value=2.330 and p-value=0.312) respondents own vehicle like two

wheeler (chi- square value=0.280 and p-value=0.597) and respondents own vehicle like bicycle (chi- square value=2.571 and p-value=0.276) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size of respondents, respondents own vehicle like two wheeler and bicycle had similar perception about overall perception regarding preference for organized and unorganized retail outlets in selected cities of Gujarat.

Table 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.							
Respondent's Demographics Characteristics And It's Category		Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets					
		Organized Retail Outlets		**Unorganized Retail Outlets**		Total	Chi Square-Value	P-Value
		N	%	N	%			
Gender	Male	91	65.9	47	34.1	138	0.001	0.979
	Female	41	66.1	21	33.9	62		
Age	Less than<= 33	30	58.8	21	41.2	51	2.699	0.609
	33-35	27	73.0	10	27.0	37		
	36-40	28	70.0	12	30.0	40		
	41-45	17	60.7	11	39.3	28		
	More than 45	30	68.2	14	31.8	44		
Marital Status	Married	119	67.2	58	32.8	177	1.040	0.308
	Unmarried	13	56.5	10	43.5	23		
Family Type	Nuclear	66	69.5	29	30.5	95	0.973	0.324
	Joint	66	62.9	39	37.1	105		
Family Size	Less than 5	70	69.3	31	30.7	101	1.034	0.596
	5-6	51	62.2	31	37.8	82		
	More than 6	11	64.7	6	35.3	17		
Education	S.S.C	0	0.0	3	100.0	3	14.980	0.005
	H.S.C	15	71.4	6	28.6	21		
	Graduation	56	78.9	15	21.1	71		
	Post Graduation	34	61.8	21	38.2	55		
	PG & Above	27	54.0	23	46.0	50		
Occupation	Business	47	77.0	14	23.0	61	6.555	0.038
	Professional	33	55.0	27	45.0	60		
	Service	52	65.8	27	34.2	79		
Four Wheeler	Yes	71	78.9	19	21.1	90	12.114	0.001
	No	61	55.5	49	44.5	110		
Bicycle	Yes	38	65.5	20	34.5	44.5	0.008	0.927
	No	94	66.2	48	33.8	142		
Income Groups	<=40000	37	66.1	19	33.9	56	11.808	0.019
	40001-60000	14	42.4	19	57.6	33		
	60001-80000	28	66.7	14	33.3	42		
	80001-135000	25	75.8	8	24.2	33		
	>135000	28	77.8	8	22.2	36		
Per Capita Income	<=9167	34	64.2	19	35.8	53	15.437	0.004
	9168-13000	17	44.7	21	55.3	38		
	13001-17800	17	58.6	12	41.4	29		
	17801-30000	37	80.4	9	19.6	46		
	>30000	27	79.4	7	20.6	34		

From the above table, it was observed that, out of total respondents, 79.4% and 20.6% respondents respectively preferred to go to organized and unorganized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 66.1% female and 65.9% male respondents respectively preferred to go to organized retail outlets, while 34.1% male and 33.9% female respondents respectively preferred to go to unorganized retail outlets.

- According to **Age,** out of total respondents, 73.0% respondents belonged to 33-35 years age groups; they preferred to go to organized retail outlets, while 49.3% respondents belonged to 41-45 years age groups, they preferred to go to unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 68.1% and 54.5% married and unmarried respondents respectively preferred to go to organized retail outlets, while 43.5% and 32.8% unmarried and married respondents respectively preferred to go to unorganized retail outlets.

- According to **Family Types,** out of total respondents, 69.5% and 62.9% respondents were from nuclear and joint family respectively, they preferred to go to organized retail outlets, while 37.1% and 30.5% respondents were from joint and nuclear family respectively, they preferred to go to unorganized retail outlets.

- According to **Family Size,** out of total respondents, 69.3% respondents less than 5 members in family, they preferred to go to organized retail outlets, while 37.8% respondents have between 5-6 members in family, they preferred to go to unorganized retail outlets.

- According to **Education,** out of total respondents, 78.9% respondents had studied graduation; they preferred to go to organized retail outlets, while majority of the respondents had studied SSC, they preferred to go to unorganized retail outlets.

- According to **Occupation,** out of total respondents, 77.0% respondents belonged to business class; they preferred to go to organized retail outlets, while 45.0% respondent's belonged to professional class, they preferred to go to unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four-wheeler, who having four-wheeler, 78.9% and 21.1% respondents preferred to go to organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** Out of 48 respondents have bicycle, who having bicycle, 65.5% and 34.5% respondents preferred to go to organized and unorganized retail outlets.

- According to **Income groups,** out of total respondents, 77.8% respondents belonged to more than 135000 income groups; they preferred to go to organized retail outlets, while 57.6% respondents belonged to 40001-60000 income groups, they preferred to go to unorganized retail outlets.

- According to **Per capita Income groups,** out of total respondents, 80.4% respondents belonged to 17801- 30000 per capita income groups; they preferred to go to organized retail outlets, while 55.3% respondents belonged to 9168-13000 per capita income groups, they preferred to go to unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, overall perception regarding preference for organized and unorganized retail outlets and demographics characteristics of respondents like education (chi- square value=14.980 and p-value=0.005), occupation (chi- square value=6.555 and p-value=0.038), income groups (chi- square value=11.808 and p-value=0.019), per capita income groups (chi- square value=15.437 and p-value=0.004) and respondents own vehicle like four wheeler (chi- square value=12.114 and p-value=0.001) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, age, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about overall perception regarding preference for organized and unorganized retail outlets in Vadodara city.

- As per chi square results, it was observed that, overall perception regarding preference for organized and unorganized retail outlets and demographics characteristics of respondents like gender (chi- square value=0.001 and p-value=0.979), age (chi- square value=2.699 and p-value=0.609),marital status (chi- square value=1.040 and p-value=0.308), family type (chi- square value=0.973 and p-value=0.324), family size of respondents (chi- square value=1.034 and p-value=0.596) and respondents own vehicle like bicycle (chi-square value=0.008 and p-value=0.927) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size of respondents and respondents own vehicle like bicycle had similar perception about overall perception regarding preference for organized and unorganized retail outlets in Vadodara city.

Respondent's Demographics Characteristics And It's Category		Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets						
Table 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.								
		Organized Retail Outlets		Unorganized Retail Outlets		Total	Chi Square-Value	P-Value
		N	%	N	%			
Gender	Male	110	76.4	34	23.6	144	0.043	0.836
	Female	42	75.0	14	25.0	56		
Age	Less than<= 33	23	59.0	16	41.0	39	8.595	0.072
	33-35	24	85.7	4	14.3	28		
	36-40	37	82.4	9	19.6	46		
	41-45	35	76.1	11	23.9	46		
	More than 45	33	80.5	8	19.5	41		
Marital Status	Married	151	76.9	48	24.1	199	0.317	0.573
	Unmarried	1	100.0	0	0.0	1		
Family Type	Nuclear	82	76.6	25	23.4	107	0.051	0.821
	Joint	70	75.3	23	24.7	93		
Family Size	Less than 5	77	77.8	22	22.2	99	0.456	0.796
	5-6	60	75.0	20	25.0	80		
	More than 6	15	71.4	6	28.6	21		
Education	S.S.C	0	0.0	0	0.0	0	8.492	0.037
	H.S.C	8	72.7	3	27.3	11		
	Graduation	66	71.0	27	29.0	93		
	Post Graduation	49	74.2	17	25.8	66		
	PG & Above	29	96.7	1	3.3	30		
Occupation	Business	42	70.0	18	30.0	60	11.563	0.003
	Professional	55	71.7	5	28.3	60		
	Service	55	68.8	25	31.3	80		
Four Wheeler	Yes	77	81.9	17	18.1	94	3.402	0.065
	No	75	70.8	31	29.2	106		
	No	0	0.0	0	0.0	0		
Income Groups	<=40000	21	72.4	8	27.6	29	4.496	0.343
	40001-60000	43	75.4	14	24.6	57		
	60001-80000	27	67.5	13	32.5	40		
	80001-135000	27	77.1	8	22.9	35		
	>135000	34	87.2	5	12.8	39		
Per Capita Income	<=9167	26	70.3	11	29.7	37	12.556	0.014
	9168-13000	34	81.0	8	19.0	42		
	13001-17800	23	57.5	17	42.5	40		
	17801-30000	38	86.4	6	13.6	44		
	>30000	31	83.8	6	16.2	37		
	Total							

From the above table, it was observed that, out of total respondents, 83.8% and 16.2% respondents respectively preferred to go to organized and unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 76.4% male and 75.0% female respondents respectively preferred to go to organized retail outlets, while 25.0% male and 23.6% female respondents respectively preferred to go to unorganized retail outlets.

- According to **Age,** out of total respondents, 85.7% respondents belonged to 33-35 years age groups; they preferred to go to organized retail outlets, while 41.0% respondents belonged to less than or equal to 33 years age groups, they preferred to go to unorganized retail outlets.

- According to **Marital Status,** out of total respondents, majority of the unmarried respondents preferred to go to organized retail outlets, while 24.1% married respondents preferred to go to unorganized retail outlets.

- According to **Family Types,** out of total respondents, 76.6% and 75.3% respondents were from nuclear and joint family respectively, they preferred to go to organized retail outlets, while 24.7% and 23.4% respondents were from joint and nuclear family respectively, they preferred to go to unorganized retail outlets.

- According to **Family Size,** out of total respondents, 77.8% respondents less than 5 members in family, they preferred to go to organized retail outlets, while 28.6% respondents have less than 5 members in family, they preferred to go to unorganized retail outlets.

- According to **Education,** out of total respondents, 96.7% respondents had studied post graduation & above; they preferred to go to organized retail outlets, while majority of the respondents had studied SSC, they preferred to go to unorganized retail outlets.

- According to **Occupation,** out of total respondents, 71.7% respondents belonged to professional class; they preferred to go to organized retail outlets, while 31.3% respondents belonged to service class, they preferred to go to unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four- wheeler, who having four-wheeler, 81.9% and 18.1% respondents preferred to go to organized and unorganized retail outlets. .

- According to **Income groups,** out of total respondents, 87.2% respondents belonged to more than 135000 income groups; they preferred to go to organized retail outlets, while 22.9% respondents belonged to 80001-135000 income groups, they preferred to go to unorganized retail outlets.

- According to **Per capita Income groups,** out of total respondents, 86.4% respondents belonged to 17801- 30000 per capita income groups, who preferred to go to organized retail outlets, while 19.0% respondents belonged to 9168-13000 per capita income groups, they preferred to go to unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, overall perception regarding preference for organized and unorganized retail outlets and demographics

characteristics of respondents like education (chi- square value=8.492 and p-value=0.037), occupation (chi- square value=11.563 and p-value=0.003) and per capita income groups (chi- square value=12.556 and p-value=0.014) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation and per capita income groups had different perception about overall perception regarding preference for organized and unorganized retail outlets in Ahmedabad city of Gujarat.

- As per chi square results, it was observed that, overall perception regarding preference for organized and unorganized retail outlets and demographics characteristics of respondents like gender (chi- square value=0.043 and p-value=0.836), age (chi- square value=8.595 and p-value=0.072),marital status (chi- square value=0.317 and p-value=0.573), family type (chi- square value=0.051 and p-value=0.821), family size (chi- square value=0.456 and p-value=0.796), income groups (chi- square value=4.496 and p-value=0.343) and respondents own vehicle like four wheeler (chi- square value=3.402 and p-value=0.065) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size, income groups of respondents and respondents own vehicle like four wheeler had similar perception about overall perception regarding preference for organized and unorganized retail outlets in Ahmedabad city.

Table 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.							
Respondent's Demographics Characteristics And It's Category		**Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets**					
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Total**	**Chi Square-Value**	**P-Value**
		N	%	N	%			
Gender	Male	101	68.7	46	31.3	147	2.123	0.145
	Female	42	79.2	11	20.8	53		
Age	Less than<= 33	39	68.4	18	31.6	57	1.284	0.864
	33-35	28	68.3	13	31.7	41		
	36-40	27	71.1	11	28.9	38		
	41-45	29	76.3	9	23.7	38		
	More than 45	20	76.9	6	23.1	26		
Family Type	Nuclear	53	66.3	27	33.8	80	1.803	0.179
	Joint	90	75.0	30	25.0	120		
Family Size	Less than 5	52	66.7	26	33.3	78	4.179	0.124
	5-6	83	72.8	31	27.2	114		
	More than 6	8	100.0	0	.0	8		
Education	S.S.C	1	100.0	0	.0	1	4.961	0.291
	H.S.C	11	68.8	5	31.3	16		
	Graduation	55	66.3	28	33.7	83		
	Post Graduation	50	71.4	20	28.6	70		
	PG & Above	26	86.7	4	13.3	30		
Occupation	Business	38	63.3	22	36.7	60	4.094	0.129
	Professional	48	80.0	12	20.0	60		
	Service	57	71.3	23	28.8	80		
Four Wheeler	Yes	72	73.5	26	26.5	98	0.366	0.545
	No	71	69.6	31	30.4	102		
	No	-	-	-	-	-		
Income Groups	<=40000	13	72.2	5	27.8	18	1.233	0.873
	40001-60000	33	67.3	16	32.7	49		
	60001-80000	28	68.3	13	31.7	41		
	80001-135000	35	76.1	11	23.9	46		
	>135000	34	73.9	12	26.1	46		
Per Capita Income	<=9167	14	77.8	4	22.2	18	1.222	0.874
	9168-13000	25	65.8	13	34.2	38		
	13001-17800	38	74.5	13	25.5	51		
	17801-30000	33	71.7	13	28.3	46		
	>30000	33	70.2	14	29.8	47		
Total		143	71.5	57	28.5	200		

From the above table, it was observed that, out of total respondents, 71.5% and 28.5% respondents respectively preferred to go to organized and unorganized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 79.2% female and 68.7% male respondents respectively preferred to go to organized retail outlets, while 31.3% male and 20.8% female respondents respectively preferred to go to unorganized retail outlets.

- According to **Age,** out of total respondents, 76.9% respondents belonged to more than 45 years age groups; they preferred to go to organized retail outlets, while 31.6% respondents belonged to less than or equal to 33 years age groups, they preferred to go to unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 71.5% married respondents preferred to go to organized retail outlets, while 28.5% married respondents preferred to go to unorganized retail outlets.

- According to **Family Types,** out of total respondents, 75.0% and 66.3% respondents were from joint and nuclear family respectively, they preferred to go to organized retail outlets, while 33.3% and 25.0% respondents were from nuclear and joint family respectively, they preferred to go to unorganized retail outlets.

- According to **Family Size,** out of total respondents, majority of the more than 4 members in family, they preferred to go to organized retail outlets, while 33.3% and 27.2% respondents have less than 5 members and between 5-6 members in family respectively, they preferred to go to unorganized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC; they preferred to go to organized retail outlets, while 33.7% respondents had studied graduation, they preferred to go to unorganized retail outlets.

- According to **Occupation,** out of total respondents, 80.0% respondents belonged to professional class; they preferred to go to organized retail outlets, while 36.7% respondents belonged to business class, they preferred to go to unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 98 respondents have four-wheeler, who having four-wheeler, 73.5% and 26.5% respondents preferred to go to organized and unorganized retail outlets.

- According to **Income groups,** out of total respondents, 76.1% respondents belonged to more than 135000 income groups; they preferred to go to organized retail outlets, while 32.7% respondents belonged to 40001-60000 income groups, they preferred to go to unorganized retail outlets.

- According to **Per capita Income groups,** out of total respondents, 77.8% respondents belonged to less than & above 9167 per capita income groups; they preferred to go to organized retail outlets, while 34.2% respondents belonged to 9168-13000 per capita income groups, they preferred to go to unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, overall perception regarding preference for organized and unorganized retail outlets and demographics characteristics of respondents like gender (chi- square value=2.123 and p-value=0.145), age (chi- square value=1.284 and p-value=0.864), family type (chi-square value=1.803 and p-value=0.179), family size (chi- square value=4.179 and p-value=0.124), education (chi- square value=4.961 and p-value=0.291), occupation (chi- square value=4.094 and p-value=0.129), income groups (chi-square value=1.233 and p-value=0.873), per capita income groups (chi- square value=1.222 and p-value=0.874) and respondents own vehicle like four wheeler (chi- square value=0.366 and p-value=0.545) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size, education, occupation, income groups, per capita income groups of respondents and respondents own vehicle like four wheeler had similar perception about overall perception regarding preference for organized and unorganized retail outlets in Surat city.

Respondent's Demographics Characteristics And It's Category		Opinion About The Choice Preference For The Organized And Unorganized Retail Outlets					Chi Square-Value	P-Value
Table 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.								
		Organized Retail Outlets		Unorganized Retail Outlets		Total	Chi Square-Value	P-Value
		N	%	N	%			
Gender	Male	81	53.6	70	46.4	151	2.048	0.152
	Female	32	65.3	17	34.7	49		
Age	Less than<= 33	22	39.3	34	60.7	56	24.775	0.000
	33-35	20	51.3	19	48.7	39		
	36-40	15	45.5	18	54.5	33		
	41-45	23	67.6	11	32.4	34		
	More than 45	33	86.8	5	13.2	38		
Marital Status	Married	109	57.1	82	42.9	191	0.557	0.455
	Unmarried	4	44.4	5	55.6	9		
Family Type	Nuclear	38	44.7	47	55.3	85	8.367	0.004
	Joint	75	65.2	40	34.8	115		
Family Size	Less than 5	38	44.2	48	55.8	86	9.708	0.008
	5-6	64	64.6	35	35.4	99		
	More than 6	11	73.3	4	26.7	15		
Education	S.S.C	5	12.8	34	87.2	39	52.851	0.000
	H.S.C	5	26.3	14	73.7	19		
	Graduation	38	73.1	14	26.9	52		
	Post Graduation	43	69.4	19	30.6	62		
	PG & Above	22	78.6	6	21.4	28		
Occupation	Business	50	62.5	30	37.5	80	48.371	0.000
	Professional	50	83.3	10	16.7	60		
	Service	13	21.7	47	78.3	60		
Four Wheeler	Yes	62	66.7	31	33.3	93	7.311	0.007
	No	51	47.7	56	52.3	107		
Two Wheeler	Yes	112	56.6	86	43.4	198	0.035	0.852
	No	1	50.0	1	50.0	2		
Bicycle	Yes	107	58.8	75	41.2	182	4.319	0.038
	No	6	33.3	12	66.7	18		
Income Groups	<=40000	17	28.8	42	71.2	59	43.916	0.000
	40001-60000	21	50.0	21	50.0	42		
	60001-80000	17	53.1	15	46.9	32		
	80001-135000	26	86.7	4	13.3	30		
	>135000	32	86.5	5	13.5	37		
Per Capita Income	<=9167	22	39.3	34	60.7	56	26.714	0.000
	9168-13000	20	44.4	25	55.6	45		
	13001-17800	19	57.6	14	42.4	33		
	17801-30000	22	66.7	11	33.3	33		
	>30000	30	90.9	3	9.1	33		
	Total	113	56.5	87	43.5	200		

From the above table, it was observed that, out of total respondents, 56.5% and 43.5% respondents respectively preferred to go to organized and unorganized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 65.3% female and 53.6% male respondents respectively preferred to go to organized retail outlets, while 46.4% male and 34.7% female respondents respectively preferred to go to unorganized retail outlets.

- According to **Age,** out of total respondents, 86.8% respondents belonged to more than 45 years age groups; they preferred to go to organized retail outlets, while

66.7% respondents belonged to less than or equal to 33 years age groups, they preferred to go to unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 57.1% and 44.4% married and unmarried respondents respectively preferred to go to organized retail outlets, while 55.6% and 42.9% unmarried and married respondents respectively preferred to go to unorganized retail outlets.

- According to **Family Types,** out of total respondents, 65.2% and 44.7% respondents were from joint and nuclear family respectively, they preferred to go to organized retail outlets, while 55.3% and 34.8% respondents were from nuclear and joint family respectively, they preferred to go to unorganized retail outlets.

- According to **Family Size,** out of total respondents, 73.3% respondents more than 4 members in family, they preferred to go to organized retail outlets, while 55.8% respondents have less than 5 members in family, they preferred to go to unorganized retail outlets.

- According to **Education,** out of total respondents, 78.6% respondents had studied post graduation & above; they preferred to go to organized retail outlets, while 87.2% respondents had studied SSC, they preferred to go to unorganized retail outlets.

- According to **Occupation,** out of total respondents, 83.3% respondents belonged to professional class; they preferred to go to organized retail outlets, while 78.3% respondents belonged to service class, they preferred to go to unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents have four-wheeler, who having four-wheeler, 66.7% and 33.3% respondents respectively preferred to go to organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 198 respondents have two-wheeler, who having four-wheeler, 56.6% and 43.3% respondents respectively preferred to go to organized and unorganized retail outlets,

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle, 58.8% and 41.2%respondents preferred to go to organized and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 86.7% respondents belonged to 80001-135000 income groups; they preferred to go to organized retail

outlets, while 71.2% respondents belonged to less than & above 40000 income groups, they preferred to go to unorganized retail outlets.

- According to **Per capita Income Groups,** out of total respondents, 90.9% respondents belonged to more than 30000 per capita income groups, who preferred to go to organized retail outlets, while 60.7% respondents belonged to less than & above 9167 per capita income groups, they preferred to go to unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, overall perception regarding preference for organized and unorganized retail outlets and demographics characteristics of respondents like age (chi- square value=24.775 and p-value=0.000), family type (chi- square value=8.367 and p-value=0.004), family size (chi- square value=9.708 and p-value=0.008), education (chi- square value=52.851 and p-value=0.000), occupation (chi- square value=48.371 and p-value=0.000), income groups(chi- square value=43.916 and p-value=0.000), per capita income groups (chi- square value=26.714 and p-value=0.000), respondents own vehicle like four wheeler (chi- square value=7.311 and p-value=0.007) and bicycle (chi- square value=4.319 and p-value=0.038) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, family size education, occupation, income groups, per capita income groups of respondents, respondents own vehicle like four wheeler and bicycle had different perception about overall perception regarding preference for organized and unorganized retail outlets in Rajkot city of Gujarat.

- As per chi square results, it was observed that, overall perception regarding preference for organized and unorganized retail outlets and demographics characteristics of respondents like gender (chi- square value=2.048 and p-value=0.152), marital status (chi- square value=0.557 and p-value=0.455) and respondents own vehicle like two wheeler (chi- square value=0.035 and p-value=0.852) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status of respondents and respondents own vehicle like two wheeler had similar perception about overall perception regarding preference for organized and unorganized retail outlets in Rajkot city of Gujarat.

H5: Opinion about monthly visit for purchasing food and grocery items from both (organized & unorganized) retail outlets and selected cities of Gujarat are independent.

Table 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.												
Monthly Visit Times	**Cities**										**Chi-Square**	**p-value**
	Vadodara		Ahmedabad		Surat		Rajkot		Total			
	N	%	N	%	N	%	N	%	N	%		
1-2	47	23.5	88	44.0	56	28.0	0	0.0	191	23.9	436.526	0.000
2-3	69	34.5	70	35.0	58	29.0	18	9.0	215	26.9		
3-4	54	27.0	13	6.5	31	15.5	15	7.5	113	14.1		
4-5	18	9.0	13	6.5	36	18.0	32	16.0	99	12.4		
5-6	7	3.5	11	5.5	17	8.5	40	20.0	75	9.4		
Can't say	5	2.5	5	2.5	2	1.0	95	47.5	107	13.4		

- From the above table, it was observed that, out of total respondents, 26.9%, 23.9%, 14.1%, 12.4% and 9.4% respondents visited organized and unorganized retail outlets 2 or 3, 1 or 2, 3 or 4 and 5or 6 times in a month for purchasing food & grocery items respectively, While 13.4% respondents could not say the visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- Further more, in Ahmedabad, 44.0% respondents visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- In Vadodara city, 34.5% respondent's visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- In Surat, 29.0% respondent's visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- In Rajkot, 47.5% respondents could not say the visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets and selected cities of Gujarat (chi- square value=436.526 and p-value=0.000) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, selected

cities of Gujarat had different perception about overall perception regarding preference for organized and unorganized retail outlets.

H6: Opinions about monthly visits by respondents for purchasing food and grocery items from organized and unorganized retail outlets and demographics characteristics of respondents are independent in selected cities of Gujarat.

Table 5.3.20 Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food And 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.														
Respondent's Demographic Characteristics and It's Category		**Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets**												**Chi – Square**	**p-Value**
		1-2		**2-3**		**3-4**		**4-5**		**5-6**		**Can't say**			
		N	%	N	%	N	%	N	%	N	%	N	%		
Gender	Male	144	24.8	156	26.9	85	14.7	65	11.2	52	9.0	78	13.4	3.933	0.559
	Female	47	21.4	59	26.8	28	12.7	34	15.5	23	10.5	29	13.2		
Age	Less than<= 33	44	21.7	53	26.1	28	13.8	27	13.3	24	11.8	27	13.3	27.205	0.130
	33-35	35	24.1	34	23.4	20	13.8	21	14.5	10	6.9	25	17.2		
	36-40	34	22.3	56	35.7	23	14.6	14	8.9	13	8.3	16	10.2		
	41-45	41	28.1	42	28.8	15	10.3	22	15.1	14	9.6	12	8.2		
	More than 45	36	24.2	30	20.1	27	18.1	15	10.1	14	9.4	27	18.1		
Marital Status	Married	187	24.4	208	27.1	103	13.4	97	12.6	71	9.3	101	13.2	10.761	0.056
	Unmarried	4	12.1	7	21.2	10	30.3	2	6.1	4	12.1	6	18.2		
Family Type	Nuclear	97	26.4	101	27.5	48	13.1	46	12.5	30	8.2	45	12.3	4.170	0.525
	Joint	94	21.7	114	26.3	65	15.0	53	12.2	45	10.4	62	14.3		
Family Size	<5	92	25.3	108	29.7	47	12.9	43	11.8	26	7.1	48	13.2	13.086	0.219
	5-6	82	21.9	92	24.5	54	14.4	51	13.6	46	12.3	50	13.3		
	>6	17	27.9	15	24.6	12	19.7	5	8.2	3	4.9	9	14.8		
Education	S.S.C	1	2.3	8	18.6	4	9.3	7	16.3	4	9.3	19	44.2	71.102	0.000
	H.S.C	16	23.9	17	25.4	12	17.9	7	10.4	5	7.5	10	14.9		
	Graduation	95	31.8	81	27.1	36	12.0	31	10.4	22	7.4	34	11.4		
	Post Graduation	52	20.6	78	30.8	30	11.9	35	13.8	27	10.7	31	12.3		
	PG & Above	27	19.6	31	22.5	31	22.5	19	13.8	17	12.3	13	9.4		
Occupation	Business	80	33.2	64	26.6	28	11.6	18	7.5	18	7.5	33	13.7	28.230	0.002
	Professional	54	22.5	60	25.0	41	17.1	28	1.7	23	9.6	34	14.2		
	Service	57	17.9	91	28.5	44	13.8	53	16.6	34	10.7	40	12.5		
Four Wheeler	Yes	93	24.8	87	23.2	61	16.3	48	12.8	32	8.5	54	14.4	7.283	0.200
	No	98	23.1	128	30.1	52	12.2	51	12.0	43	10.1	53	12.5		
Two Wheeler	Yes	191	13.9	215	26.9	112	14.0	99	12.4	74	9.3	107	13.4	6.890	0.229
	No	0	0.0	0	0.0	1	50.0	0	0.0	1	50.0	0	0.0		
Bicycle	Yes	164	25.0	157	24.5	73	11.4	78	12.2	68	10.6	100	15.6	49.437	0.000
	No	27	16.9	58	36.3	40	25.0	21	13.1	7	4.4	7	4.4		
Income Groups	<=40000	26	16.0	43	26.5	27	16.7	21	13.0	17	10.5	28	17.3	39.725	0.005
	40001-60000	43	23.8	50	27.6	18	9.9	29	16.0	18	9.9	23	12.7		
	60001-80000	42	27.1	57	36.8	11	7.1	16	10.3	15	9.7	14	9.0		
	80001-135000	44	30.6	30	20.8	29	20.1	14	9.7	10	6.9	17	11.8		
	>135000	36	22.8	35	22.2	28	17.7	19	12.0	15	9.5	25	5.8		
Per Capita Income	<=9167	32	19.5	42	25.6	22	13.4	25	15.2	20	12.2	23	14.0	26.330	0.155
	9168-13000	32	19.6	48	29.4	20	12.3	18	11.0	16	9.8	29	17.8		
	13001-17800	45	29.4	42	27.5	19	12.4	25	16.3	11	7.2	11	7.2		
	17801-30000	43	25.4	51	30.2	25	14.8	14	8.3	16	9.5	20	11.8		
	>30000	39	25.8	32	21.2	27	17.9	17	11.3	12	7.9	24	15.9		
Total		191	23.9	215	26.9	113	14.1	99	12.4	75	9.4	107	13.4		

From the above table, it was observed that, out of total respondents, 26.9%, 23.9%, 14.1%, 12.4% and 9.4% respondents respectively visited organized and unorganized retail outlets 2 or 3 times, 1 or 2 times, 3 or 4 times, 4 or 5 times and 5-6 times in a month for purchasing food and grocery items. 13.4% visited could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 24.8% and 21.4% male and female respondents respectively visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items, while 13.4% and 13.2% male and female respondents respectively visited could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Age,** out of total respondents, 35.7% respondents belonged to 36-40 years age groups; they preferred to go to organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 18.1% respondents belonged to more than 45 years age groups, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 30.3% and 13.4% unmarried and married respondents respectively visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items, while 12.1% and 9.3% unmarried and married respondents respectively visited organized and unorganized retail outlets 5 or 6 times in a month for purchasing food and grocery items.

- According to **Family Type,** out of total respondents, 27.5% and 26.3% respondents were from nuclear and joint families respectively, they preferred to visit to organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 10.4% and 8.2% respondents were from joint and nuclear family respectively, they preferred to visit to organized and unorganized retail outlets 5 or 6 times in a month for purchasing food and grocery items.

- According to **Family Size,** out of total respondents, 29.7% respondents have less than 5 members in family; they preferred to visit to organized and unorganized

retail outlets 2 or 3 times in a month for purchasing food & grocery items, while 12.3% respondents have between 5-6 members in family, they preferred to visit to organized and unorganized retail outlets 5 or 6 times in a month for purchasing food & grocery items.

- According to **Education,** out of total respondents, 44.2% respondents had studied S.S.C, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while, 10.7% respondents had studied post graduation; they visited organized and unorganized retail outlets 5 or 6 times in a month for purchasing food and grocery items.

- According to **Occupation,** out of total respondents, 33.2% respondents in the professional class, they visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items, while 10.7% respondents in the service class, they visited organized and unorganized retail outlets 5 or 6 times in a month for purchasing food and grocery items.

- According to **Respondents Own Vehicle Four Wheeler,** out of 375 respondents have four- wheeler, who having four wheeler, 24.8% respondents visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food & grocery items, while 14.4% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two-wheeler, who having two-wheeler, 26.9% respondents visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food & grocery items, while 13.4% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle, 25.0% respondents respectively visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food & grocery items, while 15.6% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 36.8% respondents in the income groups of 60001-80000, they visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 10.5% respondents in the income groups of less than 40000, they visited organized and unorganized retail outlets 5 or 6 times in a month for purchasing food and grocery items.

- According to **Per Capita Income Groups,** out of total respondents, 30.2% respondents in the per capita income groups of 17801-30000, they visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 17.8% respondents in the per capita income groups of 9168-13000, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

  Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect to their education (chi- square value=78.561 and p-value=0.000), occupation (chi-square value=28.230 and p-value=0.002), income groups (chi- square value=39.725 and p-value=0.005) and respondents own vehicle like bicycle (chi-square value=49.437 and p-value=0.000) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income groups of respondents and respondents own vehicle bicycle had different perception about monthly purchasing time of food and grocery items in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect to their gender (chi- square value=3.993 and p-value=0.559),age (chi- square value=27.205 and p-value=0.130), marital status (chi- square value=10.761 and p-value=0.560), family type (chi- square value=4.170 and p-value=0.525), family size (chi- square value=13.086 and p-value=0.219), per capita income groups (chi-square value=26.330 and p-value=0.155), respondents own vehicle like four wheeler (chi- square value=7.283 and p-value=0.200) and respondents own

vehicle like two wheeler (chi- square value=6.890 and p-value=0.229) are dependent. Hence, null hypothesis was not rejected. Therefore, it could be said that, age, family type, family size, per capita income groups of respondents, respondents own vehicle like four-wheeler and two-wheeler had similar perception about monthly purchasing time of food and grocery items in selected cities of Gujarat.

Table 5.3.21 Comparisons And Association, Regarding The Opinion About Monthly Visit by Respondents For Purchasing Food And 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.															
Respondent's Demographic Characteristics and It's Category		Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets												Chi – Square	p- Value
		1-2		2-3		3-4		4-5		5-6		Can't say			
		N	%	N	%	N	%	N	%	N	%	N	%		
Gender	Male	33	23.9	48	34.8	40	29.0	10	7.2	3	2.2	4	2.9	4.733	0.449
	Female	14	22.6	21	33.9	14	22.6	8	12.9	4	6.5	1	1.6		
Age	Less than<= 33	10	19.6	19	37.3	14	27.5	4	7.8	3	5.9	1	2.0	26.285	0.157
	33-35	14	37.8	15	40.5	7	18.9	1	2.7	0	0.0	0	0.0		
	36-40	7	17.5	15	37.5	14	35.0	4	10.0	0	0.0	0	0.0		
	41-45	5	17.9	9	32.1	8	28.6	4	14.3	2	7.1	0	0.0		
	More than 45	11	25.0	11	25.0	11	25.0	5	11.4	2	4.5	4	9.1		
Marital Status	Married	43	24.3	63	35.6	45	25.4	16	9.0	5	2.8	5	2.8	5.019	0.414
	Unmarried	4	17.4	6	26.1	9	39.1	2	8.7	2	8.7	0	0.0		
Family Type	Nuclear	25	26.3	36	37.9	22	23.2	9	9.5	2	2.1	1	1.1	4.771	0.444
	Joint	22	21.0	33	31.4	32	30.5	9	8.6	5	4.8	4	3.8		
Family Size	<5	25	24.8	44	43.6	23	22.8	7	6.9	1	1.0	1	1.0	17.126	0.000
	5-6	18	22.0	21	25.6	24	29.3	9	11.0	6	7.3	4	4.9		
	>6	4	23.5	4	23.5	7	41.2	2	11.8	0	0.0	0	0.0		
Education	S.S.C	1	33.3	2	66.7	0	0.0	0	0.0	0	0.0	0	0.0	70.877	0.000
	H.S.C	8	38.1	7	33.3	6	28.6	0	0.0	0	0.0	0	0.0		
	Graduation	21	29.6	30	42.3	16	22.5	2	2.8	1	1.4	1	1.4		
	Post Graduation	15	27.3	23	41.8	12	21.8	1	1.8	4	7.3	0	0.0		
	PG & Above	6	4.0	7	14.0	20	40.0	15	30.0	2	4.0	4	8.0		
Occupation	Business	21	34.4	24	39.3	14	23.0	1	1.6	0	0.0	1	1.6	50.795	0.000
	Professional	4	6.7	14	23.3	21	35.0	15	25.0	2	3.3	4	6.7		
	Service	22	27.8	31	39.2	19	24.1	2	2.5	5	6.3	0	0.0		
Four Wheeler	Yes	16	17.8	20	22.2	31	34.4	16	17.8	2	2.2	5	5.6	33.672	0.000
	No	31	28.2	49	44.5	23	20.9	2	1.8	5	4.5	0	0.0		
Bicycle	Yes	20	34.5	15	25.9	16	27.6	2	3.4	3	5.2	2	3.4	9.714	0.084
	No	27	19.0	54	38.0	38	26.8	16	11.3	4	2.8	3	2.1		
Income Groups	<=40000	15	26.8	24	42.9	14	25.0	1	1.8	2	3.6	0	0.0	65.773	0.000
	40001-60000	12	36.4	10	30.3	6	18.2	2	6.1	3	9.1	0	0.0		
	60001-80000	12	28.6	23	54.8	5	11.9	1	2.4	0	0.0	1	2.4		
	80001-135000	5	15.2	6	18.2	14	42.4	6	18.2	2	6.1	0	0.0		
	>135000	3	8.3	6	16.7	15	41.7	8	22.2	0	0.0	4	11.1		
Per Capita Income	<=9167	16	30.2	21	39.6	11	20.8	2	3.8	3	5.7	0	0.0	40.142	0.005
	9168-13000	9	23.7	14	36.8	11	28.9	2	5.3	2	5.3	0	0.0		
	13001-17800	9	31.0	14	48.3	5	17.2	1	3.4	0	0.0	0	0.0		
	17801-30000	10	21.7	13	28.3	14	30.4	6	13.0	2	4.3	1	2.2		
	>30000	3	8.8	7	20.6	13	38.2	7	20.6	0	0.0	4	11.8		
Total		47	23.5	69	34.5	54	27.0	18	9.0	7	3.5	5	2.5		

From the above table, it was observed that, out of total, 34.5%, 27.0%, 23.5%, 9.0% and 3.5% respondents respectively visited organized and unorganized retail outlets 2 or 3 times, 3 or 4 times, 1 or 2 times, 4 or 5 times and 5-6 times in a month for purchasing food and grocery items. 2.5% visited could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Gender,** out of total respondents, 34.8% and 33.9% male and female respondents respectively visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 2.9% and 1.6% male and female respondents respectively could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Age,** out of total respondents, 40.5% respondents belonged to 41-45 years age groups; they preferred to go to organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 9.1% respondents belonged to more than 45 years age groups, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 39.1% and 25.4% unmarried and married respondents respectively visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items, while 2.8% married respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Family Type,** out of total respondents, 37.9% and 31.4% respondents were from nuclear and joint family respectively, they preferred to visit to organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 3.8% and 1.1% respondents were from joint and nuclear family respectively, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Family Size,** out of total respondents, 43.6% respondents have less than 5 members in family; they preferred to visit to organized and unorganized

retail outlets 2 or 3 times in a month for purchasing food & grocery items, while 4.9% respondents have between 5-6 members in family, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Education,** out of total respondents, 66.7% respondents had studied S.S.C, preferred to visit to organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while, 7.3% respondents had studied post graduation, they preferred to visit to organized and unorganized retail outlets 5 or 6 times in a month for purchasing food and grocery items.

- According to **Occupation,** out of total respondents, 34.4% respondents in the business class, they visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items, while 6.3% service class, they visited organized and unorganized retail outlets 5 or 6 times in a month for purchasing food and grocery items.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four wheeler, who having four wheeler, 34.4% respondents visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food & grocery items, while 5.6% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 58 respondents have bicycle, who having bicycle, 34.5% respondents respectively visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food & grocery items, while 2.5% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 54.8% respondents in the income groups of 60001-80000, they visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 11.1% respondents in the income groups of more than 135000, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets,

- According to **Per Capita Income Groups,** out of total respondents, 48.3% respondents in the per capita income groups of 13000-17800, they visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 11.8% respondents in the per capita income groups of more than 30000, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect to their family size (chi- square value=17.126 and p-value=0.000), education (chi-square value=70.877 and p-value=0.000), occupation (chi- square value=50.795 and p-value=0.000), income groups(chi- square value=65.773 and p-value=0.000), per capita income groups of respondents (chi- square value=40.142 and p-value=0.005) and respondents own vehicle like four wheeler (chi- square value=33.672 and p-value=0.000) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, family size, education, occupation, income groups, per capita income groups of respondents and respondents own vehicle bicycle had different perception about monthly purchasing time of food and grocery items in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect to their gender (chi- square value=4.733 and p-value=0.449),age (chi- square value=26.285 and p-value=0.157), marital status (chi- square value=5.019 and p-value=0.414), family type (chi- square value=4.771 and p-value=0.444) and respondents own vehicle like bicycle (chi- square value=9.714 and p-value=0.084) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type of respondents and respondents own vehicle like bicycle had similar perception about monthly purchasing time of food and grocery items in Vadodara city.

Table 5.3.22 Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food And Grocery Items From Organized And Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City of Gujarat.															
Respondent's Demographic Characteristics and It's Category		**Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets**												**Chi – Square**	**p-Value**
		1-2		**2-3**		**3-4**		**4-5**		**5-6**		**Can't say**			
		N	**%**	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**		
Gender	Male	67	46.5	49	34.0	11	7.6	7	4.9	6	4.2	4	2.8	5.858	0.320
	Female	21	37.5	21	37.5	2	3.6	6	10.7	5	8.9	1	1.8		
Age	Less than<= 33	14	35.9	14	35.9	2	5.1	3	7.7	5	12.8	1	2.6	22.942	0.292
	33-35	12	42.9	8	28.6	2	7.1	3	10.7	1	3.6	2	7.1		
	36-40	19	41.3	19	41.3	2	4.3	3	6.5	3	6.5	0	0.0		
	41-45	25	54.3	13	28.3	1	2.2	3	6.5	2	4.3	2	4.3		
	More than 45	18	43.9	16	39.0	6	14.6	1	2.4	0	0.0	0	0.0		
Marital Status	Married	88	44.2	70	35.2	13	6.5	13	6.5	10	5.0	5	2.5	17.268	0.004
	Unmarried	0	0.0	0	0	0	0.0	0	0.0	1	100.0	0	0.0		
Family Type	Nuclear	44	41.1	39	36.4	8	7.5	9	8.4	5	4.7	2	1.9	2.855	0.722
	Joint	44	47.3	31	33.3	5	5.4	4	4.3	6	6.5	3	3.2		
Family Size	<5	41	41.4	35	35.4	8	8.1	9	9.1	4	4.0	2	2.6	6.775	0.746
	5-6	37	46.3	27	33.8	3	3.8	4	5.0	6	7.5	3	3.8		
	>6	10	47.6	8	38.1	2	9.5	0	0.0	1	4.8	0	0.0		
Education	S.S.C	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	24.962	0.050
	H.S.C	3	27.3	7	63.6	0	0.0	0	0.0	1	9.1	0	0.0		
	Graduation	50	53.8	26	28.0	5	5.4	5	5.4	5	5.4	2	2.2		
	Post Graduation	17	25.8	28	42.4	6	9.1	8	12.1	4	6.1	3	4.5		
	PG & Above	18	60.0	9	30.0	2	6.7	0	0.0	1	3.3	0	0.0		
Occupation	Business	38	63.3	18	30.0	0	0.0	0	0.0	4	6.7	0	0.0	38.154	0.000
	Professional	29	48.3	20	33.3	7	11.7	2	3.3	2	3.3	0	0.0		
	Service	21	26.3	32	40.0	6	7.5	11	13.8	5	6.3	5	6.3		
Four Wheeler	Yes	47	50.0	31	33.0	8	8.5	3	3.2	4	4.3	1	1.1	7.711	0.173
	No	41	38.7	39	36.8	5	4.7	10	9.4	7	6.6	4	3.8		
Income Groups	<=40000	8	27.6	6	20.7	4	13.8	6	20.7	3	10.3	2	6.9	50.638	0.000
	40001-60000	21	36.8	24	43.1	1	1.8	5	8.8	5	8.8	1	1.8		
	60001-80000	17	42.5	20	50.0	1	2.5	0	0.0	0	0.0	2	5.0		
	80001-135000	25	71.4	8	22.9	1	2.9	0	0.0	1	2.9	0	0.0		
	>135000	17	43.6	12	30.8	6	15.4	2	5.1	2	5.1	0	0.0		
Per Capita Income	<=9167	15	40.5	8	21.6	2	5.4	6	16.2	4	10.8	2	5.4	33.506	0.030
	9168-13000	15	35.7	18	42.9	2	4.8	3	7.1	3	7.1	1	2.4		
	13001-17800	19	47.5	15	37.5	0	0.0	2	5.0	2	5.0	2	5.0		
	17801-30000	20	45.5	21	47.7	3	6.8	0	0.0	0	0.0	0	0.0		
	>30000	19	51.4	8	21.6	6	16.2	2	5.4	2	5.4	0	0.0		
Total		88	44.0	70	35.0	13	6.5	13	6.5	11	5.5	5	2.5		

From the above table, it was observed that, out of total respondents, 44.0%, 35.0%, 6.5% and 5.5% respondents respectively visited organized and unorganized retail outlets 1 or 2 times, 2 or 3 times, 3 or 4 times and 5-6 times in a month for purchasing food and grocery items. In another 2.5% visited could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 46.5% and 37.5% male and female respondents respectively visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items, while 2.8% and 1.8% male and female respondents respectively could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Age,** out of total respondents, 54.3% respondents belonged to 41-45 years age groups; they preferred to go to organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items, while 7.1% respondents belonged to 33-35 years age groups, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Family Type,** out of total respondents, 47.3% and 41.1% respondents were from joint and nuclear family respectively, they preferred to visit to organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items, while 3.2% and 1.9% respondents were from joint and nuclear family respectively, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Family Size,** out of total respondents, 47.6% respondents have more than 6 members in family; they preferred to visit to organized and unorganized retail outlets 1 or 2 times in a month for purchasing food & grocery items, while 3.8% respondents have between 5-6 members in family respectively, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Education,** out of total respondents, 60.0% respondents had studied post graduation & above; they preferred to visit to organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items, while, 4.5% respondents had studied post graduation, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Occupation,** out of total respondents, 63.3% respondents in the business class, they visited organized and unorganized retail outlets 1 or 2 times in

a month for purchasing food and grocery items, while 6.3% respondents in the service class, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four wheeler, who having four wheeler, 50.0% respondents visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food & grocery items, while 1.1% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 71.4% respondents in the income groups of 80001-135000, they visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items, while 6.9% respondents in the income groups of less than & above 40000, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 51.4% respondents in the per capita income groups of more than 30000, they visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items, while 5.4% respondents in the per capita income groups of less than & above 9167, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect to their marital status (chi- square value=17.268 and p-value=0.044), education (chi- square value=24.962 and p-value=0.050) occupation (chi- square value=38.154 and p-value=0.000) income groups (chi- square value=50.638 and p-value=0.000) and per capita income groups (chi- square value=33.506 and p-value=0.030) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, age, marital status, education, occupation income groups, per capita income groups of respondents had different perception about monthly purchasing time of food and grocery items in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect to their gender (chi- square value=5.858 and p-value=0.320), age (chi- square value=22.942 and p-value=0.292), family type (chi- square value=2.855 and p-value=0.722), family size (chi- square value=6.775 and p-value=0.746) and respondents own vehicle like four wheeler (chi- square value=7.004 and p-value=0.220) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size and respondents own vehicle like four wheeler had similar perception about monthly purchasing time of food and grocery items in Ahmedabad city.

Table 5.3.23 Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food And 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.

Respondent's Demographic Characteristics and It's Category		Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized and Unorganized Retail Outlets												Chi – Square	p-Value
		1-2		2-3		3-4		4-5		5-6		Can't say			
		N	%	N	%	N	%	N	%	N	%	N	%		
Gender	Male	44	29.9	44	29.9	23	15.6	22	15.0	12	8.2	2	1.4	4.545	0.474
	Female	12	22.6	14	26.4	8	15.1	14	26.4	5	9.4	0	0.0		
Age	Less than<= 33	20	35.1	13	22.8	4	7.0	14	24.6	6	10.5	0	0.0	47.227	0.001
	33-35	9	22.0	9	22.0	8	19.5	12	29.3	3	7.3	0	0.0		
	36-40	9	23.7	16	42.1	7	18.4	2	5.3	4	10.5	0	0.0		
	41-45	11	28.9	17	44.7	4	10.5	6	15.8	0	0.0	0	0.0		
	More than 45	7	26.9	3	11.5	8	30.8	2	7.7	4	15.4	2	7.7		
Family type	Nuclear	28	35.0	15	18.8	13	16.3	17	21.3	6	7.5	1	1.3	8.235	0.144
	Joint	28	23.3	43	35.8	18	15.0	19	15.8	11	9.2	1	0.8		
Family Size	<5	26	33.3	17	21.8	12	15.4	16	20.5	6	7.7	1	1.3	7.437	0.684
	5-6	27	23.7	38	33.3	17	14.9	20	17.5	11	9.6	1	0.9		
	>6	3	37.5	3	37.5	2	25.0	0	.0	0	.0	0	.0		
Education	S.S.C	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	37.306	0.011
	H.S.C	5	31.3	3	18.8	2	12.5	3	18.8	1	6.3	2	12.5		
	Graduation	24	28.9	23	27.7	12	14.5	15	18.1	9	10.8	0	0.0		
	Post Graduation	20	28.6	21	30.0	8	11.4	16	22.9	5	7.1	0	0.0		
	PG & Above	7	23.3	11	36.7	8	26.7	2	6.7	2	6.7	0	0.0		
Occupation	Business	21	35.0	15	25.0	8	13.3	6	10.0	8	13.3	2	3.3	35.127	0.000
	Professional	21	35.0	22	36.7	12	20.0	3	5.0	2	3.3	0	0.0		
	Service	14	17.5	21	26.3	11	13.8	27	33.8	7	8.8	0	0.0		
Four Wheeler	Yes	30	30.6	33	33.7	16	16.3	13	13.3	5	5.1	1	1.0	7.004	0.220
	No	26	25.5	25	24.5	15	14.7	23	22.5	12	11.8	1	1.0		
Income Groups	<=40000	3	16.7	5	27.8	2	11.1	6	33.3	2	11.1	0	0.0	24.249	0.232
	40001-60000	10	20.4	11	22.4	10	20.4	12	24.5	5	10.2	1	2.0		
	60001-80000	13	31.7	11	26.8	2	4.9	9	22.0	6	14.6	0	0.0		
	80001-135000	14	30.4	15	32.6	11	23.9	4	8.7	2	4.3	0	0.0		
	>135000	16	34.8	16	34.8	6	13.0	5	10.9	2	4.3	1	2.2		
Per Capita Income	<=9167	1	5.6	7	38.9	3	16.7	4	22.2	3	16.7	0	.0	23.699	0.256
	9168-13000	8	21.1	10	26.3	5	13.2	11	28.9	3	7.9	1	2.6		
	13001-17800	17	33.3	9	17.6	10	19.6	11	21.6	4	7.8	0	.0		
	17801-30000	13	28.3	16	34.8	6	13.0	5	10.9	6	13.0	0	.0		
	>30000	17	36.2	16	34.0	7	14.9	5	10.6	1	2.1	1	2.1		
Total		56	28.0	58	29.0	31	15.5	36	18.0	17	8.5	2	1.0		

From the above table, it was observed that, out of total respondents, 29.0%, 28.0%, 18.0%, 15.5% and 8.5% respondents respectively visited organized and unorganized retail outlets 2 or 3 times, 1 or 2 times, 4 or 5 times, 3 or 4 times and 5-6 times in a month for purchasing food and grocery items. 1.0% visited could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Gender,** out of total respondents, 29.9% and 26.4% male and female respondents respectively visited organized and unorganized retail outlets 2 or 3

times in a month for purchasing food and grocery items, while 1.4% male respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Age,** out of total respondents, 44.7% respondents belonged to 41-45 years age groups; they preferred to go to organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 7.7% respondents belonged to more than 45 years age groups, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Family Type,** out of total respondents, 35.8% and 18.8% respondents were from joint and nuclear family respectively, they preferred to visit to organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 1.3% and 0.8% respondents were from nuclear and joint family respectively, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Family Size,** out of total respondents, 37.5% respondents have more than 6 members in family; they preferred to visit to organized and unorganized retail outlets 1 or 2 times in a month for purchasing food & grocery items, while 1.3% respondents have less than 5 members in family, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Education,** Out of total respondents, Majority of the respondents had studied SSC; they preferred to visit to organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items, while, 10.8% respondents had studied graduation, they preferred to visit to organized and unorganized retail outlets 5 or 6 times in a month for purchasing food and grocery items.

- According to **Occupation,** out of total respondents, 36.7% respondents belonged to professional class; they visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 3.3% respondents belonged to business class, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** Out of 98 respondents have four wheeler, who having four wheeler, 33.7% respondents visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food & grocery items, while 1.0% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 34.8% respondents in the income groups of more than 135000, they visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items. In another 34.8% respondents in the income groups of more than 135000, they visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 2.2% respondents in the income groups of 40001-60000, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 38.9% respondents in the per capita income groups of less than & above 9167, they visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items, while 2.6% respondents in the per capita income groups of 9168-13000, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect to their age (chi- square value=47.227 and p-value=0.001), education (chi- square value=37.306 and p-value=0.011) and occupation (chi- square value=35.127 and p-value=0.000) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, age, education and occupation of respondents had different perception about monthly purchasing time of food and grocery items in Surat city.

- As per chi square results, it was observed that, there was no significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect

to their gender (chi- square value=4.545 and p-value=0.474), family type (chi-square value=8.235 and p-value=0.144), family size (chi- square value=7.437 and p-value=0.684), income groups (chi- square value=24.249 and p-value=0.232), per capita income groups (chi- square value=23.699 and p-value=0.256) and respondents own vehicle like four wheeler (chi- square value=7.004 and p-value=0.220) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about monthly purchasing time of food and grocery items in Surat city.

Table 5.3.24 Comparisons And Association, Regarding The Opinion About Monthly Visit By Respondents For Purchasing Food And 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.

Respondent's Demographic Characteristics and It's Category		Monthly Visit By Respondents For Purchasing Food & Grocery Items From Organized And Unorganized Retail Outlets										Chi – Square	p-Value
		2-3		3-4		4-5		5-6		Can't say			
		N	%	N	%	N	%	N	%	N	%		
Gender	Male	15	9.9	11	7.3	26	17.2	31	20.5	68	45.0	2.083	0.720
	Female	3	6.1	4	8.2	6	12.2	9	18.4	27	55.1		
Age	Less than<= 33	7	12.5	8	14.3	6	10.7	10	17.9	25	44.6	24.053	0.088
	33-35	2	5.1	3	7.7	5	12.8	6	15.4	23	59.0		
	36-40	6	18.2	0	0.0	5	15.2	6	18.2	16	48.5		
	41-45	3	8.8	2	5.9	9	26.5	10	29.4	10	29.4		
	More than 45	0	0.0	2	5.3	7	18.4	8	21.1	21	55.3		
Marital Status	Married	17	8.9	14	7.3	32	16.8	39	20.4	89	46.6	2.820	0.588
	Unmarried	1	11.1	1	11.1	0	.0	1	11.1	6	66.7		
Family Type	Nuclear	11	12.9	5	5.9	11	12.9	17	20.0	41	48.2	3.948	0.413
	Joint	7	6.1	10	8.7	21	18.3	23	20.0	54	47.0		
Family Size	<5	12	14.0	4	4.7	11	12.8	15	17.4	44	51.2	9.886	0.273
	5-6	6	6.1	10	10.1	18	18.2	23	23.2	42	42.4		
	>6	0	0.0	1	6.7	3	20.0	2	13.3	9	60.0		
Education	S.S.C	6	15.4	3	7.7	7	17.9	4	10.3	19	48.7	27.116	0.040
	H.S.C	0	0.0	4	21.1	4	21.1	3	15.8	8	42.1		
	Graduation	2	3.8	3	5.8	9	17.3	7	13.5	31	59.6		
	Post Graduation	6	9.7	4	6.5	10	16.1	14	22.6	28	45.2		
	PG & Above	4	14.3	1	3.6	2	7.1	12	42.9	9	32.1		
Occupation	Business	7	11.7	6	10.0	11	18.3	6	10.0	30	50.0	10.746	0.217
	Professional	4	6.7	1	1.7	8	13.3	17	28.3	30	50.0		
	Service	7	8.8	8	10.0	13	16.3	17	21.3	35	43.8		
Four Wheeler	Yes	3	3.2	6	6.5	16	17.2	21	22.6	47	50.5	7.769	0.100
	No	15	14.0	9	8.4	16	15.0	19	17.8	48	44.9		
Two Wheeler	Yes	18	9.1	14	7.1	32	16.2	39	19.7	95	48.0	7.239	0.124
	No	0	.0	1	50.0	0	.0	1	50.0	0	.0		
Bicycle	Yes	14	7.7	13	7.1	27	14.8	37	20.3	91	50.0	8.672	0.070
	No	4	22.2	2	11.1	5	27.8	3	16.7	4	22.2		
Income Groups	<=40000	8	13.6	7	11.9	8	13.6	10	16.9	26	44.1	18.544	0.293
	40001-60000	5	11.9	1	2.4	10	23.8	5	11.9	21	50.0		
	60001-80000	3	9.4	3	9.4	6	18.8	9	28.1	11	34.4		
	80001-135000	1	3.3	3	10.0	4	13.3	5	16.7	17	56.7		
	>135000	1	2.7	1	2.7	4	10.8	11	29.7	20	54.1		
Per Capita Income	<=9167	6	10.7	6	10.7	13	23.2	10	17.9	21	37.5	29.786	0.019
	9168-13000	6	13.3	2	4.4	2	4.4	8	17.8	27	60.0		
	13001-17800	4	12.1	4	12.1	11	33.3	5	15.2	9	27.3		
	17801-30000	1	3.0	2	6.1	3	9.1	8	24.2	19	57.6		
	>30000	1	3.0	1	3.0	3	9.1	9	27.3	19	57.6		
Total		18	9.0	15	7.5	32	16.0	40	20.0	95	47.5		

From the above table, it was observed that, out of total respondents, 20.0%, 16.0%, 9.0% and 7.5% respondents respectively visited organized and unorganized retail outlets 5 or 6 times, 4 or 5 times, 2 or 3 times and 3 or 4 times in a month for purchasing food and grocery items. 47.5% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 55.1% and 45.0% female and male respondents respectively could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets,

while 7.3% and 8.2% female and male respondents respectively visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items.

- According to **Age,** out of total respondents, 55.3% respondents belonged to more than 45 years age groups, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 14.3% respondents belonged to less than or equal to 33 years age groups; they visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items.

- According to **Marital Status,** out of total respondents, 66.7% unmarried and 46.6 married respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets. Unmarried respondents did not give opinion, while 11.1% unmarried and 7.3% married respondents visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items.

- According to **Family Type,** out of total respondents, 48.2% and 47.0% respondents were from nuclear and joint family respectively, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 8.7% and 5.9% respondents were from joint and nuclear family respectively, they visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items.

- According to **Family Size,** out of total respondents, 60.0% respondents have more than 6 members in family, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 10.1% respondents have between 5-6 members in family; they visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food & grocery items.

- According to **Education,** out of total respondents, 59.6% respondents had studied SSC, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 15.4% respondents had studied post graduation & above; they visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items.

- According to **Occupation,** out of total respondents, 50.0% respondents belonged to business class, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets. In other 50.0% respondents belonged to professional class, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 10.0% respondents belonged to service class; they visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items. In another 10.0% belonged to business class, they also visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents have four-wheeler, who having four wheeler, 50.5% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 22.6% respondents visited organized and unorganized retail outlets   times in a month for purchasing food & grocery items.

- According to **Respondents Own Vehicle Two Wheeler,** out of 198 respondents have two-wheeler, who having two wheeler, 48.0% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 19.7% respondents visited organized and unorganized retail outlets 5 or 6 times in a month for purchasing food & grocery items.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle and 50.0% respondents could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 20.3% respondents visited organized and unorganized retail outlets 5 or 6 times in a month for purchasing food & grocery items.

- According to **Income Groups,** out of total respondents, 56.7% respondents in the income groups of 80001-135000, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 11.9% respondents in the income groups of less than & above

40000, they visited organized and unorganized retail outlets 3 or 4 times in a month for purchasing food and grocery items.

- According to **Per Capita Income Groups,** out of total respondents, 60.0% respondents in the per capita income groups of 9168-13000, they could not say the proper visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets, while 12.1% respondents in the per capita income groups of 13001-17800, they visited organized and unorganized retail outlets 5 or 6 times in a month for purchasing food and grocery items.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect to their education (chi- square value=27.116 and p-value=0.040) and per capita income groups (chi- square value=29.786 and p-value=0.019) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, education and per capita income group of respondents had different perception about monthly purchasing time of food and grocery items in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents opinion about monthly visit by respondents for purchasing food and grocery items from organized and unorganized retail outlets with respect to their gender (chi- square value=2.083 and p-value=0.720), age (chi- square value=24.053 and p-value=0.088), marital status(chi- square value=2.820 and p-value=0.588), family type (chi- square value=3.948 and p-value=0.413), family size (chi- square value=9.886 and p-value=0.273), occupation (chi- square value=10.746 and p-value=0.217), income groups (chi- square value=18.544 and p-value=0.293), respondents own vehicle like four wheeler (chi- square value=7.769 and p-value=0.100), two wheeler (chi- square value=7.239 and p-value=0.124) and bicycle (chi- square value=8.672 and p-value=0.070) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about monthly purchasing time of food and grocery items in Rajkot city.

H7: Planned or unplanned visit of both (organized & unorganized) retail outlets and selected cities of Gujarat are independent.

For Organized Retail Outlets,

Cities	Planned visit of Organized Retail Outlets						
	Planned		Unplanned		Total	Chi- Square value	p- value
	N	%	N	%			
Vadodara	122	80.3	30	19.7	152		
Ahmedabad	168	96.0	7	4.0	175	42.023	0.000
Surat	143	89.4	17	10.6	160		
Rajkot	136	100.0	0	0.0	136		

Table 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.

- From the above table, it was observed that, respondents planned visits to organized retail outlets in Rajkot city was (100.0 %) followed by Ahmedabad, Surat and Vadodara cities were 96.0%, 89.4% and 80.3% respectively.

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of organized retail outlets and selected cities of Gujarat (chi-square=42.023 and p-value-0.000) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about planned and unplanned visit of organized retail outlets.

For Unorganized Retail Outlets,

Cities	Planned visit of Unorganized Retail Outlets						
	Planned		Unplanned		Total	Chi- Square value	p- value
	N	%	N	%			
Vadodara	112	67.9	53	32.1	165		
Ahmedabad	77	74.8	26	25.2	103	24.484	0.000
Surat	66	47.5	73	52.5	139		
Rajkot	95	69.3	42	30.7	137		

Table 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.

- From the above table, it was observed that, out of total respondents planned visits to unorganized retail outlets in Ahmedabad city was (74.8 %) followed by, Rajkot, Vadodara and Surat cities were 69.3%, 67.9% and 47.5% respectively.

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of organized retail outlets and selected cities of Gujarat (chi-square=24.484 and p-value-0.000) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about planned and unplanned visit of unorganized retail outlets.

H8: There is no association between planned or unplanned visit of both (organized & unorganized) retail outlets and demographic and background characteristics of respondents.

For Organized Retail Outlets,

Table 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.							
Respondent's Demographics characteristics and it's category		**Planned Visit Of Organized Retail Outlets**					
		Planned		**Unplanned**		**Total**	**Chi Square-Value**	**p-Value**
		N	**%**	**N**	**%**			
Gender	Male	400	90.7	41	9.3	441	0.755	0.385
	Female	169	92.9	13	7.1	182		
Age	Less than<= 33	130	90.9	13	9.1	143	1.220	0.875
	33-35	98	90.7	10	9.3	108		
	36-40	111	89.5	13	10.5	124		
	41-45	103	92.8	8	7.2	111		
	More than 45	127	92.7	10	7.3	137		
Marital Status	Married	551	91.7	50	8.3	601	2.608	0.106
	Unmarried	18	81.8	4	18.2	22		
Family Type	Nuclear	247	91.1	24	8.9	271	0.021	0.883
	Joint	322	91.5	30	8.5	352		
Family Size	Less than 5	244	91.0	24	9.0	568	0.064	0.968
	5-6	279	91.5	26	8.5	305		
	More than 6	46	92.0	4	8.0	50		
Education	S.S.C	16	100.0	0	0.0	16	17.274	0.004
	H.S.C	40	95.2	2	4.8	42		
	Graduation	208	85.6	35	14.4	243		
	Post Graduation	195	94.7	11	5.3	206		
	PG & Above	110	94.8	6	5.2	116		
Occupation	Business	144	86.2	23	13.8	251	8.475	0.014
	Professional	194	94.6	11	5.4	205		
	Service	231	92.0	20	8.0	167		
Four Wheeler	Yes	295	93.1	22	6.9	317	2.433	0.119
	No	274	89.5	32	10.5	306		
Two Wheeler	Yes	568	91.3	54	8.7	622	0.095	0.758
	No	1	100.0	0	0.0	1		
Bicycle	Yes	480	93.4	34	6.6	214	18.219	0.000
	No	89	81.7	20	18.3	109		
Income Groups	<=40000	89	90.8	9	9.2	98	15.539	0.004
	40001-60000	127	92.7	10	7.3	137		
	60001-80000	101	82.8	21	17.2	122		
	80001-135000	118	94.4	7	5.6	125		
	>135000	134	95.0	7	5.0	141		
Per Capita Income	<=9167	98	89.9	11	10.1	109	3.687	0.450
	9168-13000	108	92.3	9	7.7	117		
	13001-17800	107	88.4	14	11.6	121		
	17801-30000	130	90.9	13	9.1	143		
	>30000	126	94.7	7	5.3	133		

From the above table, it was observed that, out of total respondents, 94.7% respondents planned visits to organized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 90.7% and 92.9 % female and male respondents respectively planned visits to organized retail outlets, while 9.3% and 7.1% male and female respondents made respectively their visits to organized retail outlets on impulse.

- According to **Age,** out of total respondents, 92.8% respondents belonged to 41-45 years age groups; they planned visits to organized retail outlets, while 10.5% respondents belonged to 36-40 years age groups, they had visited organized retail outlets without any plan.

- According to **Marital Status,** out of total respondents, 91.7% and 81.8% married and unmarried respondents respectively planned visits to organized retail outlets, While 18.2% and 8.3% unmarried and married respondents respectively had visited organized retail outlets without any plan.

- According to **Family Types,** out of total respondents, 91.5% and 91.1% were from joint and nuclear family respectively; they planned visits to organized retail outlets, while 8.9% and 8.5% were from nuclear and joint family respectively; they had visited retail outlets without any plan.

- According to **Family Size,** out of total respondents, 92.0% respondents have more than 6 members in family, they visits to organized retail outlets, while 9.0% respondents have less than 5 members in family, they had visited organized retail outlets without any plan.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they had visited organized retail outlets with plan, while 14.4% respondents had studied graduation, they made their visits to organized retail outlets on impulse.

- According to **Occupation,** out of total respondents, 94.6% respondent's belonged to professional class; they had visited organized retail outlets with plan, while 13.8% respondents belonged to business class, they made their visits to organized retail outlets on impulse.

- According to **Respondents Own Vehicle Four Wheeler,** out of 317 respondents have four-wheeler, who having four- wheeler, 93.1% respondents planned visits to organized retail outlets, while 6.9% respondents made their visits to organized retail outlets on impulse.

- According to **Respondents Own Vehicle Two Wheeler,** out of 622 respondents have two-wheeler, who having two-wheeler, 91.3% respondents planned visits to organized retail outlets, while 8.7% respondents made their visits to organized retail outlets on impulse.

- According to **Respondents Own Vehicle Bicycle,** out of 514 respondents have bicycle, who having bicycle, 93.4% respondents planned visits to organized retail outlets, while 6.6% respondents made their visits to organized retail outlets on impulse.

- According to **Income Groups,** out of total respondents, 95.0% respondents belonged to more than 135000 income groups; they planned visits to organized retail outlets, while 17.2% respondents belonged to 60001-80000 income groups, they made their visits to organized retail outlets on impulse.

- According to **Per capita Income groups,** out of total respondents, 94.7% respondents belonged to more than 30000 per capita income groups; they planned visits to organized retail outlets, while 11.6% respondents belonged to 13001-17800 per capita income groups, they had visited organized retail outlets without any plan.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of organized retail outlets with respect to their education (chi-square=17.274 and p-value=0.004), occupation (chi-square=8.475 and p-value=0.014), income groups (chi-square=15.539 and p-value=0.004) and respondents own vehicle like bicycle (chi-square=42.023 and p-value=0.000) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income groups of respondents and respondents own vehicle like bicycle had different perception about planned and unplanned visit of organized retail outlets in selected cities of Gujarat.

- As per chi-square results, it was observed that, there was no significant relationship between planned or unplanned visit of organized retail outlets with respect to their gender (chi-square=0.755 and p-value=0.385), age (chi-square=1.220 and p-value=0.875), marital status (chi-square=2.608 and p-value-0.106), family type (chi-square=0.021 and p-value=0.883), family size (chi-square=0.064 and p-value=0.968), per capita income groups (chi-square=3.687 and p-value=0.450), respondents own vehicle like four wheeler (chi-square=2.433 and p-value-0.119) and respondents own vehicle like two wheeler (chi-square=0.095 and p-value-0.758) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type,

family size, per capita income group of respondents, respondents own vehicle like four wheeler and two wheeler had similar perception about planned and unplanned visit of organized retail outlets in selected cities of Gujarat.

Table 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.							
Respondent's Demographics Characteristics And It's Category		**Planned Visit Of Organized Retail Outlets**					
		Planned		**Unplanned**		**Total**	**Chi Square-Value**	**p-Value**
		N	%	N	%			
Gender	Male	82	82.0	18	18.0	100	0.557	0.456
	Female	40	76.9	12	23.1	52		
Age	Less than<= 33	29	82.9	6	17.1	35	0.356	0.986
	33-35	22	78.6	6	21.4	28		
	36-40	26	78.8	7	21.2	33		
	41-45	14	77.8	4	22.2	18		
	More than 45	31	81.6	7	18.4	38		
Marital Status	Married	109	80.7	26	19.3	135	0.174	0.677
	Unmarried	13	76.5	4	23,5	17		
Family Type	Nuclear	52	76.5	16	23.5	68	1.117	0.291
	Joint	70	83.3	14	16.7	84		
Family Size	Less than 5	57	78.1	16	21.9	73	0.549	0.760
	5-6	53	81.5	12	18.5	65		
	More than 6	12	85.7	2	14.3	14		
Education	S.S.C	1	100.0	0	0.0	1	8.248	0.083
	H.S.C	15	100.0	0	0.0	15		
	Graduation	40	70.2	17	29.8	57		
	Post Graduation	37	82.2	8	17.8	45		
	PG & Above	29	85.3	5	14.7	34		
Occupation	Business	41	85.4	7	14.6	48	7.702	0.021
	Professional	37	90.2	4	9.8	41		
	Service	44	85.4	7	14.6	48		
Four Wheeler	Yes	69	86.3	11	13.8	80	3.821	0.051
	No	53	73.6	19	26.4	72		
Bicycle	Yes	41	80.4	10	19.6	51	1.175	0.556
	No	81	80.2	20	19.8	101		
Income Groups	<=40000	25	78.1	7	21.9	32	22.461	0.000
	40001-60000	20	83.3	4	16.7	24		
	60001-80000	20	55.6	16	44.4	36		
	80001-135000	27	93.1	2	6.9	29		
	>135000	30	96.8	1	3.2	31		
Per Capita Income	<=9167	24	77.4	7	22.6	31	6.417	0.170
	9168-13000	20	76.9	6	23.1	26		
	13001-17800	18	75.0	6	25.0	24		
	17801-30000	31	75.6	10	24.4	41		
	>30000	29	96.7	1	3.3	30		

From the above table, it was observed that, out of total respondents, 96.7% respondents planned visits to organized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 82.0% and 76.9 % male and female respondents respectively planned visits to organized retail outlets, while 23.1% and 18.0% female and male respondents made respectively their visits to organized retail outlets on impulse.

- According to **Age,** out of total respondents, 82.9% respondents belonged to less than & above 33 years age groups; they planned visits to organized retail outlets,

while 22.2% respondents belonged to 41-45 years age groups, they had visited organized retail outlets without any plan.

- According to **Marital Status,** out of total respondents, 80.7% and 76.5% married and unmarried respondents respectively planned visits to organized retail outlets, while 23.5% and 19.3% unmarried and married respondents respectively had visited organized retail outlets without any plan.

- According to **Family Types,** out of total respondents, 83.3% and 76.5% were from joint and nuclear family respectively; they planned visits to organized retail outlets, while 23.5% and 16.7% were from nuclear and joint family respectively; they had visited retail outlets without any plan.

- According to **Family Size,** out of total respondents, 85.7% respondents have more than 6 members in family, they visits to organized retail outlets, while 21.9% respondents have less than 5 members; they had visited organized retail outlets without any plan.

- According to **Education, o**ut of total respondents, majority of the respondents had studied SSC and HSC, they had visited organized retail outlets with plan, while 29.8% respondents had studied graduation, they made their visits to organized retail outlets on impulse.

- According to **Occupation,** out of total respondents, 90.2% respondent's belonged to professional class, they had visited organized retail outlets with plan. In another 85.4% respondents belonged to business class, they had visited organized retail outlets with plan, while 14.6% respondents belonged to service class, they made their visits to organized retail outlets on impulse. In another 14.6% respondents belonged to business class, they made their visits to organized retail outlets on impulse.

- According to **Respondents Own Vehicle Four Wheeler,** out of 80 respondents have four-wheeler, who having four wheeler, 86.3 % respondents planned visits to organized retail outlets, while 13.8% respondents made their visits to organized retail outlets on impulse.

- According to **Respondents Own Vehicle Bicycle,** out of 51 respondents have bicycle, who having bicycle, 80.4% respondents planned visits to organized retail outlets, while 19.6% respondents made their visits to organized retail outlets on impulse.

- According to **Income Groups,** out of total respondents, 96.8% respondents belonged to more than 135000 income groups; they planned visits to organized retail outlets, while 44.4% respondents belonged to 60001-80000 income groups, they made their visits to organized retail outlets on impulse.

- According to **Per capita Income groups,** out of total respondents, 96.7% respondents belonged to more than 30000 per capita income groups; they planned visits to organized retail outlets, while 25.0% respondents belonged to 13001-17800 per capita income groups, they had visited organized retail outlets without any plan.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of organized retail outlets with respect to their occupation (chi-square=7.702 and p-value=0.021), income groups (chi-square=22.461 and p-value=0.021) and respondents own vehicle like four wheeler (chi-square=3.821 and p-value=0.051) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, occupation, income groups of respondents and respondents own vehicle like four wheeler had different perception about planned and unplanned visit of organized retail outlets in Vadodara city.

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of organized retail outlets with respect to their gender (chi-square=0.557 and p-value=0.456), age (chi-square=0.356 and p-value=0.986), marital status (chi-square=0.174 and p-value-0.677), family type (chi-square=1.117 and p=value=0.291), family size (chi-square=0.549 and p-value=0.760), education (chi-square=8.248 and p-value=0.083), per capita income groups (chi-square=3.687 and p-value=0.450) and respondents own vehicle like bicycle (chi-square=1.175 and p-value=0.556) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, per capita income group of respondents and respondents own vehicle like bicycle had similar perception about planned and unplanned visit of organized retail outlets in Vadodara city.

Respondent's Demographics Characteristics And It's Category		Planned Visit Of Organized Retail Outlets					
		Planned		Unplanned		Total	Chi Square-Value	p-Value
		N	%	N	%			
Gender	Male	119	94.4	7	5.6	126	2.836	0.092
	Female	49	100.0	0	.0	49		
Age	Less than<= 33	27	90.0	3	10.0	30	4.949	0.293
	33-35	25	96.2	1	3.8	26		
	36-40	43	100.0	0	.0	43		
	41-45	36	94.7	2	5.3	38		
	More than 45	37	97.4	1	2.6	38		
Marital Status	Married	167	96.0	7	4.0	174	0.042	0.838
	Unmarried	1	100.0	0	.0	1		
Family Type	Nuclear	91	97.8	2	2.2	93	1.768	0.184
	Joint	77	93.9	5	6.1	82		
Family Size	Less than 5	85	97.7	2	2.3	87	1.320	0.517
	5-6	68	94.4	4	5.6	72		
	More than 6	15	93.8	1	6.3	16		
Education	S.S.C	0	0.0	0	0.0	0	7.831	0.050
	H.S.C	7	87.5	1	12.5	8		
	Graduation	73	92.4	6	7.6	79		
	Post Graduation	58	100.0	0	.0	58		
	PG & Above	30	100.0	0	.0	30		
Occupation	Business	42	85.7	7	14.3	49	18.750	0.000
	Professional	60	100.0	0	.0	60		
	Service	66	100.0	0	0.0	66		
Four Wheeler	Yes	85	96.6	3	3.4	88	0.161	0.688
	No	83	95.4	4	4.6	87		
Income Groups	<=40000	23	95.8	1	4.2	24	0.244	0.993
	40001-60000	47	95.9	2	4.1	49		
	60001-80000	30	96.8	1	3.2	31		
	80001-135000	31	96.9	1	3.1	32		
	>135000	37	94.9	2	5.1	39		
Per Capita Income	<=9167	30	96.8	1	3.2	31	4.706	0.319
	9168-13000	36	97.3	1	2.7	37		
	13001-17800	28	90.3	3	9.7	31		
	17801-30000	40	100.0	0	.0	40		
	>30000	34	94.4	2	5.6	36		
Total		168	96.0	7	4.0	175		

Table 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.

From the above table, it was observed that, out of total respondents, 96.0% respondents planned visits to organized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, majority of the female respondents and 94.4% male respondents respectively planned visits to organized retail outlets, while 5.6% male respondents made their visits to organized retail outlets on impulse.

- According to **Age,** out of total respondents, majority of the respondents belonged to 33-34 years age groups; they planned visits to organized retail outlets, while 10.0% respondents belonged to less than & above 33 years age groups, they had visited organized retail outlets without any plan.

- According to **Marital Status,** out of total respondents, majority of the unmarried respondents and 96% married respondents respectively planned visits to organized

retail outlets; while 4.0% married respondents had visited organized retail outlets without any plan.

- According to **Family Types,** out of total respondents, 97.8% and 93.9% were from joint and nuclear family respectively; they planned visits to organized retail outlets, while 6.1% and 2.2% were from nuclear and joint family respectively; they had visited retail outlets without any plan.

- According to **Family Size,** Out of total respondents, 97.7% respondents have less than 5 members in family, they visits to organized retail outlets, while 6.3%, 5.6% and 2.3% respondents have more than 6 members in family, they had visited organized retail outlets without any plan.

- According to **Education,** out of total respondents, majority of the respondents had studied post graduation & above and post graduation, they had visited organized retail outlets with plan, while 12.5% respondents had studied HSC, they made their visits to organized retail outlets on impulse.

- According to **Occupation,** out of total respondents, majority of the respondents belonged to professional and service class; they had visited organized retail outlets with plan, while 14.3% respondents belonged to business class, they made their visits to organized retail outlets on impulse.

- According to **Respondents Own Vehicle Four Wheeler,** out of 88 respondents have four-wheeler, who having four wheeler, 96.6% respondents planned visits to organized retail outlets, while 3.4% respondents made their visits to organized retail outlets on impulse.

- According to **Income Groups,** Out of total respondents, 96.9% respondents belonged to 80001- 135000 income groups; they planned visits to organized retail outlets, while 5.1% respondents belonged to more than 135000 income groups, they made their visits to organized retail outlets on impulse.

- According to **Per capita Income Groups,** out of total respondents, majority of the respondents belonged to 17801-30000 per capita income groups; they planned visits to organized retail outlets, while 9.7% respondents belonged to 13001-17800 per capita income groups, they had visited organized retail outlets without any plan.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of organized retail outlets with respect to their education (chi-square=7.831 and p-value=0.051) and occupation (chi-square=18.750 and p-value=0.000) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, education and occupation of respondents had different perception about planned and unplanned visit of organized retail outlets in Ahmedabad city.

- As per chi-square results, it was observed that, there was no significant relationship between planned or unplanned visit of organized retail outlets with respect to their gender (chi-square=2.836 and p-value=0.092), age (chi-square=4.949 and p-value=0.293), marital status (chi-square=0.042 and p-value=0.838), family type (chi-square=1.768 and p=value=0.184), family size (chi-square=1.320 and p-value=0.517), income group (chi-square=0.244 and p-value=0.993), per capita income groups (chi-square=4.706 and p-value=0.319) and respondents own vehicle like four wheeler (chi-square=0.161 and p-value=0.688) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, income group, per capita income group of respondents and respondents own vehicle like four wheeler had similar perception about planned and unplanned visit of organized retail outlets in Ahmedabad city.

Respondent's Demographics Characteristics And It's Category		Planned Visit Of Organized Retail Outlets					
		Planned		Unplanned		Total	Chi Square-Value	p-Value
		N	%	N	%			
Gender	Male	99	86.1	16	13.9	115	4.655	0.031
	Female	44	97.8	1	2.2	45		
Age	Less than<= 33	44	91.7	4	8.3	48	4.347	0.361
	33-35	27	90.0	3	10.0	30		
	36-40	22	78.6	6	21.4	28		
	41-45	28	93.3	2	6.7	30		
	More than 45	22	91.7	2	8.3	24		
Family Type	Nuclear	54	90.0	6	10.0	60	0.039	0.842
	Joint	89	89.0	11	11.0	100		
Family Size	Less than 5	53	89.8	6	10.2	59	0.044	0.978
	5-6	83	89.2	10	10.8	93		
	More than 6	7	87.5	1	12.5	8		
Education	S.S.C	1	100.0	0	.0	1	7.650	0.105
	H.S.C	11	91.7	1	8.3	12		
	Graduation	52	81.3	12	18.8	64		
	Post Graduation	52	94.5	3	5.5	55		
	PG & Above	27	96.4	1	3.6	28		
Occupation	Business	36	80.0	9	20.0	45	10.416	0.005
	Professional	43	86.0	7	14.0	50		
	Service	64	98.5	1	1.5	65		
Four Wheeler	Yes	70	89.7	8	10.3	78	0.022	0.883
	No	73	89.0	9	11.0	82		
Income Groups	<=40000	13	92.9	1	7.1	14	0.283	0.991
	40001-60000	36	90.0	4	10.0	40		
	60001-80000	29	87.9	4	12.1	33		
	80001-135000	33	89.2	4	10.8	37		
	>135000	32	88.9	4	11.1	36		
Per Capita Income	<=9167	13	81.3	3	18.8	16	1.766	0.779
	9168-13000	26	92.9	2	7.1	28		
	13001-17800	39	88.6	5	11.4	44		
	17801-30000	34	91.9	3	8.1	37		
	>30000	31	88.6	4	11.4	35		
Total		143	89.4	17	10.6	160		

Table 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.

From the above table, it was observed that, out of total respondents, 89.4% respondents planned visits to organized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 97.8% and 86.1% female and male respondents respectively planned visits to organized retail outlets, while 13.9% and 2.2% male and female respondents made their visits to organized retail outlets on impulse.

- According to **Age,** out of total respondents, 93.3% respondents belonged to 41-45 years age groups; they planned visits to organized retail outlets, while 21.4% respondents belonged to 36-40 years age groups, they had visited organized retail outlets without any plan.

- According to **Marital Status,** out of total respondents, 89.4% married respondents planned visits to organized retail outlets; while 10.6% married respondents had visited organized retail outlets without any plan.

- According to **Family Types,** out of total respondents, 90.0% and 89.0% were from nuclear and joint family respectively; they planned visits to organized retail outlets, while 11.0% and 10.0% were from joint and nuclear family respectively; they had visited retail outlets without any plan.

- According to **Family Size,** out of total respondents, 89.8% respondents have less than 5 members in family, they visits to organized retail outlets, while 12.5% respondents have more than 6 members in family, they had visited organized retail outlets without any plan.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they had visited organized retail outlets with plan, while 18.8% respondents had studied graduation, they made their visits to organized retail outlets on impulse.

- According to **Occupation,** out of total respondents, 98.5% respondents belonged to service class; they had visited organized retail outlets with plan, while 20.0% respondents belonged to business class, they made their visits to organized retail outlets on impulse.

- According to **Respondents Own Vehicle Four Wheeler,** out of 78 respondents have four- wheeler, who having four-wheeler, 89.7 % respondents planned visits to organized retail outlets, while 10.3% respondents made their visits to organized retail outlets on impulse.

- According to **Income Groups,** out of total respondents, 92.9% respondents belonged to less than & above 40000 income groups; they planned visits to organized retail outlets, while 12.1% respondents belonged to 60001- 80000 income groups, they made their visits to organized retail outlets on impulse.

- According to **Per capita Income groups,** out of total respondents, 92.9% respondents belonged to 9168-13000 per capita income groups; they planned visits to organized retail outlets, while 18.1% respondents belonged to less than & above 9167 per capita income groups, they had visited organized retail outlets without any plan.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of organized retail outlets with respect to their gender (chi-square=4.655 and p-value=0.031) and occupation (chi-square=10.416

and p-value=0.005) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, gender and occupation of respondents had different perception about planned and unplanned visit of organized retail outlets in Surat city.

- As per chi-square results, it was observed that, there was no significant relationship between planned or unplanned visit of organized retail outlets with respect to their age (chi-square=4.347 and p-value=0.361), family type (chi-square=0.039 and p=value=0.842), family size (chi-square=0.044 and p-value=0.978), education (chi-square=7.650 and p-value=0.105) income group (chi-square=0.283 and p-value=0.991) per capita income groups (chi-square=1.766 and p-value=0.779) and respondents own vehicle like four wheeler (chi-square=0.022 and p-value=0.883) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, age, family type, family size, education, income group, per capita income group of respondents and respondents own vehicle like four wheeler had similar perception about planned and unplanned visit of organized retail outlets in Surat city.

Table 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.

As if, there was no variation regarding the variable across the demographic variable of respondents table has not been included for the analysis purpose in Rajkot city.

For Unorganized Retail Outlets,

Table 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.							
Respondent's Demographics Characteristics And It's Category		**Planned Visit Of Unorganized Retail Outlets**					
		Planned		**Unplanned**		Total	Chi Square-Value	p-Value
		N	%	N	%			
Gender	Male	253	64.7	138	35.3	391	0.082	0.775
	Female	97	63.4	56	36.6	153		
Age	Less than<= 33	104	65.4	55	34.6	159	4.522	0.340
	33-35	62	60.8	40	39.2	102		
	36-40	78	70.9	32	29.1	110		
	41-45	50	57.5	37	42.5	87		
	More than 45	56	65.1	30	34.9	86		
Marital Status	Married	335	65.0	180	35.0	515	2.124	0.145
	Unmarried	15	51.7	14	48.3	29		
Family Type	Nuclear	170	66.4	86	33.6	256	0.901	0.342
	Joint	180	62.5	108	37.5	288		
Family Size	Less than 5	166	65.9	86	34.1	252	1.709	0.425
	5-6	159	61.9	98	38.1	257		
	More than 6	25	71.4	10	28.6	35		
Education	S.S.C	27	62.8	16	37.2	43	10.149	0.071
	H.S.C	39	70.9	16	29.1	55		
	Graduation	111	56.3	86	43.7	197		
	Post Graduation	112	68.3	52	31.7	164		
	PG & Above	61	71.8	24	28.2	85		
Occupation	Business	111	60.7	72	39.3	183	2.027	0.363
	Professional	82	64.1	46	35.9	128		
	Service	157	67.4	76	32.6	233		
Four Wheeler	Yes	132	58.9	92	41.1	224	4.857	0.280
	No	218	68.1	102	31.9	320		
Two Wheeler	Yes	348	64.2	194	35.8	542	1.113	0.292
	No	2	100.0	0	0.0	2		
Bicycle	Yes	265	63.9	150	36.1	415	0.632	0.729
	No	85	65.9	44	34.1	129		
Income Group	<=40000	102	75.0	34	25.0	136	9.668	0.046
	40001-60000	84	62.7	50	37.3	134		
	60001-80000	63	57.8	46	42.2	109		
	80001-135000	49	60.5	32	39.5	81		
	>135000	52	61.9	32	38.1	84		
Per Capita Income	<=9167	94	72.3	36	27.7	130	5.873	0.209
	9168-13000	82	65.6	43	34.4	125		
	13001-17800	67	60.9	43	39.1	110		
	17801-30000	58	59.8	39	40.2	97		
	>30000	49	59.8	33	40.2	82		

From the above table, it was observed that, out of total respondents, 59.8% respondents planned visits to unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 90.7% and 92.9 % male and female respondents respectively planned visits to unorganized retail outlets, while 9.3% and 7.1% male and female respondents respectively made their visits to unorganized retail outlets on impulse.

- According to **Age,** out of total respondents, 92.8% respondents belonged to 41-45 years age groups; they planned visits to unorganized retail outlets, while 10.5%

respondents belonged to 36-40 years age groups, they had visited unorganized retail outlets without any plan.

- According to **Marital Status,** out of total respondents, 91.7% and 81.8% married and unmarried respondents respectively planned visits to unorganized retail outlets, while 18.2% unmarried and 8.3% married respondents respectively had visited unorganized retail outlets without any plan.

- According to **Family Types,** out of total respondents, 91.5% and 91.1% were from joint and nuclear family respectively; they planned visits to unorganized retail outlets, while 8.9% and 8.5% were from nuclear and joint family respectively; they had visited unorganized retail outlets without any plan.

- According to **Family Size,** out of total respondents, 92.0% respondents have more than 6 members in family; they visit to unorganized retail outlets, while 9.0% respondents have less than 5 members in family; they had visited unorganized retail outlets without any plan.

- According to **Education, o**ut of total respondents, majority of the respondents had studied SSC, they had visited unorganized retail outlets with plan, while 14.4% respondents had studied graduation, they made their visits to unorganized retail outlets on impulse.

- According to **Occupation,** out of total respondents, 94.6% respondents belonged to professional class; they had visited unorganized retail outlets with plan, while 13.8% respondents belonged to business class, they made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Four Wheeler:** out of 224 respondents have four-wheeler, who having four- wheeler, 93.1 % respondents planned visits to unorganized retail outlets, while 6.9% respondents made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Two Wheeler,** out of 542 respondents have two-wheeler, who having two-wheeler, 91.3% respondents planned visits to unorganized retail outlets, while 8.7% respondents made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Bicycle,** out of 415 respondents have bicycle, who having bicycle and 93.4% respondents planned visits to unorganized

retail outlets, while 6.6% respondents made their visits to unorganized retail outlets on impulse.

- According to **Income Groups,** out of total respondents, 95.0% respondents belonged to more than 135000 income groups; they planned visits to unorganized retail outlets, while 17.2% respondents belonged to 60001-80000 income groups, they made their visits to unorganized retail outlets on impulse.

- According to **Per capita Income Groups,** out of total respondents, 94.7% respondents belonged to more than 30000 per capita income groups; they planned visits to unorganized retail outlets, while 11.6% respondents belonged to 13001-17800 per capita income groups, they had visited unorganized retail outlets without any plan.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their income group (chi-square=9.668 and p-value=0.046) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, income group of respondents had different perception about planned and unplanned visit of unorganized retail outlets in selected cities of Gujarat.

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their gender (chi-square=0.082 and p-value=0.775), age (chi-square=4.522 and p-value=0.340), marital status(chi-square=2.124 and p-value=0.145), family type (chi-square=0.901 and p=value=0.342), family size (chi-square=1.709 and p-value=0.425), education (chi-square=10.149 and p-value=0.071), occupation (chi-square=2.027 and p-value=0.363), per capita income groups (chi-square=5.873 and p-value=0.209), respondents own vehicle like four wheeler (chi-square=4.857 and p-value=0.280), respondents own vehicle like two wheeler (chi-square=1.113 and p-value=0.292) and respondents own vehicle like bicycle (chi-square=0.632 and p-value=0.729) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, per capita income group of respondents and respondents own vehicle like four wheeler, two wheeler and bicycle had similar

perception about planned and unplanned visit of unorganized retail outlets in selected cities of Gujarat.

Table 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.							
Respondent's Demographic Characteristics And It's Category		**Planned Visit Of Unorganized Retail Outlets**					
		Planned		**Unplanned**		**Total**	**Chi Square-Value**	**p-Value**
		N	%	N	%			
Gender	Male	82	73.9	29	26.1	111	5.591	0.018
	Female	30	55.6	24	44.4	54		
Age	Less than<= 33	27	61.4	17	38.6	44	3.889	0.441
	33-35	17	63.0	10	37.0	27		
	36-40	27	75.0	9	25.0	36		
	41-45	14	60.9	9	39.1	23		
	More than 45	27	77.1	8	22.9	35		
Marital Status	Married	103	71.5	41	28.5	144	6.909	0.009
	Unmarried	9	42.9	12	57.1	21		
Family Type	Nuclear	50	63.3	29	36.7	79	1.463	0.226
	Joint	62	72.1	24	27.9	86		
Family Size	Less than 5	54	65.1	29	34.9	83	1.632	0.442
	5-6	48	68.6	22	31.4	70		
	More than 6	10	83.3	2	16.7	12		
Education	S.S.C	3	100.0	0	0.0	3	4.249	0.129
	H.S.C	15	78.9	4	21.1	19		
	Graduation	39	62.9	23	37.1	62		
	Post Graduation	25	62.5	15	37.5	40		
	PG & Above	30	73.2	11	26.8	41		
Occupation	Business	38	76.0	12	24.0	50	4.091	0.129
	Professional	33	71.7	13	28.3	46		
	Service	41	59.4	28	40.6	69		
Four Wheeler	Yes	42	66.7	21	33.3	63	0.069	0.793
	No	70	68.6	32	31.4	102		
Bicycle	Yes	38	73.1	14	26.9	52	0.941	0.332
	No	74	65.5	39	34.5	113		
Income Categories	<=40000	38	73.1	14	26.9	52	14.575	0.006
	40001-60000	23	71.9	9	28.1	32		
	60001-80000	17	45.9	20	54.1	37		
	80001-135000	14	63.6	8	36.4	22		
	>135000	20	90.9	2	9.1	22		
Per Capita Income	<=9167	37	77.1	11	22.9	48	9.878	0.043
	9168-13000	25	65.8	13	34.2	38		
	13001-17800	13	50.0	13	50.0	26		
	17801-30000	19	59.4	13	40.6	32		
	>30000	18	85.7	3	14.3	21		
	Total							

From the above table, it was observed that, out of total respondents, 85.7% respondents planned visits to unorganized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 73.9% and 55.6% male and female respondents respectively planned visits to unorganized retail outlets, while 44.4% and 26.1% female and male respondents respectively made their visits to unorganized retail outlets on impulse.

- According to **Age,** out of total respondents, 75.0% respondents belonged to 36-40 years age groups; they planned visits to unorganized retail outlets, while 39.1%

respondents belonged to 41-45 years age groups, they had visited unorganized retail outlets without any plan.

- According to **Marital Status,** out of total respondents, 71.5% and 42.9% married and unmarried respondents respectively planned visits to unorganized retail outlets, while 57.1% unmarried and 28.5% married respondents respectively had visited unorganized retail outlets without any plan.

- According to **Family Types,** out of total respondents, 72.1% and 63.3% were from joint and nuclear family respectively; they planned visits to unorganized retail outlets, while 36.7% and 27.9% were from nuclear and joint family respectively; they had visited unorganized retail outlets without any plan.

- According to **Family Size,** out of total respondents, 83.3% respondents have more than 6 members in family; they visit to unorganized retail outlets, while 34.9% respondents have less than 5 members in family, they had visited unorganized retail outlets without any plan.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they had visited unorganized retail outlets with plan, while 37.5% respondents had studied post graduation, they made their visits to unorganized retail outlets on impulse.

- According to **Occupation,** Out of total respondents, 76.0% respondents belonged to business class; they had visited unorganized retail outlets with plan, while 40.6% respondents belonged to service class, they made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Four Wheeler,** out of 63 respondents have four-wheeler, who having four-wheeler, 66.7 % respondents planned visits to unorganized retail outlets, while 33.3% respondents made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Bicycle,** out of 52 respondents have bicycle, who having bicycle, 73.1% respondents planned visits to unorganized retail outlets, while 26.9% respondents made their visits to unorganized retail outlets on impulse.

- According to **Income Groups,** out of total respondents, 90.9% respondents belonged to more than 135000 income groups; they planned visits to unorganized

retail outlets, while 54.1% respondents belonged to 60001-80000 income groups, they made their visits to unorganized retail outlets on impulse.

- According to **Per capita Income Groups,** out of total respondents, 77.1% respondents belonged to more than 30000 per capita income groups; they planned visits to unorganized retail outlets, while 50.0% respondents belonged to 13001-17800 per capita income groups, they had visited unorganized retail outlets without any plan.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their gender (chi-square=5.591 and p-value=0.018), marital status (chi-square=6.909 and p-value=0.009), income group (chi-square=14.575 and p-value=0.006) and per capita income groups (chi-square=9.878 and p-value=0.043) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, gender, marital status, income group and per capita income group of respondents had different perception about planned and unplanned visit of unorganized retail outlets in Vadodara city of Gujarat.

- As per chi-square results, it was observed that, there was no significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their age (chi-square=4.522 and p-value=0.340), family type (chi-square=1.463 and p=value=0.226), family size (chi-square=1.632 and p-value=0.442), education (chi-square=4.249 and p-value=0.129), occupation (chi-square=4.091 and p-value=0.129), respondents own vehicle like four wheeler (chi-square=0.069 and p-value=0.793) and respondents own vehicle like bicycle (chi-square=0.941 and p-value=0.332) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, age, family type, family size, education, occupation of respondents and respondents own vehicle like four wheeler and bicycle had similar perception about planned and unplanned visit of unorganized retail outlets in Vadodara city.

Table 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.							
Respondent's Demographics Characteristics And It's Category		**Planned Visit Of Unorganized Retail Outlets**					
		Planned		**Unplanned**		Total	Chi Square-Value	p-Value
		N	%	N	%			
Gender	Male	51	68.0	24	32.0	75	6.676	0.010
	Female	26	92.9	2	7.1	28		
Age	Less than<= 33	20	76.9	6	23.1	26	7.052	0.133
	33-35	12	80.0	3	20.0	15		
	36-40	21	84.0	4	16.0	25		
	41-45	18	75.0	6	25.0	24		
	More than 45	6	46.2	7	53.8	13		
Marital Status	Married	76	74.5	26	25.5	102	0.341	0.559
	Unmarried	1	100.0	0	.0	1		
Family Type	Nuclear	43	76.8	13	23.2	56	0.268	0.709
	Joint	34	72.3	13	27.7	47		
Family Size	Less than 5	39	78.0	11	22.0	50	0.687	0.605
	5-6	32	72.7	12	27.3	44		
	More than 6	6	66.7	3	33.3	9		
Education	S.S.C	0	.0	0	.0	0	10.415	0.015
	H.S.C	5	71.4	2	28.6	7		
	Graduation	33	62.3	20	37.7	53		
	Post Graduation	34	91.9	3	8.1	37		
	PG & Above	5	83.3	1	16.7	6		
Occupation	Business	20	57.1	15	42.9	35	20.803	0.000
	Professional	51	92.7	4	7.3	55		
	Service	6	46.2	7	53.8	13		
Four Wheeler	Yes	22	66.7	11	33.3	33	1.684	0.194
	No	55	78.6	15	21.4	70		
Income Groups	<=40000	21	91.3	2	8.7	23	10.473	0.033
	40001-60000	25	71.4	10	28.6	35		
	60001-80000	17	85.0	3	15.0	20		
	80001-135000	9	64.3	5	35.7	14		
	>135000	5	45.5	6	54.5	11		
Per Capita Income	<=9167	23	82.1	5	17.9	28	6.719	0.152
	9168-13000	16	69.6	7	30.4	23		
	13001-17800	20	80.0	5	20.0	25		
	17801-30000	11	84.6	2	15.4	13		
	>30000	7	50.0	7	50.0	14		
	Total	77	74.8	26	25.2	103		

From the above table, it was observed that, out of total respondents, 85.7% respondents planned visits to unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 92.9% and 68.0% male and female respondents respectively planned visits to unorganized retail outlets, while 32.0% and 7.1% female and male respondents respectively made their visits to unorganized retail outlets on impulse.

- According to **Age,** out of total respondents, 84.0% respondents belonged to 36-40 years age groups; they planned visits to unorganized retail outlets, while 53.8% respondents belonged to more than 45 years age groups, they had visited unorganized retail outlets without any plan.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 74.5% married respondents respectively planned visits to unorganized retail

outlets, while 25.5% married respondents had visited unorganized retail outlets without any plan.

- According to **Family Types,** out of total respondents, 76.8% and 72.3% were from nuclear and joint family respectively; they planned visits to unorganized retail outlets, while 27.7% and 23.2% were from joint and nuclear family respectively; they had visited unorganized retail outlets without any plan.

- According to **Family Size,** out of total respondents, 78.0% respondents have less than 5 members in family, they visits to unorganized retail outlets.

- While 33.3% respondents have more than 6 members in family, they had visited unorganized retail outlets without any plan.

- According to **Education,** out of total respondents, 91.9% respondents had studied post graduation, they had visited unorganized retail outlets with plan, while 37.7% respondents had studied graduation, they made their visits to unorganized retail outlets on impulse.

- According to **Occupation,** out of total respondents, 92.7% respondents belonged to professional class; they had visited unorganized retail outlets with plan, while 53.8% respondents belonged to service class, they made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Four Wheeler,** out of 33 respondents have four-wheeler, who having four-wheeler, 66.7 % respondents planned visits to unorganized retail outlets, while 33.3% respondents made their visits to unorganized retail outlets on impulse.

- According to **Income Groups,** out of total respondents, 91.3% respondents belonged to less than & above 40000 income groups; they planned visits to unorganized retail outlets, while 54.5% respondents belonged to 60001-80000 income groups, they made their visits to unorganized retail outlets on impulse.

- According to **Per Capita Income Groups,** Out of total respondents, 82.1% respondents belonged to less than & above 9167 per capita income groups; they planned visits to unorganized retail outlets, while 30.4% respondents belonged to 9168-13000 per capita income groups, they had visited unorganized retail outlets without any plan.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their gender (chi-square=6.676 and p-value=0.010), education (chi-square=10.415 and p-value=0.015), occupation (chi-square=20.803 and p-value=0.000) and income group (chi-square=10.473 and p-value=0.033) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, gender, education, occupation and income group of respondents had different perception about planned and unplanned visit of unorganized retail outlets in Ahmedabad city.

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their age (chi-square=7.052 and p-value=0.133), marital status (chi-square=0.341 and p=value=0.559), family type (chi-square=0.268 and p-value=0.709), family size (chi-square=0.687 and p-value=0.605), per capita income group (chi-square=6.719 and p-value=0.152) and respondents own vehicle like four wheeler (chi-square=1.684 and p-value=0.194) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, age, marital status, family type, family size, per capita income group of respondents and respondents own vehicle like four wheeler had similar perception about planned and unplanned visit of unorganized retail outlets in Ahmedabad city.

Table 5.3.35 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 Surat City Of Gujarat.							
Respondent's Demographics Characteristics And It's Category		**Planned Visit Of Unorganized Retail Outlets**					
		Planned		**Unplanned**		**Total**	**Chi Square-Value**	**p-Value**
		N	%	N	%			
Gender	Male	49	47.6	54	52.4	103	0.001	0.971
	Female	17	47.2	19	52.8	36		
Age	Less than<= 33	23	52.3	21	47.7	44	5.407	0.248
	33-35	14	48.3	15	51.7	29		
	36-40	14	56.0	11	44.0	25		
	41-45	6	26.1	17	73.9	23		
	More than 45	9	50.0	9	50.0	18		
Family Type	Nuclear	29	50.0	29	50.0	58	0.253	0.615
	Joint	37	45.7	44	54.3	81		
Family Size	Less than 5	27	47.4	30	52.6	57	0.456	0.796
	5-6	37	46.8	42	53.2	79		
	More than 6	2	66.7	1	33.3	3		
Education	S.S.C	0	.0	1	100.0	1	5.232	0.264
	H.S.C	6	54.5	5	45.5	11		
	Graduation	20	37.0	34	63.0	54		
	Post Graduation	26	53.1	23	46.9	49		
	PG & Above	14	58.3	10	41.7	24		
Occupation	Business	19	47.5	21	52.5	40	8.296	0.016
	Professional	28	63.6	16	36.4	44		
	Service	19	34.5	36	65.5	55		
Four Wheeler	Yes	35	52.2	32	47.8	67	1.174	0.279
	No	31	43.1	41	56.9	72		
	No	-	-	-	-	-		
Income Categories	<=40000	2	16.7	10	83.3	12	5.772	0.217
	40001-60000	17	45.9	20	54.1	37		
	60001-80000	14	50.0	14	50.0	28		
	80001-135000	17	56.7	13	43.3	30		
	>135000	16	50.0	16	50.0	32		
Per Capita Income	<=9167	3	25.0	9	75.0	12	7.966	0.093
	9168-13000	9	33.3	18	66.7	27		
	13001-17800	20	55.6	16	44.4	36		
	17801-30000	19	61.3	12	38.7	31		
	>30000	15	45.5	18	54.5	33		
	Total	66	47.5	73	52.5	139		

From the above table, it was observed that, out of total respondents, 47.5% respondents planned visits to unorganized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 47.6% and 47.2% male and female respondents respectively planned visits to unorganized retail outlets, while 52.8% and 52.4% female and male respondents respectively made their visits to unorganized retail outlets on impulse.

- According to **Age,** out of total respondents, 52.3% respondents belonged to less than & above 33 years age groups; they planned visits to unorganized retail outlets, while 73.9% respondents belonged to 41-45 years age groups, they had visited unorganized retail outlets without any plan.

- According to **Family Types,** out of total respondents, 50.8% and 45.7% were from nuclear and joint family respectively; they planned visits to unorganized

retail outlets, while 54.3% and 50.0% were from joint and nuclear family respectively; they had visited unorganized retail outlets without any plan.

- According to **Family Size,** out of total respondents, 66.7% respondents have more than 6 members in family; they visit to unorganized retail outlets, while 53.2% respondents have between 5-6 members in family, they had visited unorganized retail outlets without any plan.

- According to **Education,** out of total respondents, 58.3% respondents had studied post graduation & above, they had visited unorganized retail outlets with plan, while majority of the respondents had studied SSC, they made their visits to unorganized retail outlets on impulse.

- According to **Occupation,** out of total respondents, 63.6% respondents belonged to professional class, they had visited unorganized retail outlets with plan, while 65.5% respondents belonged to service class, they made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Four Wheeler,** out of 67 respondents have four-wheeler, who having four-wheeler, 52.2% respondents planned visits to unorganized retail outlets, while 47.8% respondents made their visits to unorganized retail outlets on impulse.

- According to **Income Groups,** Out of total respondents, 56.7% respondents belonged to 80001-135000 income groups; they planned visits to unorganized retail outlets, while 83.3% respondents belonged to less than & above 40000 income groups, they made their visits to unorganized retail outlets on impulse.

- According to **Per capita Income Groups,** out of total respondents, 61.3% respondents belonged to 17801-30000 per capita income groups; they planned visits to unorganized retail outlets, while 75.0% respondents belonged to less than & above 9167 per capita income groups, they had visited unorganized retail outlets without any plan.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their occupation (chi-square=8.296 and p-value=0.016) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, gender, education,

occupation and income group of respondents had different perception about planned and unplanned visit of unorganized retail outlets in Surat city.

- As per chi-square results, it was observed that, there was no significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their gender (chi-square=0.001 and p=value=0.971), age (chi-square=5.407 and p-value=0.248), family type (chi-square=0.253 and p-value=0.615), family size (chi-square=0.456 and p-value=0.796), education (chi-square=5.232 and p=value=0.264), income group (chi-square=5.772 and p=value=0.217), per capita income group (chi-square=7.966 and p-value=0.093) and respondents own vehicle like four wheeler (chi-square=1.174 and p-value=0.279) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, income group, per capita income group of respondents and respondents own vehicle like four wheeler had similar perception about planned and unplanned visit of unorganized retail outlets in Surat city.

Table 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.								
Respondent's Demographics Characteristics And It's Category		**Planned Visit Of Unorganized Retail Outlets**						
		Planned		**Unplanned**		**Total**	**Chi Square-Value**	**p-Value**
		N	%	N	%			
Gender	Male	71	69.6	31	30.4	102	0.013	0.909
	Female	24	68.6	11	31.4	35		
Age	Less than<= 33	34	75.6	11	24.4	45	1.860	0.762
	33-35	19	61.3	12	38.7	31		
	36-40	16	66.7	8	33.3	24		
	41-45	12	70.6	5	29.4	17		
	More than 45	14	70.0	6	30.0	20		
Marital Status	Married	90	69.2	40	30.8	130	0.015	0.902
	Unmarried	5	71.4	2	28.6	7		
Family Type	Nuclear	48	76.2	15	23.8	63	2.572	0.109
	Joint	47	63.5	27	36.5	74		
Family Size	Less than 5	46	74.2	16	25.8	62	1.271	0.530
	5-6	42	65.6	22	34.4	64		
	More than 6	7	63.6	4	36.4	11		
Education	S.S.C	24	61.5	15	38.5	39	3.034	0.552
	H.S.C	13	72.2	5	27.8	18		
	Graduation	19	67.9	9	32.1	28		
	Post Graduation	27	71.1	11	28.9	38		
	PG & Above	12	85.7	2	14.3	14		
Occupation	Business	34	58.6	24	41.4	58	10.538	0.005
	Professional	15	60.0	10	40.0	25		
	Service	46	85.2	8	14.8	54		
Four Wheeler	Yes	33	54.1	28	45.9	61	12.021	0.001
	No	62	81.6	14	18.4	76		
Two Wheeler	Yes	93	68.9	42	31.1	135	0.897	0.344
	No	2	100.0	0	.0	2		
Bicycle	Yes	84	69.4	37	30.6	121	0.003	0.956
	No	11	68.8	5	31.3	16		
Income Categories	<=40000	41	83.7	8	16.3	49	7.559	0.109
	40001-60000	19	63.3	11	36.7	30		
	60001-80000	15	62.5	9	37.5	24		
	80001-135000	9	60.0	6	40.0	15		
	>135000	11	57.9	8	42.1	19		
Per Capita Income	<=9167	31	73.8	11	26.2	42	13.384	0.010
	9168-13000	32	86.5	5	13.5	37		
	13001-17800	14	60.9	9	39.1	23		
	17801-30000	9	42.9	12	57.1	21		
	>30000	9	64.3	5	35.7	14		
Total		95	69.3	42	30.7	137		

From the above table, it was observed that, out of total respondents, 69.3% respondents planned visits to unorganized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 69.6% and 68.6% male and female respondents respectively planned visits to unorganized retail outlets, while 31.4% and 30.4% female and male respondents respectively made their visits to unorganized retail outlets on impulse.

- According to **Age,** out of total respondents, 75.6% respondents belonged to less than & above 40 years age groups; they planned visits to unorganized retail outlets, while 38.7% respondents belonged to 33-35 years age groups, they had visited unorganized retail outlets without any plan.

- According to **Marital Status,** out of total respondents, 71.4% unmarried and 69.2% married respondents respectively planned visits to unorganized retail outlets, while 30.8% married and 28.6% unmarried respondents had visited unorganized retail outlets without any plan.

- According to **Family Types,** out of total respondents, 76.2% and 63.5% were from nuclear and joint family respectively; they planned visits to unorganized retail outlets, while 36.5% and 23.8% were from joint and nuclear family respectively; they had visited unorganized retail outlets without any plan.

- According to **Family Size,** out of total respondents, 74.2% respondents have less than 5 members in family, they visits to unorganized retail outlets, while 36.4% respondents have more than 6 members in family, they had visited unorganized retail outlets without any plan.

- According to **Education,** out of total respondents, 85.7% respondents had studied post graduation & above, they had visited unorganized retail outlets with plan, while 38.5% respondents had studied SSC, they made their visits to unorganized retail outlets on impulse.

- According to **Occupation,** out of total respondents, 85.2% respondents belonged to service class; they had visited unorganized retail outlets with plan, while 41.4% respondents belonged to business class, they made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Four Wheeler,** out of 61 respondents have four-wheeler, who having four wheeler, 54.1% respondents planned visits to unorganized retail outlets, while 45.9% respondents made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Two Wheeler,** out of 135 respondents have two-wheeler, who having two-wheeler, 68.9% respondents planned visits to unorganized retail outlets, while 31.1% respondents made their visits to unorganized retail outlets on impulse.

- According to **Respondents Own Vehicle Bicycle,** out of 121 respondents have bicycle, who having bicycle, 69.4% respondents planned visits to unorganized retail outlets, while 30.6% respondents made their visits to unorganized retail outlets on impulse.

- According to **Income Groups,** out of total respondents, 83.7% respondents belonged to less than & above 40000 income groups; they planned visits to unorganized retail outlets, while 42.1% respondents belonged to more than 135000 income groups, they made their visits to unorganized retail outlets on impulse.

- According to **Per capita Income Groups,** out of total respondents, 86.5% respondents belonged to 9168-13000 per capita income groups; they planned visits to unorganized retail outlets, while 57.1% respondents belonged to 17801-30000 per capita income groups, they had visited unorganized retail outlets without any plan.

Hypotheses:

- As per chi-square results, it was observed that, there was significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their occupation (chi-square=10.538 and p-value=0.005)**,** per capita income group (chi-square=13.384 and p-value=0.010) and respondents own vehicle like four wheeler (chi-square=12.081 and p-value=0.001) are dependent. Hence, null hypothesis was rejected. Therefore, it could be said that, occupation, per income group of respondents and respondents own vehicle like four wheeler had different perception about planned and unplanned visit of unorganized retail outlets in Rajkot city.

- As per chi-square results, it was observed that, there was no significant relationship between planned or unplanned visit of unorganized retail outlets with respect to their gender (chi-square=6.676 and p-value=0.010), age (chi-square=1.860 and p-value=0.762), marital status (chi-square=0.015 and p=value=0.902), family type (chi-square=2.572 and p-value=0.109), family size (chi-square=1.271 and p-value=0.530), education (chi-square=3.034 and p-value=0.552), income group (chi-square=7.559 and p-value=0.109), respondents own vehicle like two wheeler (chi-square=0.897 and p-value=0.344) and respondents own vehicle like bicycle (chi-square=0.003 and p-value=0.956) are independent. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender age, marital status, family type, family size, education, income group of respondents, respondents own vehicle like two wheeler and bicycle had similar perception about planned and unplanned visit of unorganized retail outlets in Rajkot city.