

CHAPTER 6

FINDINGS AND CONCLUSIONS

6.1 FINDINGS

- It was observed that , as per statistical results, average monthly amount spent by respondents to shop food and grocery items was Rs 16993.01 followed by Vadodara, Ahmedabad, Surat and Rajkot city was Rs 11367.85, Rs 17976.00, Rs 22029.95 and Rs 16598.25 respectively.
- It was observed that, as per statistical results, respondents with demographics characteristics like age(p-value=0.000) marital status(p-value=0.000), family types (p-value=0.000), education (p-value=0.000), occupation(p-value=0.000), income groups(p-value=0.000), per capita income groups(p-value=0.000), respondents own vehicle like four wheeler(p-value=0.000) and bicycle(p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery are different in selected cities of Gujarat .
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.583) and respondents own vehicle like two wheeler (p-value=0.886) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery are similar in selected cities of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery are different in Vadodara city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.317), age (p-value=0.125), marital status (p-value=0.192), family type (p-value=0.083), education (p-value=0.301), occupation (p-value=1.133) and respondents own vehicle like bicycle (p-value=0.594) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery are similar in Vadodara city of Gujarat.

- It was observed that, as per statistical results, respondents with demographics characteristics like education (p-value=0.000), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery are different in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.323), age (p-value=0.264), marital status (p-value=0.260) and family type (p-value=0.235) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery are similar in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like age (p-value=0.000), family type (p-value=0.008), education (p-value=0.000), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery are different in Surat city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.309) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery are similar in Surat city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.005), age (p-value=0.000), family type (p-value=0.000), education (p-value=0.000), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000), respondents own vehicle like four wheeler (p-value=0.000) and bicycle (p-value=0.015) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery are different in Rajkot city of Gujarat.

Organized Retail Outlets,

- It was observed that, as per statistical results, 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 were 0.82 km, 0.86 km and 0.81 km compared to 1.63 km respectively.

- It was observed that, 91.0%, 51.8%, 31.8%, 7.9% and 0.3% respondents preferred bike, car, auto, by walk and bus or public transport as a mode of transport to shop organized retail outlets in selected cities of Gujarat.
- It was observed that, 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 in Vadodara city of Gujarat.
- 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 Ahmedabad city of Gujarat.
- 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 of Gujarat.
- 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 of Gujarat.
- 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.
- It was observed that, out of total respondents, 78.2%, 23.7%, 10.2% and 3.7% respondents respectively came to know about organized retail outlets through advertisements, friends/ relatives, others source of information (self) and internet in selected cities of Gujarat.
- 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 advertisements, friends/ relatives, others source of information (self) and internet in Vadodara city of Gujarat.
- It was observed that, out of total respondents, 74.1%, 14.9%, 10.9% and 5.3% respondents respectively came to know about organized retail outlets through advertisements, friends/ relatives, others source of information (self) and internet in Ahmedabad city of Gujarat.
- 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

advertisements, others source of information (self), friends/ relatives and internet in Surat city of Gujarat.

- 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 advertisements, friends/ relatives, others source of information (self) and internet in Rajkot city of Gujarat.
- It was observed that, as per statistical results, average monthly amount spent respondents to shop food and grocery items were Rs 13842.50 followed by Surat, Ahmedabad , Rajkot and Vadodara were Rs 16615.34, Rs 15531.14 Rs 15087.50 and Rs 7865.62, and from organized retail outlets respectively.
- It was observed that, as per statistical results, respondents with demographics characteristics like age (p-value=0.000), marital status(p-value=0.000), family types(p-value=0.003), education(p-value=0.000), occupation(p-value=0.000), income groups(p-value=0.000), per capita income groups (p-value=0.000), respondents own vehicle like four wheeler (p-value=0.000) and bicycle(p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from organized retail outlets are different in selected cities of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.719) and respondents own vehicle like two wheeler (p-value=0.898) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from organized retail outlets are similar in selected cities of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.016), age (p-value=0.034), marital status (p-value=0.002), family type (p-value=0.020), education (p-value=0.003), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from organized retail outlets are different in Vadodara city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like respondents own vehicle like bicycle (p-value=0.245) were not

observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from organized retail outlets are similar in Vadodara city of Gujarat.

- It was observed that, as per statistical results, respondents with demographics characteristics like education (p-value=0.000), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from organized retail outlets are different in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.942), age (p-value=0.170), marital status (p-value=0.329) and family type (p-value=0.684) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from organized retail outlets are similar in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like age (p-value=0.000), family type (p-value=0.022), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from organized retail outlets are different in Surat city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.876) and education (p-value=0.214) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from organized retail outlets are similar in Surat city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like age (p-value=0.000), education (p-value=0.000), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly significant difference in the monthly amount spent by

respondents to shop food and grocery items from organized retail outlets are different in Rajkot city of Gujarat.

- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.112), marital status (p-value=0.820), family type (p-value=0.158), respondents own vehicle like two wheeler (p-value=0.983) and respondents own vehicle like bicycle (p-value=0.086) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from organized retail outlets are similar in Rajkot city of Gujarat.
- It was 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.
- 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 of Gujarat.
- 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 of Gujarat.
- 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 77.2% and to shop organized retail outlets in Rajkot city of Gujarat.
- It was observed that, 90.9%, 83.8%, 76.3% and 70.6% respondents respectively started shopping from organized retail outlets of overall purchase of food and grocery remained same in Ahmedabad, Rajkot, Vadodara and Surat cities in selected cities of Gujarat.
- It was observed that, 29.4%, 21.1%, 16.2% and 9.1% respondents respectively started shopping from organized retail outlets of overall purchase of food and grocery increased in Surat, Vadodara, Rajkot and Ahmedabad cities in selected cities of Gujarat.
- It was observed that, 2.6% respondents started shopping from organized retail outlets of overall purchase of food and grocery items 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 items was not decreased in selected cities of Gujarat.

- It was observed that, there is highly association between purchasing power of food and grocery items from organized retail outlets and selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like marital status (p-value=0.056), per capita income groups (p-value=0.016) respondents own vehicle like four wheeler (p-value=0.057) and bicycle (p-value=0.025) were observed to be highly associated regarding the shopping started from organized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.760), age (p-value=0.493), marital status (p-value=0.056), family type (p-value=0.812), family size (p-value=0.469), education (p-value=0.180), occupation (p-value=0.134) and income groups (p-value=0.083) and respondents own vehicle like four wheeler (p-value=0.057) like two wheeler (p-value=0.886) were not observed to be highly associated regarding the shopping started from organized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.656), age (p-value=0.855), marital status (p-value=0.636), family type (p-value=0.768), family size (p-value=0.547), education (p-value=0.810), occupation (p-value=0.481), income groups (p-value=0.063), per capita income groups (p-value=0.068), respondents own vehicle like four wheeler (p-value=0.081) and respondents own vehicle like bicycle (p-value=0.932) were not observed to be highly associated regarding the shopping started from organized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in Vadodara city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.779), age (p-value=0.319), marital status (p-value=0.750), family type (p-value=0.794),

family size (p-value=0.909), education (p-value=0.586), occupation (p-value=0.527), income groups (p-value=0.135), per capita income groups (p-value=0.121) and respondents own vehicle like four wheeler (p-value=0.583) were not observed to be highly associated regarding the shopping started from organized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in Ahmedabad city of Gujarat.

- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.024) were observed to be highly associated regarding the shopping started from organized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in Surat city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.214), age (p-value=0.282), family type (p-value=0.560), family size (p-value=0.464), education (p-value=0.469), income groups (p-value=0.732), per capita income groups (p-value=0.482) and respondents own vehicle like four wheeler (p-value=0.469) were not observed to be highly associated regarding the shopping started from organized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in Surat city of Gujarat.
- It was observed that, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.008) were observed to be highly associated regarding the shopping started from organized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in Rajkot city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.336), age (p-value=0.150), marital Status (p-value=0.150), family type (p-value=0.627), family size (p-value=0.599), occupation (p-value=0.078), income groups (p-value=0.068), per capita income groups (p-value=0.420), respondents own vehicle like four wheeler (p-value=0.101), two wheeler (p-value=0.659) and bicycle (p-value=0.485) were not observed to be highly associated regarding the shopping started from organized retail outlets and their overall purchase of food and grocery items increased, decreased and remained same in Rajkot city of Gujarat.

- It was observed that, 76.0%, 71.5%, 66.0% and 56.5% respondents respectively preferred to go organized retail outlets in Ahmedabad, Surat, Vadodara and Rajkot cities of Gujarat.
- It was observed that, there is highly significant relationship between overall perception regarding preference for organized and unorganized retail outlets and selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.000), education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.000) and per capita income groups (p-value=0.000) and respondents own vehicle like four- wheeler (p-value=0.000) were observed to be highly associated regarding the choice preference among the organized and unorganized retail outlets in selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.151), marital status (p-value=0.105), family type (p-value=0.186), family size (p-value=0.312), respondents own vehicle like two wheeler (p-value=0.597) and bicycle (p-value=0.276) were not observed to be highly associated regarding the choice preference among the organized and unorganized retail outlets in selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.005), occupation (p-value=0.038), income groups (p-value=0.019), per capita income groups (p-value=0.004) and respondents own vehicle like four wheeler (p-value=0.001) were observed to be highly associated regarding the choice preference among the organized and unorganized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.979), age (p-value=0.609), marital status (p-value=0.308), family type (p-value=0.324), family size of respondents (p-value=0.596) and respondents own vehicle like bicycle (p-value=0.927) were not observed to be highly associated regarding the choice

preference among the organized and unorganized retail outlets Vadodara city of Gujarat.

- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.037), occupation (p-value=0.003) and per capita income groups (p-value=0.014) were observed to be highly associated regarding the choice preference among the organized and unorganized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.836), age (p-value=0.072), marital status (p-value=0.573), family type (p-value=0.821), family size (p-value=0.796), income groups (p-value=0.343) and respondents own vehicle like four wheeler (p-value=0.065) were not observed to be highly associated regarding the choice preference among the organized and unorganized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.145), age (p-value=0.864), family type (p-value=0.179), family size (p-value=0.124), education (p-value=0.291), occupation (p-value=0.129), income groups (p-value=0.873), per capita income groups (p-value=0.874) and respondents own vehicle like four wheeler (p-value=0.545) were not observed to be highly associated regarding the choice preference among the organized and unorganized retail outlets in Surat city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.000), family type (p-value=0.004), family size (p-value=0.008), education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.000), per capita income groups (p-value=0.000), respondents own vehicle like four wheeler (p-value=0.007) and bicycle (p-value=0.038) were observed to be highly associated regarding the choice preference among the organized and unorganized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.152), marital status (p-value=0.455) and respondents own vehicle like two wheeler

(p-value=0.852) were not observed to be highly associated regarding the choice preference among the organized and unorganized retail outlets in Rajkot city of Gujarat.

- It was observed that, as per statistical results, overall like comparisons of respondents with demographics characteristics of respondents like family type (p-value=0.023), occupation (p-value=0.000) and own vehicle like bicycle (p-value=0.000) were observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.630), age (p-value=0.122), marital status (p-value=0.850), education (p-value=0.727), income groups (p-value=0.165), per capita income groups (p-value=0.148), own vehicle like four wheeler (p-value=0.466) and two wheeler (p-value=0.743) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, overall like comparisons of respondents with demographics characteristics of respondents like education (p-value=0.727), occupation (p-value=0.000), income groups (p-value=0.001), per capita income groups (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.001) were observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.103), age (p-value=0.129), marital status (p-value=0.569), family type (p-value=0.315) and respondents own vehicle like bicycle (p-value=0.836) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, overall like comparisons of respondents with demographics characteristics of respondents like income groups

(p-value=0.047) were observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Ahmedabad city of Gujarat.

- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.844), age (p-value=0.705), marital status (p-value=0.981), family type (p-value=0.440), education (p-value=0.596), occupation (p-value=0.110), per capita income groups (and p-value=0.611) and respondents own vehicle like four wheeler (p-value=0.526) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, overall like comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.055) were observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.389), age (p-value=0.465), family type (p-value=0.825), education (p-value=0.123), income groups (p-value=0.103) and per capita income groups (p-value=0.079) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, overall like comparisons of respondents with demographics characteristics of respondents like education (p-value=0.000) and occupation of respondents (p-value=0.000) were observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.153), age (p-value=0.495), marital status (p-value=0.191), family type (p-value=0.189),

income groups (p-value=0.103), per capita income groups (p-value=0.079), respondents own vehicle like four wheeler (p-value=0.973), respondents own vehicle like two wheeler (p-value=0.400) and respondents own vehicle like bicycle (p-value=0.171) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from organized retail outlets in Rajkot city of Gujarat.

- 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.
- It was observed that, as per chi-square results, there is highly significant relationship between planned or unplanned visit of organized retail outlets and selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.004), occupation (p-value=0.014), own vehicle like bicycle (p-value=0.000) and income groups (p-value=0.004) were observed to be highly associated regarding planned or unplanned visit of organized retail outlets and demographic and background characteristics of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with background characteristics of respondents like gender (p-value=0.385), age (p-value=0.875), marital status (p-value=0.106), family type (p-value=0.883), family size (p-value=0.968), per capita income groups (p-value=0.450), respondents own vehicle like four wheeler (p-value=0.119) and respondents own vehicle like two wheeler (p-value=0.758) were not observed to be highly associated regarding planned or unplanned visit of organized retail outlets and demographic and background characteristics of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.021), income groups (p-value=0.021) and respondents own vehicle like four wheeler (p-value=0.051) were observed to be highly associated regarding planned or unplanned visit of organized retail outlets and demographic and background characteristics of respondents in Vadodara city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with background characteristics of respondents like gender (p-value=0.456), age (p-value=0.986), marital status (p-value=0.677), family type (p-value=0.291), family size (p-value=0.760), education (p-value=0.083), per capita income groups (p-value=0.450) and respondents own vehicle like bicycle (chi-square=1.175 and p-value=0.556) were not observed to be highly associated regarding planned or unplanned visit of organized retail outlets and demographic and background characteristics of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.051) and occupation (p-value=0.000) were observed to be highly associated regarding planned or unplanned visit of organized retail outlets and demographic and background characteristics of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with background characteristics of respondents like gender (p-value=0.092), age (p-value=0.293), marital status (p-value=0.838), family type (p-value=0.184), family size (p-value=0.517), income group (p-value=0.993), per capita income groups (p-value=0.319) and respondents own vehicle like four wheeler (p-value=0.688) were not observed to be highly associated regarding planned or unplanned visit of organized retail outlets and demographic and background characteristics of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.031) and occupation (p-value=0.005) were observed to be highly associated regarding planned or unplanned visit of organized retail outlets and demographic and background characteristics of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with background characteristics of respondents like age (p-value=0.361), family type (p-value=0.842), family size (p-value=0.978), education (p-value=0.105) income group (p-value=0.991) per capita income groups (p-value=0.779) and respondents own vehicle like four wheeler (p-value=0.883) were not observed to be highly associated regarding planned or unplanned visit of organized retail outlets

and demographic and background characteristics of respondents in Surat city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for products related items bought from organized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was disagree to buy products related items from organized retail outlets in Ahmedabad city was (61.1%) followed by Surat, Vadodara and Rajkot cities were 46.9%, 46.7% and 45.6% respectively.
- It was observed that, respondents given opinion was neutral to buy products related items from organized retail outlets in Surat city was (49.4%) followed by Rajkot, Ahmedabad and Vadodara cities were 39.0%, 33.1% and 27.6% respectively.
- It was observed that, respondents given opinion was agree to buy products related items from organized retail outlets in Vadodara city was (25.7%) followed by Rajkot, Ahmedabad and Surat cities were 15.4%, 5.7% and 3.8% respectively.
- It was observed that, 50.6%, 37.2% and 12.2% respondents given opinion was disagree, neutral and agree to buy product related items from organized retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for product related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.047), family size (p-value=0.009), family type (p-value=0.040), education (p-value=0.026), income groups (p-value=0.017) per capita income groups (p-value=0.034), respondents own vehicle like four wheeler (p-value=0.049) and respondents own vehicle like four wheeler bicycle (p-value=0.000) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from organized retail outlets and demographics characteristics like age (p-value=0.641), marital status (p-value=0.760), occupation (p-value=0.784) and respondents own vehicle like four vehicle two wheeler (p-value=0.613) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for product related items buying

from organized retail outlets and demographics characteristics like gender (p-value=0.046) and per capita income groups (p-value=0.043) of respondents in Vadodara city of Gujarat.

- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from organized retail outlets and demographics characteristics like age (p-value=0.665), marital status (p-value=0.313), family type (p-value=0.351), family size (p-value=0.561), education (p-value=0.458), occupation (p-value=0.607), income groups (p-value=0.063), respondents own vehicle like four wheeler (p-value=0.848) and respondents own vehicle like bicycle (p-value=0.064) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for product related items buying from organized retail outlets and demographics characteristics like family type (p-value=0.042) and family size (p-value=0.054) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.583), age (p-value=0.405), marital status (p-value=0.726), education (p-value=0.090), occupation (p-value=0.087), income groups (p-value=0.274), per capita income groups (p-value=0.958) and respondents own vehicle like four wheeler (p-value=0.324) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.353), age (p-value=0.515), family type (p-value=0.684), family size (p-value=0.840), education (p-value=0.793), occupation (p-value=0.882), income groups (p-value=0.633), per capita income groups (p-value=0.233) and respondents own vehicle like four wheeler (p-value=0.102) of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.272), age (p-

value=0.889), marital status (p-value=0.676), family type (p-value=0.083), family size (p-value=0.498), education (p-value=0.257), occupation (p-value=0.544), income groups (p-value=0.713), per capita income groups (p-value=0.551), respondents own vehicle like four wheeler (p-value=0.502), respondents own vehicle like two wheeler (p-value=0.548) and respondents own vehicle like bicycle (p-value=0.277) of respondents in Rajkot city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for price related items bought from organized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was disagree to buy price related items from organized retail outlets in Ahmedabad city was (61.1%) followed by Surat, Vadodara and Rajkot cities were 58.8%, 50.7% and 42.6% respectively.
- It was observed that, respondents given opinion was neutral to buy price related items from organized retail outlets in Rajkot city was (39.7%) followed by Ahmedabad, Vadodara and Surat cities were 29.1%, 27.0% and 14.4% respectively.
- It was observed that, respondents given opinion was agree to buy price related items from organized retail outlets in Surat city was (26.9%) followed by Vadodara, Rajkot, and Ahmedabad cities were 22.4%, 17.6% and 9.7% respectively.
- It was observed that, 53.9%, 27.1% and 18.9% respondents given opinion was disagree, neutral and agree to buy price related items from organized retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for price related items buying from organized retail outlets and demographics characteristics like education (p-value= 0.033) and occupation (p-value= 0.003) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from organized retail outlets and demographics characteristics like gender (p-value= 0.603), age (p-value= 0.181), marital status (p-value= 0.350), family type (p-value= 0.947), family size (p-value= 0.687), income groups (p-value= 0.404), per capita income groups (p-value= 0.251), respondents own vehicle like four wheeler (p-value= 0.500), respondents own vehicle like two wheeler (p-value= 0.260) and respondents own vehicle like bicycle (p-value= 0.262) of respondents in selected cities of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for price related items buying from organized retail outlets and demographics characteristics like occupation (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.002) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.776), age (p-value=0.385), marital status (p-value=0.460), family type (p-value=0.752), family size (p-value=0.490), education (p-value=0.064), income groups (p-value=0.82), per capita income groups (p-value=0.162) and respondents own vehicle like bicycle (p-value=0.272) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for price related items buying from organized retail outlets and demographics characteristics like marital status (p-value=0.009) and occupation (p-value=0.000) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.291), age (p-value=0.951), family type (p-value=0.384), family size (p-value=0.282), education (p-value=0.596), income groups (p-value=0.128), per capita income groups (p-value=0.430) and respondents own vehicle like four wheeler (p-value=0.204) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.599), age (p-value=0.614), family type (p-value=0.473), family size (p-value=0.286), education (p-value=0.528), occupation (p-value=0.201), income groups (p-value=0.601), per capita income groups (p-value=0.402) and respondents own vehicle like four wheeler (p-value=0.836) of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for price related items buying from organized

retail outlets and demographics characteristics like education (p-value=0.032) and occupation (p-value=0.030) of respondents in Rajkot city of Gujarat.

- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.687), age (p-value=0.968), marital status (p-value=0.250), family type (p-value=0.679), family size (p-value=0.997), income groups (p-value=0.835), per capita income groups (p-value=0.182), respondents own vehicle like four wheeler (p-value=0.915), respondents own vehicle like two wheeler (p-value=0.465) and respondents own vehicle like bicycle (p-value=0.268) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlet related items bought from organized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was neutral to buy outlet related items from organized retail outlets in Vadodara city was (55.9%) followed by Rajkot, Ahmedabad and Surat cities were 49.3%, 44.6% and 44.3% respectively.
- It was observed that, respondents given opinion was agree to buy outlet related items from organized retail outlets in Rajkot city was (45.6%) followed by Ahmedabad, Surat, and Vadodara cities were 41.1%, 30.6% and 26.3% respectively.
- It was observed that, respondents given opinion was disagree to buy outlet related items from organized retail outlets in Surat city was (25.0%) followed by Vadodara, Ahmedabad and Rajkot cities were 17.8%, 14.3% and 5.1% respectively.
- It was observed that, 48.3%, 35.8% and 15.9% respondents given opinion was neutral, disagree and agree to buy outlet related items from organized retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlet related items buying from organized retail outlets and demographics characteristics like occupation (p-value=0.000), income groups (p-value=0.003), own vehicle like four wheeler (p-value=0.002) and bicycle (p-value=0.031) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from organized retail outlets and demographics characteristics like gender (p-value= 0.092), age (p-

value= 0.650), marital status (p-value= 0.697), family type(p-value= 0.084), family size (p-value= 0.125), education (p-value= 0.139), per capita income groups (p-value= 0.241) and own vehicle like two wheeler (p-value= 0.260) of respondents in selected cities of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlet related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.036), occupation (p-value=0.000), income groups (p-value=0.003) and respondents own vehicle like bicycle (p-value=0.000) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from organized retail outlets and demographics characteristics like age (p-value=0.428), marital status (p-value=0.339), family type (p-value=0.081), family size (p-value=0.226), education (p-value=0.076), per capita income groups (p-value=0.066) and respondents own vehicle like bicycle (p-value=0.123) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.598), age (p-value=0.490), marital status (p-value=0.487), family type (p-value=0.174), family size (p-value=0.058), education (p-value=0.989), occupation (p-value=0.506), income groups (p-value=0.779), per capita income groups (p-value=0.530) and respondents own vehicle like four wheeler (p-value=0.735) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.377), age (p-value=0.558), family type (p-value=0.869), family size (p-value=0.951), education (p-value=0.729), occupation (p-value=0.203), income groups (p-value=0.373), per capita income groups (p-value=0.570) and respondents own vehicle like four wheeler (p-value=0.056) of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlet related items buying from organized

retail outlets and demographics characteristics like occupation (p-value=0.000), income groups(p-value=0.003), own vehicle like four wheeler (p-value=0.002) and bicycle (p-value=0.031) of respondents in Rajkot city of Gujarat.

- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.542), age (p-value=0.303), marital status (p-value=0.476), family type (p-value=0.439), family size (p-value=0.299), education (p-value=0.687), occupation (p-value=0.315), income groups (p-value=0.540), per capita income groups (p-value=0.893), respondents own vehicle like four wheeler (p-value=0.322), respondents own vehicle like two wheeler (p-value=0.595) and respondents own vehicle like bicycle (p-value=0.306) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for location related items bought from organized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was disagree to buy location related items from organized retail outlets in Rajkot city was (47.1%) followed by Ahmedabad, Vadodara and Surat cities were 41.7%, 36.8% and 36.7% respectively.
- It was observed that, respondents given opinion was neutral to buy location related items from organized retail outlets in Surat city was (46.3%) followed by Ahmedabad, Vadodara and Rajkot cities were 30.3%, 29.6% and 27.9% respectively.
- It was observed that, respondents given opinion was agree to buy location related items from organized retail outlets in Vadodara city was (33.6%) followed by Ahmedabad , Rajkot and Surat cities were 28.0%, 25.0% and 17.5% respectively.
- It was observed that, 40.3%, 33.7% and 26.0% respondents given opinion was disagree, neutral and high to buy location related items from organized retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for location related items buying from organized retail outlets and demographics characteristics like marital status (p-value=0.023) and own vehicle like bicycle(p-value=0.000) of respondents in selected cities of Gujarat.

- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from organized retail outlets and demographics characteristics like gender (p-value= 0.456), age (p-value= 0.296), family type (p-value= 0.405), family size (p-value= 0.686), education (p-value= 0.591), occupation (p-value= 0.433), income groups (p-value= 0.247), per capita income groups (p-value= 0.278) and own vehicle like four wheeler (p-value= 0.765) and two wheeler (p-value= 0.476) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for location related items buying from organized retail outlets and demographics characteristics like age (p-value=0.045), marital status (p-value=0.053), family size (p-value=0.044), income groups (p-value=0.000), per capita income groups (p-value=0.035) and respondents own vehicle like bicycle (p-value=0.034) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.978), family type (p-value=0.240), education (p-value=0.154), occupation (p-value=0.061) and respondents own vehicle like four wheeler (p-value=0.551) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for location related items buying from organized retail outlets and demographics characteristics like income groups (chi-square=17.631 and p-value=0.024) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.151), age (p-value=0.337), marital status (p-value=0.314), family type (p-value=0.575), family size (p-value=0.805), education (p-value=0.701), occupation (p-value=0.531), per capita income groups (p-value=0.473) and respondents own vehicle like four wheeler (p-value=0.997) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from organized

retail outlets and demographics characteristics like gender (p-value=0.064), age (p-value=0.997), family type (p-value=0.298), family size (p-value=0.644), education (p-value=0.863), occupation (p-value=0.668), income groups (p-value=0.515), per capita income groups (p-value=0.095) and respondents own vehicle like four wheeler (p-value=0.790) of respondents in Surat city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for location related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.029) and income groups (chi-square=19.007 and p-value=0.015) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from organized retail outlets and demographics characteristics like age (p-value=0.850), marital status (p-value=0.399), family type (p-value=0.644), family size (p-value=0.928), education (p-value=0.533), occupation (p-value=0.217), per capita income groups (p-value=0.574), respondents own vehicle like four wheeler (p-value=0.495), respondents own vehicle like two wheeler (p-value=0.567) and respondents own vehicle like bicycle (p-value=0.105) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for others related items bought from organized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was disagree to buy others items related from organized retail outlets in Ahmedabad city was (61.1%) followed by Surat, Vadodara and Rajkot cities were 46.9%, 46.7% and 45.6% respectively.
- It was observed that, respondents given opinion was neutral to buy products related items from organized retail outlets in Surat city was (49.4%) followed by Rajkot, Ahmedabad and Vadodara cities were 39.0%, 33.1% and 27.6% respectively.
- It was observed that, respondents given opinion was agree to buy products related items from organized retail outlets in Vadodara city was 25.7% followed by Rajkot, Ahmedabad and Surat cities were 15.4%, 5.7% and 3.8% respectively.
- It was observed that, 46.2%, 34.0% and 19.7% respondents given opinion was neutral, disagree and agree to buy others related items from organized retail outlets respectively in selected cities of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for other related items buying from organized retail outlets and demographics characteristics like income groups (p-value=0.052), respondents own vehicle like four wheeler (p-value= 0.046) and respondents own vehicle like bicycle(p-value=0.000) in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other related items buying from organized retail outlets and demographics characteristics like gender (p-value= 0.447), age (p-value= 0.317), marital status (p-value= 0.152),family type(p-value= 0.434), family size (p-value= 0.424), education (p-value= 0. 852), occupation (p-value= 0. 130), per capita income groups (p-value= 0.128) and own vehicle like two wheeler (p-value= 0.558) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for other items buying from organized retail outlets and demographics characteristics like occupation (p-value=0.004), income groups (p-value=0.000), per capita income groups (p-value=0.003) and respondents own vehicle like bicycle (p-value=0.017) in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.726), age (p-value=0.533), marital status (p-value=0.803), family type (p-value=0.414), family size (p-value=0.176), education (p-value=0.197) and respondents own vehicle like four wheeler (p-value=0.133) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for other related items buying from organized retail outlets and demographics characteristics like gender (chi-square=5.836 and p-value=0.054) in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other related items buying from organized retail outlets and demographics characteristics like age (p-value=0.136), marital status (p-value=0.565), family type (p-value=0.667), family size (p-value=0.919), education (p-value=0.606), occupation (p-value=0.487), income groups (p-value=0.339), per capita income groups (p-value=0.551) and respondents own

vehicle like four wheeler (p-value=0.891) of respondents in Ahmedabad city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for other related items buying from organized retail outlets and demographics characteristics like per capita income groups (p-value=0.019) in Surat city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.229), age (p-value=0.881), family type (p-value=0.214), family size (p-value=0.078), education (p-value=0.552), occupation (p-value=0.696), income groups (p-value=0.070) and respondents own vehicle like four wheeler (p-value=0.075) of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other related items buying from organized retail outlets and demographics characteristics like gender (p-value=0.593), age (p-value=0.901), marital status (p-value=0.291), family type (p-value=0.403), family size (p-value=0.926), education (p-value=0.388), occupation (p-value=0.474), income groups (p-value=0.662), per capita income groups (p-value=0.871), respondents own vehicle like four wheeler (p-value=0.669), respondents own vehicle like two wheeler (p-value=0.680) and respondents own vehicle like bicycle (p-value=0.844) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion about favour for opening of more large retail outlets and selected cities of Gujarat.
- It was observed that, In Surat city, 73.2 % respondent were in favour of opening more large organized retail outlets followed by Vadodara , Rajkot and Ahmedabad cities which were 60.5%, 57.0% and 50.0% respectively.
- It was observed that, 60.2% respondents given opinion about favour for opening of more large retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion about favour for opening of more large retail outlets and demographics characteristics like age (p-value=0.001), family type (p-

value=0.003), family size (p-value=0.009), education (p-value=0.000), occupation(p-value=0.000), income groups (p-value=0.000), per capita income groups and respondents own vehicle like four wheeler (p-value=0.000) in selected cities of Gujarat.

- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion about favour for opening of more large retail outlets and demographics characteristics like gender (p-value=0.236), marital status (p-value=0.306), respondents own vehicle like two wheeler (p-value=0.311) and respondents own vehicle like bicycle (p-value=0.401) in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion about favour for opening of more large retail outlets and demographics characteristics like income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion about favour for opening of more large retail outlets and demographics characteristics like gender (p-value=0.966), age (p-value=0.144), marital status (p-value=0.635), family type (p-value=0.533), family size (p-value=0.760), education (p-value=0.108), occupation (p-value=0.127) and respondents own vehicle like bicycle (p-value=0.195) in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion about favour for opening of more large retail outlets and demographics characteristics like family size (p-value=0.014), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.028) in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion about favour for opening of more large retail outlets and demographics characteristics like gender (p-value=0.807), age (p-value=0.912), marital status (p-value=0.151), family type (p-value=0.280) and education (p-value=0.373) in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion about favour for opening of more large retail

outlets and demographics characteristics like gender (p-value=0.566), age (p-value=0.158), family type (p-value=0.213), family size (p-value=0.589), education (p-value=0.156), occupation (p-value=0.434), income group (p-value=0.656), per capita income group (p-value=0.701) and respondents own vehicle like four wheeler (p-value=0.302) in Surat city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion about favour for opening of more large retail outlets and demographics characteristics like gender (p-value=0.029), age (p-value=0.000), family type (p-value=0.020), education (p-value=0.000), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.011) in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion about favour for opening of more large retail outlets and demographics characteristics like marital status (p-value=0.738), family size (p-value=0.064), respondents own vehicle like two wheeler (p-value=0.090) and respondents own vehicle like bicycle (p-value=0.196) in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant relationship between respondents given average satisfaction mean score assigned by respondents regarding parking facility of organized retail outlets across selected cities of Gujarat are dependent.
- It was observed that, respondents given highest and lowest satisfaction mean score to price (8.62) and sales person service (7.39) respectively for organized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was no significant relationships between respondents given satisfaction mean score for various features of organized retail outlets and gender of respondents.
- It was observed that, according to gender, male and female respondents given highest and lowest satisfaction mean score to price (8.65), (8.56) and ambience (7.44) and sales person service (7.25) respectively for organized retail outlets in selected cities of Gujarat.

- It was observed that, as per statistical results, there was no significant relationships between respondents given satisfaction mean score for various features of organized retail outlets and gender of respondents in Vadodara city of Gujarat.
- It was observed that, according to gender, male respondents given highest and lowest satisfaction mean score to parking facility (8.48), (8.37) and advertisements (7.29), ambience (7.06) respectively for organized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant relationships between respondents given satisfaction mean score for various features like convenience of organized retail outlets and gender of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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) and ambience (6.94) respectively for organized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant relationships between respondents given satisfaction mean score for various features like assortments, transparency in billing and parking facility of organized retail outlets and gender of respondents in Surat city of Gujarat.
- It was observed that, according to gender, male and female respondents given highest satisfaction mean score to price (8.65), (8.40) and lowest satisfaction mean score to motivation to visit (7.34), (7.31) respectively for organized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, there no was significant relationships between respondents given satisfaction mean score for various features of organized retail outlets and gender of respondents in Rajkot city of Gujarat.
- It was observed that, according to gender, male and female respondents given highest satisfaction mean score to price (9.00), (9.19) and lowest satisfaction mean score to sales person service (7.37), (7.08) respectively for organized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant relationships between respondents given satisfaction mean score for various features like parking facility and motivating to visit of organized retail outlets and age of respondents.

- It was observed that, according to age, respondents given highest and lowest satisfaction mean score to price (8.77) and sales person service (7.22) in the age groups of more than 45 years respectively for organized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant relationships between respondents given satisfaction mean score for various features like motivating to visit of organized retail outlets and age of respondents in Vadodara city of Gujarat.
- It was observed that, 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 Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant relationships between respondents given satisfaction mean score for various features of organized retail outlets and age of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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 more than 45 years respectively for organized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant relationships between respondents given satisfaction mean score for various features like ambience of organized retail outlets and age of respondents in Surat city of Gujarat.
- It was observed that, 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 Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant relationships between respondents given satisfaction mean score for various features like price and parking facility of organized retail outlets and age of respondents in Rajkot city of Gujarat.
- It was observed that, 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 Rajkot city of Gujarat.

- It was observed that, as per statistical results, there was significant relationships between respondents given satisfactions mean score for various features like advertisement and ambience of organized retail outlets and marital status of respondents in selected cities of Gujarat.
- It was observed that, 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was no significant relationships between respondents given satisfactions mean score for various features of organized retail outlets and marital status of respondents in Vadodara city of Gujarat.
- It was observed that, 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 Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant relationships between respondents given satisfactions mean score for various features of organized retail outlets and marital status of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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 in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features of organized retail outlets and marital status of respondents in Rajkot city of Gujarat.
- It was observed that, 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 Rajkot city of Gujarat.

- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features organized retail outlets and family type of respondents in selected cities of Gujarat.
- It was observed that, according to family type, respondents were from joint nuclear family, they given highest and lowest satisfaction mean score to parking facility (8.44) and good opportunity of buying (8.43) and advertisement (7.27) (7.24) respectively for organized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features organized retail outlets and family type of respondents in Vadodara city of Gujarat.
- It was observed that, according to family type, respondents were from joint nuclear family, they given highest and lowest satisfaction mean score to good opportunity of buying (8.43) and parking facility (8.24) ambience (7.27), advertisement (7.24) respectively for organized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like convenience and parking facility organized retail outlets and family type of respondents in Ahmedabad city of Gujarat.
- It was observed that, according to family type, respondents were from nuclear and joint family, they given highest and lowest satisfaction mean score to price (8.82),(8.88) and sales person service (7.11),(7.00) respectively for organized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features like convenience and parking facility organized retail outlets and family type of respondents in Surat city of Gujarat.
- It was observed that, 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 in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price,

convenience, assortments, transparency in billing and motivation to visit organized retail outlets and family type of respondents in Rajkot city of Gujarat.

- It was observed that, according to family type, 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like convenience of organized retail outlets and family size of respondents in selected cities of Gujarat.
- It was observed that, 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like convenience of organized retail outlets and family size of respondents in Vadodara city of Gujarat.
- It was observed that, 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 Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like motivation to visit of organized retail outlets and family size of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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 in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like

transparency in billing, sales person service and advertisements of organized retail outlets and family size of respondents in Surat city of Gujarat.

- It was observed that, 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 in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like convenience and assortments of organized retail outlets and family size of respondents in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like convenience, assortments, transparency in billing, parking facility, good opportunity for buying and motivating to visit of organized retail outlets and education of respondents in selected cities of Gujarat.
- It was observed that, according to education, respondents had studied post graduation & above and SSC; they given highest and lowest satisfaction mean score to price (8.78) and motivating to visit (6.00) respectively for organized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like sales person service and parking facility of organized retail outlets and education of respondents in Vadodara city of Gujarat.
- It was observed that, according to education, respondents had studied HSC; 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 in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like

convenience of organized retail outlets and education of respondents in Ahmedabad city of Gujarat.

- It was observed that, 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 in Surat city of Gujarat.
- It was observed that, 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 Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience, assortments, transparency in billing, ambience, parking facility, good opportunity for buying and motivation to visit of organized retail outlets and education of respondents in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, ambience and good opportunity for buying of organized retail outlets and occupation of respondents in selected cities of Gujarat.
- It was observed that, 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like convenience, assortments, sales person service, parking facility and motivation to visit of organized retail outlets and occupation of respondents in Vadodara city of Gujarat.
- It was observed that, 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 in Vadodara city of Gujarat.

- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like ambience of organized retail outlets and occupation of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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 in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like transparency in billing and parking facility of organized retail outlets and occupation of respondents in Surat city of Gujarat.
- It was observed that, 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 (7.02) respectively for organized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience, assortments, transparency in billing, parking facility, good opportunity for buying and motivation to visit in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like convenience, sales person service and advertisement of organized retail outlets and respondents own vehicle (four-wheeler) in selected cities of Gujarat.
- It was observed that, 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 in selected cities of Gujarat.

- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like sales person service, parking facility and good opportunity for buying of organized retail outlets and respondents own vehicle (four-wheeler) in Vadodara city of Gujarat.
- It was observed that, 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) 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 in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like parking facility of organized retail outlets and respondents own vehicle (four-wheeler) in Ahmedabad city of Gujarat.
- It was observed that, respondents having four-wheeler, who have four-wheeler, they given highest and lowest satisfaction mean score to price (8.91) and ambience (6.94) for organized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like parking facility of organized retail outlets and respondents own vehicle (four-wheeler) in Surat city of Gujarat.
- It was observed that, 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 organized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, parking facility and motivation to visit of organized retail outlets and respondents own vehicle (four-wheeler) in Rajkot city of Gujarat.
- It was observed that, 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) for organized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features of organized

retail outlets and respondents own vehicle (two-wheeler) in selected cities of Gujarat.

- It was observed that, respondents having two-wheeler, who have 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, respondents given satisfaction mean score for various features of organized retail outlets and respondents own vehicle like two-wheeler are constant variables in Surat city of Gujarat.
- It was observed that, respondents have two-wheeler, who having two-wheeler, they given highest and lowest satisfaction mean score to price (8.58) and motivation to visit (7.34) for organized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, 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 of Gujarat.
- It was observed that, 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) for organized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, transparency in billing, sales person service, advertisement and good opportunity for buying of organized retail outlets and respondents own vehicle (bicycle) in selected cities of Gujarat.
- It was observed that, respondents having bicycle, who have bicycle, they given highest and lowest satisfaction mean score to price (8.78) and sales person service (7.30) respectively for organized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, sales person service and parking facility of organized retail outlets and respondents own vehicle (bicycle) in Vadodara city of Gujarat.
- It was observed that, respondents have bicycle, who having bicycle, they given highest and lowest satisfaction mean score to price (8.37) and sales person service (6.98) for organized retail outlets in Vadodara city of Gujarat.

- It was observed that, as per statistical results, respondents given satisfaction mean score for various features of organized retail outlets and respondents own vehicle like bicycle are constant variables in Surat city of Gujarat.
- It was observed that, respondents have bicycle, who having bicycle, they given highest and lowest satisfaction mean score to price (8.58) and motivation to visit (7.34) for organized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price and parking facility of organized retail outlets and respondents own vehicle (bicycle) in Rajkot city of Gujarat.
- It was observed that, respondents have bicycle, who having bicycle, they given highest and lowest satisfaction mean score to price (9.10) and sales person service (7.24) for organized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price of organized retail outlets and income group of respondents in selected cities of Gujarat.
- It was observed that, according to income groups, respondents given highest and lowest satisfaction mean score to price in the income groups of more than 135000(8.86) and 40001-60000 (7.26) respectively for organized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, transparency in billing, advertisements and ambience remaining of organized retail outlets and income group of respondents in Vadodara city of Gujarat.
- It was observed that, according to income groups, respondents given highest and lowest satisfaction mean score to price in the income groups of more than 135000 (8.48) and 40001-60000 (6.75) respectively for organized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features of organized retail outlets and income group of respondents in Ahmedabad city of Gujarat.

- It was observed that, according to income groups, respondents given highest and lowest satisfaction mean score to price in the income groups of 60001-80000 (8.90) and 80001- 135000 (6.84) respectively for organized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features of organized retail outlets and income group of respondents in Surat city of Gujarat.
- It was observed that, according to income groups, respondents given highest and lowest satisfaction mean score to good opportunity for buying in the income groups of less than or equal to 40000 (6.92) and 40001-60000 (2.54) respectively for organized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience, parking facility, good opportunity for buying and motivation to visit of organized retail outlets and income group of respondents in Rajkot city of Gujarat.
- It was observed that, according to income groups, respondents given highest and lowest satisfaction mean score to price in the income groups of 60001- 80000 (9.23) and good opportunity for buying in the income group of less than or equal to 40000 (7.11) for organized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like parking facility of organized retail outlets and per capita income group of respondents in selected cities of Gujarat.
- It was observed that, according to per capita income groups, respondents given highest satisfaction mean score to price in the per capita income groups more than 30000 (8.80) and sales person service in the income groups 9168-13000 (7.15) respectively for organized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, 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 of Gujarat.
- It was observed that, according to per capita income groups, respondents given highest and lowest satisfaction mean score to parking facility and sales person

service in the per capita income group of 9168-13000 (8.87) and (7.12) for organized retail outlets. Respondents given highest and lowest satisfaction mean score to parking facility and advertisements in the per capita income group of less than or equal to 9167 (8.52) and (6.65) for organized retail outlets. Respondents given highest and lowest satisfaction mean score to parking facility and advertisements in the per capita income group of 13001-17800 (8.50), (7.17) and 17801- 30000 (8.38) (6.95) for organized retail outlets. While, respondents given highest and lowest satisfaction mean score to price and ambience in the per capita income group of more than 30000 (7.32) and (7.17) respectively for organized retail outlets in Vadodara city of Gujarat.

- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features of organized retail outlets and per capita income group of respondents in Ahmedabad city of Gujarat.
- It was observed that, according to per capita income groups, out of total respondents, according to per capita income groups, respondents given highest satisfaction mean score to price in the per capita income group of 9168-13000 (9.00), 17801- 30000 (8.90), more than 30000 (8.89), 13001-17800 (8.83) and less than 9167 (8.55) respectively for organized retail outlets. While , respondents given lowest satisfaction mean score to ambience in the income group of 9168-13000 (7.22), 13001- 17801 (7.10), more than 30000 (6.94) and 17801- 30000 (6.88) respectively, further more respondents given lowest satisfaction mean score to sales person service in the income group of less than or equal to 9167(7.28) for organized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like parking facility of organized retail outlets and per capita income group of respondents in Surat city of Gujarat.
- It was observed that, 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 (8.71) and (7.43) for organized retail outlets. Respondents given highest and lowest satisfaction mean score to price and sales person service in the per capita income group of less than or equal to 9167 (8.19)

and (7.25) for organized retail outlets. Respondents given highest and lowest satisfaction mean score to price and motivation to visit in the per capita income group of 13001-17800 (8.61) and (7.28) for organized retail outlets. Respondents given highest and lowest satisfaction mean score to parking facility and motivation to visit in the per capita income group of 13001-17800 (8.62) and (7.59) for organized retail outlets. While, respondents given highest and lowest satisfaction mean score to price and good opportunity for buying in the per capita income group of more than 30000 (8.60) and (7.00) respectively for organized retail outlets in Surat city of Gujarat.

- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like parking facility of organized retail outlets and per capita income group of respondents in Rajkot city of Gujarat.
- It was observed that, according to per capita income groups, respondents given highest satisfaction mean score to price in the per capita income group of more than 30000 (9.28), 17801- 30000 (9.12), 13001-17800 (9.09), 9168-13000 (9.00) and less than or equal to 9167 (8.77) respectively for organized retail outlets. While, respondents given lowest satisfaction mean score to sales person service in the income group of 13001- 17801 (7.59), more than 30000 (7.25), 9168-13000 (7.23) and 17801- 30000 (7.04) respectively, further more respondents given lowest satisfaction mean score to s motivation to visit in the income group of less than 9167 (7.16) for organized retail outlets in Rajkot city of Gujarat.

Unorganized Retail Outlets,

- It was observed that, as per statistical results, 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 were 0.51km, 0.47km and 0.38km compared to Vadodara city respectively.
- It was observed that, out of total respondents, 92.8%, 55.6%, 20.1% and 12.2% respondents used scooter/bike, walk, car and auto as a mode of transport to shop unorganized retail outlets in selected cities of Gujarat.
- 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 of Gujarat.

- 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 of Gujarat.
- It was observed that, majority of the respondents, 56.8%, 10.8% and 8.6% respondents respectively preferred scooter/bike, by walk, car and auto as a mode of transport to shop organized retail outlets in Surat city of Gujarat.
- 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 of Gujarat.
- It was observed that, out of 543 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 selected cities of Gujarat.
- 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 information friends/relatives, advertisement and internet in selected cities of Gujarat.
- 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 of Gujarat.
- It was observed that, out of total respondents, 88.3%, 9.7% and 1.9% respondents respectively came to know about unorganized retail outlets through others source of information, friends/relatives and advertisement in Ahmedabad city of Gujarat.
- 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 of Gujarat.
- It was observed that, out of total respondents, 77.4%, 32.8%, 0.7% and 0.7% respondents respectively came to know about unorganized retail outlets through others source of information, friends/relatives, advertisement and internet in Rajkot city.
- It was observed that, as per statistical results, average monthly amount spent respondents to shop food and grocery items was Rs 8986.87 followed by Vadoadra,

Ahmedabad, Surat and Rajkot city was Rs 6057.29, Rs 8521.84, Rs 12520.69 and Rs 9063.73 from unorganized retail outlets.

- It was observed that, as per statistical results, respondents with demographics characteristics like occupation (p-value=0.000), income groups (p-value=0.000), per capita income groups (p-value=0.000), respondents own vehicle like four wheeler (p-value=0.000) and bicycle (p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in selected cities of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.427), age(p-value=0.830), marital status (p-value=0.360), family type (p-value=0.160), education (p-value=0.259) and respondents own vehicle like two wheeler (p-value=0.737) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in selected cities of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like education (p-value=0.000), occupation (p-value=0.000), income group (p-value=0.030) and respondents own vehicle like bicycle (p-value=0.019) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in Vadodara city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.526), age (p-value=0.206), marital status (p-value=0.816), family type (p-value=0.457), per capita income group (p-value=0.098) and respondents own vehicle like four wheeler (p-value=0.087) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in Vadodara city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.009) and respondents own vehicle like four wheeler (p-value=0.002) were observed to be highly significant difference in the monthly

amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in Ahmedabad city of Gujarat.

- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.129), age (p-value=0.206), marital status (p-value=0.279), family type (p-value=0.124) and education (p-value=0.095) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like age (p-value=0.003), occupation (p-value=0.000), income group (p-value=0.000), per capita income group (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in Surat city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.629), family type (p-value=0.847) and education (p-value=0.602) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in Surat city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like family type (p-value=0.010), occupation (p-value=0.020), income group (p-value=0.000), per capita income groups (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.010) were observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in Rajkot city of Gujarat.
- It was observed that, as per statistical results, respondents with demographics characteristics like gender (p-value=0.399), age (p-value=0.088), marital status (p-value=0.610), education (p-value=0.081), respondents own vehicle like two wheeler (p-value=0.712) and respondents own vehicle like bicycle (p-value=0.480) were not observed to be highly significant difference in the monthly amount spent by respondents to shop food and grocery items from unorganized retail outlets are different in Rajkot city of Gujarat.

- It was observed that, out of total 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.
- It was observed that, out of total respondents, 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 of Gujarat.
- It was observed that, out of overall 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 of Gujarat.
- It was observed that, out of total respondents, 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 of Gujarat.
- 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 of Gujarat.
- It was observed that, there was 100% decline 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 consistency in spend amount for food and grocery and 95.7% respondents believed that there spending over food and grocery was decreased from unorganized retail outlets in selected cities of Gujarat.
- It was observed that, there is no association between purchasing power of food and grocery items from unorganized retail outlets and selected cities of Gujarat.
- It was observed that, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.012), family type (p-value=0.000), occupation (p-value=0.027) and respondents own vehicle like bicycle (p-value=0.003) were observed to be highly associated regarding the shopping started from unorganized retail outlets and their overall purchase of food and grocery items increased, decreased and no change in selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.066), marital status (p-value=0.415), family size (p-value=0.348), education (p-value=0.590), income groups (p-value=0.170), per capita income groups(p-value=0.171),

respondents own vehicle like four wheeler(p-value=0.944) and two wheeler (p-value=0.966) were not observed to be highly associated regarding the shopping started from unorganized retail outlets and their overall purchase of food and grocery items increased, decreased and no change in selected cities of Gujarat.

- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like marital status (p-value=0.001) were observed to be highly associated regarding the shopping started from unorganized retail outlets and their overall purchase of food and grocery items increased, decreased and no change in Vadodara city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.126), age (p-value=0.286), family type (p-value=0.345), family size (p-value=0.533), education (p-value=0.127), occupation (p-value=0.072), income groups (p-value=0.282), per capita income groups (p-value=0.099), respondents own vehicle like four wheeler (p-value=0.932) and respondents own vehicle like bicycle (p-value=0.540) were not observed to be highly associated regarding the shopping started from unorganized retail outlets and their overall purchase of food and grocery items increased, decreased and no change in Vadodara city of Gujarat.
- It was observed that, as per chi square results, demographics characteristics and shopping from unorganized retail outlets and overall purchase of food and grocery items are constant variable in Ahmedabad city of Gujarat.
- It was observed that, as per chi square results, demographics characteristics and shopping from unorganized retail outlets and overall purchase of food and grocery items are constant variable in Surat city of Gujarat.
- It was observed that, as per chi square results, demographics characteristics and shopping from unorganized retail outlets and overall purchase of food and grocery items are constant variable in Rajkot city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like marital status (p-value=0.012), education (p-value=0.000), income groups (p-value=0.014) and per capita income groups (p-value=0.018) were observed to be highly significant relationship between average monthly shopping time spent by respondents to

purchase food and grocery items from unorganized retail outlets in selected cities of Gujarat.

- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.908), age (p-value=0.151), family type (p-value=0.684), occupation (p-value=0.435), respondents own vehicle like four wheeler (p-value=0.616), respondents own vehicle like two wheeler (p-value=0.968) and respondents own vehicle like bicycle (p-value=0.323) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.052), marital status (p-value=0.037), education (p-value=0.001), occupation (p-value=0.000) and respondents own vehicle like bicycle (p-value=0.032) were observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.186), family type (p-value=0.564), income groups (p-value=0.284) and per capita income groups (p-value=0.018) and respondents own vehicle like four wheeler (p-value=0.120) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.031) and occupation (p-value=0.004) were observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.381), age (p-value=0.782), marital status (p-value=0.352), family type (p-value=0.698), income groups (p-value=0.297) per capita income groups (p-value=0.689) and

respondents own vehicle like four wheeler (p-value=0.760) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Ahmedabad city of Gujarat.

- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.001) were observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.237), age (p-value=0.842), family type (p-value=0.580), education (p-value=0.082) income groups (p-value=0.129), per capita income groups (p-value=0.064) and respondents own vehicle like four wheeler (p-value=0.141) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like marital status (p-value=0.021) were observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.126), age (p-value=0.459), family type (p-value=0.059), education (p-value=0.344), occupation (p-value=0.111) income groups (p-value=0.219), per capita income groups (p-value=0.242) respondents own vehicle like four wheeler (p-value=0.611), respondents own vehicle like two wheeler (p-value=0.143) and respondents own vehicle like bicycle (p-value=0.619) were not observed to be highly significant relationship between average monthly shopping time spent by respondents to purchase food and grocery items from unorganized retail outlets in Rajkot city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between planned or unplanned visit of unorganized retail outlets and selected cities of Gujarat are not independent.
- It was observed that, 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.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like income groups (p-value= 0.046) were observed to be highly associated regarding planned or unplanned visit of unorganized retail outlets and demographic and background characteristics of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value= 0.775), age (p-value= 0.340), marital status (p-value= 0.145), family type (p-value= 0.342), family size (p-value= 0.425), education (p-value= 0.071), occupation (p-value= 0.363), per capita income groups (p-value= 0.209), own vehicle like four wheeler (p-value= 0.280), two wheeler (p-value= 0.292) and bicycle (p-value= 0.729) were not observed to be highly associated regarding planned or unplanned visit of unorganized retail outlets and demographic and background characteristics of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.018), marital status (p-value=0.009), income group (p-value=0.006) and per capita income groups (p-value=0.043) were observed to be highly associated regarding planned or unplanned visit of unorganized retail outlets and demographic and background characteristics of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.340), family type (p-value=0.226), family size (p-value=0.442), education (p-value=0.129), occupation (p-value=0.129), respondents own vehicle like four wheeler (p-value=0.793) and respondents own vehicle like bicycle (p-value=0.332) were not observed to be highly associated regarding planned or unplanned visit of

unorganized retail outlets and demographic and background characteristics of respondents in Vadodara city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.010), education (p-value=0.015), occupation (p-value=0.000) and income group (p-value=0.033) were observed to be highly associated regarding planned or unplanned visit of unorganized retail outlets and demographic and background characteristics of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.133), marital status (p-value=0.559), family type (p-value=0.709), family size (p-value=0.605), per capita income group (p-value=0.152) and respondents own vehicle like four wheeler (p-value=0.194) were not observed to be highly associated regarding planned or unplanned visit of unorganized retail outlets and demographic and background characteristics of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.016) were observed to be highly associated regarding planned or unplanned visit of unorganized retail outlets and demographic and background characteristics of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.971), age (p-value=0.248), family type (p-value=0.615), family size (p-value=0.796), education (p-value=0.264), income group (p-value=0.217), per capita income group (p-value=0.093) and respondents own vehicle like four wheeler (p-value=0.279) were not observed to be highly associated regarding planned or unplanned visit of unorganized retail outlets and demographic and background characteristics of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.005), per capita income group (p-value=0.010) and respondents own vehicle like four wheeler (p-value=0.001) were observed to be highly associated regarding planned

or unplanned visit of unorganized retail outlets and demographic and background characteristics of respondents in Rajkot city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.010), age (p-value=0.762), marital status (p-value=0.902), family type (p-value=0.109), family size (p-value=0.530), education (p-value=0.552), income group (p-value=0.109), respondents own vehicle like two wheeler (p-value=0.344) and respondents own vehicle like bicycle (p-value=0.956) were not observed to be highly associated regarding planned or unplanned visit of unorganized retail outlets and demographic and background characteristics of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for product related items bought from unorganized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was neutral to buy product related items from unorganized retail outlets in Ahmedabad city was (61.2%) followed by Surat, Rajkot and Vadodara cities were 45.3%, 37.2% and 33.7% respectively.
- It was observed that, respondents given opinion was agree to buy product related items from unorganized retail outlets in Vadodara city was (54.6%) followed by Rajkot, Ahmedabad and Surat cities were 48.2%, 11.7% and 1.4% respectively.
- It was observed that, respondents given opinion was disagree to buy product related items from unorganized retail outlets in Surat city was (53.2%) followed by Ahmedabad, Rajkot, and Vadodara cities were 27.2%, 14.6% and 11.7% respectively.
- It was observed that, 42.8%, 31.2% and 26.0% respondents given opinion was neutral, high and low to buy product related items from unorganized retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for product related items buying from unorganized retail outlets and demographics characteristics like family type (p-value=0.029), family size (p-value=0.006), education (p-value=0.000), occupation (p-value=0.005), income groups (p-value=0.002), per capita income groups (p-

value=0.007) and respondents own vehicle like bicycle (p-value=0.000) of respondents in selected cities of Gujarat.

- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.794), age (p-value=0.550), marital status (p-value=0.059), respondents own vehicle like four wheeler (p-value=0.245) and respondents own vehicle like two wheeler (p-value=0.679) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for product related items buying from unorganized retail outlets and demographics characteristics like family size (p-value=0.013), occupation (p-value=0.030), income groups (p-value=0.038) and respondents own vehicle like bicycle (p-value=0.011) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.590), age (p-value=0.967), marital status (p-value=0.255), family type (p-value=0.558), education (p-value=0.169), per capita income groups (p-value=0.496) and respondents own vehicle like four wheeler (p-value=0.056) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from unorganized retail outlets and demographics characteristics gender (p-value=0.212), age (p-value=0.721), marital status (p-value=0.726), family type (p-value=0.244), family size (p-value=0.290), education (p-value=0.300), occupation (p-value=0.439), income groups (p-value=0.573), per capita income groups (p-value=0.565) and respondents own vehicle like four wheeler (p-value=0.899) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.557), age (p-value=0.186), family type (p-value=0.081), family size (p-

value=0.353), education (p-value=0.553), occupation (p-value=0.236), income groups (p-value=0.851), per capita income groups (p-value=0.770) and respondents own vehicle like four wheeler (p-value=0.321) of respondents in Surat city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for product related items buying from unorganized retail outlets and demographics characteristics like education (p-value=0.000) and occupation (p-value=0.005) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for product related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.262), age (p-value=0.109), marital status (p-value=0.136), family type (p-value=0.145), family size (p-value=0.091), income groups (p-value=0.543), per capita income groups (p-value=0.928), respondents own vehicle like four wheeler (p-value=0.833), respondents own vehicle like two wheeler (p-value=0.824) and respondents own vehicle like bicycle (p-value=0.574) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for price related items bought from unorganized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was agree to buy price related items from unorganized retail outlets in Vadodara city was (66.3%) followed by Rajkot, Ahmedabad and Surat cities were 27.7%, 15.5% and 1.4% respectively.
- It was observed that, respondents given opinion was neutral to buy price related items from unorganized retail outlets in Surat city was (51.8%) followed by Rajkot, Ahmedabad and Vadodara cities were 47.4%, 40.8% and 16.0% respectively.
- It was observed that, respondents given opinion was disagree to buy price related items from unorganized retail outlets in Surat city was (46.8%) followed by Ahmedabad, Rajkot, and Vadodara cities were 43.7%, 24.8% and 17.8% respectively.

- It was observed that, 37.8%, 31.9% and 30.3% respondents given opinion was neutral, low, high to buy price related items from unorganized retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for price related items buying from unorganized retail outlets and demographics characteristics like marital status (p-value=0.000), income groups(p-value=0.010) , per capita income groups (p-value=0.026) and respondents own vehicle like bicycle (p-value=0.000) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.476), age (p-value=0.162),family type (p-value=0.253) ,family size(p-value=0.376) , education(p-value=0.129) , occupation (p-value=0.151) respondents own vehicle like four wheeler(p-value=0.178) and respondents own vehicle like two wheeler (p-value=0.542) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for price related items buying from unorganized retail outlets and demographics characteristics like occupation (p-value=0.004) and respondents own vehicle like bicycle (p-value=0.002) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.958), age (p-value=0.659), marital status (p-value=0.380), family size (p-value=0.350), family type (p-value=0.350), family size (p-value=0.645), education (p-value=0.171), income groups (p-value=0.224), per capita income groups (p-value=0.357), respondents own vehicle like four wheeler (p-value=0.295) and respondents own vehicle like two wheeler (p-value=0.166) of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.348), age (p-

value=0.749), marital status (p-value=0.522), family type (p-value=0.350), family size (p-value=0.354), education (p-value=0.877), occupation (p-value=0.710), income groups (p-value=0.792), per capita income groups (p-value=0.919) and respondents own vehicle like four wheeler (p-value=0.796) of respondents in Ahmedabad city of Gujarat.

- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.348), age (p-value=0.749), marital status (p-value=0.522), family type (p-value=0.350), family size (p-value=0.354), education (p-value=0.877), occupation (p-value=0.710), income groups (p-value=0.792), per capita income groups (p-value=0.919) and respondents own vehicle like four wheeler (p-value=0.796) of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for price related items buying from unorganized retail outlets and demographics characteristics like education (p-value=0.005) and occupation (p-value=0.012) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for price related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.833), age (p-value=0.304), marital status (p-value=0.616), family size (p-value=0.352), family type (p-value=0.352), family size (p-value=0.463), income groups (p-value=0.440), per capita income groups (p-value=0.614), respondents own vehicle like four wheeler (p-value=0.998), respondents own vehicle like two wheeler (p-value=0.398) and respondents own vehicle like bicycle (p-value=0.242) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was disagree to buy outlet related items from unorganized retail outlets in Surat city was (87.1%) followed by Rajkot , Vadodara and Ahmedabad cities were 48.2%, 27.0% and 19.4% respectively.

- It was observed that, respondents given opinion was neutral to buy outlet related items from unorganized retail outlets in Ahmedabad city was (53.4%) followed by Vadodara, Rajkot and Surat cities were 44.8%, 42.3% and 10.8% respectively.
- It was observed that, respondents given opinion was agree to buy outlet related items from unorganized retail outlets in Vadodara city was (28.2%%) followed by Ahmedabad, Rajkot and Surat cities were 27.2%, 9.5% and 2.2% respectively.
- It was observed that, 46.3%, 37.1% and 16.6% respondents given opinion was disagree, neutral and agree to buy outlet related items from unorganized retail outlets respectively.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like respondents own vehicle bicycle (p-value=0.000) and occupation(p-value=0.024) in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.929), age (p-value=0.248), marital status(p-value=0.575), family type (p-value=0.441) ,family size(p-value=0.283) , education(p-value=0.148), income groups (p-value=0.175), per capita income groups (p-value=0.149), respondents own vehicle like four wheeler (p-value=0.820) and respondents own vehicle like two wheeler (p-value=0.350) of respondents in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like respondents occupation (p-value=0.024) and income groups (p-value=0.048) in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.257), age (p-value=0.975), marital status (p-value=0.364), family type (p-value=0.637), family size (p-value=0.258), education (p-value=0.539), per capita

income groups (p-value=0.793) and respondents own vehicle like four wheeler (p-value=0.682) of respondents in Vadodara city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like family size (p-value=0.006) in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.130), age (p-value=0.120), marital status (p-value=0.644), family type (p-value=0.553), education (p-value=0.190), occupation (p-value=0.385), income groups (p-value=0.862), per capita income groups (p-value=0.913) and respondents own vehicle like four wheeler (p-value=0.559) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like age (p-value=0.029) in Surat city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.953), family type (p-value=0.672), family size (p-value=0.868), education (p-value=0.710), occupation (p-value=0.549), income groups (p-value=0.592), per capita income groups (p-value=0.474) and respondents own vehicle like four wheeler (p-value=0.731) of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like occupation (p-value=0.042) in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for outlet related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.745), age (p-value=0.349), marital status (p-value=0.305), family type (p-

value=0.156), family size (p-value=0.345), education (p-value=0.156), income groups (p-value=0.124), per capita income groups (p-value=0.692) respondents own vehicle like four wheeler (p-value=0.414), respondents own vehicle like two wheeler (p-value=0.112) and respondents own vehicle like bicycle (p-value=0.404) of respondents in Rajkot city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for location related items bought from unorganized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was neutral to buy location related items from unorganized retail outlets in Ahmedabad city was (69.9%) followed by Rajkot, Surat and Vadodara cities were 47.4%, 43.2% and 35.0% respectively.
- It was observed that, respondents given opinion was disagree to buy location related items from unorganized retail outlets in Surat city was (56.8%) followed by Vadodara, Ahmedabad and Rajkot cities were 32.5%, 29.1% and 28.5% respectively
- It was observed that, respondents given opinion was agree to buy location related items from unorganized retail outlets in Vadodara city was (32.5%) followed by Rajkot and Ahmedabad cities were 24.1% and 1.0% respectively.
- It was observed that, 46.9%, 37.1% and 16.1% respondents given opinion was neutral, low and high to buy location related items from unorganized retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for location related items buying from unorganized retail outlets and demographics characteristics like marital status (p-value=0.010), education(p-value=0.010), occupation(p-value=0.002) and respondents own vehicle like bicycle(p-value=0.000) in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.479), age (p-value=0.835), family type (p-value=0.517) ,family size(p-value=0.269) , income groups (p-value=0.967), per capita income groups (p-value=0.531), respondents own vehicle like four wheeler (p-value=0.387) and

respondents own vehicle like two wheeler (p-value=0.320) of respondents in selected cities of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for location related items buying from unorganized retail outlets and demographics characteristics like occupation (p-value=0.046) in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.825), age(p-value=0.350), marital status (p-value=0.334), family type (p-value=0.337), family size (p-value=0.250), education (p-value=0.339), income group (p-value=0.112), per capita income group (p-value=0.320), respondents own vehicle like four wheeler (p-value=0.191) and respondents own vehicle like bicycle (p-value=0.235)of respondents in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.772), age(p-value=0.188), marital status (p-value=0.293), family type (p-value=0.477), family size (p-value=0.773), education (p-value=0.523), occupation (p-value=0.515), income groups (p-value=0.923), per capita income groups (p-value=0.922) and respondents own vehicle like four wheeler (p-value=0.575) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.833), age(p-value=0.966), family type (p-value=2.896), family size (p-value=0.235), education (p-value=0.616), occupation (p-value=0.611), income groups (p-value=0.876), per capita income groups (p-value=0.574) and respondents own vehicle like four wheeler (p-value=0.291) of respondents in Surat city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for location related items buying from unorganized retail outlets and demographics characteristics like marital status (p-

value=0.034), family type (p-value=0.008), family size (p-value=0.054), education (p-value=0.031) and occupation (p-value=0.021) in Rajkot city of Gujarat.

- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for location related items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.420), age (p-value=0.942), income groups (p-value=0.252), per capita income groups (p-value=0.332) and respondents own vehicle like four wheeler (p-value=0.987), respondents own vehicle like two wheeler (p-value=0.325) and respondents own vehicle like bicycle (p-value=0.637) of respondents in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents given opinion for other items bought from unorganized retail outlets and selected cities of Gujarat.
- It was observed that, respondents given opinion was disagree to buy other items related from unorganized retail outlets in Ahmedabad city was (82.5%) followed by Surat, Rajkot and Vadodara cities were 59.0%, 36.5% and 8.0% respectively.
- It was observed that, respondents given opinion was agree to buy other items from unorganized retail outlets in Vadodara city was (65.0%) followed by Rajkot, Ahmedabad and Surat cities were 50.4%, 5.8% and 2.2% respectively.
- It was observed that, respondents given opinion was neutral to buy other items from unorganized retail outlets in Surat city was (38.8%) followed by Vadodara, Rajkot and Ahmedabad cities were 27.0%, 13.1% and 11.7% respectively.
- It was observed that, 42.4%, 33.9% and 23.6% respondents given opinion was disagree, agree and neutral to buy other related items from unorganized retail outlets respectively in selected cities of Gujarat.
- It was observed that as per chi-square results, there is highly significant relationship between respondents given opinion for other items buying from unorganized retail outlets and demographics characteristics like marital status(p-value=0.001), education(p-value=0.004), respondents own vehicle bicycle (p-value=0.000) and income groups(p-value=0.038) in selected cities of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.749), age (p-

value=0.898), family type (p-value=0.416), family size (p-value=0.215), occupation (p-value=0.317), per capita income groups (p-value=0.418), own vehicle like four wheeler (p-value=0.939) and two wheeler (p-value=0.522) of respondents in selected cities of Gujarat.

- It was observed that as per chi-square results, there is highly significant relationship between respondents given opinion for other items buying from unorganized retail outlets and demographics characteristics like marital status (p-value=0.001), occupation (p-value=0.009), income groups (p-value=0.000), per capita income groups (p-value=0.053), respondents own vehicle like four wheeler (p-value=0.009) and respondents own vehicle like bicycle (p-value=0.000) in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.352), age (p-value=0.361), marital status (p-value=0.848), family type (p-value=0.506), family size (p-value=0.449) and education (p-value=0.068) of respondents in Vadodara city of Gujarat.
- It was observed that as per chi-square results, there is highly significant relationship between respondents given opinion for other items buying from unorganized retail outlets and demographics characteristics like marital status (p-value=0.022) and family size (p-value=0.042) in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.754), age (p-value=0.545), family type (p-value=0.072), education (p-value=0.514), occupation (p-value=0.158), income groups (p-value=0.567), per capita income groups (p-value=0.882) and respondents own vehicle like four wheeler (p-value=0.707) of respondents in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.897), age (p-value=0.656), family type (p-value=0.673), family size (p-value=0.252), education (p-value=0.397), occupation (p-value=0.219), income groups (p-value=0.288), per

capita income groups (p-value=0.369) and respondents own vehicle like four wheeler (p-value=0.169) of respondents in Surat city of Gujarat.

- It was observed that as per chi-square results, there is highly significant relationship between respondents given opinion for other items buying from unorganized retail outlets and demographics characteristics like marital status(p-value=0.001), education(p-value=0.004), respondents own vehicle bicycle (p-value=0.000) and income groups(p-value=0.038) in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is no significant relationship between respondents given opinion for other items buying from unorganized retail outlets and demographics characteristics like gender (p-value=0.816), age (p-value=0.778), marital status (p-value=0.904), family type (p-value=0.566), family size (p-value=0.618), education (p-value=0.161), occupation (p-value=0.129), income groups (p-value=0.471), per capita income groups (p-value=0.754), respondents own vehicle like four wheeler (p-value=0.880), respondents own vehicle like two wheeler (p-value=0.200) and respondents own vehicle like bicycle (p-value=0.163) of respondents in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfactions mean score for various features for unorganized retail outlets for the same across the selected cities of Gujarat.
- It was observed that, respondents given 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.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like good opportunity for buying and motivation to visit for unorganized retail outlets and gender of respondents in selected cities of Gujarat.
- It was observed that, 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and gender of respondents in Vadodara city of Gujarat.

- It was observed that, 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 in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and gender of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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 in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like advertisements for unorganized retail outlets and gender of respondents in Surat city of Gujarat.
- It was observed that, 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 in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like good opportunity for buying and motivation to visit for unorganized retail outlets and gender of respondents in Rajkot city of Gujarat.
- It was observed that, 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 Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like good opportunity for buying and motivation to visit for unorganized retail outlets and age of respondents in selected cities of Gujarat.
- It was observed that, 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 in selected cities of Gujarat.

- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and age of respondents in Vadodara city of Gujarat.
- It was observed that, 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 in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features like good opportunity for buying for unorganized retail outlets and age of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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 (6.96) and 41-45 years (3.08) respectively for unorganized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and age of respondents in Surat city of Gujarat.
- It was observed that, according to age, respondents given highest and lowest satisfaction mean score to motivation to visit and advertisement in the age groups of more than 45 years (6.89) and 41-45 years (2.61) respectively for unorganized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like motivation to visit for unorganized retail outlets and age of respondents in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.

- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like transparency in billing, sales person service and advertisement for unorganized retail outlets and marital status of respondents.
- It was observed that, 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like advertisement for unorganized retail outlets and marital status of respondents in Vadodara city of Gujarat.
- It was observed that, according to marital status, married and unmarried respondents given highest and lowest satisfaction mean score to convenience (7.27) and price (7.25) and sales person service (2.19), (2.19) respectively for unorganized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like parking facility for unorganized retail outlets and marital status of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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), (2.00) respectively for unorganized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like assortments for unorganized retail outlets and marital status of respondents in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.

- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, assortments, transparency in billing, ambience and parking facility for unorganized retail outlets and family type of respondents in selected cities of Gujarat.
- It was observed that, 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like advertisements for unorganized retail outlets and family type of respondents in Vadodara city of Gujarat.
- It was observed that, according to family type, respondents were from nuclear and joint family, they given highest and lowest satisfaction mean score to price (7.70), convenience (7.32) and sales person service (2.01), (2.14) respectively for unorganized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like ambience for unorganized retail outlets and family type of respondents in Ahmedabad city of Gujarat.
- It was observed that, according to family type, respondents were from joint and nuclear family, they given highest and lowest satisfaction mean score to motivation to visit (6.60), (6.83) and advertisements (3.47), (3.36) respectively for unorganized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like parking facility for unorganized retail outlets and family type of respondents in Surat city of Gujarat.
- It was observed that, 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 in Surat city of Gujarat.

- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience, assortments, transparency in billing and ambience for unorganized retail outlets and family type of respondents in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, assortments, transparency in billing, ambience, parking facility, good opportunity for buying and motivating to visit for unorganized retail outlets and family size of respondents in selected cities of Gujarat.
- It was observed that, 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, ambience and motivation to visit for unorganized retail outlets and family size of respondents in Vadodara city of Gujarat.
- It was observed that, 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 in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like transparency in billing, ambience and good opportunity for buying for unorganized retail outlets and family size of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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 (6.60) and sales person service (3.33) for unorganized retail outlets in Ahmedabad city of Gujarat.

- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and family size of respondents in Surat city of Gujarat.
- It was observed that, 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 in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience and assortments for unorganized retail outlets and family size of respondents in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like parking facility for unorganized retail outlets and education of respondents.
- It was observed that, 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like sales person service, advertisements, ambience, good opportunity for buying and motivation to visit for unorganized retail outlets and education of respondents in Vadodara city of Gujarat.
- It was observed that, 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 in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for

unorganized retail outlets and education of respondents in Ahmedabad city of Gujarat.

- It was observed that, 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 in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and education of respondents in Surat city of Gujarat.
- It was observed that, 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 Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience, assortments, good opportunity for buying and motivation to visit for unorganized retail outlets and education of respondents in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience, advertisement and motivating to visit for unorganized retail outlets and occupation of respondents in selected cities of Gujarat.
- It was observed that, 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like advertisements and motivation to visit for unorganized retail outlets and occupation of respondents in Vadodara city of Gujarat.
- It was observed that, 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 in Vadodara city of Gujarat.

- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and occupation of respondents in Ahmedabad city of Gujarat.
- It was observed that, 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 in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like transparency in billing, sales person service, advertisements and parking facility for unorganized retail outlets and occupation of respondents in Surat city of Gujarat.
- It was observed that, according to occupation, respondents occupied as business and service, they given highest and lowest satisfaction mean score to good opportunity for buying (6.77) and advertisements (2.55) respectively for unorganized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience, assortments, good opportunity for buying and motivation to visit for unorganized retail outlets and occupation of respondents in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, assortments and advertisement for unorganized retail outlets and respondents own vehicle (four wheeler) in selected cities of Gujarat.
- It was observed that, 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) respectively for unorganized retail outlets in selected cities of Gujarat.

- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price and assortments for unorganized retail outlets and respondents own vehicle (four-wheeler) in Vadodara city of Gujarat.
- It was observed that, respondents have four-wheeler, who having four-wheeler, they given highest and lowest satisfaction mean score was price (7.23) and sales person service (3.20) respectively for unorganized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and respondents own vehicle (four-wheeler) in Ahmedabad city of Gujarat.
- It was observed that, 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 in Ahmedabad city of Gujarat.
- It was observed that, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and respondents own vehicle (four-wheeler) in Surat city of Gujarat.
- It was observed that, 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 in Surat city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and respondents own vehicle (four-wheeler) in Rajkot city of Gujarat.
- It was observed that, 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like good

opportunity for buying for unorganized retail outlets and respondents own vehicle (two-wheeler) in selected cities of Gujarat.

- It was observed that, respondents have two-wheeler, who having two-wheeler, they given highest and lowest satisfaction mean score was convenience (6.92) and sales person service (3.24) respectively for unorganized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and respondents own vehicle (two-wheeler) in Rajkot city of Gujarat.
- It was observed that, respondents have two-wheeler, who having two-wheeler, they given highest and lowest satisfaction mean score was price (7.31) and advertisements (3.44) for unorganized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience, assortments, transparency in billing, sales person service, advertisements and ambience for unorganized retail outlets and respondents own vehicle (bicycle) in selected cities of Gujarat.
- It was observed that, respondents having bicycle, they given highest and lowest satisfaction mean score was convenience (6.86) and advertisement (3.33) for unorganized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like convenience and sales person service for unorganized retail outlets and respondents own vehicle (bicycle) in Vadodara city of Gujarat.
- It was observed that, 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 in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, good opportunity for buying and motivation to visit for unorganized retail outlets and respondents own vehicle (bicycle) in Rajkot city of Gujarat.

- It was observed that, respondents having bicycle, they given highest and lowest satisfaction mean score was price (7.22) and advertisements (3.42) for unorganized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, assortments, transparency in billing, sales person service, advertisement and parking facility for unorganized retail outlets and income group of respondents selected cities of Gujarat.
- It was observed that, according to income groups, respondents given highest and lowest satisfaction mean score to price and sales person service in the income groups of less than or equal to 40000 (7.20) and 60001- 80000 (2.93) respectively for unorganized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like sales person service and parking facility for unorganized retail outlets and income group of respondents Vadodara city of Gujarat.
- It was observed that, 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 in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and income group of respondents Ahmedabad city of Gujarat.
- It was observed that, 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 in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like parking facility for unorganized retail outlets and income group of respondents Surat city of Gujarat.

- It was observed that, according to income groups, respondents given highest and lowest satisfaction mean score to convenience and advertisements in the income groups of 60001- 80000 (6.93) and 40001-60000 (2.54) respectively for unorganized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price, convenience, assortments, ambience and motivation to visit for unorganized retail outlets and income group of respondents Rajkot city of Gujarat.
- It was observed that, according to income groups, respondents given highest and lowest satisfaction mean score to price and advertisements in the income groups of less than or equal to 40000 (7.65) and more than 135000 (3.21) respectively for unorganized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price and transparency in billing for unorganized retail outlets and per capita income group of respondents in selected cities of Gujarat.
- It was observed that, according to per capita income groups, respondents given highest and lowest satisfaction mean score to price and advertisements in the per capita income groups of less than or equal to 9167 (7.21) and 17801-30000 (2.96) for unorganized retail outlets in selected cities of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and per capita income group of respondents in Vadodara city of Gujarat.
- It was observed that, according to per capita income groups, respondents given highest and lowest satisfaction mean score to price and sales person service in the per capita income groups of 13001- 17800 (7.58) and 17801-30000 (1.32) respectively for unorganized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant differences between respondents given satisfaction mean score for various features for unorganized retail outlets and per capita income group of respondents in Ahmedabad city of Gujarat.

- It was observed that, according to per capita income groups, respondents given highest and lowest satisfaction mean score to motivation to visit and advertisements in the per capita income groups of 17801-30000 (6.92) and 13001-17800 (3.20) respectively for unorganized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features sales person service for unorganized retail outlets and per capita income group of respondents in Surat city of Gujarat.
- It was observed that, according to per capita income groups, respondents given highest and lowest satisfaction mean score to good opportunity for buying and advertisements in the per capita income groups of 9168-13000 (6.81) and less than or equal to 9167 (2.42) respectively for unorganized retail outlets in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant differences between respondents given satisfaction mean score for various features like price and transparency in billing for unorganized retail outlets and per capita income group of respondents in Rajkot city of Gujarat.
- It was observed that, according to per capita income groups, respondents given highest and lowest satisfaction mean score to price and advertisements in the per capita income groups of less than or equal to 9167 (7.60) and more than 30000 (3.00) in the per capita income groups of for unorganized retail outlets in Rajkot city of Gujarat.

Organized and Unorganized Retail Outlets (Both Retail Outlets),

- 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 5 or 6 times in a month for purchasing food and grocery items respectively, whereas 13.4% respondents could not say the visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets in selected cities in selected cities of Gujarat.
- It was observed that, 47.5% respondents could not say the visit times in a month for purchasing food and grocery items from organized and unorganized retail outlets in Rajkot city, 44.0% and 34.5%, respondents respectively visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery

items in Ahmedabad and Vadodara cities, 29.0% respondents visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items in Surat city.

- It was observed that, as per chi square results, there is highly significant relationship between opinion about monthly visit for purchasing food and grocery items from organized and unorganized retail outlets and selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like education (p- value =0.000), occupation (p- value =0.002), income groups (p- value =0.005) and respondents own vehicle like bicycle (p- value =0.000) were observed to be highly associated regarding the opinion about monthly visit for purchasing food and grocery items from organized and unorganized retail outlets in selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p- value =0.559), age(p- value =0.130), marital status(p- value =0.560), family type(p- value =0.525), family size(p- value =0.219), per capita income groups (p- value =0.155), respondents own vehicle like four wheeler (p- value =0.200) and two wheeler (p- value =0.229) were not observed to be highly associated regarding the opinion about monthly visit for purchasing food and grocery items from organized and unorganized retail outlets in selected cities of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like family size (p-value=0.000), education (p-value=0.000), occupation (p-value=0.000), income groups(p-value=0.000), per capita income groups (p-value=0.005) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly associated regarding the opinion about monthly visit for purchasing food and grocery items from organized and unorganized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.449),age (p-value=0.157), marital status (p-value=0.414), family type (p-value=0.444) and respondents own vehicle like bicycle (p-value=0.084) were not observed to be highly associated regarding the opinion about monthly visit for purchasing food and

grocery items from organized and unorganized retail outlets in Vadodara city of Gujarat.

- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like marital status (p-value=0.044), education (p-value=0.050) occupation (p-value=0.000) income groups (p-value=0.000) and per capita income groups (p-value=0.030) were observed to be highly associated regarding the opinion about monthly visit for purchasing food and grocery items from organized and unorganized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.320), age (p-value=0.292), family type (p-value=0.722), family size (p-value=0.746) and respondents own vehicle like four wheeler (p-value=0.220) were not observed to be highly associated regarding the opinion about monthly visit for purchasing food and grocery items from organized and unorganized retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.001), education (p-value=0.011) and occupation (p-value=0.000) were observed to be highly associated regarding the opinion about monthly visit for purchasing food and grocery items from organized and unorganized retail outlets in Surat city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.474), family type (p-value=0.144), family size (p-value=0.684), income groups (p-value=0.232), per capita income groups (p-value=0.256) and respondents own vehicle like four wheeler (p-value=0.220) were not observed to be highly associated regarding the opinion about monthly visit for purchasing food and grocery items from organized and unorganized retail outlets in Surat city of Gujarat.
- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.040) and per capita income groups (p-value=0.019) were observed to be highly associated regarding the opinion about monthly visit for purchasing food and

grocery items from organized and unorganized retail outlets in Rajkot city of Gujarat.

- It was observed that, as per chi square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.720), age (p-value=0.088), marital status(p-value=0.588), family type (p-value=0.413), family size (p-value=0.273), occupation (p-value=0.217), income groups (p-value=0.293), respondents own vehicle like four wheeler (p-value=0.100), two wheeler (p-value=0.124) and bicycle (p-value=0.070) were not observed to be highly associated regarding the opinion about monthly visit for purchasing food and grocery items from organized and unorganized retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents bought staples products from different categories of retail outlets and selected cities of Gujarat.
- It was observed that, respondents bought staples products from unorganized retail outlets in Surat city was (62.5 %) followed by, Vadodara, Rajkot and Ahmedabad cities were 61.0%, 55.5% and 43.0% respectively in selected cities of Gujarat.
- It was observed that, respondents bought staples products from organized retail outlets in Ahmedabad city was (57.0 %) followed by, Rajkot Vadodara and Surat cities were 44.5%, 37.5% and 35.0% respectively in selected cities of Gujarat.
- It was observed that, 2.5% and 1.5% respondents bought staples products from both outlets in Surat and Vadodara cities respectively in selected cities of Gujarat.
- It was observed that, overall 55.5%, 43.5% and 1.0% respondents bought staples items from unorganized, organized and both retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.000), education (p-value=0.000), occupation(p-value=0.000), respondents own vehicle like four wheeler (p-value=0.000), income groups(p-value=0.000) and per capita incomes (p-value=0.000) were observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.408),

marital status (p-value=0.380), family type (p-value=0.461), family size (p-value=0.377), respondents own vehicle like two wheeler (p-value=0.975) and bicycle (p-value=0.122) were not observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in selected cities of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.000), occupation (p-value=0.024), income groups (p-value=0.000) per capita income groups (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.591), age (p-value=0.545), marital status (p-value=0.772), family type (p-value=0.633), family size (p-value=0.305) and respondents own vehicle like bicycle (p-value=0.428) were not observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.005), occupation (p-value=0.024), income groups (p-value=0.005) per capita income groups (p-value=0.001) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.770), age (p-value=0.227), marital status (p-value=0.248), family type (p-value=0.777) and family size (p-value=0.566) were not observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in Ahmedabad city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.011) were observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.580), age (p-value=0.150), family type (p-value=0.576), family size (p-value=0.668), education (p-value=0.213), income groups (p-value=0.230) and per capita income groups (p-value=0.515) were not observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.000), occupation (p-value=0.000), education (p-value=0.000), income groups (p-value=0.230), per capita income groups (p-value=0.000), respondents own vehicle like four wheeler (p-value=0.030) and respondents own vehicle like bicycle (p-value=0.036) were observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.790), marital status (p-value=0.490), family type (p-value=0.094), family size (p-value=0.084) and respondents own vehicle like two wheeler (p-value=0.875) were not observed to be highly associated regarding respondent bought staples products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents bought other food grains products from different categories of retail outlets and selected cities of Gujarat.
- It was observed that, respondents bought other food grains products from organized retail outlets in Ahmedabad city was (60.0 %) city. on the other side respondents bought other food grains products from unorganized retail outlets in Rajkot city was (57.0 %). Whereas 45.5% and 45.0% respondents bought other food grains products from both retail outlets in Surat and Vadodara respectively.

- It can be cleared that, overall 37.4%, 35.3% and 27.4% respondents bought other food grains products from organized, both and unorganized retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.000), marital status (p-value=0.051), education (p-value=0.000), occupation (p-value=0.000), own vehicle like four wheeler (p-value=0.000) and bicycle (p-value=0.001), income groups (p-value=0.000) and per capita incomes (p-value=0.000) were observed to be highly associated regarding respondent bought other food grains products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.073), family type (p-value=0.202), family size (p-value=0.234) and own vehicle like bicycle (p-value=0.536) were not observed to be highly associated regarding respondent bought other food grains products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.054), income groups (p-value=0.000), per capita income groups (p-value=0.000), respondents own vehicle like four wheeler (p-value=0.000) and respondents own vehicle like bicycle (p-value=0.045) were observed to be highly associated regarding respondent bought other food grains products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.173), age (p-value=0.373), marital status (p-value=0.289), family type (p-value=0.257), family size (p-value=0.397) and occupation (p-value=0.453) were not observed to be highly associated regarding respondent bought other food grains products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.030), occupation (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.007) were observed to be highly associated regarding respondent bought

other food grains products from different categories of retail outlets in Ahmedabad city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.957), age (p-value=0.236), marital status (p-value=0.213), family type (p-value=0.435), family size (p-value=0.153), income groups (p-value=0.192) and per capita income groups (p-value=0.225) were not observed to be highly associated regarding respondent bought other food grains products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.042) and occupation (p-value=0.039) were observed to be highly associated regarding respondent bought other food grains products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.820), age (p-value=0.094), family type (p-value=0.661), family size (p-value=0.891), income groups (p-value=0.932), per capita income groups (p-value=0.909) and respondents own vehicle like four wheeler (p-value=0.441) were not observed to be highly associated regarding respondent bought other food grains products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.002), family size (p-value=0.049), education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.001), per capita income groups (p-value=0.008) and respondents own vehicle like bicycle (p-value=0.040) were observed to be highly associated regarding respondent bought other food grains products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.276), marital status (p-value=0.497), family type (p-value=0.104) and respondents own vehicle like four wheeler (p-value=0.425) were not observed to be highly associated

regarding respondent bought other food grains products from different categories of retail outlets in Rajkot city of Gujarat.

- It was observed that, as per chi-square results, there is highly significant relationship between respondents bought cooking oil from different categories of retail outlets and selected cities of Gujarat.
- It was observed that, 65.5 % and 56.5% respondents bought cooking oil from organized retail outlets in Ahmedabad and Rajkot cities respectively, on the other side respondents bought cooking oil from unorganized retail outlets in Vadodara city was (50.5 %). whereas respondents bought cooking oil from both outlets in Surat city was 34.5%.
- It was observed that, overall 50.3%, 33.3% and 16.5% respondents bought cooking oil from organized, unorganized and both retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value= 0.000), marital status(p-value= 0.000), family type(p-value= 0.001), family size(p-value= 0.002), education(p-value= 0.000), occupation(p-value= 0.000), own vehicle like four wheeler(p-value= 0.000) and bicycle(p-value= 0.000), income groups(p-value= 0.000) and per capita incomes(p-value= 0.000) were observed to be highly associated regarding respondent bought cooking oil from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value= 0.888) and own vehicle like two wheeler(p-value= 0.779) were not observed to be highly associated regarding respondent bought cooking oil from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value= 0.000), marital status(p-value= 0.000), family type(p-value= 0.001), family size(p-value= 0.002), education(p-value= 0.000), occupation(p-value= 0.000), own vehicle like four wheeler(p-value= 0.000) and bicycle(p-value= 0.000), income groups(p-value= 0.000) and per capita incomes(p-value= 0.000) were observed to be highly

associated regarding respondent bought cooking oil from different categories of retail outlets in Vadodara city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value= 0.888) and own vehicle like two wheeler(p-value= 0.779) were not observed to be highly associated regarding respondent bought cooking oil from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value= 0.000), marital status(p-value= 0.000), family type(p-value= 0.001), family size(p-value= 0.002), education(p-value= 0.000), occupation(p-value= 0.000), own vehicle like four wheeler(p-value= 0.000) and bicycle(p-value= 0.000), income groups(p-value= 0.000) and per capita incomes(p-value= 0.000) were observed to be highly associated regarding respondent bought cooking oil from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value= 0.888) and own vehicle like two wheeler(p-value= 0.779) were not observed to be highly associated regarding respondent bought cooking oil from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value= 0.000), marital status(p-value= 0.000), family type(p-value= 0.001), family size(p-value= 0.002), education(p-value= 0.000), occupation(p-value= 0.000), own vehicle like four wheeler(p-value= 0.000) and bicycle(p-value= 0.000), income groups(p-value= 0.000) and per capita incomes(p-value= 0.000) were observed to be highly associated regarding respondent bought cooking oil from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value= 0.888) and own vehicle like two wheeler(p-value= 0.779) were not observed to be highly associated regarding respondent bought cooking oil from different categories of retail outlets in Surat city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value= 0.000), marital status(p-value= 0.000), family type(p-value= 0.001), family size(p-value= 0.002), education(p-value= 0.000), occupation(p-value= 0.000), own vehicle like four wheeler(p-value= 0.000) and bicycle(p-value= 0.000), income groups(p-value= 0.000) and per capita incomes(p-value= 0.000) were observed to be highly associated regarding respondent bought cooking oil from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value= 0.888) and own vehicle like two wheeler(p-value= 0.779) were not observed to be highly associated regarding respondent bought cooking oil from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents bought other packaged foods products from different categories of retail outlets and selected cities of Gujarat.
- It was observed that, respondents bought other packaged foods products from organized retail outlets in Ahmedabad city was (74.0 %) followed by Rajkot, Vadodara and Surat cities were 65.5%, 51.5% and 40.0% respectively .
- It was observed that, overall 57.8%, 25.5% and 16.8% respondents bought other packaged products from organized, unorganized and both retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents' age (p-value= 0.000), family type(p-value= 0.006), family size (p-value= 0.000), education(p-value= 0.011), occupation (p-value= 0.000), income groups(p-value= 0.000) and per capita incomes(p-value= 0.000), own vehicle like four wheeler(p-value= 0.000) and bicycle (p-value= 0.003), were observed to be highly associated regarding respondent bought other packaged products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value= 0.152), marital status (p-value= 0.501) and own vehicle like two wheeler(p-value= 0.661)

were not observed to be highly associated regarding respondent bought other packaged products from different categories of retail outlets in selected cities of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age income groups (p-value=0.000), per capita income groups (p-value=0.000) respondents own vehicle like four wheeler (p-value=0.000) and respondents own vehicle like bicycle (p-value=0.055) were observed to be highly associated regarding respondent bought other packaged products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.116), age (p-value=0.702), marital status (p-value=0.848), family type (p-value=0.172), family size (p-value=0.482), education (p-value=0.201) and occupation (p-value=0.059) were not observed to be highly associated regarding respondent bought other packaged products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.026), education (p-value=0.052), occupation (p-value=0.001) and respondents own vehicle like four wheeler (p-value=0.044) were observed to be highly associated regarding respondent bought other packaged products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.761), marital status (p-value=0.838), family type (p-value=0.370), family size (p-value=0.309), income groups (p-value=0.199) and per capita income groups (p-value=0.544) were not observed to be highly associated regarding respondent bought other packaged products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.002), occupation (p-value=0.002) and income groups (p-value=0.014) were observed to

be highly associated regarding respondent bought other packaged products from different categories of retail outlets in Surat city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.902), age (p-value=0.572), family type (p-value=0.159), family size (p-value=0.428), per capita income groups (p-value=0.737) and respondents own vehicle like four wheeler (p-value=0.540) were not observed to be highly associated regarding respondent bought other packaged products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.000), family type (p-value=0.010), family size (p-value=0.014), education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.000), per capita income groups (p-value=0.000), respondents own vehicle like four wheeler (p-value=0.010) and respondents own vehicle like bicycle (p-value=0.039) were observed to be highly associated regarding respondent bought other packaged products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.902), marital status (p-value=0.373) and respondents own vehicle like two wheeler (p-value=0.889) were not observed to be highly associated regarding respondent bought other packaged products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents bought cosmetics products from different categories of retail outlets and selected cities of Gujarat.
- It was observed that respondents bought cosmetics products from organized retail outlets in Ahmedabad city was (85.5%) followed by Surat, Rajkot and Vadodara cities were 74.0%, 65.0% and 51.5% respectively.
- It was observed that, 69.0%, 26.3% and 4.8% respondents bought cosmetics products from organized, unorganized and both retail outlets respectively in selected cities of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.001), marital status (p-value=0.016), family type (p-value= 0.036), education(p-value=0.000), occupation(p-value=0.000), own vehicle like four wheeler(p-value=0.000) and bicycle(p-value=0.000), income groups(p-value=0.000) and per capita income groups(p-value=0.000) were observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.088), family size (p-value= 0.090) and own vehicle like two wheeler(p-value=0.729) were not observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.001), marital status (p-value=0.016), family type (p-value=0.036), education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.000), per capita income groups (p-value=0.000), respondents own vehicle like four wheeler (p-value=0.000) and respondents own vehicle like bicycle (p-value=0.000) were observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.088), family size (p-value= 0.090) and own vehicle like two wheeler(p-value=0.729) were not observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.020), income groups (p-value=0.000), per capita income groups (p-value=0.000) and respondents own vehicle like four wheeler (p-value=0.000) were observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in Vadodara city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.149), age (p-value=0.553), marital status (p-value=0.891), family type (p-value=0.272), family size (p-value=0.300), education (p-value=0.164) and respondents own vehicle like bicycle (p-value=0.072) were not observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.037), education (p-value=0.054) and occupation (p-value=0.000) were observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.957), marital status (p-value=0.680), family type (p-value=0.836), family size (p-value=0.437), income groups (p-value=0.154), per capita income groups (p-value=0.102), respondents own vehicle like four wheeler (p-value=0.062) were not observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like family size (p-value=0.000) were observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.815), age (p-value=0.139), family type (p-value=0.236), education (p-value=0.366), occupation (p-value=0.202), income groups (p-value=0.731), per capita income groups (p-value=0.175) and respondents own vehicle like four wheeler (p-value=0.370) were not observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.001), family

type (p-value=0.014), family size (p-value=0.021), education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.000), per capita income groups (p-value=0.002), respondents own vehicle like four wheeler (p-value=0.035) and respondents own vehicle like bicycle (p-value=0.044) were observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in Rajkot city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.327), marital status (p-value=0.392) and respondents own vehicle like two wheeler (p-value=0.896) were not observed to be highly associated regarding respondent bought cosmetics products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents bought house hold cleaning products from different categories of retail outlets and selected cities of Gujarat.
- It was observed that, respondents bought house hold cleaning products from organized retail outlets in Ahmedabad city was (77.0%) followed by Surat, Rajkot and Vadodara cities were 68.5%, 60.0% and 40.5% respectively.
- It was observed that, 61.5%, 27.5% and 11.0% respondents bought household cleaning products from organized, unorganized and both retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.015), family type (p-value=0.019), family size (p-value=0.52), education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.000), per capita income groups (p-value=0.000), respondents own vehicle like four wheeler (p-value=0.000) and respondents own vehicle like bicycle (p-value=0.000) were observed to be highly associated regarding respondent bought household cleaning products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.694), marital status (p-value=0.066) and own vehicle like two wheeler (p-value=0.729) were not observed to be highly associated regarding respondent bought household

cleaning products from different categories of retail outlets in selected cities of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like income groups (p-value=0.000), per capita income groups (chi-square=24.276 and p-value=0.002) and respondents own vehicle like four wheeler (chi-square=20.403 and p-value=0.000) were observed to be highly associated regarding respondent bought household cleaning products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.331), age (p-value=0.897), marital status (p-value=0.878), family type (p-value=0.593), family size (p-value=0.413), education (p-value=0.110), occupation (p-value=0.139) and respondents own vehicle like bicycle (p-value=0.177) were not observed to be highly associated regarding respondent bought household cleaning products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.033), occupation (p-value=0.000), income groups (p-value=0.033) and respondents own vehicle like four wheeler (p-value=0.037) were observed to be highly associated regarding respondent bought household cleaning products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.886), age (p-value=0.163), marital status (p-value=0.861), family type (p-value=0.517), family size (p-value=0.224), per capita income groups (p-value=0.097) were not observed to be highly associated regarding respondent bought household cleaning products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.001), education (p-value=0.000) and occupation (p-value=0.000) were observed to be highly associated regarding respondent bought household cleaning products from different categories of retail outlets in Surat city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.861), family type (p-value=0.362), family size (p-value=0.671), income groups (p-value=0.687), per capita income groups (p-value=0.780) and respondents own vehicle like four wheeler (p-value=0.696) were not observed to be highly associated regarding respondent bought household cleaning products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.038), age (p-value=0.001), family type (p-value=0.001), family size (p-value=0.002), education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.000), per capita income groups (p-value=0.001) and respondents own vehicle like four wheeler (p-value=0.012) were observed to be highly associated regarding respondent bought household cleaning products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like marital status (p-value=0.370) respondents own vehicle like two wheeler (p-value=0.876) and respondents own vehicle like bicycle (p-value=0.144) were not observed to be highly associated regarding respondent bought household cleaning products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents bought fruits products from different categories of retail outlets and selected cities of Gujarat.
- It was observed that, respondents bought fruits products from unorganized retail outlets in Surat city was (63.5%) followed by Rajkot and Vadodara cities were 61.0%, and 54.0% respectively. on the other side respondents bought fruits products from organized retail outlets in Ahmedabad city was (56.0%).
- It was observed that, 55.4%, 34.1% and 10.5% respondents bought fruit products from unorganized, organized and both retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value= 0.000), family

type (p-value= 0.018), education (p-value= 0.000), occupation(p-value= 0.000), income groups(p-value= 0.000), per capita income groups(p-value= 0.000),own vehicle like four wheeler(p-value= 0.000) and bicycle(p-value= 0.000) were observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in selected cities of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value= 0.229),marital status (p-value= 0.060), family size (p-value= 0.190) and own vehicle like two wheeler(p-value= 0.446) were not observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.039), income groups (p-value=0.000), per capita income groups (p-value=0.000) and respondents own vehicle four wheeler (p-value=0.000) were observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.181), marital status (p-value=0.281), family type (p-value=0.185), family size (p-value=0.377), education (p-value=0.197), occupation (p-value=0.242) and respondents own vehicle like bicycle (p-value=0.148) were not observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.000), income groups (p-value=0.000), per capita income groups (p-value=0.000) and respondents own vehicle four wheeler (p-value=0.001) were observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.585), age (p-value=0.520),marital status (p-value=0.514), family type (p-value=0.958), family

size (p-value=0.830) and education (p-value=0.069) were not observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in Ahmedabad city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.001) were observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.852), age (p-value=0.751), family type (p-value=0.169), family size (p-value=0.122), education (p-value=0.103), income groups (p-value=0.164), per capita income groups (p-value=0.627) and respondents own vehicle like four wheeler (p-value=0.414) were not observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.012), education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.003), per capita income groups (p-value=0.027) and respondents own vehicle bicycle (p-value=0.042) were observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.432), marital status (p-value=0.717), family type (p-value=0.109), family size (p-value=0.644), respondents own vehicle like four wheeler (p-value=0.119) and respondents own vehicle like two wheeler (p-value=0.524) were not observed to be highly associated regarding respondent bought fruit products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there is highly significant relationship between respondents bought vegetables products from different categories of retail outlets and selected cities of Gujarat.

- It was observed that, respondents bought vegetables products from unorganized retail outlets in Surat city was (66.0%) followed by Rajkot, Vadodara and Ahmedabad cities were 65.0%, 56.0% and 42.0% respectively.
- It was observed that, 57.3%, 33.8% and 9.0% respondents bought vegetable products from unorganized, organized and both retail outlets respectively in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like age (p-value=0.001), marital status (p-value=0.052), education (p-value=0.000), occupation (p-value=0.000), income groups(p-value=0.000) per capita income groups(p-value=0.000),own vehicle like four wheeler(p-value=0.000) and bicycle(p-value=0.000), were observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender(p-value=0.259), family type (p-value=0.113), family size(p-value=0.316), and own vehicle like two wheeler(p-value=0.473) were not observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in selected cities of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like income groups (p-value=0.000), per capita income groups (p-value=0.000) and respondents own vehicle four wheeler (p-value=0.000) were observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.242), age (p-value=0.166), marital status (p-value=0.376), family type (p-value=0.344), family size (p-value=0.498) education (p-value=0.138), occupation (p-value=0.180) and respondents own vehicle like bicycle (p-value=0.137) were not observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in Vadodara city of Gujarat.

- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.007), occupation (p-value=0.000), income groups (p-value=0.001), per capita income groups (p-value=0.000) and respondents own vehicle four wheeler (p-value=0.000) were observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.892), age (p-value=0.393), marital status (p-value=0.500), family type (p-value=0.679) and family size (p-value=0.609) were not observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like occupation (p-value=0.015) were observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.494), age (p-value=0.609), family type (p-value=0.300), family size (p-value=0.219), education (p-value=0.305), income groups (p-value=0.604), per capita income groups (p-value=0.866) and respondents own vehicle four wheeler (p-value=0.224) were not observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in Surat city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like education (p-value=0.000), occupation (p-value=0.000), income groups (p-value=0.006), per capita income groups (p-value=0.017) and respondents own vehicle bicycle (p-value=0.041) were observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, overall comparisons of respondents with demographics characteristics of respondents like gender (p-value=0.120), age (p-value=0.012), marital status (p-value=0.402), family type (p-value=0.402) family size (p-value=0.074), respondents own vehicle four wheeler (p-value=0.580)

and respondents own vehicle two wheeler (p-value=0.224) were not observed to be highly associated regarding respondent bought vegetable products from different categories of retail outlets in Rajkot city of Gujarat.

- 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) in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like staples (p-value=0.000), other food grains (p-value=0.000), cooking oil (p-value=0.000), other packaged foods (p-value=0.000), cosmetics (p-value=0.000), household cleaning products (p-value=0.000), fruits (p-value=0.000) and vegetables (p-value=0.000) in selected cities of Gujarat.
- 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) in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like staples (p-value=0.000), other food grains (p-value=0.001), other packaged foods (p-value=0.001), cosmetics (p-value=0.000), household cleaning products (p-value=0.023), fruits (p-value=0.004) and vegetables (p-value=0.000) in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was no significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like cooking oil (p-value=0.192) in Vadodara city of Gujarat.
- 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) in Ahmedabad city of Gujarat.
- It was observed that, 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 (p-value=0.010) and vegetables (p-value=0.006) in Ahmedabad city of Gujarat.

- It was observed that, as per statistical results, 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 (p-value=0.287), cooking oil (p-value=0.342), other packaged foods (p-value=0.460), cosmetics (p-value=0.119), household cleaning products (p-value=0.160) and fruits (p-value=0.072) in Ahmedabad city of Gujarat.
- 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) in Surat city of Gujarat.
- It was observed that, 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 (p-value=0.006) in Surat city of Gujarat.
- It was observed that, as per statistical results, 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 (p-value=0.389), cooking oil (p-value=0.223), other packaged foods (p-value=0.670), cosmetics (p-value=0.540), household cleaning products (p-value=0.484), fruits (p-value=0.161) and vegetables (p-value=0.594) in Surat city of Gujarat.
- 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) in Rajkot city of Gujarat.
- It was observed that, 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 (p-value=0.000), other food grains (p-value=0.000), cooking oil (p-value=0.000), other packaged foods (p-value=0.000), cosmetics (p-value=0.000), household cleaning products (p-value=0.000), fruits (p-value=0.000) and vegetables (p-value=0.000) in Rajkot city of Gujarat.
- 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.

- It was observed that, as per chi-square results, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (p-value=0.000), other food grains (p-value=0.001), cooking oil (p-value=0.000), other packaged foods (p-value=0.000), cosmetics (p-value=0.000), household cleaning products (p-value=0.000), fruits (p-value=0.000) and vegetables (p-value=0.000) in selected cities of Gujarat.
- 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 are more in organized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per chi-square results, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (p-value=0.000), other food grains (p-value=0.001), cooking oil (p-value=0.000), other packaged foods (p-value=0.022), cosmetics (p-value=0.000), household cleaning products (p-value=0.000), fruits (p-value=0.000) and vegetables (p-value=0.000) in Vadodara city of Gujarat.
- 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 in Ahmedabad city of Gujarat.
- It was observed that, as per chi-square results, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (p-value=0.048), other food grains (p-value=0.000), cooking oil (p-value=0.000), other packaged foods (p-value=0.000), cosmetics (p-value=0.000), household cleaning products (p-value=0.000), fruits (p-value=0.000) and vegetables (p-value=0.000) in Ahmedabad city of Gujarat.
- 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 in Surat city of Gujarat.

- It was observed that, as per chi-square results, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (p-value=0.000), other food grains (p-value=0.001), cooking oil (p-value=0.040), other packaged foods (p-value=0.022), cosmetics (p-value=0.000), household cleaning products (p-value=0.000), fruits (p-value=0.000) and vegetables (p-value=0.000) in Surat city of Gujarat.
- 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 in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like cooking oil (p-value=0.000), other packaged foods (p-value=0.000), cosmetics (p-value=0.000), household cleaning products (p-value=0.000), fruits (p-value=0.000) and vegetables (p-value=0.000) in Rajkot city of Gujarat.
- It was observed that, as per chi-square results, there no was significant relationship between observed and expected respondent to buy different products categories from different retail outlets like staples (p-value=0.120) and other food grains (p-value=0.088) in Rajkot city of Gujarat.
- 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 in selected cities of Gujarat.
- It was observed that, as per statistical results, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like price (p-value=0.000), convenience (p-value=0.000), assortments (p-value=0.000), transparency in billing (p-value=0.000), sales person service (p-value=0.000), advertisements (p-value=0.000), ambience (p-value=0.000) parking facility (p-value=0.000), good opportunity for buying (p-value=0.000) and motivation to visit (p-value=0.000) in selected cities of Gujarat.

- It was observed that, out of total respondents, respondents given highest and lowest satisfaction mean score to sales person service (5.598) and transparency in billing (0.479) for organized and unorganized retail outlets in Vadodara city of Gujarat.
- It was observed that, as per statistical results, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like price (p-value=0.000), convenience (p-value=0.000), assortments (p-value=0.000), transparency in billing (p-value=0.022), sales person service (p-value=0.000), advertisements (p-value=0.000), ambience (p-value=0.000) parking facility (p-value=0.000), good opportunity for buying (p-value=0.000) and motivation to visit (p-value=0.000) in Vadodara city of Gujarat.
- 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 in Ahmedabad city of Gujarat.
- It was observed that, as per statistical results, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like price (p-value=0.000), convenience (p-value=0.000), assortments (p-value=0.000), transparency in billing (p-value=0.000), sales person service (p-value=0.000), advertisements (p-value=0.000), ambience (p-value=0.000) parking facility (p-value=0.000), good opportunity for buying (p-value=0.000) and motivation to visit (p-value=0.004) Ahmedabad city of Gujarat.
- 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 in Surat city of Gujarat.
- It was observed that, as per statistical results, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like price (p-value=0.000), convenience (p-value=0.000), assortments (p-value=0.000), transparency in billing (p-value=0.000), sales person service (p-value=0.000), advertisements (p-value=0.000), ambience (p-value=0.000) parking facility (p-value=0.000) and good opportunity for buying (p-value=0.000) in Surat city of Gujarat.
- It was observed that, as per statistical results, there no was significant relationship between average monthly amount spent by respondents to buy different products

categories from different retail outlets like motivation to visit (p-value=0.125) in Surat city of Gujarat.

- 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 in Rajkot city of Gujarat.
- It was observed that, as per statistical results, there was significant relationship between average monthly amount spent by respondents to buy different products categories from different retail outlets like price (p-value=0.000), convenience (p-value=0.000), assortments (p-value=0.000), transparency in billing (p-value=0.000), sales person service (p-value=0.000), advertisements (p-value=0.000), ambience (p-value=0.000) parking facility (p-value=0.000), good opportunity for buying (p-value=0.003) and motivation to visit (p-value=0.025) in Rajkot city of Gujarat.
- There is a significant relation between monthly expenses and others variables like family income and per capita income of respondents in selected cities of Gujarat.
- There is a significant relation between monthly expenses and others variables like family income and per capita income of respondents in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.

6.2 Conclusion

- Majority of the respondents preferred scooter/bike as a mode of transport to shop from organized retail outlets in selected cities of Gujarat.
- Majority of the respondents preferred scooter/bike as a mode of transport to shop from organized retail outlets in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents preferred scooter/bike as a mode of transport to shop from unorganized retail outlets in selected cities of Gujarat.
- Majority of the respondents preferred scooter/bike as a mode of transport to shop from unorganized retail outlets in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents came to know about organized retail outlets through advertisement, friends/ relatives; others source of information and internet in selected cities of Gujarat.
- Majority of the respondents came to know about organized retail outlets through advertisement, friends/ relatives; others source of information and internet in Vadodara, Ahmedabad and Rajkot city of Gujarat.
- Majority of the respondents came to know about organized retail outlets through advertisement; others source of information, friends/ relatives and internet in Surat city.
- Majority of the respondents came to know about unorganized retail outlets through others source of information, friends/ relatives, advertisement and internet in selected cities of Gujarat.
- Majority of the respondents came to know about unorganized retail outlets through others source of information in Vadodara , Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents preferred to pay by cash to shop organized retail outlets in selected cities of Gujarat.
- Majority of the respondents preferred to pay by cash to shop organized retail outlets in Vadodara, Ahmedabad, Surat and Rajkot city in Gujarat.
- Majority of the respondents preferred to pay by cash to shop unorganized retail outlets in selected cities of Gujarat.

- Majority of the respondents preferred to pay by cash to shop unorganized retail outlets in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents spent monthly amount to shop food and grocery items in Surat city of Gujarat.
- Majority of the respondents spent monthly amount to shop food and grocery items from organized retail outlets compared to unorganized retail outlets selected cities of Gujarat.
- Majority of the respondents spent monthly amount to shop food and grocery items from organized retail outlets compared to unorganized retail outlets in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents started shopping from organized retail outlets; their overall purchase of food and grocery items was remained same in selected cities of Gujarat.
- Similarly, other respondents started shopping from organized retail outlets, their overall purchase of food and grocery items was increased and decreased. Reason for increased purchase of food and grocery items are discounts, lesser price, display of products, better products, and pure / fresh items are available, convenient, time saving and promotional scheme. Reasons for decreased of purchase food and grocery items are specific products are not available, bargaining and unnecessary purchase.
- Majority of the respondents started shopping from organized retail outlets; their overall purchase of food and grocery items was remained same in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents started shopping from unorganized retail outlets; their overall purchase of food and grocery items was remained same in selected cities and Vadodara city of Gujarat.
- Majority of the respondents started shopping from unorganized retail outlets; their overall purchase of food and grocery items was remained same in Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents preferred to go to organized retail outlets compared to unorganized retail outlets in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.

- Majority of the respondents visited organized and unorganized retail outlets 2 or 3 times in a month for purchasing food and grocery items in Vadodara and Surat city of Gujarat.
- Majority of the respondents visited organized and unorganized retail outlets 1 or 2 times in a month for purchasing food and grocery items in Ahmedabad city of Gujarat.
- Majority of the 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 of Gujarat.
- Majority of the respondents spent average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets compared to organized retail outlets in selected cities of Gujarat.
- Majority of the respondents spent average monthly shopping time spent to purchase food and grocery items from unorganized retail outlets compared to organized retail outlets in Vadodara, Surat and Rajkot city of Gujarat.
- Majority of the respondents spent average monthly shopping time spent to purchase food and grocery items from organized retail outlets compared to unorganized retail outlets in Ahmedabad city of Gujarat.
- Majority of the respondents planned visits to organized retail outlets compared to unplanned visit in selected city of Gujarat.
- Majority of the respondents planned visits to organized retail outlets compared to unplanned visit in Vadodara, Ahmedabad and Rajkot city of Gujarat.
- Majority of the respondents impulse buying to organized retail outlets compared to planned visit in Surat city of Gujarat.
- Majority of the respondents bought staples, fruits and vegetables items from unorganized retail outlets in selected cities of Gujarat.
- Majority of the respondents bought other food grains, cooking oil, other packaged foods, cosmetics products and house hold cleaning items from organized retail outlets in selected cities of Gujarat.
- Majority of the respondents bought staples, cooking oil, fruits and vegetables items from unorganized retail outlets in Vadodara city of Gujarat.

- Majority of the respondents bought other food grains, other packaged foods, cosmetics products and house hold cleaning items from organized retail outlets in Vadodara city of Gujarat.
- Majority of the respondents bought staples, other food grains, cooking oil, other packaged foods, cosmetics products, house hold cleaning products fruits and vegetables from organized retail outlets in Ahmedabad city of Gujarat.
- Majority of the respondents bought staples, fruits and vegetables items from unorganized retail outlets in Surat city of Gujarat.
- Majority of the respondents bought cooking oil, other packaged foods, cosmetics products and house hold cleaning items from organized retail outlets in Surat city of Gujarat.
- Majority of the respondents bought other food grains from both retail outlets in Surat city of Gujarat.
- Majority of the respondents bought staples, other food packaged items, fruits and vegetables items from unorganized retail outlets in Rajkot city of Gujarat.
- Majority of the respondents bought cooking oil, cosmetics products and house hold cleaning items from organized retail outlets in Rajkot city of Gujarat.
- Majority of the respondents disagreed to buy product, price and location items from organized retail outlets in selected cities of Gujarat.
- Majority of the respondents given opinion was neutral to buy outlet related items and other items from organized retail outlets in selected cities of Gujarat.
- Majority of the respondents disagreed to buy product and location related items from organized retail outlets in Vadodara, Ahmedabad and Rajkot city of Gujarat.
- Majority of the respondents given opinion was neutral to buy product and location related items from organized retail outlets in Surat city of Gujarat.
- Majority of the respondents disagreed to buy price related items from organized retail outlets in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents given opinion was neutral to buy outlet related items from organized retail outlets in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents disagreed to buy other items from organized retail outlets in Vadodara and Ahmedabad city of Gujarat.

- Majority of the respondents given opinion was neutral to buy other related items from organized retail outlets in Surat and Rajkot city of Gujarat.
- Majority of the respondents given opinion about favour for opening of more large retail outlets in selected cities of Gujarat.
- Majority of the respondents given opinion about favour for opening of more large retail outlets in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondents given opinion was neutral to buy product, price, location and other items from unorganized retail outlets in selected cities of Gujarat.
- Majority of the respondents disagreed to buy outlet related items from unorganized retail outlets in selected cities of Gujarat.
- Majority of the respondents given opinion was neutral to buy product related items from unorganized retail outlets in Vadodara and Ahmedabad city of Gujarat.
- Majority of the respondents disagreed to buy product related items and other items from unorganized retail outlets in Surat city of Gujarat.
- Majority of the respondents agreed to buy product related items and other items from unorganized retail outlets in Rajkot city of Gujarat.
- Majority of the respondents agreed to buy price related items from unorganized retail outlets in Vadodara, Surat and Rajkot city of Gujarat.
- Majority of the respondents disagreed to buy price related items and other items from unorganized retail outlets in Ahmedabad city of Gujarat.
- Majority of the respondents given opinion was neutral to buy outlet related items from unorganized retail outlets in Vadodara and Ahmedabad city of Gujarat.
- Majority of the respondents disagreed to buy outlet related items from unorganized retail outlets in Surat and Rajkot city of Gujarat.
- Majority of the respondents given opinion was neutral to buy location related items from unorganized retail outlets in Vadodara, Ahmedabad and Rajkot city of Gujarat.
- Majority of the respondents disagreed to buy location related items from unorganized retail outlets in Surat city of Gujarat.
- Majority of the respondents given opinion was neutral to buy other items from unorganized retail outlets in Vadodara city of Gujarat.
- Majority of the respondents disagreed to buy other items from unorganized retail outlets in Ahmedabad, Surat and Rajkot city of Gujarat.

- Majority of the respondents given highest mean score to price for different demographics characteristics for organized retail outlets compared to convenience for unorganized retail outlets in selected cities of Gujarat.
- Majority of the respondents given highest mean score to parking facility for different demographics characteristics for organized retail outlets compared to price for unorganized retail outlets in Vadodara city of Gujarat.
- Majority of the respondents given highest mean score to price for different demographics characteristics for organized retail outlets compared to motivation to visit for unorganized retail outlets in Ahmedabad, Surat and Rajkot city of Gujarat.
- Majority of the respondent's highest average monthly amount spent by respondents to buy other food grains in selected cities of Gujarat.
- Majority of the respondents highest average monthly amount spent by respondents to buy other food grains in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.
- There is a significant relation between monthly expenses and others variables like family income and per capita income of respondents in selected cities of Gujarat.
- There is a significant relation between monthly expenses and others variables like family income and per capita income of respondents in Vadodara, Ahmedabad, Surat and Rajkot city of Gujarat.

6.3 DIRECTIONS FOR FUTURE RESEARCH:

- The respondents included only those people who were in the occupations like service, business and professions. Research can be conducted for housewives, students, retired, etc.
- Research using different products like cloths, foot wear, electronics items etc can be carried out.

6.4 Limitation

- This study was conducted only respondents buy food and grocery items from organized and unorganized retail outlets.
- Payment mode in terms of cash, credit/debit card and cheque only was considered.
- For this study, only four cities of Gujarat were used. Other cities were not included due to resource constraints. Further, only the urban areas were brought under the study. The entire district containing rural area was not kept within the scope.

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