

Preface

This study is divided in two volumes. Looking to in-depth analysis and length of interpretation, this division was necessary for ease of printing and binding part.

Volume I: Volume I of this study covers chapter 1 to 4 and it also covers some parts of chapter 5. In this volume, introduction of the study, objectives and rationale of this study is covered. This volume also consists of demographic profile of respondents across all four selected cities of Gujarat and overall from Gujarat. Research methods, design and questionnaire design are explained in this volume. Moreover, in this part, statistical methods and hypotheses of this study are also included. Further, this volume covers analysis part covering percentage frequency distribution, interpretation of hypotheses and test of hypotheses. All required tables, figures and charts are given at their respective description. Moreover, analysis of mode of transport, source of information, methods of payments, planned or unplanned visit to organized and unorganized retail outlets, preference of organized or unorganized retail outlets, purchasing time of organized retail outlets and also various features of organized and unorganized retail outlets.

Volume II: In this volume, analysis part of other factors like, place of purchase, frequency and consistency in purchase of different products. Moreover, analysis of product related items, price related items, outlet related items, location related items and other items are covered in this volume. Further, detailed findings, conclusion and limitation of this study are also given in this volume. Future research directions are also covered in this volume. Bibliography and questionnaire are also given in this volume.