

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION:

One of the most common and widely used primary data collection method is survey. With the use of surveys, one can gather a wide range of valuable information on overt behaviour of the consumer, viz., attitudes, motives and opinions. That is why, in the present study, the data collection method used to get the desired information from the primary sources has been the survey method (i.e. direct interview) and the instrument used has been a questionnaire. For this particular purpose, the visits to the malls of Jaipur like Lifestyle, Triton, Crystal Palm, The World Trade Park, Gaurav Tower are made at different time durations i.e. at times in the afternoon, at times in the evening, sometimes on weekdays and at times on weekends. Small number of questionnaires carried each time are got filled by customers who actually took interest in filling it as they are told the purpose of the study. Besides that, visits to the unorganized retail market in the city namely Purohit ji ka katla, chaura rasta, nearby kirana and other small shops in Kishanpole bazaar, Chandpole bazaar, Sanganer, Johari bazaar, Sanganeri gate, Lal Kothi sabji mandi, Sikar road area etc. are also made to get the questionnaires filled in. Also, some questionnaires are filled by friends and relatives. Besides that the questionnaires are filled from the cities of Ajmer, Kota, Jodhpur and Udaipur which were visited during the period of the survey. In Ajmer, main unorganized bazaar, the Reliance Trends mall and the other organized showrooms nearby are visited. Also, the bazaar near the 'dargah sharif' is approached, and from all these places the questionnaires are filled. In Kota, the 'naya pura' bazaar area and the shopping centre area is visited. The city mall is also approached to get the questionnaires filled. In Udaipur and Jodhpur, few relatives helped in getting the questionnaires filled in from

their friends and colleagues. Celebration mall and Ashwini Bazaar of Udaipur are the areas covered. In Jodhpur, the area near the residence of relatives, Residency Road and Sardarpura are covered for filling up of the questionnaires.

After filling up of all the questionnaires, tabulation is done to draw meaningful inferences from them. Out of the data revealed in the tables, pie-charts are drawn. Chi- square test and the z- test are put to test the hypotheses of the present study. The results of the test are used to check whether the hypothesis is accepted or rejected.

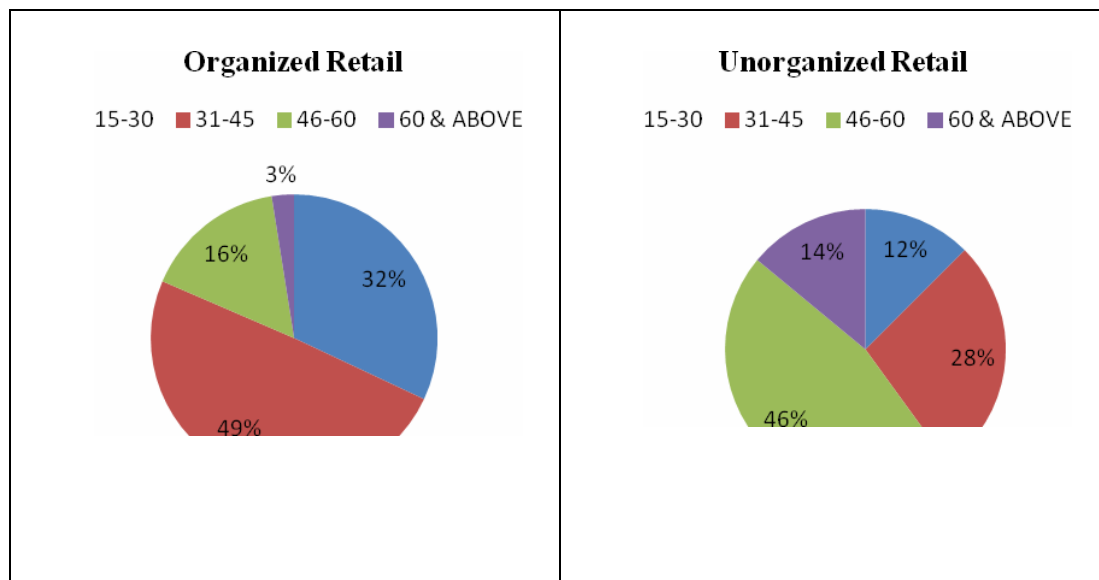
4.2 DATA ANALYSIS AND INTERPRETATION

Statement 1 : Age group of customers of organized and unorganized retail

TABLE 4.1

	ORGANIZED RETAIL CUSTOMERS		UNORGANIZED RETAIL CUSTOMERS	
Age-Group	Number	%	Number	%
15-30	64	32	25	12.5
31-45	99	49	55	27.5
46-60	32	16	92	46
60& above	5	3	28	14
	200	100	200	100

CHART 4.1



Interpretation:

Out of the 200 customers of the organized retail, 64 are in the category of age group 15-30, 99 from the category of 31-45, 32 customers are in the category of age-group 46-60 whereas there are 5 in the category of 60& above. Whereas, for the unorganized retail customers, out of 200, 25 are from the age-group 15-30, 55 are from the age-group 31-45, 92 are from the age-group 46-60 whereas 28 are from the age group of 60& above.

TABLE 4.2 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	64	44.5	19.5	380.25	8.545
	99	77	22	484	6.286
	32	62	-30	900	14.516
	5	16.5	-11.5	132.25	8.015
Unorganized Retail	25	44.5	-19.5	380.25	8.545
	55	77	-22	484	6.286
	92	62	30	900	14.516
	28	16.5	11.5	132.25	8.015
				Calculated Value =	74.724

Where, O = Observed Value E= Expected Value

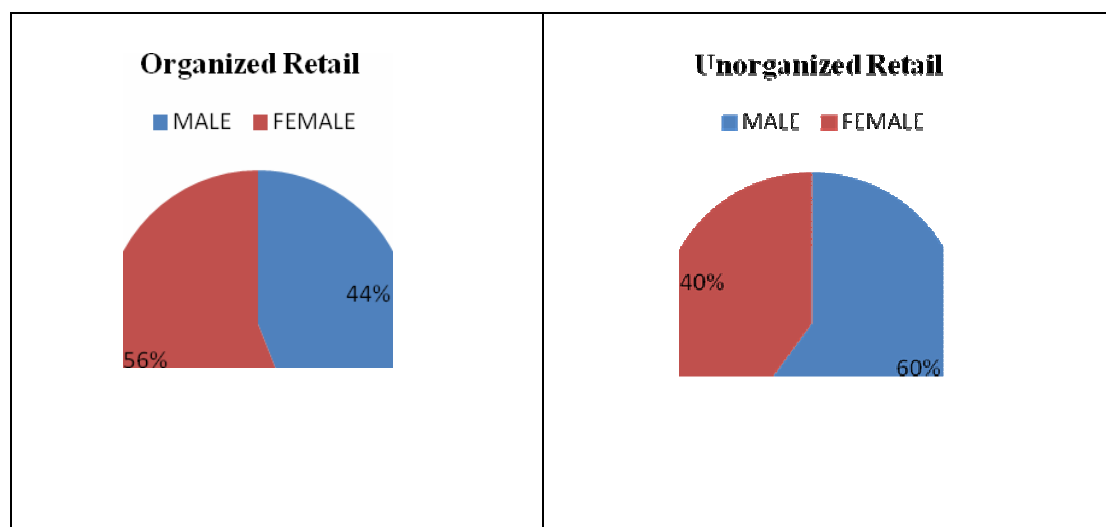
Since the calculated value , 74.724 is greater than the observed value at 5% significance level, i.e. 7.815 with df 3 , therefore, the null hypothesis is rejected and the alternate is accepted stating that the variables are not independent and purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the age of the customers.

Statement 2 : Gender of customers of organized and unorganized retail

TABLE 4.3

	ORGANIZED RETAIL CUSTOMERS		UNORGANIZED RETAIL CUSTOMERS	
Gender	Number	%	Number	%
Male	88	44	120	60
Female	112	56	80	40
	200	100	200	100

CHART 4.2



Interpretation:

Out of the 200 customers of the organized retail, there are 88 male and 112

female. Whereas, for the unorganized retail customers, out of 200, 120 are male and 80 are female.

TABLE 4.4 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	88	104	-16	256	2.462
	112	96	16	256	2.667
Unorganized Retail	120	104	16	256	2.462
	80	96	-16	256	2.667
				Calculated Value =	10.256

Where, O = Observed Value E= Expected Value

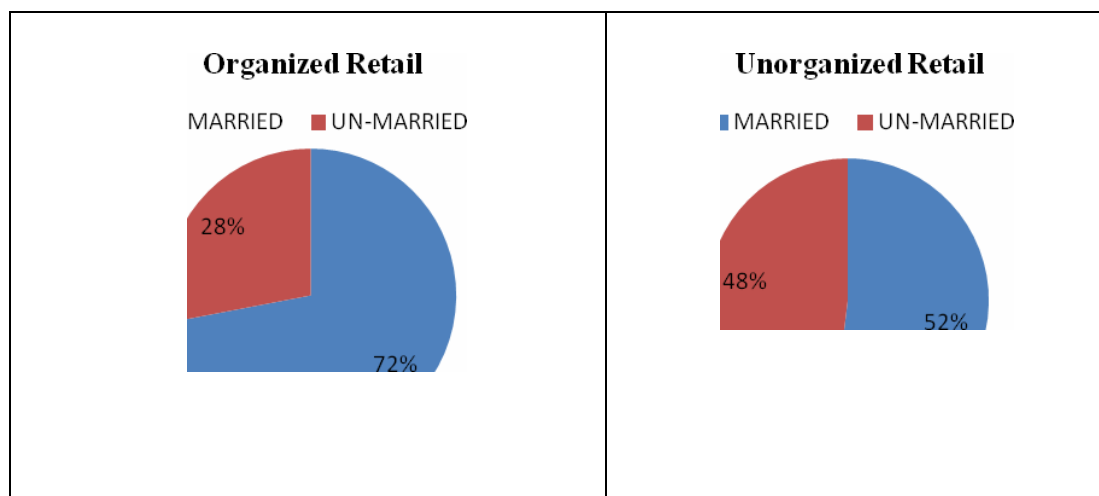
Since the calculated value, 10.256 is greater than the observed value at 5% significance level, i.e. 3.841 with df 1, therefore, the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the gender of the customers.

Statement 3: Marital status of customers of organized and unorganized retail

TABLE 4.5

	ORGANIZED RETAIL CUSTOMERS		UNORGANIZED RETAIL CUSTOMERS	
Marital Status	Number	%	Number	%
Married	144	72	104	52
Single	56	28	96	48
	200	100	200	100

CHART 4.3



Interpretation:

Out of the 200 customers of the organized retail, 144 are in the category of married whereas 56 are single. Whereas, for the unorganized retail customers, out of 200, 104 are married and 96 are single.

TABLE 4.6 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	144	124	20	400	3.226
	56	76	-20	400	5.263
Unorganized Retail	104	124	-20	400	3.226
	96	76	20	400	5.263
				Calculated Value =	16.978

Where, O = Observed Value E= Expected Value

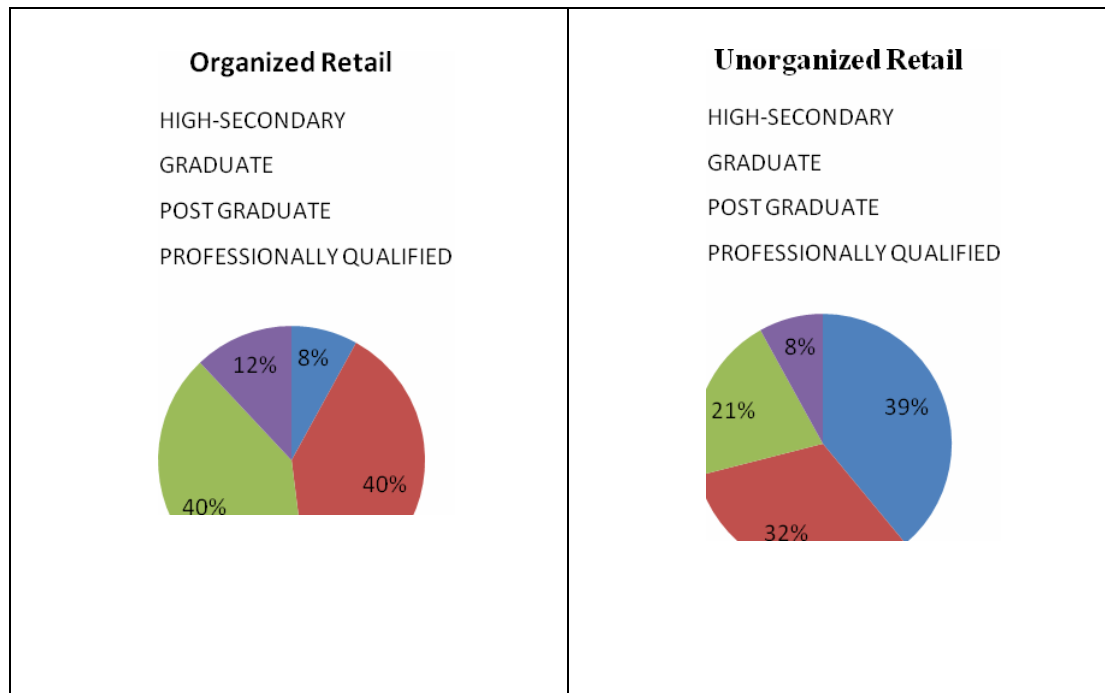
Since the calculated value, 16.978 is greater than the observed value at 5% significance level, i.e. 3.841 with df 1, therefore, the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the fact that a person is married or single.

Statement 4 : Educational background of customers of organized and unorganized retail

TABLE 4.7

	ORGANIZED RETAIL CUSTOMERS		UNORGANIZED RETAIL CUSTOMERS	
Education	Number	%	Number	%
Higher Secondary	16	8	78	39
Graduation	80	40	64	32
Post-Graduation	80	40	42	21
Professional Qualification	24	12	16	8
	200	100	200	100

CHART 4.4



Out of the 200 respondents for organized retail, 16 are just higher secondary, 80 each are graduates and post-graduates whereas 24 are professionally qualified. For the unorganized retail customers, 78 are higher secondary, 64 graduates, 42 post- graduates whereas 16 are professionally qualified.

TABLE 4.8 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	16	47	-31	961	20.447
	80	72	8	64	0.889
	80	61	19	361	5.918
	24	20	4	16	0.800
Unorganized Retail	78	47	31	961	20.447
	64	72	-8	64	0.889
	42	61	-19	361	5.918
	16	20	-4	16	0.800
				Calculated	56.107

			Value =	
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Where, O = Observed Value E= Expected Value

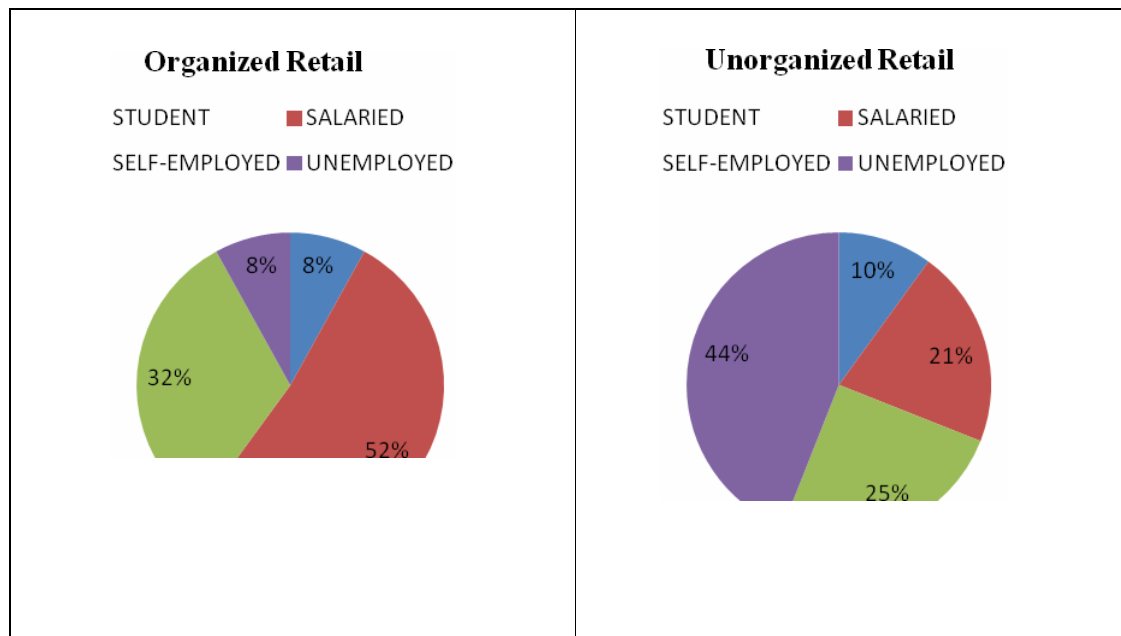
Since the calculated value ,56.107 is greater than the observed value at 5% significance level , i.e. 7.815 with df 3 , therefore , the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the educational background of customers.

Statement 5 : Occupation of customers of organized and unorganized retail

TABLE 4.9

	ORGANIZED RETAIL CUSTOMERS		UNORGANIZED RETAIL CUSTOMERS	
Profession	Number	%	Number	%
Student	16	8	20	10
Salaried	104	52	42	21
Self-employed	64	32	50	25
Unemployed	16	8	88	44
	200	100	200	100

CHART 4.5



Interpretation:

Out of 200 customers for the organized retail, 16 are students, 104 are salaried, 64 had their own business i.e. they are self employed and 16 are

unemployed. Out of 200 customers for the unorganized retail, 20 are students, 42 are salaried, 50 had their own business i.e. they are self employed and the rest are unemployed.

TABLE 4.10 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	16	18	-2	4	0.222
	104	73	31	961	13.164
	64	57	7	49	0.860
	16	52	-36	1296	24.923
Unorganized Retail	20	18	2	4	0.222
	42	73	-31	961	13.164
	50	57	-7	49	0.860
	88	52	36	1296	24.923
				Calculated Value =	78.339

Where, O = Observed Value E= Expected Value

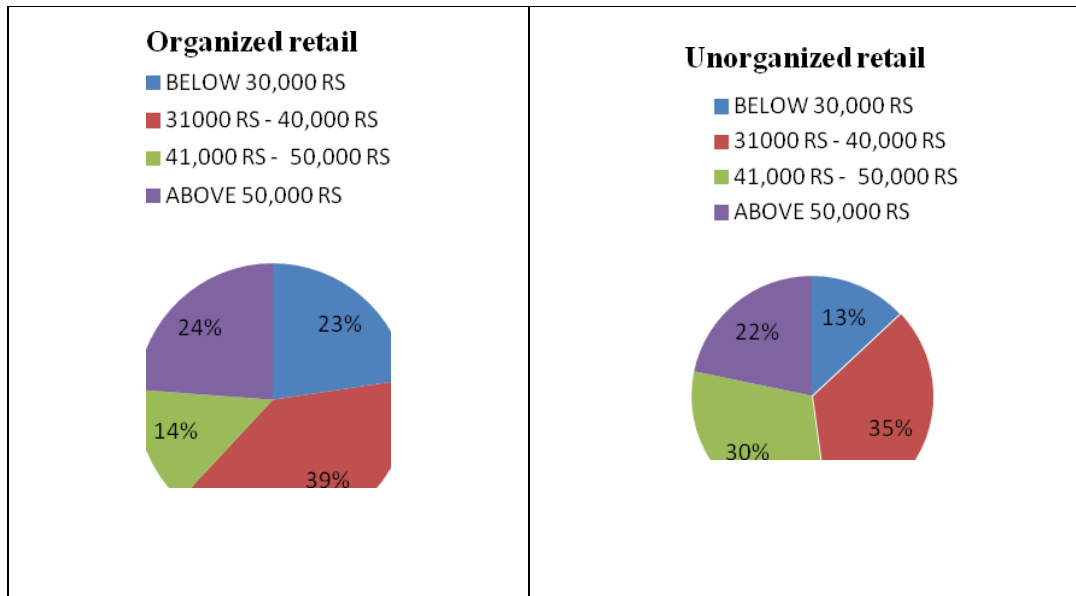
Since the calculated value, 78.339 is greater than the observed value at 5% significance level ,i.e. 7.815 with df 3, therefore, the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the occupation of the customers.

Statement 6: Income of the customers of organized and unorganized retail

TABLE 4.6

	ORGANIZED RETAIL CUSTOMERS		UNORGANIZED RETAIL CUSTOMERS	
Income	Number	%	Number	%
Below 30,000	38	23	12	13
30001-40000	66	39	32	35
40001-50000	24	14	28	30
50001 & above	40	24	20	22
	168	100	92	100

CHART 4.6



Out of 200 customers of organized retail, 168 customers are earning. Out of them, 38 are in the category of income below 30000, 66 are in the category of 31000-40000, 24 are in the category 40001-50000, 40 are in the category 50000 & above. Out of 200 customers of unorganized retail, 92 customers

are earning. Out of them, 12 are in the category of income below 30000, 32 are in the category of 31000-40000, 28 are in the category 40001-50000, 20 are in the category 50000 & above.

TABLE 4.12 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	38	32.30769	5.692308	32.40236686	1.003
	66	63.32308	2.676923	7.16591716	0.113
	24	33.6	-9.6	92.16	2.743
	40	38.76923	1.230769	1.514792899	0.039
Unorganized Retail	12	17.69231	-5.69231	32.40236686	1.831
	32	34.67692	-2.67692	7.16591716	0.207
	28	18.4	9.6	92.16	5.009
	20	21.23077	-1.23077	1.514792899	0.071
			Calculated Value =	11.016	

Where, O = Observed Value E= Expected Value

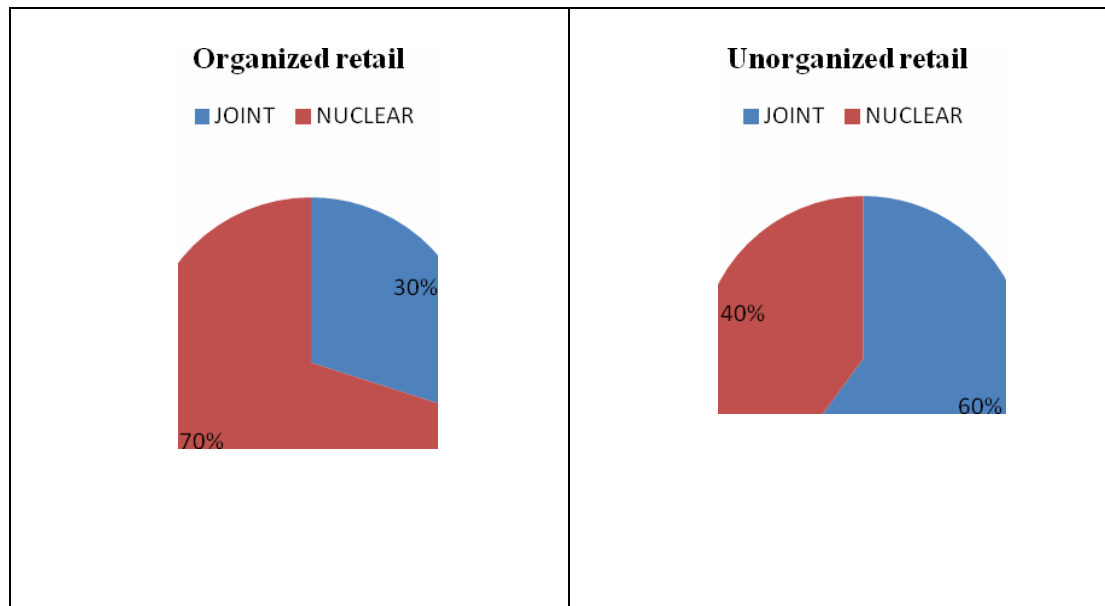
Since the calculated value 11.016 is greater than the observed value at 5% significance level i.e. 7.815 with df 3 therefore the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the income of the customers.

Statement 7: Type of family of customers of organized and unorganized retail

TABLE 4.13

	ORGANIZED RETAIL CUSTOMERS		UNORGANIZED RETAIL CUSTOMERS	
Type of family	Number	%	Number	%
Joint	60	30	120	60
Nuclear	140	70	80	40
	200	100	200	100

CHART 4.7



Interpretation:

Among the 200 customers of organized retail, 60 lived in joint family and 140 in nuclear family. Among the 200 customers of unorganized retail, 120 lived in joint family whereas 80 lived in nuclear family.

TABLE 4.14 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	60	90	-30	900	10.000
	140	110	30	900	8.182
Unorganized Retail	120	90	30	900	10.000
	80	110	-30	900	8.182
				Calculated Value =	36.364

Where, O = Observed Value E= Expected Value

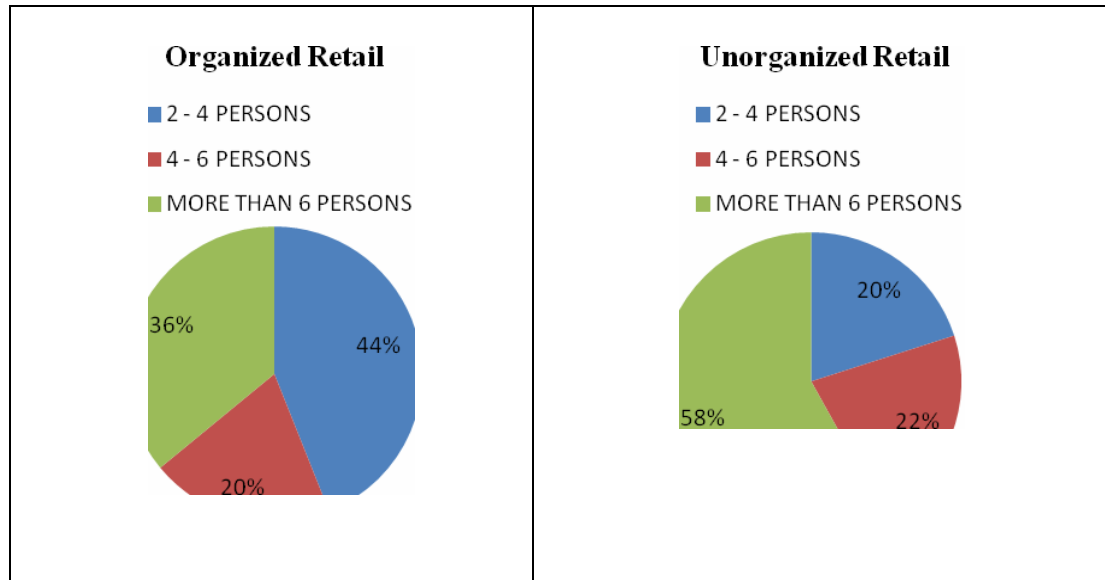
Since the calculated value 36.364 is greater than the observed value at 5% significance level i.e. 3.841 with df 1 therefore the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the type of family of the customers i.e. joint or nuclear.

Statement 8: Family size of the customers of organized and unorganized retail

TABLE 4.15

Family Size	ORGANIZED RETAIL CUSTOMERS		UNORGANIZED RETAIL CUSTOMERS	
	Number	%	Number	%
2-4	88	44	40	20
4-6	40	20	44	22
More than 6	72	36	116	58
	200	100	200	100

CHART 4.8



Interpretation:

Among the 200 customers of organized retail, 88 had the family size of 2-4, 40 had the family size of 4-6 and the remaining of 6 & above. Among the 200 customers of unorganized retail, 40 had the family size of 2-4, 44 had the family size of 4-6 and the remaining 116 had the family size of 6 & above.

TABLE 4.16 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	88	64	24	576	9.000
	40	42	-2	4	0.095
	72	94	-22	484	5.149
Unorganized Retail	40	64	-24	576	9.000
	44	42	2	4	0.095
	116	94	22	484	5.149
				Calculated Value =	28.488

Where, O = Observed Value E= Expected Value

Since the calculated value 28.488 is greater than the observed value at 5% significance level i.e. 5.99 with df 2 therefore the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the size of the family.

Statement 9: Referrals of the customers of organized and unorganized retail

TABLE 4.17

	ORGANIZED RETAIL CUSTOMERS	UNORGANIZED RETAIL CUSTOMERS
Suggested	Number	Number
Family	156	184
Friends	189	152
Relatives	160	168
Advertisements	148	128

Interpretation:

When asked from the customers of organized retail about who suggested them to be the customers of organized retail, a mix opinion was there and the figures for all the categories were near but the highest figure was for the friends.

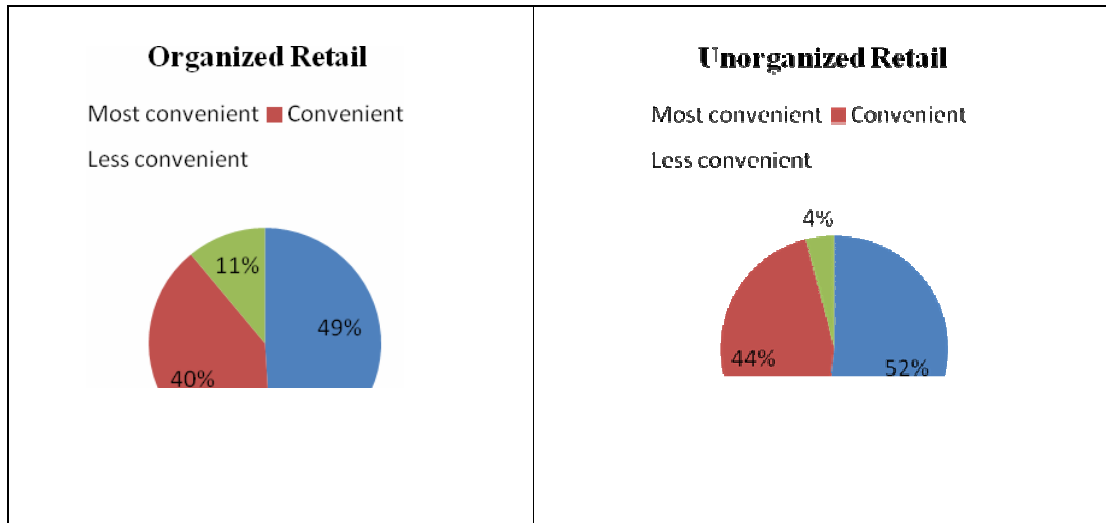
Similarly, for the unorganized retail customers, the opinions were mixed but the highest figure was for the family.

Statement 10: Location of the outlet as the purchase decision influencer

TABLE 4.18

Location of the Outlet	Most convenient	Convenient	Less convenient	Total
Organized Retail	98	80	22	200
Unorganized Retail	104	88	8	200

CHART 4.9



Interpretation:

Out of the sample size of 200 consumers who mostly make their purchase from the organized retail, 98 (i.e. 49%) and 80 (i.e.40%) feel that the location of the outlet is most convenient and convenient respectively, which influences their purchases from the organized retail stores whereas only 11% say that the location of the outlet does not have any influence on their purchases from the organized retail. Even if the location was not nearby, they would still prefer to buy from organized retail.

On the other hand, even for the consumers of the unorganized retail, the figures say that 52% and 44% of the total of 200 consumers feel that their

purchases are influenced by the most convenient and convenient location of the store respectively. Only a fraction of them, i.e. 4% say that their purchases are not affected by the location.

TABLE 4.19 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.38	2.48	0.9006	0.94714	-1.08

The calculated z- test value for the above is 1.08 which is less than the tabular value i.e.1.96, therefore, the null hypothesis is accepted and the alternate is rejected. So, it can be said that there is no significant difference between the purchase behaviour of organized and unorganized retail customers in Rajasthan when the location of the outlet is considered as the purchase decision influencer.

TABLE 4.20 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	$\frac{((O-E)*(O-E))}{E}$
Organized Retail	98	101	-3	9	0.089
	80	84	-4	16	0.190
	22	15	7	49	3.267
Unorganized Retail	104	101	3	9	0.089
	88	84	4	16	0.190
	8	15	-7	49	3.267
				Calculated Value =	7.093

Where, O = Observed Value E= Expected Value

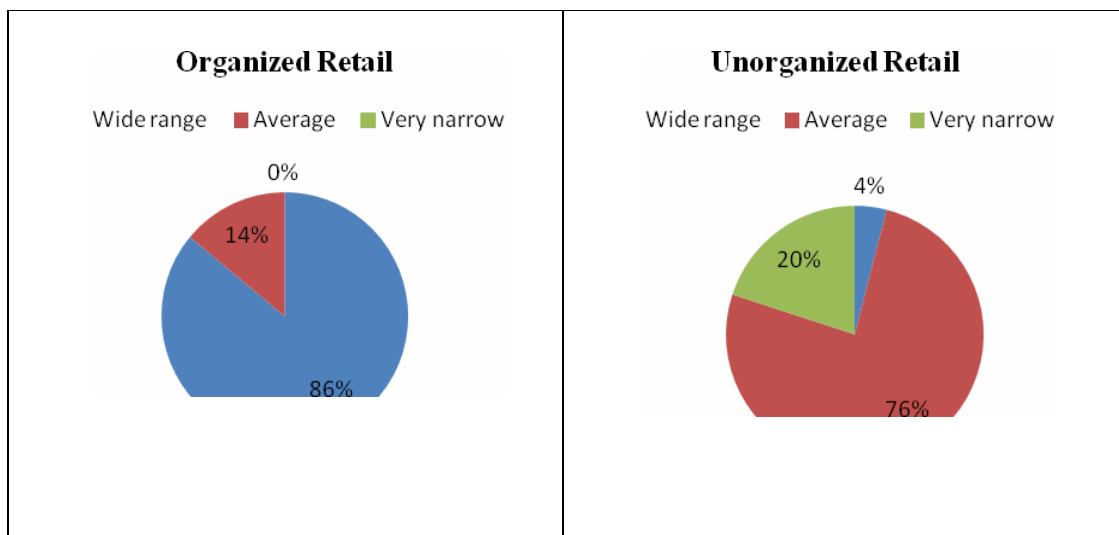
Since the calculated value 7.09 is greater than the observed value at 5% significance level i.e. 5.99 with df 2 therefore the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the location of the outlet.

Statement 11: Range of products available as the purchase decision influencer

TABLE 4.21

Range of products available	Wide range	Average	Very narrow	Total
Organized Retail	172	28	0	200
Unorganized Retail	8	152	40	200

CHART 4.10



Interpretation:

In the diagram and table above, the figures clearly state that the maximum no. of organized retail customers make their purchases from the organized retail because of the wide range of products available i.e. their purchases are influenced by the variety available in organized retail outlets.

In the case of unorganized retailing in the state of Rajasthan, the maximum no. of customers i.e. 152 out of a total of the sample size of 200 say that they prefer to buy from the unorganized retail because variety of products available at these stores is not very wide and so unnecessary purchases can be done away with.

TABLE 4.22 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.86	1.84	1.1859	0.83203	9.96

From the above figures , the calculated z- test value is 9.96 which is greater than the tabular value 1.96 considering the 5% significance level. Therefore, the null hypothesis is rejected and the alternate is accepted. So, it can be said that there is a significant difference between the purchase behaviour of organized and unorganized retail customers with regards to the range of products available.

TABLE 4.23 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	$\frac{((O-E)*(O-E))}{E}$
Organized Retail	172	90	82	6724	74.711
	28	90	-62	3844	42.711
	0	20	-20	400	20.000
Unorganized Retail	8	90	-82	6724	74.711
	152	90	62	3844	42.711
	40	20	20	400	20.000
				Calculated Value =	274.844

Where, O = Observed Value E= Expected Value

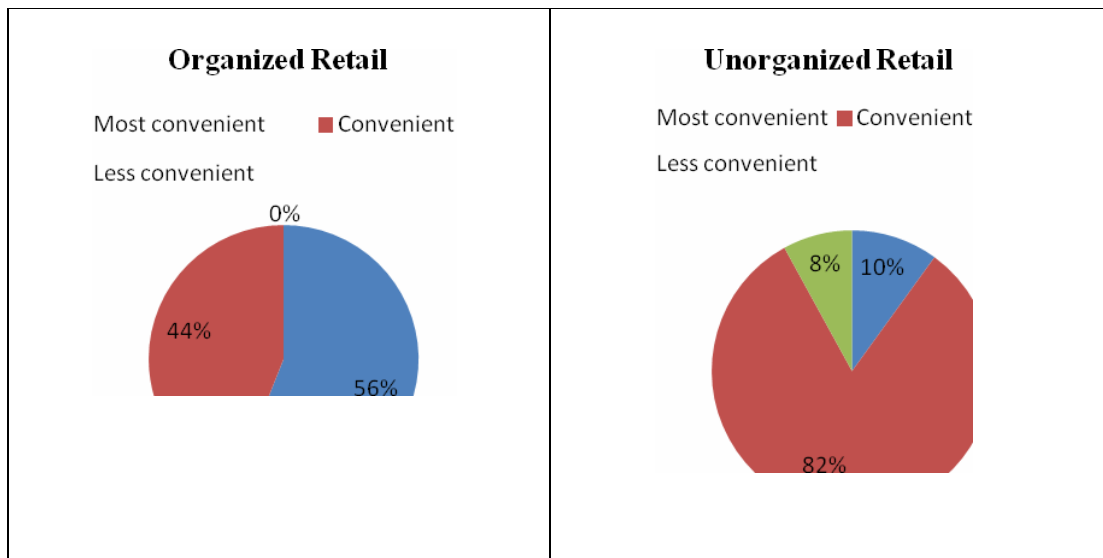
Since the calculated value 274.84 is greater than the observed value at 5% significance level i.e. 5.99 with df 2 therefore the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail is affected by the range of products available in the store.

Statement 12: Convenience for purchase as the purchase decision influencer

TABLE 4.24

Convenient for purchase	Most convenient	Convenient	Less convenient	Total
Organized Retail	112	88	0	200
Unorganized Retail	20	164	16	200

CHART 4.11



Interpretation:

The maximum customers out of the sample size of 200 who usually make their purchases from the organized retail felt that their purchases are influenced by the reason that it is most convenient (56%) to make purchases from the organized retail stores.

On the other hand, the figures for the unorganized retail sector say that majority of people buy from these stores because they still feel that it is convenient to buy from the unorganized retail sector as people are more accustomed to this habit. However, only a small percent feel the unorganized retail stores are very convenient (10%) and less convenient (8%).

TABLE 4.25 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.56	2.02	0.99	0.82	5.95

The calculated z- test value for the above is 5.95 which is greater than the tabular value 1.96 at 5% significance level and so null hypothesis is rejected and the alternate is accepted. So, it can be said that there is a significant difference between the purchase behaviour of organized and unorganized retail customers with regards to the outlet's convenience for purchase.

TABLE 4.26 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	112	66	46	2116	32.061
	88	126	-38	1444	11.460
	0	8	-8	64	8.000
Unorganized Retail	20	66	-46	2116	32.061
	164	126	38	1444	11.460
	16	8	8	64	8.000
				Calculated Value =	103.042

Where, O = Observed Value E= Expected Value

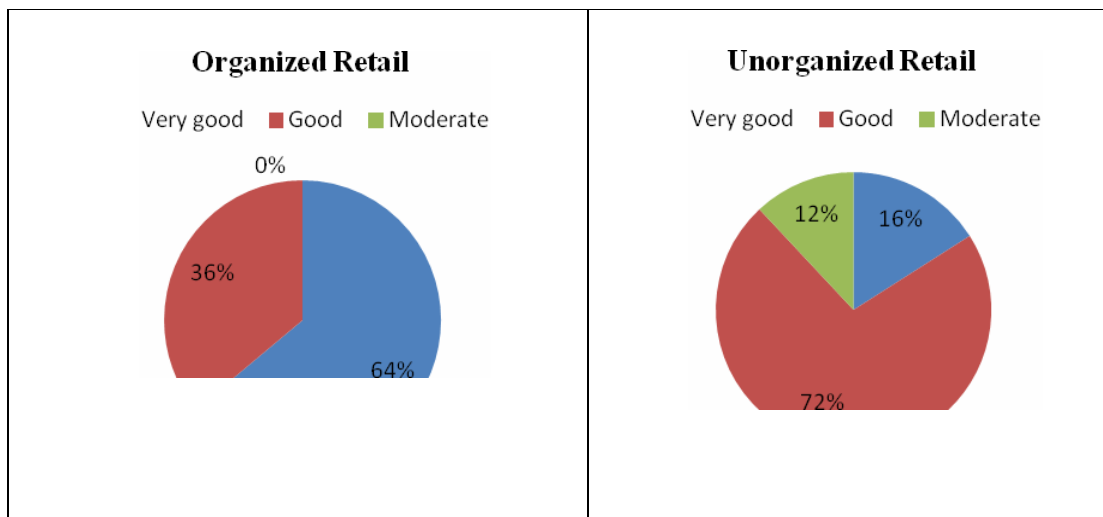
Since the calculated value 103.04 is greater than the observed value at 5% significance level i.e. 5.99 with df 2 therefore the null hypothesis is rejected and the alternate is accepted stating that the purchase behaviour with regards to buying from organized or unorganized retail in Rajasthan is affected by the convenience in the outlet for making a purchase.

Statement 13: Quality of products available at the stores as the purchase decision influencer

TABLE 4.27

Availability of quality products	Very good	Good	Moderate	Total
Organized Retail	128	72	0	200
Unorganized Retail	32	144	24	200

CHART 4.12



Interpretation:

64 percent out of the sample size of 200 customers of the organized retail feel that their purchases are influenced by the quality of products available with these stores which is very good. It was surprising to note that none of the 200 customers felt that the quality of products available with these stores was below average.

For the customers of unorganized retail, quality as good was given the highest weight age stating that it was value for money.

TABLE 4.28 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.64	2.04	1.04	0.82	6.42

The calculated z-test value is 6.42 which is greater than the tabular value 1.96 at 5% significance level and so it can be concluded that the null hypothesis is rejected and the alternate is accepted i.e. there is a significant difference in the purchase behaviour of organized and unorganized retail customers with regards to the availability of quality products.

TABLE 4.29 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	128	80	48	2304	28.800
	72	108	-36	1296	12.000
	0	12	-12	144	12.000
Unorganized Retail	32	80	-48	2304	28.800
	144	108	36	1296	12.000
	24	12	12	144	12.000
				Calculated Value =	105.600

Where, O = Observed Value E= Expected Value

Since the calculated value 105.6 is greater than the observed value at 5% significance level i.e. 5.99 with df 2 therefore the null hypothesis is rejected

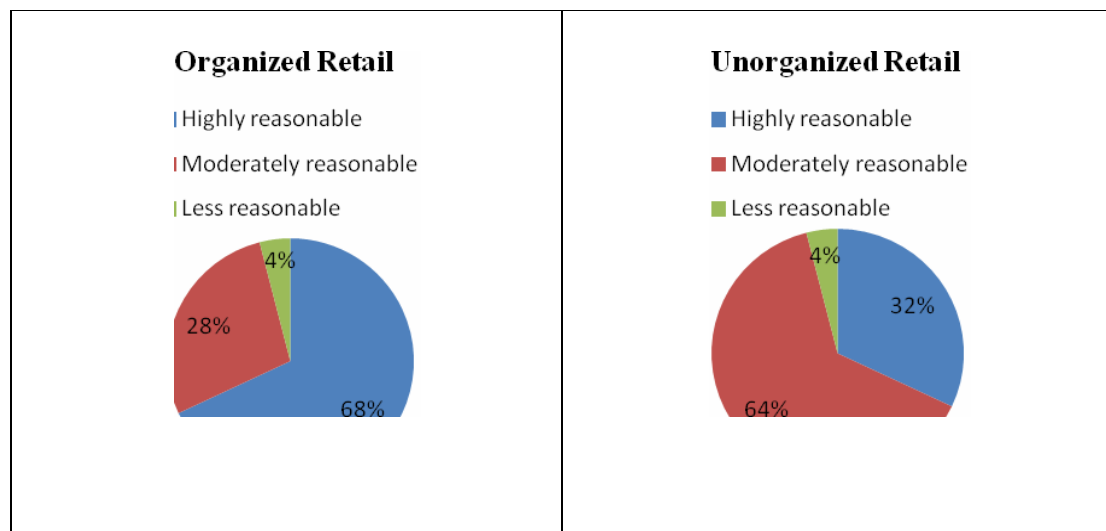
and the alternate is accepted stating that the purchase behaviour of customers with regards to buying from organized or unorganized retail in Rajasthan is affected by the quality of goods available in the store.

Statement 14: Prices of products available at the stores as the purchase decision influencer

TABLE 4.30

Prices	Highly reasonable	Moderately reasonable	Less reasonable	Total
Organized Retail	136	56	8	200
Unorganized Retail	64	128	8	200

CHART 4.13



Interpretation:

Prices in the organized sector as quoted the customers are highly reasonable as most of them stated(68%), reason being that many offers and schemes run from time to time and most of the time discounts are there .It may be according to the days or festive season or any other reason but actually the people are benefitted as they get many things at reasonable prices.

Whereas , consumers of unorganized retail opined that the prices are not very high and not very low and that influenced their purchases. .

TABLE 4.31 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.64	2.28	1.04	0.86	3.77

The calculated z- test value is 3.77 which is higher than the tabular value 1.96 at 5% significance level and this leads to rejection of null hypothesis and acceptance of the alternate which says that there is a significant difference in the purchase behaviour of organized and unorganized retail customers when prices are concerned.

TABLE 4.32 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	136	100	36	1296	12.960
	56	92	-36	1296	14.087
	8	8	0	0	0.000
Unorganized Retail	64	100	-36	1296	12.960
	128	92	36	1296	14.087
	8	8	0	0	0.000
				Calculated Value =	54.094

Where, O = Observed Value E= Expected Value

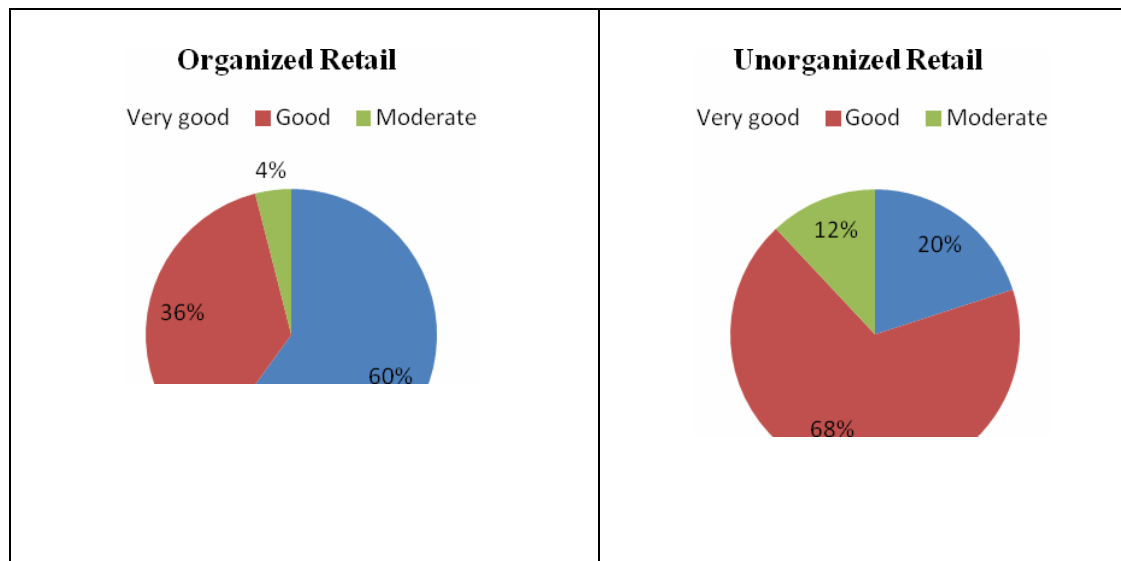
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail is affected by the prices of the products in the store.

Statement 15: Satisfaction derived from the previous purchases as the purchase decision influencer

TABLE 4.33

Satisfaction from Previous Purchase (Learning)	Very good	Good	Moderate	Total
Organized Retail	120	72	8	200
Unorganized Retail	40	136	24	200

CHART 4.14



Interpretation:

For the organized retail, 120 out of the sample size of 200 customers are of the view that their purchase was influenced by the satisfaction they had from the last purchase they made which was very good and 72 ranked it as good

experience which instills them to make their purchases mostly from the organized sector.

In comparison to this 20 percent and 68 percent of the customers out of 200 of the unorganized retail said that they had a very good and good experience respectively regarding satisfaction from the last purchase which made them purchase from the unorganized retail whereas 12 per cent said that their last experience was not good even then they prefer to buy from the unorganised retail.

TABLE 4.34 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.56	2.08	0.99	0.82	5.28

As regards satisfaction from previous purchase(learning), it has been seen that there is a significant difference in the purchase behaviour of customers of organized and unorganized retail as the calculated value is more than the tabular value at 5% significance level(5.28> 1.96) and so the null hypothesis is rejected and the alternate is accepted.

TABLE 4.35 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	120	80	40	1600	20.000
	72	104	-32	1024	9.846
	8	16	-8	64	4.000
Unorganized Retail	40	80	-40	1600	20.000
	136	104	32	1024	9.846
	24	16	8	64	4.000
				Calculated Value =	67.692

Where, O = Observed Value E= Expected Value

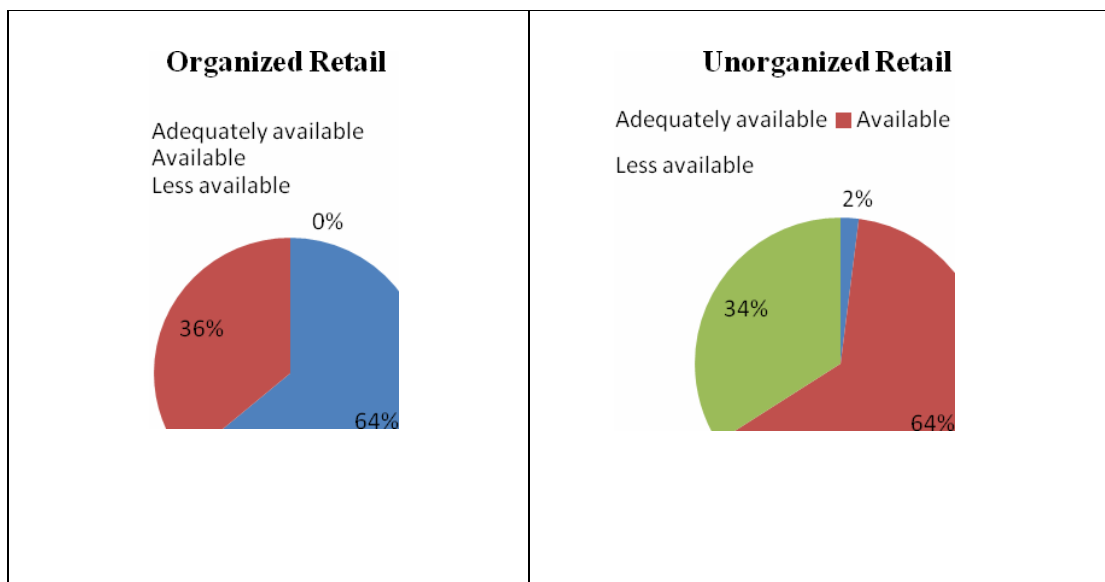
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the satisfaction received from the previous purchases made.

Statement 16: Parking facility available at the stores as the purchase decision influencer

TABLE 4.36

Parking facility	Adequately available	Available	Less available	Total
Organized Retail	128	72	0	200
Unorganized Retail	4	128	68	200

CHART 4.15



Interpretation:

As the figures state out that for the organized retail most of the customers feel that there is a good parking facility available as most of them visit the malls and there is almost no parking difficulty there because of the ample of parking space available. People feel easy to go there and park their vehicles, do shopping easily without the fear of their vehicle being lifted up by the police cranes as it happens in busy market places. Almost 64 percent i.e. 128 out of 200 customers of the organized retail feel that they buy from the organized retail stores especially they go for mall shopping because of the easy availability of the space. The rest also agree for the same with no one saying that parking facility is not available.

For the unorganized retail, only 2 percent agree that it is adequately available. 64 percent of the customers say that it is not a difficulty finding the parking place when they want to go make their purchases from the unorganized retail. They say that a lot of parking space is available in the market and the government is taking measures to provide more of it. Rather, when questioned regarding it, they answered that it was easy in comparison to mall parking where the parking is mostly in basements and it takes time to park and re- park the vehicles when one is in a hurry. 34 percent of the customers said that even if less parking space is available, they purchase from unorganized retail outlets because of the certain advantages it is having. They feel that the unorganized retail shops are nearby their houses and so they can walk and visit these places. Moreover, they felt that even if the place was far away, in a busy crowded area, it is better to go by bus or rickshaw.

TABLE 4.37 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.64	1.68	1.04	0.88	9.99

From the above figures, the calculated z- test value is coming out to be as 9.99 which is greater than the tabular value 1.96 at 5% significance level and so the null hypothesis is rejected and the alternate is accepted and therefore there is a significant difference in the purchase behaviour of organized and unorganized retail customers with regards to the parking facility available.

TABLE 4.38 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	$\frac{((O-E)*(O-E))}{E}$
Organized Retail	128	66	62	3844	58.242
	72	100	-28	784	7.840
	0	34	-34	1156	34.000
Unorganized Retail	4	66	-62	3844	58.242
	128	100	28	784	7.840
	68	34	34	1156	34.000
				Calculated Value =	200.165

Where, O = Observed Value E= Expected Value

Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is

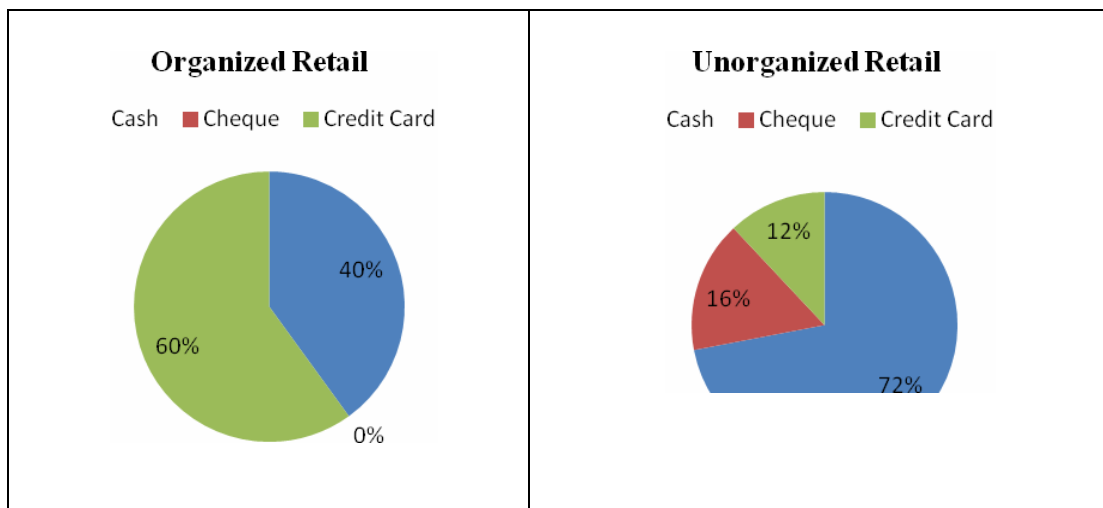
rejected and the alternate is accepted which means that the purchase behaviour of customers regarding purchases made from an organized or unorganized retail is affected by the parking facility available at the store.

Statement 17: Payment mode at the stores as the purchase decision influencer

TABLE 4.39

Payment methods	Cash	Cheque	Credit Card	Total
Organized Retail	80	0	120	200
Unorganized Retail	144	32	24	200

CHART 4.16



Interpretation:

120 customers out of 200 of the organized retail sector are of the view that one of the purchase decision influencers to buy from the organized retail is that one can pay through the credit card when one does not have enough cash in hand . Moreover, when they were asked to explain, they said that usually one has enough time in hand before the credit card bill payment is due and in that time the money can be arranged easily. On the same side the other customers of the organized retail were of the view that they buy and pay in

cash because of certain tax purposes. Mostly the businessmen were of this view. The salaried class preferred the payment through credit cards.

For the customers of unorganized retail, paying in cash is the major purchase decision influencer. They were least interested in paying through the credit cards as depicted by the numbers. When questioned regarding this, they said that amount keeps on accumulating and becomes a big figure in the end and one does not realize how much is spent while shopping from the credit cards. Paying through cheque was a benefit that they were enjoying in unorganized retail as most of the places from where they make their purchases are known places from where they could enjoy credit facility also and cheque also could be of a post date as according to the relations of the vendor and the customer.

TABLE 4.40 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
1.8	2.6	0.84	1.01	-8.59

As regards the criterion of the mode of payment , it has been seen that there is a significant difference in the purchase behaviour of customers of organized and unorganized retail as the calculated value is more than the tabular value at 5% significance level(8.59> 1.96) at 5% significance level and so the null hypothesis is rejected and the alternate is accepted.

TABLE 4.41 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	80	112	-32	1024	9.143
	0	16	-16	256	16.000
	120	72	48	2304	32.000
Unorganized Retail	144	112	32	1024	9.143
	32	16	16	256	16.000
	24	72	-48	2304	32.000
				Calculated Value =	114.286

Where, O = Observed Value E= Expected Value

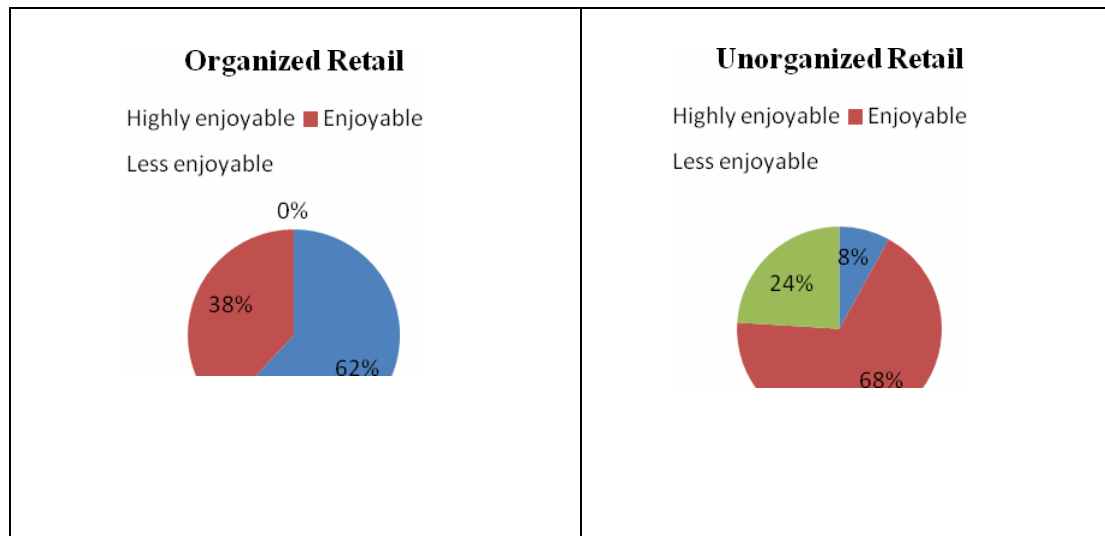
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the method through which the payment is to be made.

Statement 18: Experience while shopping as the purchase decision influencer

TABLE 4.42

Shopping is seen as enjoyable	Highly enjoyable	Enjoyable	Less enjoyable	Total
Organized Retail	124	76	0	200
Unorganized Retail	16	136	48	200

CHART 4.17



Interpretation:

A majority of the customers of organized retail i.e. 124 and 76 view shopping from organized retail as highly enjoyable and enjoyable respectively. This is clearly stated from the figures available where none of the customers have agreed that the purchase decision influencer for buying from organized retail is shopping is less enjoyable. All have agreed to the fact that buying is from organized retail because of the enjoyable experience, although for which some have strongly agreed and some have agreed less strongly.

68% of the customers of unorganized retail feel that they purchase from there because they feel it is enjoyable walking on roads and unorganised markets, bargaining and getting things at cheap prices by comparing the costs of the different vendors. They feel that this experience is lacking in the organized retail sector where the prices are fixed .A few of them also feel that it is good that the shopping experience is less enjoyable because it is saving a lot of their time and energy and very importantly their money which otherwise they would have spent off and on for enjoyment in the shopping

malls. Such people said that less enjoyable shopping experience propels them to buy from the unorganized retail sector.

TABLE 4.43 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.62	1.84	1.03	0.83	8.35

The calculated z-test value 8.35 is greater than the tabular value 1.96 at 5% significance level leading to the rejection of our null hypothesis and acceptance of the alternate stating that there is a significant difference in the purchase behaviour of organized and unorganized retail customers in Rajasthan with regards to shopping seen as enjoyable.

TABLE 4.44 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	$\frac{((O-E)*(O-E))}{E}$
Organized Retail	124	70	54	2916	41.657
	76	106	-30	900	8.491
	0	24	-24	576	24.000
Unorganized Retail	16	70	-54	2916	41.657
	136	106	30	900	8.491
	48	24	24	576	24.000
			Calculated Value =	148.295	

Where, O = Observed Value E= Expected Value

Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer

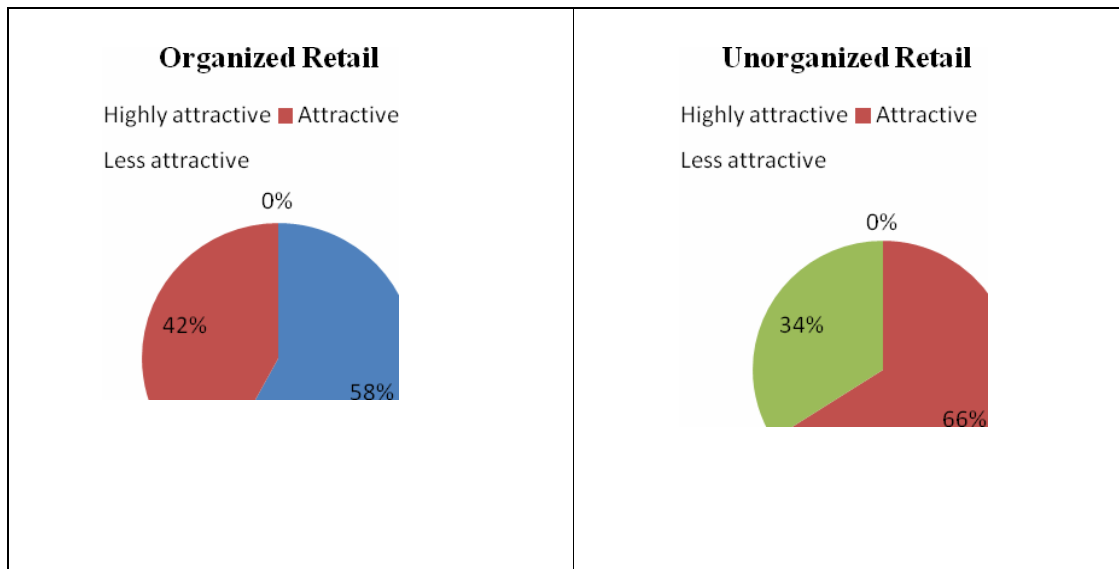
behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the fact whether experience at shopping is enjoyable or not.

Statement 19: Packing of products available at the stores as the purchase decision influencer

TABLE 4.45

Packing	Highly attractive	Attractive	Less attractive	Total
Organized Retail	116	84	0	200
Unorganized Retail	0	132	68	200

CHART 4.18



Interpretation:

One of the major purchase decision influencers to buy certain things from the organized retail as most of the customers answered is the attractive packing that they offer as in the world of today it is rightly said “ jo dikhta hai,wo bikta hai”. Moreover, packing in different styles has become a charm today. 116 and 84 customers respectively are in favour of highly attractive

and attractive packing of organized retail as one of their purchase decision influencers.

Unorganized retail customers outrightly have said that there is no highly attractive packing in unorganized retail but they also said that their purchase decision influencer is simple packing which is partly attractive and for which they are not charged and the things do not become unreasonably expensive for them because they feel that ultimately all the fancy charges are to be borne by the customer in one way or the other.

TABLE 4.46 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.58	1.66	1.00	0.88	9.74

The calculated z-test value is greater than the tabular z-test value at 5% significance level($9.74 > 1.96$) stating that the null hypothesis is rejected and the alternate is accepted and hence there is a significant difference in the purchase behaviour of customers of organized and unorganized retail regards the attractiveness of packing.

TABLE 4.47 Application of chi-square test of independence

	O	E	O-E	$(O-E)*(O-E)$	$((O-E)*(O-E))/E$
Organized Retail	116	58	58	3364	58.000
	84	108	-24	576	5.333
	0	34	-34	1156	34.000
Unorganized Retail	0	58	-58	3364	58.000
	132	108	24	576	5.333

	68	34	34	1156	34.000
				Calculated Value =	194.667

Where, O = Observed Value E= Expected Value

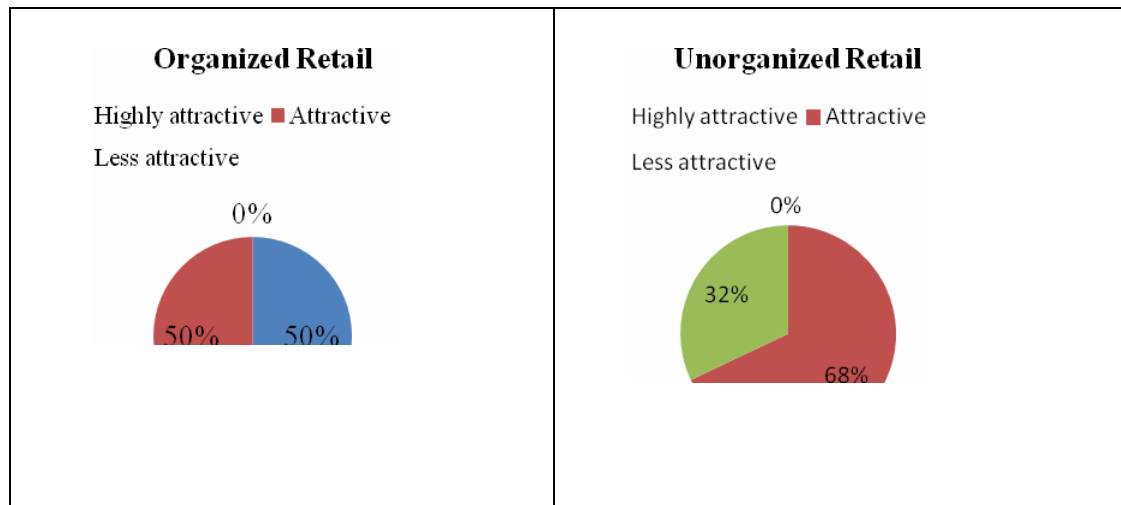
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail is affected by the packing of products available at the store.

Statement 20: Schemes and offers available at the stores as the purchase decision influencer

TABLE 4.48

Schemes and Offers	Highly attractive	Attractive	Less attractive	Total
Organized Retail	100	100	0	200
Unorganized Retail	0	136	64	200

CHART 4.19



Interpretation:

For the organized retail customers ,one of the purchase decision influencers is the schemes and offers that are given by these stores from time to time which propels and attracts the customers towards itself.

For the unorganized retail customers, the schemes and offers are a purchase decision influencer but they felt that the schemes and offers are not highly attractive. Some of them even agreed that the schemes and offers are very less attractive and they were really happy for it because it saved their money which they would had otherwise wasted on things which were really not necessary for them. Such people said that they mostly bought from the unorganized retail because of this reason.

TABLE 4.49 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.5	1.68	0.96	0.88	8.93

The calculated z-test value is greater than the tabular z-test value at 5% significance level($8.93 > 1.96$) stating that the null hypothesis is rejected and the alternate is accepted and hence there is a significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan regards the schemes and offers of these outlets.

TABLE 4.50 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	$\frac{((O-E)*(O-E))}{E}$
Organized Retail	100	50	50	2500	50.000
	100	118	-18	324	2.746
	0	32	-32	1024	32.000

	0	50	-50	2500	50.000
Unorganized	136	118	18	324	2.746
Retail	64	32	32	1024	32.000
				Calculated Value =	169.492

Where, O = Observed Value E= Expected Value

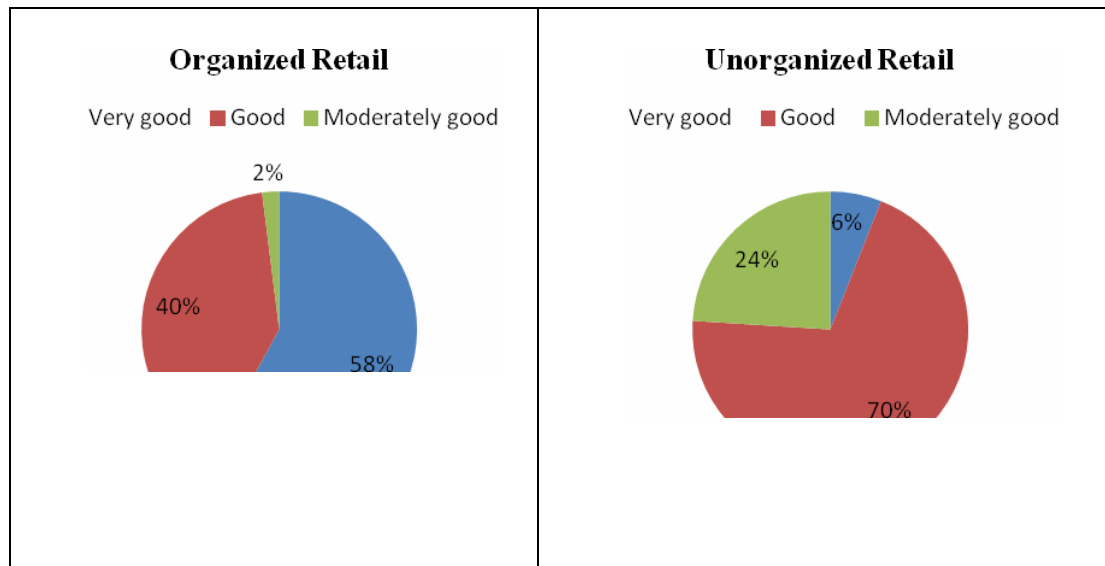
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the schemes and offers that are there for the various products in the stores.

Statement 21: Services to the customers while shopping as the purchase decision influencer

TABLE 4.51

Service to customers	Very good	Good	Moderately good	Total
Organized Retail	116	80	4	200
Unorganized Retail	12	140	48	200

CHART 4.20



Interpretation:

Table 4.51 reveals figures which say that organized retail customers prefer to shop from there because of the great service they receive whereas most of the unorganized retail stores customers felt that the services received are good enough and some even felt that they are moderately good although not in comparison with the organized retail but still they found that it was enough to influence their purchases from the concerned sector.

TABLE 4.52 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.56	1.82	0.99	0.84	8.08

The calculated z-test value is greater than the tabular z-test value at 5% significance level ($8.08 > 1.96$) stating that the null hypothesis is rejected and the alternate is accepted and hence there is a significant difference in the purchase behaviour of customers of organized and unorganized retail regards the services that are being offered to the customers in these outlets.

TABLE 4.53 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	116	64	52	2704	42.250
	80	110	-30	900	8.182
	4	26	-22	484	18.615
Unorganized Retail	12	64	-52	2704	42.250
	140	110	30	900	8.182
	48	26	22	484	18.615
			Calculated Value =	138.094	

Where, O = Observed Value E= Expected Value

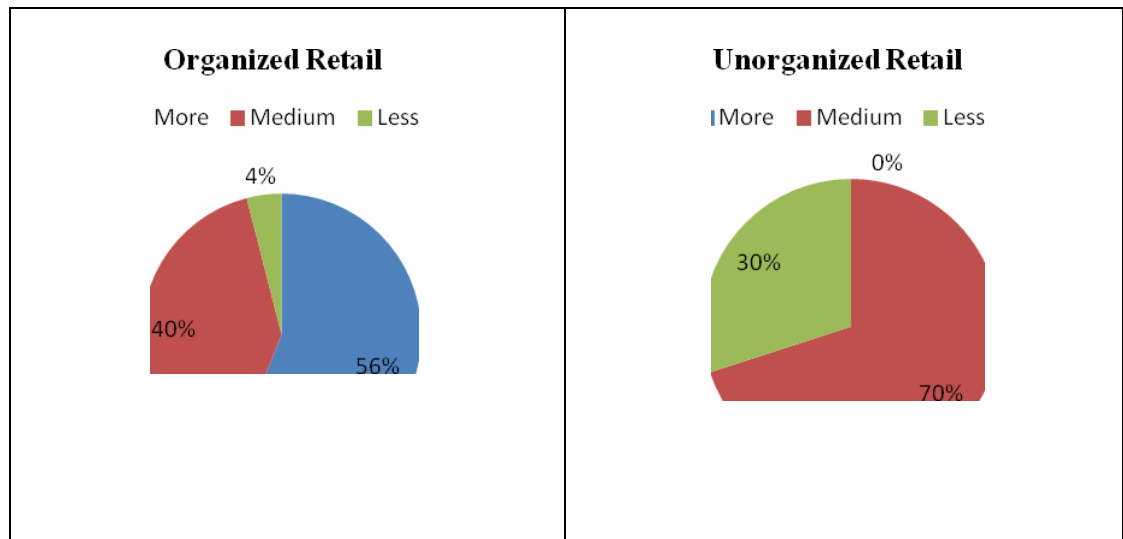
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the services offered to the customers at the stores.

Statement 22: Saving of time while shopping as the purchase decision influencer

TABLE 4.54

Save time of shopping	More	Medium	Less	Total
Organized Retail	112	80	8	200
Unorganized Retail	0	140	60	200

CHART 4.21



Interpretation:

Organized retail customers feel that buying from organized retail saves most of their time (112 people) and medium of their time(80) as they can directly go and buy from the concerned sections whatever purchases they have to make all under one roof.

Unorganized retail customers are of the view that buying from unorganized retail saves medium if not more of their shopping time as they have a list ready of what they want (especially in case of grocery items) which could be handed over to the shopkeeper who will continue the process then and meanwhile one can go and finish their other work and while returning can collect their packet. 60 out of the 200 customers also feel that it is the purchase decision influencer for buying from unorganized retail even if it is more time consuming because one can purchase what one really wants.

TABLE 4.55 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.52	1.7	0.97	0.87	8.91

The calculated z-test value is greater than the tabular z-test value at 5% significance level(8.91>1.96) stating that the null hypothesis is rejected and the alternate is accepted and hence there is a significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan regards the time saved in shopping from these outlets.

TABLE 4.56 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	112	56	56	3136	56.000
	80	110	-30	900	8.182
	8	34	-26	676	19.882
Unorganized Retail	0	56	-56	3136	56.000
	140	110	30	900	8.182
	60	34	26	676	19.882
			Calculated Value =	168.128	

Where, O = Observed Value E= Expected Value

Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the time saved in shopping at the store.

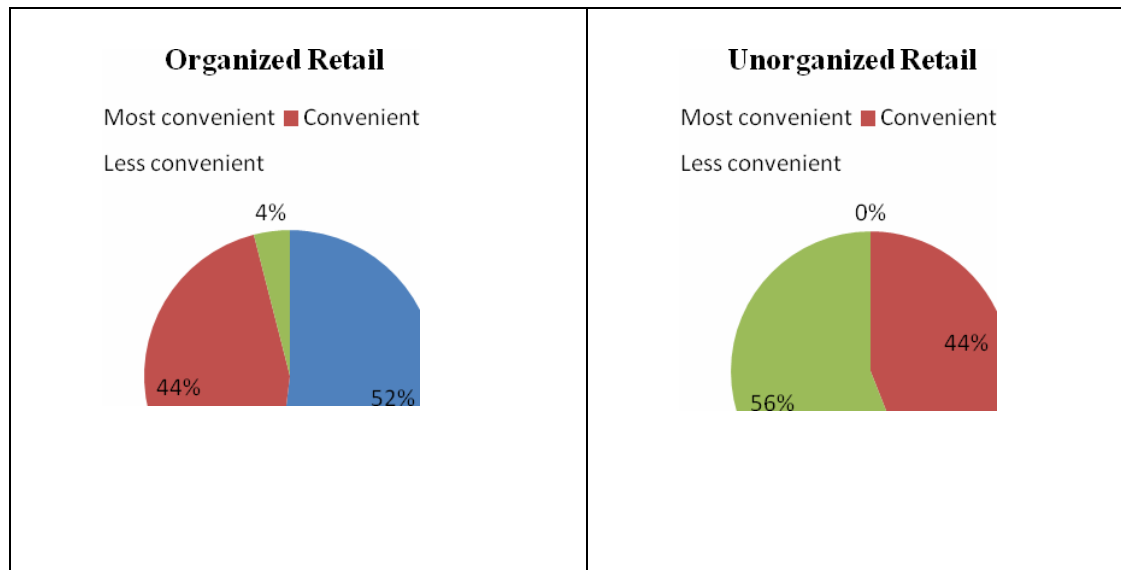
Statement 23: Convenience for working women as the purchase decision influencer

TABLE 4.57

Working women and convenience	Most convenient	Convenient	Less convenient	Total
Organized Retail	104	88	8	200

Unorganized Retail	0	88	112	200
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CHART 4.22



Interpretation:

People in favour of buying from organized retail claim that one of the purchase decision influencer to buy from this sector is that it is really convenient for the working women who can get everything under one roof, saving her time and energy. All she need to do is that visit once in a week such a place and get the required things.

Unorganized retail scenario is comparatively less convenient for working women as the figures claim but again people make their purchases from this sector counterclaim that it is convenient as most of such stores are at nearby locations from the residence and one can get the daily requirements need fulfilled as and when required and more often, when they are returning from their workplace. They were also of the view that although such places are less convenient for the working women, but still are preferred because instead of visiting the busy stores after a hectic week schedule , women would prefer to stay back and relax at home or complete their other pending household works.

TABLE 4.58 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.48	1.44	0.95	0.99	10.73

The calculated z-test value is greater than the tabular z-test value at 5% significance level ($10.73 > 1.96$) stating that the null hypothesis is rejected and the alternate is accepted and hence there is a significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan when the convenience of the working women is taken into consideration.

TABLE 4.59 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	104	52	52	2704	52.000
	88	88	0	0	0.000
	8	60	-52	2704	45.067
Unorganized Retail	0	52	-52	2704	52.000
	88	88	0	0	0.000
	112	60	52	2704	45.067
				Calculated Value =	194.133

Where, O = Observed Value E= Expected Value

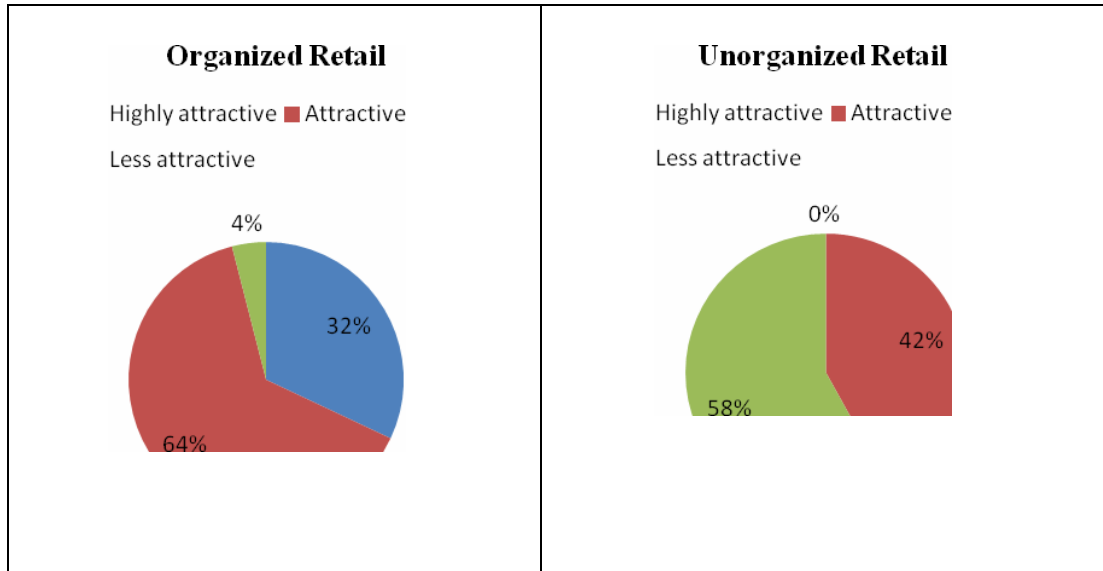
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the convenience it offers to the working women.

Statement 24: Attractive advertising of products available at the stores as the purchase decision influencer

TABLE 4.60

Attractive advertising	Highly attractive	Attractive	Less attractive	Total
Organized Retail	64	128	8	200
Unorganized Retail	0	84	116	200

CHART 4.23



Interpretation:

A majority of the customers of organized retail feel that their purchases from organized retail are influenced by the highly attractive(32%) and attractive(64%) advertising that this sector upholds which really urges the buyer to go and make purchases from there.

Unorganized retail customers are of the view that their purchase decision influencer is mostly the less attractive advertising by the unorganized retailers as they feel that ultimately the cost of the advertisements have to be borne by the customers. A few of them also said that their purchase decision influencer is attractive advertising from the unorganized retail whose main work is just of communicating the message which is required to make the purchase if one is in need of that product.

TABLE 4.61 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	

2.28	1.42	0.86	1.00	9.20
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As regards the criterion of attractive advertising, it has been seen that there is a significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan as the calculated value is more than the tabular value at 5% significance level(9.20> 1.96) at 5% significance level and so the null hypothesis is rejected and the alternate is accepted.

TABLE 4.62 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	64	32	32	1024	32.000
	128	106	22	484	4.566
	8	62	-54	2916	47.032
Unorganized Retail	0	32	-32	1024	32.000
	84	106	-22	484	4.566
	116	62	54	2916	47.032
				Calculated Value =	167.197

Where, O = Observed Value E= Expected Value

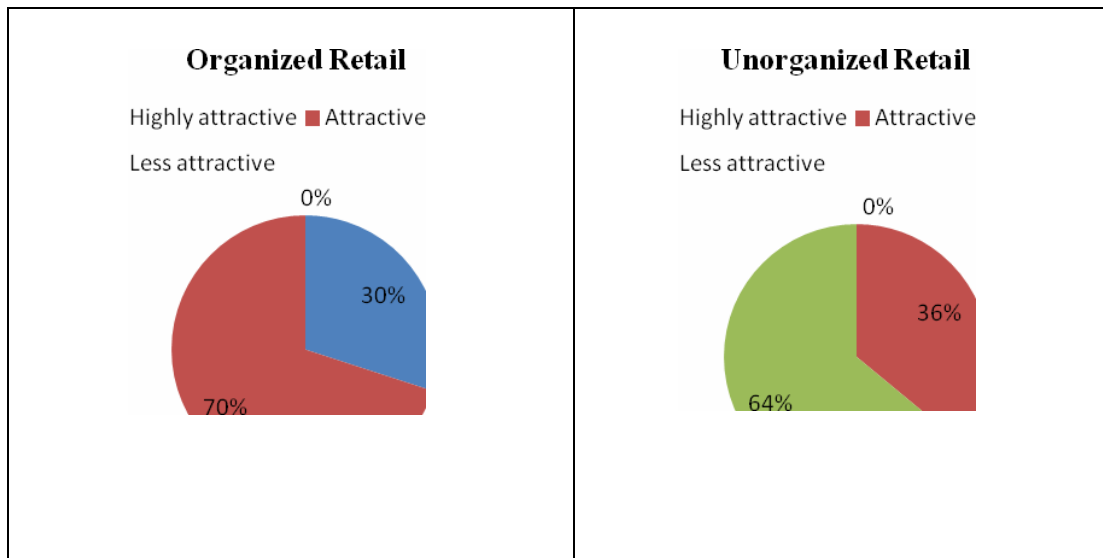
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the advertising manner it undertakes.

Statement 25: Image of the stores as the purchase decision influencer

TABLE 4.63

Store image	Highly attractive	Attractive	Less attractive	Total
Organized Retail	60	140	0	200
Unorganized Retail	0	72	128	200

CHART 4.24



Interpretation:

Organized retail customers say that the store image in the organized retail is one of their major purchase influencers. The goods are so artistically displayed in these stores that actually one feels to go and buy things from there. Moreover, when one has to purchase apparels and other accessories which are displayed in these stores on mannequins, it makes their purchases more easy.

In unorganized retail, the customers mostly said that their purchase decision influencer was that there is a comparatively less attractive store image which

saves a lot of their money. What they actually felt was that the more stylish the store is, the more expensive the items become and moreover the customers end up buying some unnecessary things which are actually not required by them.

TABLE 4.64 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.3	1.36	0.87	1.04	9.82

As regards the criterion of the attractiveness of the store image, it has been seen that there is a significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan as the calculated value is more than the tabular value at 5% significance level(9.82> 1.96) at 5% significance level and so the null hypothesis is rejected and the alternate is accepted.

TABLE 4.65 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	60	30	30	900	30.000
	140	106	34	1156	10.906
	0	64	-64	4096	64.000
Unorganized Retail	0	30	-30	900	30.000
	72	106	-34	1156	10.906
	128	64	64	4096	64.000
			Calculated Value =	209.811	

Where, O = Observed Value E= Expected Value

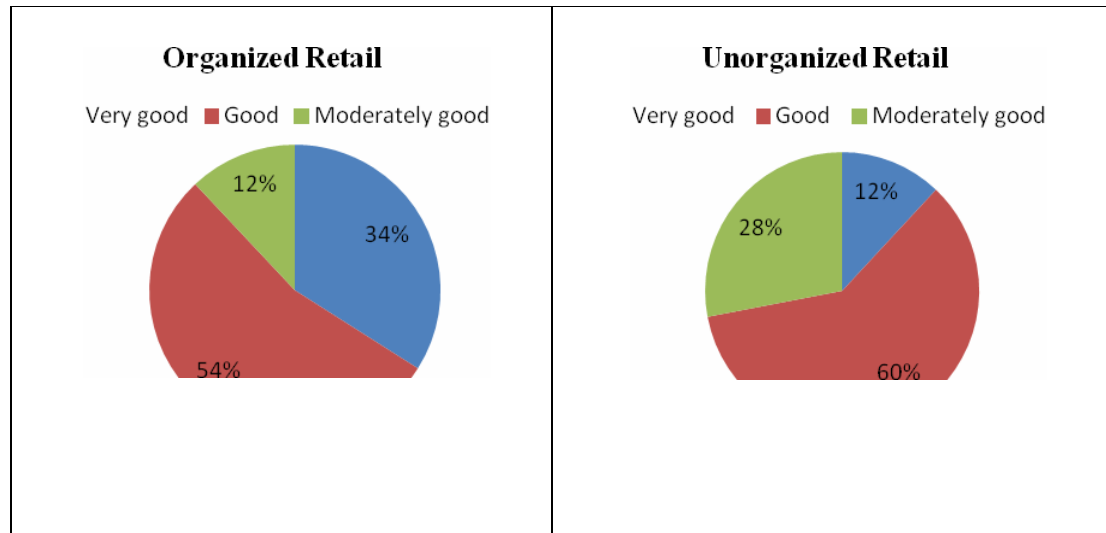
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the attractive image of the products in the store.

Statement 26: Behaviour of the employees at the stores as the purchase decision influencer

TABLE 4.66

Behaviour of the employees	Very good	Good	Moderately good	Total
Organized Retail	68	108	24	200
Unorganized Retail	24	120	56	200

CHART 4.25



Interpretation:

The maximum no. of organized retail customers are satisfied with the warm and courteous behaviour of the employees in such stores and said that it was one of the things that influenced their purchases from the organized retail

stores. The employees of the organized retail are mostly selected out of a proper channel of selection and are trained for the purpose. Most of the unorganized retail customers rated the employees behaviour as good and some as moderately good also and said that it influenced their purchases as they are quite familiar with most of the shopkeepers and the employees there and expected a very normal behaviour from their side. So there is a significant difference in the purchase behaviour of organized and unorganized retail stores in Rajasthan (Table 4.68) and behaviour of the employees in the stores is a purchase decision influencer.

TABLE 4.67 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.22	1.84	0.85	0.83	4.53

Against the parameter of the behaviour of employees, it has been seen that there is a significant difference in the purchase behaviour of customers of organized and unorganized retail as the calculated value is more than the tabular value at 5% significance level(4.53 > 1.96) at 5% significance level and so it can be said that the null hypothesis is rejected and the alternate is accepted.

TABLE 4.68 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	68	46	22	484	10.522
	108	114	-6	36	0.316
	24	40	-16	256	6.400
Unorganized Retail	24	46	-22	484	10.522
	120	114	6	36	0.316
	56	40	16	256	6.400
				Calculated Value =	34.475

Where, O = Observed Value E= Expected Value

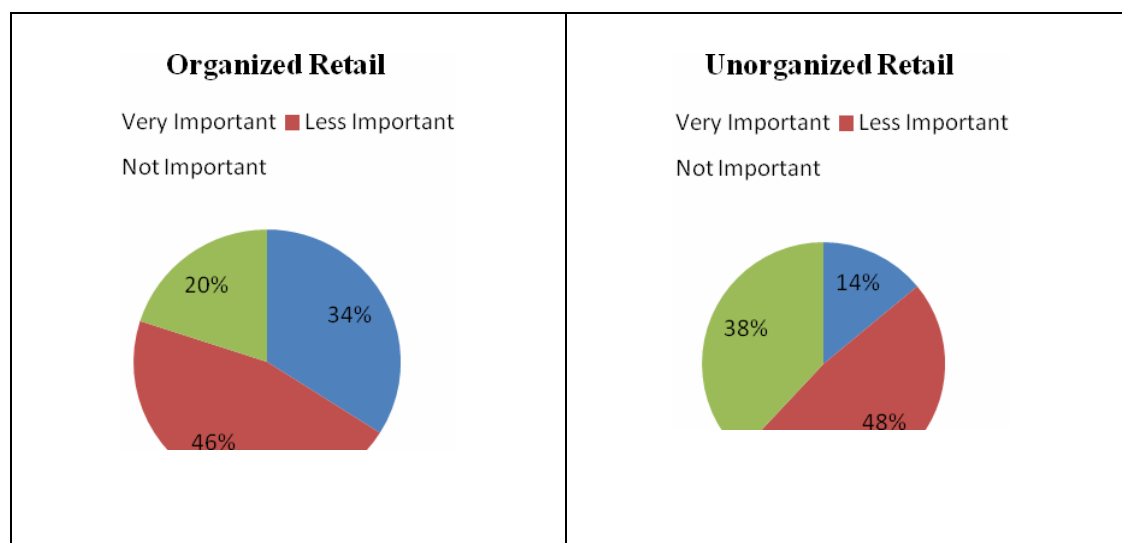
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan is affected by the behaviour of the employees present in the store.

Statement 27: Personality and lifestyle of a person as the purchase decision influencer

TABLE 4.69

Personality & Lifestyle	Very Important	Less Important	Not Important	Total
Organized Retail	68	92	40	200
Unorganized Retail	28	96	76	200

CHART 4.26



Interpretation:

Maximum number of customers of organized retail considered their personality and lifestyle as one of the important reasons to buy from the organized retail. They feel that the lifestyle they are living and enjoying matches with the purchases and visits to the organized retail stores and raises their standard of living. As against this, maximum customers of unorganized retail considered personality and lifestyle as the purchase decision influencer but gave it a less weight age to it. They were of the view that they are hesitant to go and make purchases from the organized retail stores and feel more comfortable to visit the unorganized retail where they can be as they are.

TABLE 4.70 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2.14	1.76	0.83	0.85	4.52

When personality and lifestyle of the customers is considered, then there is a significant difference seen in the purchase behaviour of organized and unorganized retail customers in Rajasthan as the z- test value calculated is 4.52 against the tabular value of 1.96 at 5% significance level leading to the rejection of the null hypothesis and acceptance of the alternate.

TABLE 4.71 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	68	48	20	400	8.333
	92	94	-2	4	0.043
	40	58	-18	324	5.586
Unorganized Retail	28	48	-20	400	8.333
	96	94	2	4	0.043
	76	58	18	324	5.586
			Calculated	27.924	

				Value =	
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Where, O = Observed Value E= Expected Value

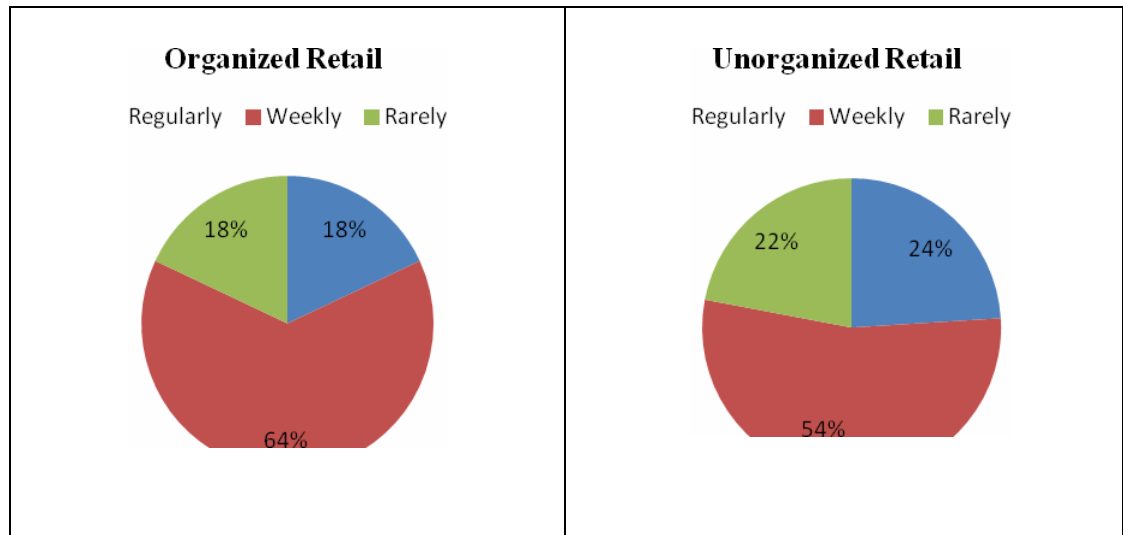
Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the personality and lifestyle has an effect on customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan.

Statement 28: Frequency of visits to the stores as the purchase decision influencer

TABLE 4.72

Frequency of visits	Regularly	Weekly	Rarely	Total
Organized Retail	36	128	36	200
Unorganized Retail	48	108	44	200

CHART 4.27



Interpretation:

The no. of visits to the organized retail have to be less in comparison to the unorganized retail and so mostly people said that weekly visits influenced them to purchase from organized retail. Surprisingly there were almost the

same no. of people in unorganized retail who said that they make weekly purchases from the unorganized retail which influenced their purchases.

TABLE 4.73 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
2	2.02	0.82	0.82	-0.24

The z-test value calculated is .24 which is less than the tabular value 1.96 at 5% significance level and so the null hypothesis is accepted stating that there is no significant difference in the purchase behaviour of organized and unorganized retail customers with regards to the frequency of visits to the store.

TABLE 4.74 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	$\frac{((O-E)*(O-E))}{E}$
Organized Retail	36	42	-6	36	0.857
	128	118	10	100	0.847
	36	40	-4	16	0.400
Unorganized Retail	48	42	6	36	0.857
	108	118	-10	100	0.847
	44	40	4	16	0.400
				Calculated Value =	4.209

Where, O = Observed Value E= Expected Value

Since the calculated value 4.20 is less than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is accepted which means that the customer behaviour regarding purchase made

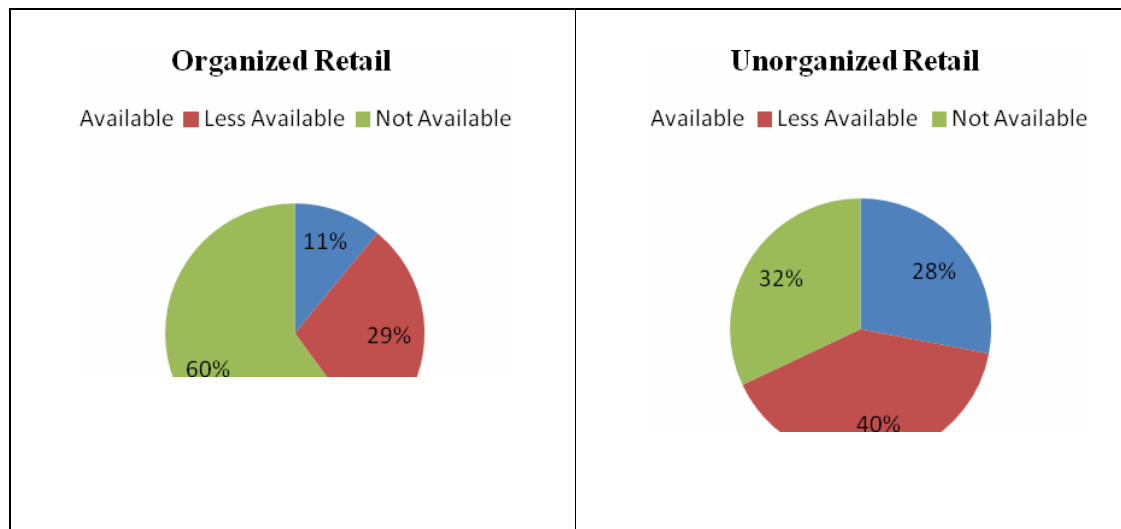
from an organized or unorganized retail in Rajasthan is not affected by the frequency of visits made to the store.

Statement 29: Home delivery facility available at the stores as the purchase decision influencer

TABLE 4.75

Home delivery	Available	Less Available	Not Available	Total
Organized Retail	22	58	120	200
Unorganized Retail	56	80	64	200

CHART 4.28



Interpretation:

The customers of organized retail said that home delivery facility was a purchase decision influencer but most of them rated it as very low as maximum people feel that organized retail still does not provide enough of home delivery facility but many also felt that it was a purchase decision influencer in case of online purchases. Home delivery facility available with the unorganized retail stores was a major purchase decision influencer.

TABLE 4.76 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
1.51	1.96	0.95	0.82	-5.07

The z-test value calculated is 5.07 which is more than the tabular value 1.96 at 5% significance level and so the null hypothesis is rejected and alternate is accepted stating that there is a significant difference in the purchase behaviour of organized and unorganized retail customers in Rajasthan with regards to the home delivery offered by these stores.

TABLE 4.77 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	22	39	-17	289	7.410
	58	69	-11	121	1.754
	120	92	28	784	8.522
Unorganized Retail	56	39	17	289	7.410
	80	69	11	121	1.754
	64	92	-28	784	8.522
			Calculated Value =	35.371	

Where, O = Observed Value E= Expected Value

Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is

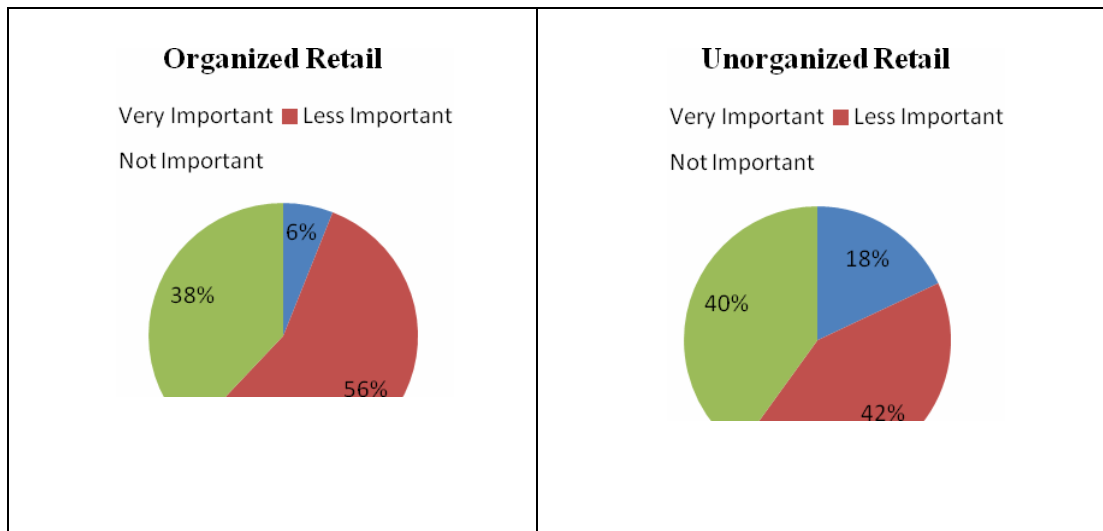
rejected and the alternate is accepted which means that the customer behaviour regarding purchase made from an organized or unorganized retail is affected by the home delivery available in the store.

Statement 30: Culture and sub-culture of a person as the purchase decision influencer

TABLE 4.78

Culture & Sub-culture	Very Important	Less Important	Not Important	Total
Organized Retail	12	112	76	200
Unorganized Retail	36	84	80	200

CHART 4.29



Interpretation:

The organized retail customers ranked the culture and sub culture not as very important in the above as their purchase decision influencer.

Similarly, the unorganized retail customers ranked it as not very important but still they gave it more weight age in comparison to the customers of unorganized retail.

TABLE 4.79 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
1.68	1.78	0.88	0.85	-1.16

The z-test value calculated is 1.16 which is less than the tabular value 1.96 at 5% significance level and so the null hypothesis is accepted stating that there is no significant difference in the purchase behaviour of organized and unorganized retail customers in Rajasthan with regards to the culture or sub-culture .

TABLE 4.80 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	12	24	-12	144	6.000
	112	98	14	196	2.000
	76	78	-2	4	0.051
Unorganized Retail	36	24	12	144	6.000
	84	98	-14	196	2.000
	80	78	2	4	0.051
				Calculated Value =	16.103

Where, O = Observed Value E= Expected Value

Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the culture and sub-

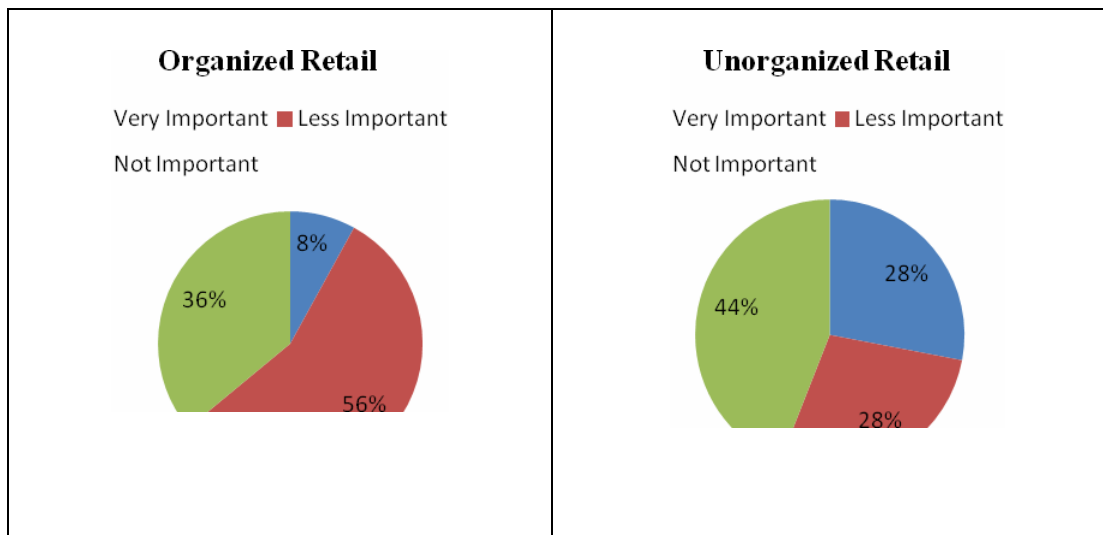
culture has an effect on customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan .

Statement 31: Role and status of a person as the purchase decision influencer

TABLE 4.81

Role and status	Very Important	Less Important	Not Important	Total
Organized Retail	16	112	72	200
Unorganized Retail	56	56	88	200

CHART 4.30



Interpretation:

The customers of organized retail said that the role and status that they hold was a major purchase decision influencer for buying from organized retail (16 and 112 for very important and important respectively).

The unorganized retail customers mostly were of the view that role and status that they hold was not important as a purchase decision influencer to buy from the unorganized retail.

TABLE 4.82 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
1.72	1.84	0.86	0.83	-1.42

The z-test value calculated is 1.42 which is less than the tabular value 1.96 at 5% significance level and so the null hypothesis is accepted stating that there is no significant difference in the purchase behaviour of organized and unorganized retail customers in Rajasthan with regards to the role and status of the customer being the parameter.

TABLE 4.83 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	$\frac{((O-E)*(O-E))}{E}$
Organized Retail	16	36	-20	400	11.111
	112	84	28	784	9.333
	72	80	-8	64	0.800
Unorganized Retail	56	36	20	400	11.111
	56	84	-28	784	9.333
	88	80	8	64	0.800
				Calculated Value =	42.489

Where, O = Observed Value E= Expected Value

Since the calculated value is more than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is rejected and the alternate is accepted which means that the role and status

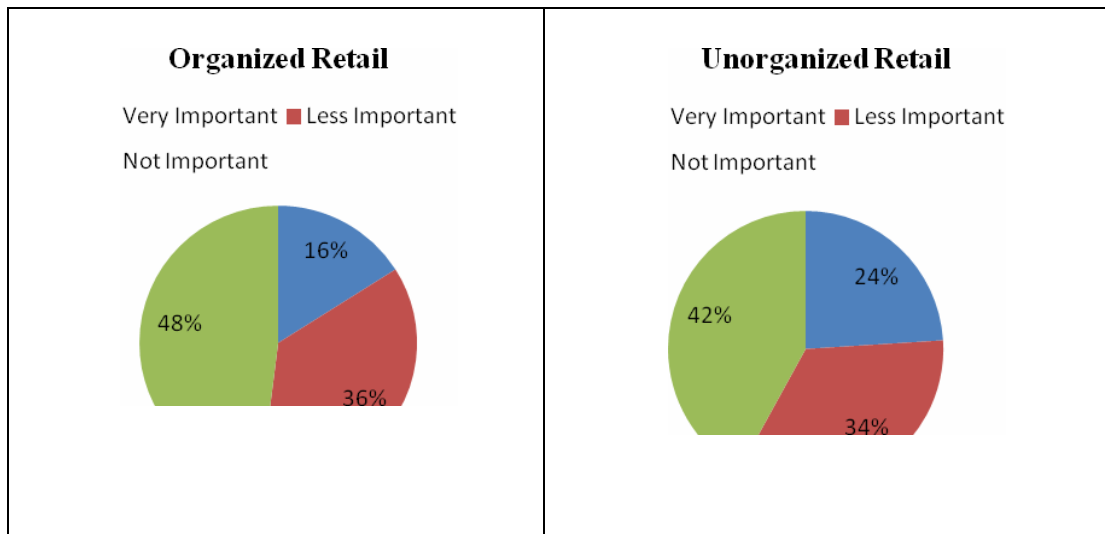
one holds affects the customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan.

Statement 32: Beliefs and value system of a person as the purchase decision influencer

TABLE 4.84

Beliefs & Value System	Very Important	Less Important	Not Important	Total
Organized Retail	32	72	96	200
Unorganized Retail	48	68	84	200

CHART 4.31



Interpretation:

Beliefs and value system are almost equally valued on all the three parameters by customers of both organized and unorganized retail.

TABLE 4.85 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
1.68	1.82	0.88	0.84	-1.63

The z-test value calculated is 1.63 which is less than the tabular value 1.96 at 5% significance level and the null hypothesis is accepted stating that there is no significant difference in the purchase behaviour of organized and unorganized retail customers in Rajasthan when beliefs and value system are considered.

TABLE 4.86 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	32	40	-8	64	1.600
	72	70	2	4	0.057
	96	90	6	36	0.400
Unorganized Retail	48	40	8	64	1.600
	68	70	-2	4	0.057
	84	90	-6	36	0.400
				Calculated Value =	4.114

Where, O = Observed Value E= Expected Value

Since the calculated value 4.11 is less than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is accepted which means that beliefs and value system do not affect the customer behaviour regarding purchase made from an organized or unorganized retail.

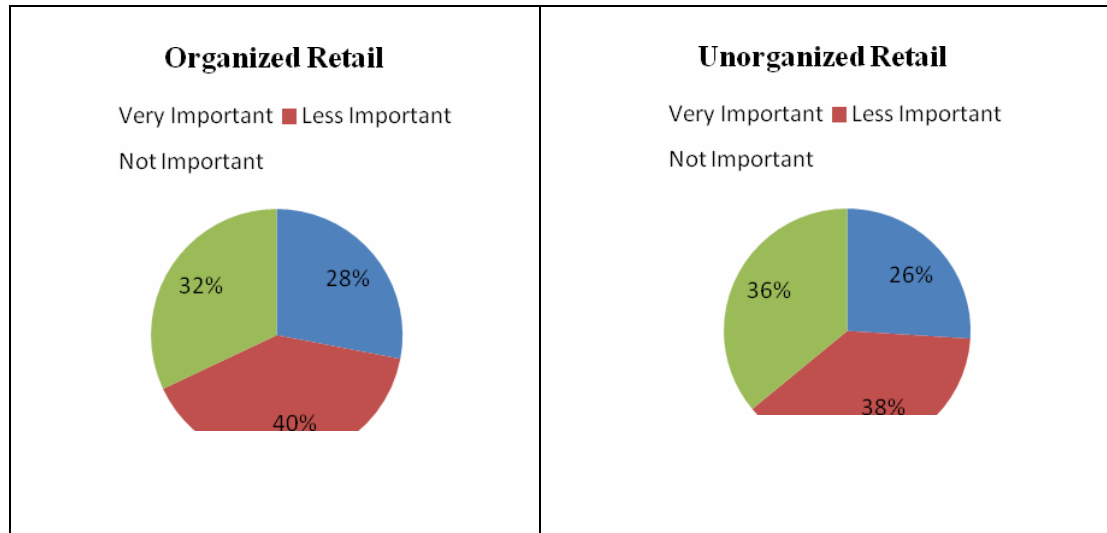
Statement 33: After sales service available at the stores as the purchase decision influencer

TABLE 4.87

After Sales Service	Very Important	Less Important	Not Important	Total

Organized Retail	56	80	64	200
Unorganized Retail	52	76	72	200

CHART 4.32



Interpretation:

For the organized retail, 28 percent said that after sales service is a major purchase decision influencer, 40 percent said that it was less important and 32 percent said that it was not at all their purchase decision influencer.

On the other hand, 26 percent customers of organized retail said that it was a purchase decision influencer, 38 percent also somewhat agreed but the rest 36 percent said that it was not at all their purchase decision influencer.

TABLE 4.88 Application of Z-test

Mean		Standard Deviation		Z-Test
Organized Retail	Unorganized Retail	Organized Retail	Unorganized Retail	
1.96	1.9	0.82	0.82	0.73

The z-test value calculated is .73 which is less than the tabular value 1.96 at 5% significance level and so the null hypothesis is accepted stating that there

is no significant difference in the purchase behaviour of organized and unorganized retail customers in Rajasthan when the after sales services are considered.

TABLE 4.89 Application of chi-square test of independence

	O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
Organized Retail	56	54	2	4	0.074
	80	78	2	4	0.051
	64	68	-4	16	0.235
Unorganized Retail	52	54	-2	4	0.074
	76	78	-2	4	0.051
	72	68	4	16	0.235
				Calculated Value =	0.721

Where, O = Observed Value E= Expected Value

Since the calculated value is less than the tabular value 5.99 at 5% significance level with 2 degrees of freedom, therefore the null hypothesis is accepted which means that the after sales service provided does not affect customer behaviour regarding purchase made from an organized or unorganized retail in Rajasthan.

On the basis of the analysis of the questionnaires filled in by the respondents, it is been observed that the variables under study affect the purchase behaviour of customers regarding purchase from an organized or unorganized retail in Rajasthan and also there is a significant difference in the purchase behaviour of retail customers of organized and unorganized retail in Rajasthan. So, the null hypotheses of the study are rejected.