

## LIST OF TABLES

<b>Table No</b>	<b>Title</b>	<b>Page No.</b>
1.1	Summary of Key Retail Formats in India	22-24
1.2	Projected Trends in Retailing	36-37
2.1	Family Life Cycle & Consumer Behaviour	58
3.1	Area under Survey	89
4.1	Age Group of the Customers	99
4.2	Application Of Chi Square to test the association between age and purchase behaviour of customers in selected retail sector	100
4.3	Gender of the Customers	101
4.4	Application Of Chi Square to test the association between gender and purchase behaviour of customers in selected retail sector	102
4.5	Marital status of the Customers	102
4.6	Application Of Chi Square to test the association between marital status and purchase behaviour of customers in selected retail sector	103
4.7	Educational background of the Customers	104
4.8	Application Of Chi Square to test the association between education and purchase behaviour of customers in selected retail sector	105
4.9	Occupation of the Customers	106
4.10	Application Of Chi Square to test the association between occupation and purchase behaviour of customers in selected retail sector	107
4.11	Income of the Customers	108
4.12	Application Of Chi Square to test the association between income and purchase behaviour of customers in selected retail sector	109

4.13	Type of family of the Customers	110
4.14	Application Of Chi Square to test the association between family type and purchase behaviour of customers in selected retail sector	111
4.15	Family Size of the Customers	111
4.16	Application Of Chi Square to test the association between family size and purchase behaviour of customers in selected retail sector	112
4.17	Referrals for purchase	113
4.18	Location of the outlet as a purchase decision influencer	114
4.19	Application of z-test as test of significance of difference between two selected retail sectors regarding location of the outlet	115
4.20	Application Of Chi Square to test the association between location of the outlet and purchase behaviour of customers in selected retail sector	115
4.21	Range of products available as a purchase decision influencer	116
4.22	Application of z-test as test of significance of difference between two selected retail sectors regarding range of products	117
4.23	Application Of Chi Square to test the association between range of products and purchase behaviour of customers in selected retail sector	117
4.24	Convenience for purchase as a purchase decision influencer	118
4.25	Application of z-test as test of significance of difference between two selected retail sectors regarding convenience for purchase	119
4.26	Application Of Chi Square to test the association between convenience and purchase behaviour of customers in selected retail sector	119

4.27	Quality of products available at the stores as a purchase decision influencer	120
4.28	Application of z-test as test of significance of difference between two selected retail sectors regarding quality of products available	121
4.29	Application Of Chi Square to test the association between quality of products and purchase behaviour of customers in selected retail sector	121
4.30	Prices of products available at the stores as a purchase decision influencer	122
4.31	Application of z-test as test of significance of difference between two selected retail sectors regarding prices of the products	123
4.32	Application Of Chi Square to test the association between prices of products and purchase behaviour of customers in selected retail sector	123
4.33	Satisfaction derived from previous purchases as a purchase decision influencer	124
4.34	Application of z-test as test of significance of difference between two selected retail sectors regarding satisfaction from previous purchase	125
4.35	Application Of Chi Square to test the association between satisfaction from previous purchase and purchase behaviour of customers in selected retail sector	125
4.36	Parking facility available at the stores as a purchase decision influencer	126
4.37	Application of z-test as test of significance of difference between two selected retail sectors regarding parking facility	128
4.38	Application Of Chi Square to test the association between parking facility and purchase behaviour of customers in selected retail sector	128
4.39	Payment mode at the stores as a purchase decision influencer	129

4.40	Application of z-test as test of significance of difference between two selected retail sectors regarding payment mode	130
4.41	Application Of Chi Square to test the association between mode of payment and purchase behaviour of customers in selected retail sector	131
4.42	Shopping experience at the stores as a purchase decision influencer	131
4.43	Application of z-test as test of significance of difference between two selected retail sectors regarding the shopping experience	133
4.44	Application Of Chi Square to test the association between shopping experience and purchase behaviour of customers in selected retail sector	133
4.45	Packing of products available at the stores as a purchase decision influencer	134
4.46	Application of z-test as test of significance of difference between two selected retail sectors regarding packing of products	135
4.47	Application Of Chi Square to test the association between packing and purchase behaviour of customers in selected retail sector	135
4.48	Schemes and offers available at the stores as a purchase decision influencer	136
4.49	Application of z-test as test of significance of difference between two selected retail sectors regarding schemes and offers	137
4.50	Application Of Chi Square to test the association between schemes and offers and purchase behaviour of customers in selected retail sector	137
4.51	Services to the customers available at the stores as a purchase decision influencer	138
4.52	Application of z-test as test of significance of difference between two selected retail sectors regarding services to the customers	139

4.53	Application Of Chi Square to test the association between services to customers and purchase behaviour of customers in selected retail sector	139
4.54	Saving of time while shopping as a purchase decision influencer	140
4.55	Application of z-test as test of significance of difference between two selected retail sectors regarding saving of time	141
4.56	Application Of Chi Square to test the association between saving of time and purchase behaviour of customers in selected retail sector	141
4.57	Convenience for working women as a purchase decision influencer	142
4.58	Application of z-test as test of significance of difference between two selected retail sectors regarding convenience for working women	143
4.59	Application Of Chi Square to test the association between working women convenience and purchase behaviour of customers in selected retail sector	144
4.60	Attractive advertising of products available at the stores as a purchase decision influencer	144
4.61	Application of z-test as test of significance of difference between two selected retail sectors regarding attractiveness of advertising	145
4.62	Application Of Chi Square to test the association between advertising attractiveness and purchase behaviour of customers in selected retail sector	146
4.63	Image of the stores as a purchase decision influencer	147
4.64	Application of z-test as test of significance of difference between two selected retail sectors regarding image of the stores	148
4.65	Application Of Chi Square to test the association between store image and purchase behaviour of	148

	customers in selected retail sector	
4.66	Behaviour of employees at the stores as a purchase decision influencer	149
4.67	Application of z-test as test of significance of difference between two selected retail sectors regarding behaviour of employees	150
4.68	Application Of Chi Square to test the association between behaviour of employees and purchase behaviour of customers in selected retail sector	150
4.69	Personality and lifestyle of a person as a purchase decision influencer	151
4.70	Application of z-test as test of significance of difference between two selected retail sectors regarding personality and lifestyle	152
4.71	Application Of Chi Square to test the association between personality and lifestyle and purchase behaviour of customers in selected retail sector	152
4.72	Frequency of visits to the stores as a purchase decision influencer	153
4.73	Application of z-test as test of significance of difference between two selected retail sectors regarding frequency of visits	154
4.74	Application Of Chi Square to test the association between frequency of visits and purchase behaviour of customers in selected retail sector	154
4.75	Home delivery facility available at the stores as a purchase decision influencer	155
4.76	Application of z-test as test of significance of difference between two selected retail sectors regarding home delivery facility	156
4.77	Application Of Chi Square to test the association between home delivery and purchase behaviour of customers in selected retail sector	156
4.78	Culture and sub- culture of a person as a purchase decision influencer	157

4.79	Application of z-test as test of significance of difference between two selected retail sectors regarding culture and sub-culture	158
4.80	Application Of Chi Square to test the association between culture and sub- culture and purchase behaviour of customers in selected retail sector	158
4.81	Role and status of a person as a purchase decision influencer	159
4.82	Application of z-test as test of significance of difference between two selected retail sectors regarding role and status	160
4.83	Application Of Chi Square to test the association between role and status and purchase behaviour of customers in selected retail sector	160
4.84	Beliefs and value system of a person as a purchase decision influencer	161
4.85	Application of z-test as test of significance of difference between two selected retail sectors regarding beliefs and value system	161
4.86	Application Of Chi Square to test the association between beliefs and value system and purchase behaviour of customers in selected retail sector	162
4.87	After sales services available at the stores as a purchase decision influencer	162
4.88	Application of z-test as test of significance of difference between two selected retail sectors regarding after sales service	163
4.89	Application Of Chi Square to test the association between after sales services and purchase behaviour of customers in selected retail sector	164

## LIST OF FIGURES

<b>Figure No.</b>	<b>Title</b>	<b>Page No.</b>
1.1	Classification of Retail Formats	12
1.2	Growth of Organized Retail Trade in India	25
1.3	The Structure of the Food & Grocery Sector	26
1.4	Food Services Retail	28
1.5	Classification of the Apparel Segment	30
1.6	The Composition of the Consumer Durable Sector	31
1.7	The Classification of the Footwear Sector	33
2.1	Maslow's Model	52
2.2	Effects of Different Associations on Consumer Behaviour	53
2.3	Relationship Between the various attributes & consumer behaviour	55
2.4	Sources of Knowledge	56
2.5	Need Recognition	66
2.6	Search for Information	67
2.7	Information Processing Stimuli	68
2.8	Purchase	69
2.9	Consumption & Post Consumption Evaluation	70

## LIST OF CHARTS

<b>Chart No.</b>	<b>Title</b>	<b>Page No.</b>
4.1	Age Group of the Customers	100
4.2	Gender of the Customers	101
4.3	Marital status of the Customers	103
4.4	Education of the Customers	104
4.5	Occupation of the Customers	106
4.6	Income of the Customers	108
4.7	Type of family of the Customers	110
4.8	Family Size of the Customers	112
4.9	Location of the outlet as a purchase decision influencer	114
4.10	Range of products available as a purchase decision influencer	116
4.11	Convenience for purchase as a purchase decision influencer	118
4.12	Quality of products available at the stores as a purchase decision influencer	120
4.13	Prices of products available at the stores as a purchase decision influencer	122
4.14	Satisfaction derived from previous purchases as a purchase decision influencer	124
4.15	Parking facility available at the stores as a purchase decision influencer	126
4.16	Payment mode at the stores as a purchase decision influencer	129
4.17	Shopping experience at the stores as a purchase decision influencer	132

4.18	Packing of products available at the stores as a purchase decision influencer	134
4.19	Schemes and offers available at the stores as a purchase decision influencer	136
4.20	Services to the customers available at the stores as a purchase decision influencer	138
4.21	Saving of time while shopping as a purchase decision influencer	140
4.22	Convenience for working women as a purchase decision influencer	142
4.23	Attractive advertising of products available at the stores as a purchase decision influencer	145
4.24	Image of the stores as a purchase decision influencer	147
4.25	Behaviour of employees at the stores as a purchase decision influencer	149
4.26	Personality and lifestyle of a person as a purchase decision influencer	151
4.27	Frequency of visits to the stores as a purchase decision influencer	153
4.28	Home delivery facility available at the stores as a purchase decision influencer	155
4.29	Culture and sub- culture of a person as a purchase decision influencer	157
4.30	Role and status of a person as a purchase decision influencer	159
4.31	Beliefs and value system of a person as a purchase decision influencer	161
4.32	After sales services available at the stores as a purchase decision influencer	163

