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RESEARCH METHODOLOGY

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3.0: **A BRIEF ABOUT CHAPTER ON RESEARCH METHODOLOGY:**

An attempt has been made in this chapter to discuss in brief the various areas of the research methodology followed in the conduct of this research study. This research study was undertaken in the selected cities in the State of Gujarat. In this chapter, the researcher has put efforts to present an overview of the research process undertaken and research methodology adopted for analysis of the data collected from the selected cities of Gujarat State.

3.1: **A BRIEF ABOUT THE RESEARCH STUDY:**

The retailers are operating in a fierce competitive environment where acquiring retail shoppers' and retaining them is becoming increasingly difficult. Creating uniqueness and differential advantage based on the products sold is not possible and thus, the retail store plays a pivotal role for attracting retail shoppers' and engaging them in-store by proving a stimulating and a positive store atmosphere. This research study was undertaken to identify and understand the linkages between shopping orientations and store attributes on patronage behaviour of selected retail shoppers in the selected four cities of Gujarat State viz; Vadodara, Surat, Ahmedabad and Rajkot respectively. In this study an attempt was also made to portray retail shoppers' behaviour, their patronage intentions, attitudinal predispositions and selected demographic characteristics.

The findings of this research study would be useful to the retailers for redefining their store attributes which influences the retail shoppers' patronage intentions. This research study will prove to be helpful as retailers' aim to segment their retail shoppers' and develop a suitable marketing strategy for increasing footfalls and yielding loyalty. The success of a retailer rests upon the ability to attract and gain footfalls by understanding the retail shoppers' orientations which is the focal point of this research study.

In this context, it was decided to study the linkages between shopping orientations and store attributes on Patronage Behaviour of Selected retail Shoppers in the state of Gujarat state.

In this research study an attempt was made to investigate the shoppers' expectations vis-à-vis experiences from selected retail stores in the Gujarat State.

3.2: **KEY TERMS OF THE RESEARCH STUDY:**

The researcher has made an attempt to define the basic terms used in the research study as follows:

3.2.1: Patronage Behaviour:

Haynes, Pipkin, Black, and Cloud (1994) have defined patronage as the favourable attitude of shoppers' to visit the same retail outlet for shopping. The choice of the retail outlet and the intention to visit the same retail store in future is based on consumer's perceptions, images, and attitudes formed from their experiences in the retail store (Haynes, Pipkin, Black, and Cloud, 1994).

3.2.2: Store Attributes:

Store attributes refer to specific attributes grouped under each specific store image dimensions which includes following:

- Atmosphere (décor, smell, sound, store atmosphere)
- Convenience (check-out, travel, location, parking, shopping ease, store hours, transportation)
- Facilities (store layout, store appearance, facility convenience, fitting rooms, fixtures)
- Institutional (clientele, overall impression, store reputation, store association)
- Merchandise (merchandise assortment, merchandise style, merchandise price merchandise quality)
- Promotion (advertising, displays, sales incentives)
- Sales personnel (sales personnel interaction, sales personnel appearance)
- Service (after-sales service, payment options, in-store service, delivery options) (Janse van Noordwyk, 2002).

3.2.3: Shopping Orientation:

Shopping orientation is defined as a shopper's style that places particular emphasis on a shopping-specific lifestyle encompassing shopping activities, interests and opinions, and reflecting a view of shopping as a complex social, recreational and economic phenomenon (Visser and Preez, 2000).

3.3: THE RATIONALE OF THE RESEARCH STUDY:

Through this research study, an attempt has been made by the researcher to understand the linkages between shopping orientations and store attributes on patronage behaviour of selected retail shoppers from amongst selected four cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

The researcher had attempted to study retail shoppers' behaviour, and examine differences in the shopping orientation amongst different groups of retail shoppers' relative to their patronage preferences; frequency of patronage; attitude toward stores, and demographic characteristics respectively.

3.4: SCOPE AND COVERAGE OF THE RESEARCH STUDY:

The scope of the study is limited to know the linkages between select store variables vis-à-vis shopping orientation on patronage behaviour of selected retail shoppers in the selected four Cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively. It aimed at measuring and evaluating the retail shoppers' perception of the selected retail store attributes in the selected four cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

The Mall Intercept Method was used to collect the primary data from those retail shoppers' who had visited and actually purchased products from these retail outlets. The representative sampling units were those retail shoppers' who had visited the retail outlets from the selected cities of Gujarat State.

3.5: PROPOSED CONCEPTUAL MODEL OF THE RESEARCH STUDY:

In order to evaluate how well a proposed conceptual model, consists of observed indicators and the hypothesized constructs, explains or fits the data with the proposed model as designed and shown in figure given as below.

Figure Number: 3.1: Proposed Conceptual Model of Shopping Orientations and Store Attributes on Patronage Behaviour and Overall Satisfaction of the Retail Shopper
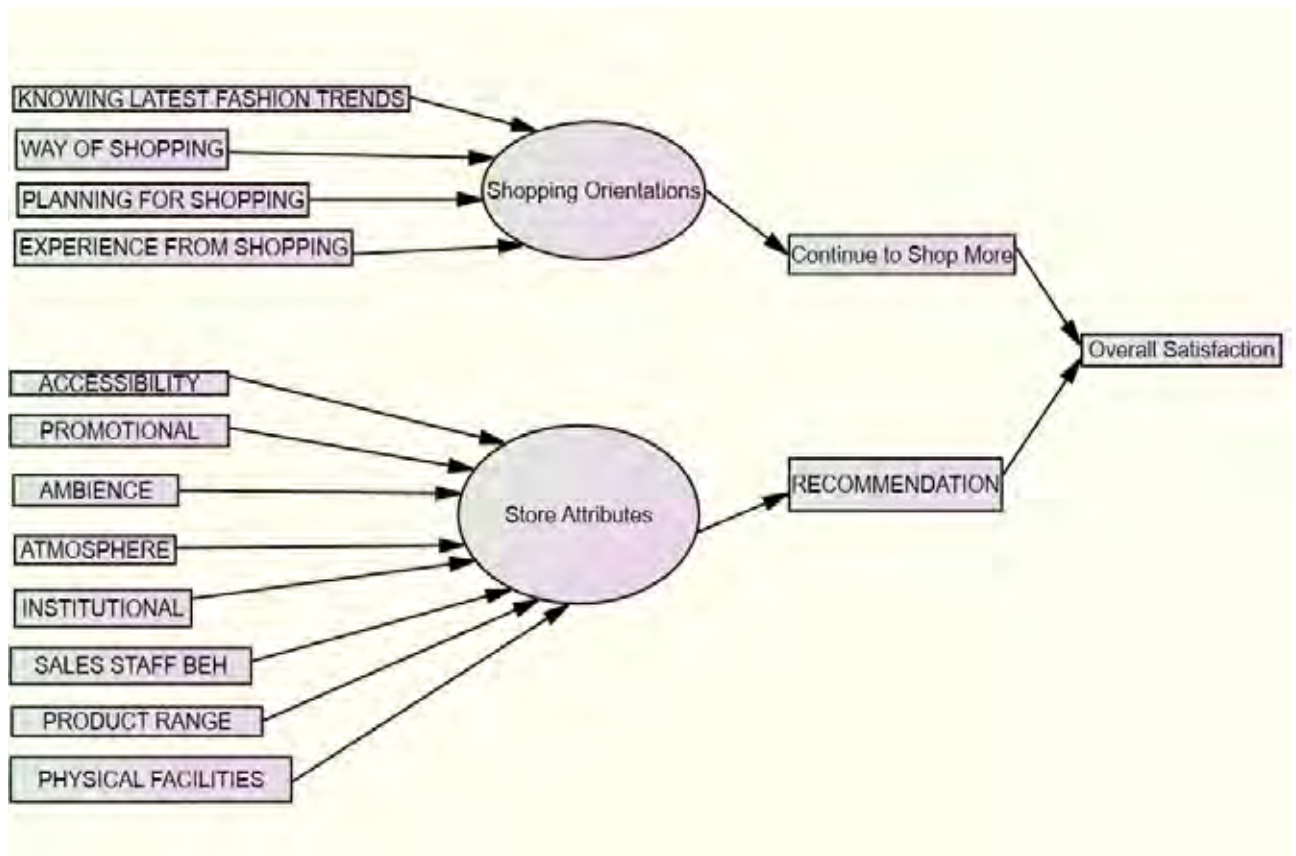
Source: Compiled by Researcher

n order to achieve the objectives of this research study, a comprehensive review of the available literature was considered, and subsequently, a theoretical structural model was developed as shown in the above given figure that has incorporated concepts from the subject domain of consumer behaviour in retail stores. The store attributes influences the behaviour of retail shopper and the same were considered by the retailers in order to elicit desired responses from shoppers while shopping. In this research study, the selected eight factors of the store attributes were considered viz., Accessibility; Sales Promotional Schemes; Ambience of the retail store; Store Atmosphere; Institutional factors of the retail store; the Sales Staff Behaviour; the Range of Products in the retail store , and the physical infrastructure facilities of the store respectively. The shopping orientations of the shopper can be described as his or her own predispositions towards act of shopping. The shoppers' tend to have their individualistic style and preferences for shopping while visiting the retail store.

Some retail shoppers' tend to have an economic orientation where they try to maximize on the economic value of shopping whereas other retail shoppers' might seek recreation while they visit the retail store.

There are some shoppers' who want a personalized shopping experience by the retailers. This will influence their intentions to visit a particular retail store which in turn leads to store loyalty and repurchase intention of the shoppers.

The shopper will spread a positive word of mouth as s/he is satisfied from the retail store derived from his or her overall satisfaction from the retail store.

An attempt has been made in this research study to develop and empirically test a theoretical model of "Shopping Orientations and Store Attributes on Patronage Behaviour" and "Overall Satisfaction of the Retail Shoppers". The model has been drawn from empirical studies and research as well as concepts and theories for conceptualization. The structural model in this research study describes a logical flow among the constructs by indicating the directions of the causes and effects of the interplay of the factors relating to the shopping orientations and store attributes on patronage behaviour and overall satisfaction of the retail shoppers in the selected cities of the Gujarat State.

Each arrow at the end of a line depicts a progressive linkage between constructs of the research study. The direction of the arrows in the model specifies the relationship as well as the linkages between the constructs which was empirically tested as per the degree of the relationship between the constructs in this research study.

Another two important items that is 'I would continue to shop from the same retail stores' and 'I would recommend the store to others' was regarded as the mediating endogenous constructs, and also plays the role of dependent variable in these relationships.

This construct also intervenes between the two exogenous constructs that is store attributes and shopping orientations. Lastly, the exogenous constructs include shopping orientations and store attributes. These constructs are considered to explain the intention of the retail shopper to continue to shop more from the retail store and recommendation to others and overall satisfaction/dissatisfaction of the retail shopper. The arrows lead from the exogenous constructs to the mediating construct, which is thought to be partially explained by the preceding (exogenous) constructs.

3.6: OBJECTIVES OF THE RESEARCH STUDY:

The key objective of the research was to study the linkages between the shopping orientations and store attributes on patronage behaviour of selected retail shoppers in the selected four cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

The other objectives of the research study have been listed out as follows:

- To study selected retail shoppers' shopping orientations vis-à-vis their opinion and perception on select store attributes and store image;

- To study association between selected demographic background variables of selected retail shoppers' on their patronage behaviour;

- To study influence of shopping orientations of selected retail shoppers on patronage behaviour;

- To study association between family life cycle, social class and life style of selected retail shoppers on their patronage behaviour;

- To assess the relationship between personal characteristics that affects the various information sources influencing shopping orientation of retail shoppers.

3.7: RESEARCH QUESTIONS OF THE RESEARCH STUDY:

The following research questions were identified after reviewing the literature and the possible gaps in this area so as to seek plausible explanations pertaining to the selected research study.

- How selected retail shoppers' shopping orientations influences their opinion on store attributes and store image?

- Whether there exists a relationship between selected demographic background variables of viz., age, gender, educational qualifications, income, marital status etc. of selected retail shoppers vis-a-vis their patronage behaviour?

- Does the patronage behaviour of retail shoppers' is influenced by their shopping orientation?

- Whether there exist an association between family life cycle, social class and life style of selected retail shopper on shopping orientation vis-a-vis their patronage behaviour?

- Is there exists a relationship between various information sources used by retail shoppers possessing different characteristics and its influences on shopping orientation of retail shopper?

- What is the relationship between shopping orientations and the importance given by retail shoppers to store attributes?

- What role do the store attributes play in determining shopping orientation of retail shoppers' and their decision to patronage a store?

3.8: HYPOTHESES OF THE RESEARCH STUDY:

The hypotheses statements postulated for the conduct of this research study are given as follows:

- There is no significant relationship between the selected retail shoppers' selected demographic variables viz., Age Group, Gender; Income, Educational Qualifications vis-à-vis their opinion about the selected criteria of the Ambience of the Selected retail stores in the selected four cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

- There is no significant relationship between the selected retail shoppers' selected demographic variables viz., Age Group, Gender; Income, Educational Qualifications vis-à-vis their opinion about the selected criteria of the Facilities being provided in the selected four cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

- There is no significant relationship between the selected retail shoppers' selected demographic variables viz., Age Group, Gender; Income, Educational Qualifications vis-à-vis their opinion about the selected criteria of the Range of the Products available for shopping in the selected retail stores in the selected four cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

- There is no significant relationship between the selected retail shoppers' selected demographic variables viz., Age Group, Gender; Income, Educational Qualifications vis-à-vis their opinion about the selected criteria of the Promotional Schemes offered in the selected four cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

- There is no significant relationship between the selected retail shoppers' selected demographic variables viz., Age Group, Gender; Income, Educational Qualifications vis-à-vis their opinion about the selected criteria of the Accessibility of selected retail stores to the retail shoppers' in the selected four cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

3.9: RESEARCH DESIGN OF THE RESEARCH STUDY:

The research design used in this research was exploratory as well as descriptive one in nature considering rationale, objectives, and hypotheses of the research study as well as the sources of information, sampling decisions, data analysis and interpretation.

3.10:   RESEARCH METHODOLOGY:

In this part, an attempt has been made to delineate the various conceptual facets of research methodology.

The researcher has put forward various facets of research such as the rationale of the research study; basic terms of the research study; scope and coverage of the research study; objectives of the research study; research questions of the research study, and hypotheses of the research study. It has also included important areas viz; research design of the research study; sources of secondary data; sampling decisions; drafting of the structured questionnaire; and data analysis and interpretations of the research study. This is followed by results, findings, implications of the research study; conclusions, recommendations, and suggestions of the research study.

3.10.1: Secondary Data (or) Information:

In this research study, the secondary data was gathered from different sources that are described as follows.

3.10.1.1: Sources of Secondary Data:

To build a foundation of the research study, the researcher has taken a comprehensive and critical view of various published sources of secondary data viz., newspapers; research journals; published as well as unpublished reports; websites, and search engines.

A suggestive list of the journals included viz; Journal of Marketing Research, Journal of Marketing Science, Journal of Marketing, International Journal of Retailing, Journal of Service Research, Journal of Advertising, Journal of the Academy of Marketing Science and the Journal of American Marketing Association.

Some other Journals that were reviewed viz; the journal of Retailing, Managing Service Quality, Operations Management, European Journal of Marketing, Harvard Business Review and the Journal of Managerial Psychology respectively. The researcher has also made use of various websites, and search engines available on Internet.

3.10.2: Collection of the Primary Data:

For the purpose of collecting the primary data, retail shoppers' who had actually visited and purchased various products from the retail stores from the selected retailers in the selected cities of the Gujarat State were directly interviewed using the mall intercept technique.

The structured non-disguised questionnaire was also administered on them at the same time to solicit their valuable responses.

The interaction with retail shoppers' was mainly pertaining to the various store attributes that were used to attract and retain retail shoppers' by the selected retailers in the selected cities that is Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat.

3.10.3: Research Instrument Used in the Research Study:

This research study was conducted using structured non-disguised questionnaire for the purpose of collection of the primary data from the selected retail stores located in the selected cities viz. Ahmedabad, Surat, Vadodara and Rajkot in the State of Gujarat in the year 2015. In total, 1600 questionnaires were duly filled out of which the total number of 1500 qualifying responses was finally considered for the purpose of final data analysis and interpretation so as to draw meaningful inferences thereto.

3.10.4: Sampling Decisions:

It mainly consisted of following:

3.10.4:1: A Representative Sample of the Research Study:

The representative sample was finally defined as those retail shoppers' who had visited and purchased various products from selected retail stores located in the selected cities in the Gujarat State.

Those retail shoppers' who were actively engaged in the task of shopping during the data collection process were regarded as a representative sampling unit in this research study.

3.10.4:2: A Sampling Frame of the Research Study:

As the sampling frame directly suiting the chief objective of the research study was not available and hence the researcher made informal interactions with the retailers to understand the extent of penetration and average number of footfalls in the retail store.

The published reports of the different associations of the retail industry were also reviewed for the purpose of determination of sample size of this research study.

3.10.4:3: Sample Size Determination:

The ever increasing demand for research has created a need for an efficient method of determining the sample size needed to be representative of a given population. The formula for determining sample size is given below.

Formula for determining Sample Size:

$n = \pi\,(1 - \pi)\,z^2 \div D^2$

Where

n = required sample size.

π = the estimated population proportion (based on the researcher's judgment and estimate that 65 per cent (0.65) of the target population visits the organized retail outlets.

z = suppose the level of confidence is 95 per cent than associated z value is 1.96

D = the level of precision and desired precision is such that the allowable interval is set as D = p (sample proportion) – π (population proportion) = + or – 0.05.

This below given formula was used from Naresh K. Malhotra (2007) 'Marketing Research – An Applied Orientation' 6th Edition, Pearson, Page number 364.

Calculation of Sample Size:

$$n = \frac{\pi\,(1 - \pi)\,z^2}{D^2}$$

$$n = \frac{0.65\,(1 - 0.65)\,(1.96)^2}{(0.05)^2}$$

$$s = \frac{0.65\,(0.35)\,(3.8416)}{0.0025}$$

$$s = \frac{0.8740}{0.0025}$$

s = 349.58 so sample size is **350**

Based on total 350 sample size we can determine the total sample size, considering four selected cities as four strata, by multiplying 350 with four strata (i.e. 350 x 4 = 1400).

Total Sample size for four cities is given in the following table. As the size of population is different in all selected four cities, the Stratified Random Sampling method (Proportional Allocation) is used and city wise allocation of sample is calculated as follows. Thus, the sample size was fixed as 1400 retail shoppers.

Stratified Random Sampling (Proportional Allocation): $n_i = \dfrac{n\,N_i}{N}$

$n_1 = \dfrac{n\,N_1}{N}$, $n2 = \dfrac{n\,N_2}{N}$, $n_3 = \dfrac{n\,N_3}{N}$, $n4 = \dfrac{n\,N_4}{N}$

Where

n = Total sample size (1400).

n_1, n_2, n_3 **and** n_4 = required total sample size for each group.

N_1, N_2, N_3 and N_4 = Size of population for each group (43392, 75148, 63347, & 39631).

N = Sum total of population of all four group (221518).

By applying formula sample size is calculated as follows: (Figures Rounded Off)

n_1 (Vadodara)   = $\dfrac{1400 \times 43392}{221518}$ so n_1 is 275 Sample size for Vadodara.

n_2 (Ahmedabad) = $\dfrac{1400 \times 75148}{221518}$ so n_2 is 475 Sample size for Ahmedabad.

n_3 (Surat)   = $\dfrac{1400 \times 63347}{221518}$ so n_3 is 400 Sample size for Surat.

N_4 (Rajkot)   = $\dfrac{1400 \times 39631}{221518}$ so n_2 is 250 Sample size for Rajkot.

Table Number: 3.1:
City Wise Distribution of Sample Size for calculating Total Sample Size

Sr. No.	Name of the City in State of Gujarat	* Total Population as per Census of India, 2011	**Extent of Penetration of Consumption In Organized Retailing (15 per cent penetration rate of total population ***)	Calculated Sample Size (Figures Rounded Off)
01	Vadodara (N_1)	41,65,626	43392	275
02	Ahmedabad (N_2)	72,14,225	75148	475
03	Surat (N_3)	60,81,322	63347	400
04	Rajkot (N_4)	38,04,558	39631	250
	Total Estimated Sample Size	**212,65,731**	**221518**	**1400**

Source: * http://www.census2011.co.in, Accessed on 29/11/2014.
**** National Skill Development Corporation [NSDC] Report on Human Resource and Skill Requirements in the Organised Retail Sector (2016), A Study on mapping of Organized Retail Industry in India till 2022.**
*** Various Segments of Organized Retail and Consumption.

Table Number: 3.2:
Share of Various Segments of Organized Retail and Consumption

Consumption Category	Share in Organized Retail (in Percentage)	Consumption Penetration
Clothing, Textiles and Fashion Accessories	38	23
Food and Grocery	11	1
Footwear	10	48
Consumer Durables, Home Appliances and Equipments	9	12
Out of Home Food (catering) services	7	8
Furnishings, Utensils, Furniture - Home and Office	6	11
Mobile handsets, Accessories, and Services	3	10
Entertainment	3	5
Jewellery	3	3
Books, Music and Gifts	3	13
Watches	3	49
Pharmaceuticals	2	3
Health and Beauty Care Services	1	14

Source: NSDC Report, 2016

Projected Size of Organised Retail Industry:

The growth of Organised Retail would be driven by increasing penetration of Organised Retail from current levels of 4 per cent to 5 per cent in the year 2008 to over 20 per cent to 25 per cent by the year 2022. Even in the medium term, this would be reflected in the required/expected increase in retail space from about 30 Million sq. ft. in the year 2006 to about 500 Million sq. ft. by the year 2013.

The current economic slowdown has had an impact in recent times, with the penetration of Organised Retail expected to come down from 16 per cent in the year 2016 to about 10 per cent to 11 per cent.

While the earlier forecasts expected Organised Retail to grow at a rate of 40 per cent till the year 2010, the revised estimates suggest that this could be around 35 per cent over the same horizon. Going forward, we expect that the Organised Retail industry would grow at a CAGR of about 23 per cent to 25 per cent between the year 2008 and year 2022, thereby increasing in size from Rs. 96,500 Crore (US $ 19 Billion) in the year 2008 and clocking Rs.17,36,000 Crore (US $ 347 to 350 Billion) by the year 2022.

3.10.4:4: Sampling Design:

The researcher had applied Non- Probability Sampling Design for this research study. The sampling method followed was convenient sampling that was put to use to draw representative samples under this research study.

The retail shoppers who had actually visited and bought from amongst those retail outlets which are located in the selected four selected Cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively were considered for administering questionnaires.

3.10.4:5: Sampling Method:

The researcher had applied convenient sampling method as per the nature of the research study.

3.10.4:6: Sampling Media:

The researcher had personally administered the Structured Questionnaires for the collection of primary data from amongst those retail shoppers who had visited and bought from amongst those retail outlets which are located in the selected four selected Cities of the Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

3.10.4:7: Sampling Frame:

An attempt in this research was made to get contact details about various retail shoppers belonging to heterogeneous socio-economic households consisting of those families, who had bought from different retail outlets. The retail shoppers' were also contacted using mall intercept method at the time when they enter or exit after shopping from the retail stores, from the selected four cities of Gujarat State like Vadodara, Ahmedabad, Surat and Rajkot respectively. Based on the sample size determined by the researcher shoppers were conveniently drawn from different retail stores in selected cities of Gujarat State.

The bifurcation of 1500 shoppers contacted through mall intercept interviews from conveniently drawn 44 retail stores across different retail formats from the selected four cities in the Gujarat State is tabulated in Table number 3.3.

Table Number: 3.3:
Number of Shoppers' Selected for Mall Intercept Interviews from the Selected Retail Stores in the Cities of Gujarat State:

Sr. No.	List of Retail Stores in the Selected Cities of Gujarat State	Vadodara City	Surat City	Rajkot City	Ahmedabad City	Total [Gujarat State]
	**Number of Retail Shoppers' Contacted Across all Four Selected Cities**					
01	D-MART	17 (17.0)	36 35.0)	21 (20.0)	28 (28.0)	102
02	N-MART	03 (5.0)	23 (40.0)	18 (31.0)	14 (24.0)	58
03	BIG -BAZAAR	16 (15.0)	29 (28.0)	21 (20.0)	38 (37.0)	104
04	RELIANCE FRESH	16 (16.0)	34 (33.0)	17 (16.0)	36 (35.0)	103
05	@ HOME	10 (16.0)	23 (37.0)	12 (19.0)	17 (28.0)	62
06	WOODLAND	13 (14.0)	33 (36.0)	17 (18.0)	29 (32.0)	92
07	CROMA	14 (16.0)	32 (36.0)	18 (20.0)	24 (28.0)	88
**Number of Retail Shoppers' Contacted in Specific Retail Stores in Selected Cities**					
08	INORBIT	20 (100.0)	-	-	-	20
09	CENTRE SQUARE	19 (100.0)	-	-	-	19
10	SEVEN SEAS	17 (100.0)	-	-	-	17
11	CENTRAL MALL	20 (33.0)	-	-	41 (67.0)	61
12	VISHAL MEGAMART	09 (100.0)	-	-	-	9
13	SPENCERS	17 (74.0)	-	-	06 (26.0)	23
14	HYPER CITY	12 (22.0)	26 (48.0)	16 (30.0)	-	54
15	BANSAL STORES	08 (100.0)	-	-	-	8
16	CROSSWORD	13 (24.0)	26 (48.0)	15 (28.0)	-	54
17	LANDMARK	12 (63.0)	-	-	07 (37.0)	19
18	GLOBUS	11 (30.0)	-	-	26 (70.0)	37
19	WILLS LIFESTYLE	09 (20.0)	22 (49.0)	14 (31.0)	-	45
20	SQUARE ONE MALL	-	16 (100.0)	-	-	16
21	KAMDHENU MALL	-	16 (100.0)	-	-	16
22	CITY MALL	-	16 (100.0)	-	-	16
23	RAHULRAJ MALL	-	15 (100.0)	-	-	15
24	VR MALL	-	15 (100.0)	-	-	15
25	MARVELLA MALL	-	15 (100.0)	-	-	15
26	ISKON PROZONE MALL	-	38 (66.0)	20 (34.0)	-	58
27	KALA MANDIR	-	15 (100.0)	-	-	15
28	GITANJALI	-	15 (100.0)	-	-	15
29	EURO INTERIAL	-	15 (100.0)	-	-	15
30	CRYSTAL MALL	-	-	20 (100.0)	-	20
31	GRAND CENTRAL	-	-	20 (100.0)	-	20
32	SOLITAIRE	-	-	16 (100.0)	-	16
33	LIFESTYLE	-	-	14 (100.0)	-	14
34	AG SHOPPING MALL	-	-	16 (100.0)	-	16
35	ISKON MEGA MALL	-	-	-	40 (100.0)	40
36	GRAND MONARCH MALL	-	-	-	02 (100.0)	2
37	R3 MALL	-	-	-	38 (100.0)	38
38	ALPHA ONE MALL	-	-	-	36 (100.0)	36
39	HIMALAYA MALL	-	-	-	36 (100.0)	36
40	10 ACRES SHOPPING MALL	-	-	-	28 (100.0)	28
41	AGORA MALL	-	-	-	27 (100.0)	27
42	ADANI MALL	-	-	-	02 (100.0)	2
43	ADITYA BIRLA MORE	12 (100.0)	-	-	-	12
44	RELAINCE MARKET	12 (100.0)	-	-	-	12
	GRAND TOTAL	**280 (19.0)**	**470 (31.0)**	**275 (18.0)**	**475 (32.0)**	**1500 (100.0)**

3.11: DRAFTING OF THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:

The researcher has taken up a comprehensive review of relevant literature pertaining to the subject domain before drafting the structured non-disguised questionnaire with regard to selected items that were used to gather responses of selected retail shoppers'.

The structured non-disguised questionnaire was put to use to measure selected retail shoppers' awareness and shopping orientations, their perceived importance on various factors to assess his or her overall satisfaction/dissatisfaction with the retail store attributes that were drawn from amongst the four major selected cities of the Gujarat State. The final draft was prepared after a pilot study so as to make necessary revisions in the questionnaire.

The first part of the structured questionnaire has dealt with the collection of primary data & information on their sources of information of the retail store, number of times selected retail shoppers' had visited the same retail outlet for shopping, their purchases of the various product categories viz., Fruits, Vegetables, Instant Food, Bakery Items/Staples, Beverages, Grocery, Fragrances & Cosmetics, Hair Care / Skin Care / Personal Health Hygiene / Baby Care, Home Ware & Cleaning, Home Decor Products, Bed and Bath linen, Furniture, Stationery, Apparels & Accessories, Jewellery, Bags and Luggage, Footwear, Small/Kitchen Appliances, IT & Mobile Accessories, Toys & Games, Sports, Health & Fitness, Pharmacy/Medicines and any other products as the case may be. Their visit to retail store of their choice was accompanied with own self, family, relatives', friends, and colleagues.

Few questions on their willingness to visit in the retail store in terms of their shopping activities in retail were also asked.

In the second part of the structured questionnaire, questions were covered to measure the selected retail shoppers' choice of a retail store related to the store attributes by including 33 items which were related to their orientations.

Lastly, structured questionnaire had included questions to measure selected retail shoppers' 'Expectations' and 'Experiences 'on selected store attributes of Accessibility of the retail stores, promotional schemes and offers of the retail store, ambience of the store, range of products in the retail store, the various physical and infrastructural facilities of the retail store, the retail store personnel/staff, the overall atmosphere of the retail store, and the other institutional factors .These factors were selected based on the magnitude of the research study.

A thorough and comprehensive list of 65 items were laid down on 5 point scale(Expectation defined as : 1= Least Important; 2=Unimportant; 3=Somewhat Important; 4=Important; 5=Most Important), and Actual Experience defined as: 1 = Highly Dissatisfied, 2=Dissatisfied, 3=Somewhat Satisfied / Can't Say / Undecided; 4=Satisfied and 5= Highly Satisfied). The fourth part of the structured questionnaire covered questions to check internal validity and reliability of the instrument.

Separate questions were asked to selected retail shoppers to measure their overall expectations and experiences on selected criteria concerning store attributes.

The fifth part of the structured questionnaire had covered questions to collect data on loyalty of retail shoppers' towards selected retail stores located in the selected cities of the Gujarat state that is Ahmedabad, Surat, Vadodara and Rajkot in the Gujarat State on a 5 point scale defined as: 1= SDA [Strongly Disagree]; 2=DA [Disagree]; 3=CS [Can't Say]; 4=A [Agree]; 5=SA [Strongly Agree] respectively.

The sixth part of the structured questionnaire had included questions aimed at collection of data on various selected demographic and socio-economic aspects of the selected retail shoppers' viz., age; gender; marital status; educational qualifications; occupation, and income of selected retail shoppers'.

Some of the questions were concerned with Type of Family; Number of the dependent family members; Number of the earning members in family of retail shoppers', and their place of stay. The question concerning the daily activities of the retail shoppers' was also asked.

The Questionnaire was drafted considering the key objective and other research objectives with the help of identifying the gaps based on the review of literature. The Questionnaire consisted of neutrally worded questions and the retail shoppers' were asked to rate the store attributes toward retail stores using the likert scale. The demographic background variables covered in the research study were viz., gender, education, and home town area, and income level. The researcher had drafted the questionnaire based on the review of available literature as given in the table.

Table Number: 3.4:
Tabular Summary of References of Selected Criteria Used in Drafting of Structured Questionnaire

Name of Author and Research Article	Time Period of Research Study Conducted	No. of Criteria used in the Questionnaire.	Total No. of Criteria Items
General information regarding the Preferred Shopping Outlets, Frequency of visit, Sources of Information, Shopping Companion , Products Purchased from their Preferred Retail Store [Q-1 To Q-5]			
Bellenger, Dn Robertson DH & Korgaonkar, Pk	1977, 1980	01	
Lumpkin, Allen & Greenberg	1985	02	
Shim, S & Kotsiopulos	1993	02	**07**
Visser, Du Preez & Du Toit	1996	01	
Summers, Ta, Belleau, Bd & Wozniak, Pj.	1992	01	
Criteria for Mapping Shopping Orientations Using Items related to Gratification derived from shopping, Information Search During Purchase, Pre-Purchase Preparation, and Post Purchase Behaviour [Q-6]			
P.K Sinha and Baneerjee	2003, 2004	1 to 11	
Moschis, G P	1992	12 to 20	
Gutman, J & Mills, Mk.	1982	21 to 22	**33**
Brown, S and Reid, R	1997	23 to 28	
Stone, G P and Westbrook, R A and Black,WC	1985, 1954	29 to 30	
Kwon, Y-H, Paek, Sl & Arzeni, M.	1991	31 to 33	
Overall Satisfaction Experienced by Retail Shoppers with regard to their Shopping Orientation [Q-7]			
Stephenson, P R and Willet, R P, Jarboe, Gr & Mcdaniel, Cd.	1969	01	
Kline, B and Wagner, J	1994	01	
Donthu, N and Garcia, Adriana	1999	01	**05**
Newman A.J & Cullen, C W, Foxall GR	2002, 2004	01	
Darden W.R & Ashton, D	1975	01	
Items that reflect choice of the Preferred Retail Outlet on the Basis of Select Retail Store Attributes for Shopping [Q-8]			
Criteria No. 01 to 03 : Convenience and Accessibility of the Retail Store			
O'Connor & Peter & Olson	1998, 1992		**02**
Osman	1993		
Criteria No. 04 to 09 :Merchandise Assortment of the Products in the Retail Store			
James et al.	1976 and 1996		
O'Connor	1998		**03**
Terblanché , Boshoff, C	1997,1998		
Peter & Olson	1992		
Criteria No. 10 to 15 : The Services Provided in the Retail Store			
James et al.	1976		
O'Connor	1990		**03**
Terblanché , Boshoff, C	1998		
Peter & Olson	1990		
Criteria No. 16 to 19 : The Retail Store Image			
List of References of Selected Criteria Used in Drafting of Structured Questionnaire			
Minshall	1994 and 1995		
Assael	1992		**03**
Osman	1993		

Criteria No. 20 to 32 :The Physical Facilities in the Retail Store		
Martineau	1958	
Terblanché , Boshoff, C	1998	**15**
Peter & Olson	1990	
Criteria No. 33 to 40 : Sales Promotion Schemes in the Retail Store		
Martineau	1958	
Terblanché , Boshoff, C	1998	**08**
Peter & Olson	1990	
Criteria No. 41 to 52 :The Sales Personnel Behaviour and Social Interaction in the Retail Store		
Martineau	1958	
James et al	1976	
Terblanché , Boshoff, C	1998	**10**
Peter & Olson	1990	
Criteria No. 53 to 58 : The Overall Retail Store Atmosphere such as Décor, Smell etc.		
James et al	1976	
Terblanché , Boshoff, C	1998	**11**
Peter & Olson	1990	
Criteria No. 59 to 60: The Retail Store Layout and Location		
Lindquist	1974-1975	
James et al	1976	
Terblanché , Boshoff, C	1998	**04**
Peter & Olson	1990	
Newman and Foxall	2003	
Criteria No. 61 to 64 : Institutional Factors		
Schutte	1969	
James et al	1976	
Terblanché , Boshoff, C	1998	**05**
Peter & Olson	1990	

Overall Satisfaction Experienced by Retail Shoppers with regard to Retail Store Attributes and their Satisfaction from Shopping Experience as a Retail Shopper. [Q-09, Q-11 And Q-12]			
Kwon, Y-H, Paek, Sl & Arzeni, M.	1991	01	
Abratt,	1990	02	
Kennedy	1977	03	**10**
Stuart	1999	02	
Varley	2005	02	
Constructs for Store Patronage Intentions for Shopping Behaviour of Retail Shoppers [Q-13]			
Stoltman, Jj,Morgan,	1999	01	
Grace, D. & O'Cass, A.& Thang and Tan	2005- 2003	01	**04**
Jin Kim, S-H. & Thompson Chen-Yu, J.	2003 and 1998	01	
Shim & Kotsiopulos & Van de Velde et al.	1992b-1993, 1996	01	
Demographic Criteria[At the End of the Questionnaire]:			
Prof.(Dr.) Parimal H. Vyas & Shri P.D.Thakkar	2005	03	
Jordan J S, Joan Lindsey	2002 and 2009	03	**07**
Joan Mullikin Anne L. Roggeveen,	2009	03	
Media Habits of the Retail Shoppers[At the End of the Questionnaire]:			
Ghimire B	1999	**02**	
Livingstone S, Bovill M	2001	**02**	**04**

3.11.1 ASSESSING THE NORMAILITY OF THE DISTRIBUTION OF THE DATA:

An attempt was made to test the Normality of the data that was collected from the selected cities of Vadodara, Surat, Rajkot and Ahmedabad respectively from the selected 1500 retail shoppers.

The below given is the Histogram of retail Shoppers' Experience. The values on the vertical axis indicate the frequency of cases and the values of Horizontal axis are the midpoints of value ranges that are the score of retail shoppers' experience from the selected store attributes. Thus, we can infer from the histogram that the data seems normally distributed.

Graph Number: 3.1: Histogram showing the Normality of the Distribution of Data:
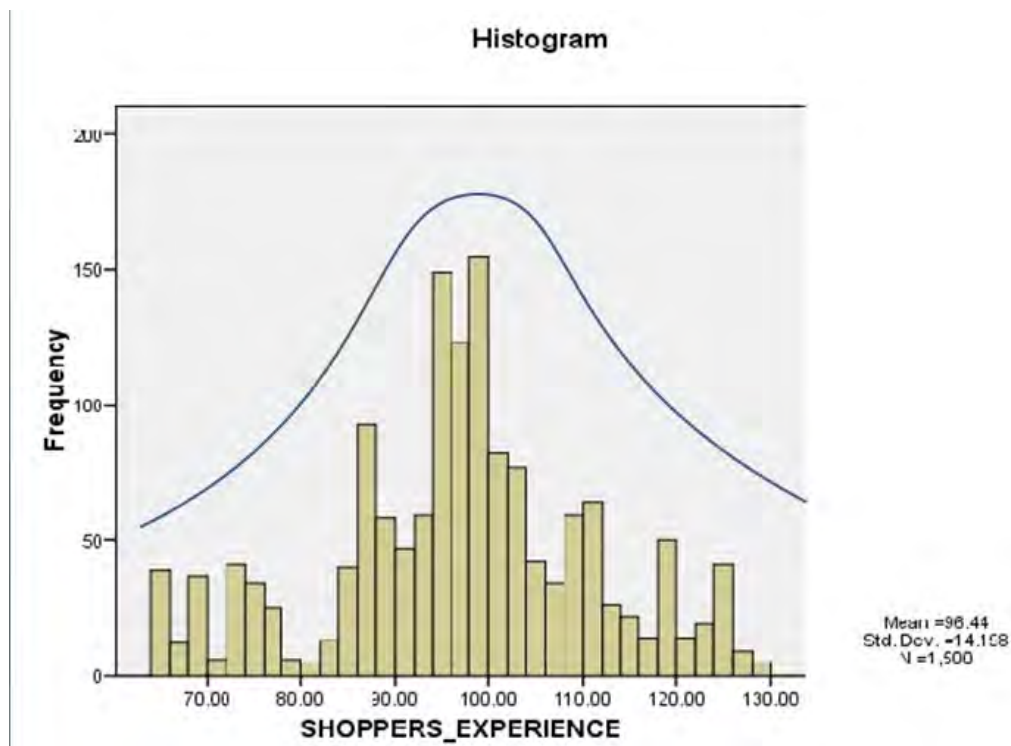
Graph Number: 3.2: Stem and Leaf Plot of the Normality of the Distribution of Data of Retail Shoppers' Experience:

```
SHOPPERS_EXPERIENCE Stem-and-Leaf Plot

 Frequency    Stem &  Leaf

      .00       6 .
     88.00       6 . 5555789999
     66.00       7 . 12233344&
     46.00       7 . 556678&
     24.00       8 . 034
    185.00       8 . 55556666677777888899
    170.00       9 . 00001122223334444444
    363.00       9 . 5555555555666666677777778888888888889999
    180.00      10 . 00000111122222223344
    114.00      10 . 5577778888999
     92.00      11 . 00011111333&
     84.00      11 . 556688899
     46.00      12 . 11234
     37.00      12 . 5556&
      5.00      13 . 0
```
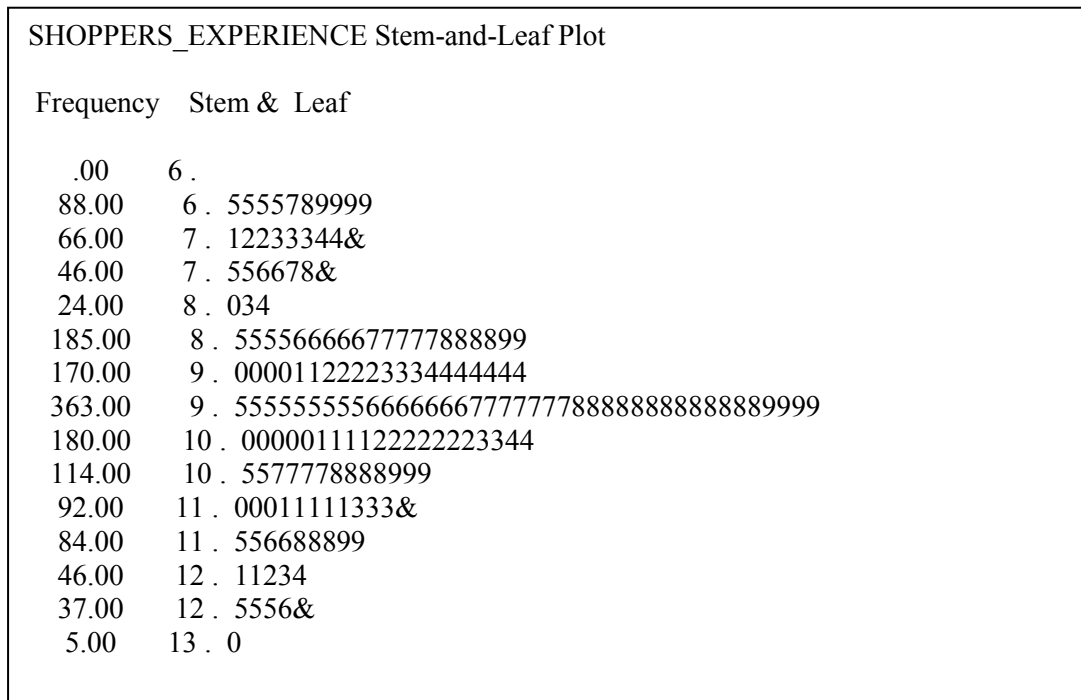
Closely related to the histogram is the above given Stem and Leaf Plot and the Box plot. These plots provide more information about the actual values in the distribution than does the histogram. The length of the each row corresponds to the number of cases that fall into a particular interval. A stem and Leaf Plot represents each case with numeric value that corresponds to the actual observed value.

Graph Number: 3.3: Box Plot of the Normality of the Distribution of Data of the Retail Shoppers' Experience:

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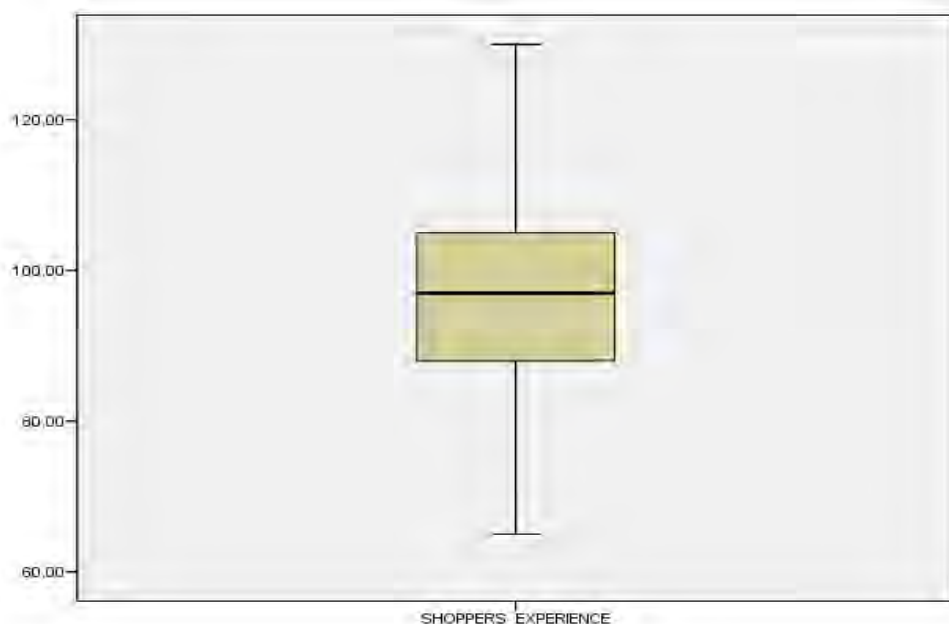
The box plot given above summarizes the information about the distribution of scores and plots the actual values with the summary statistics of Median. The lower boundary of the box is the 25th Percentile and the upper boundary is the 75th percentile. The median is represented by the horizontal line through the centre of the box. The box plot shows that the data distribution is normal with minor negative skewness.

Table Number: 3.5:
Descriptive Values for Normality Test of Retail Shoppers' Experience

	Particulars		Statistic	Std. Error
RETAIL SHOPPERS' EXPERIENCE	Mean		96.4407	.36660
	95% Confidence Interval for Mean	Lower Bound	95.7216	
		Upper Bound	97.1598	
	5% Trimmed Mean		96.5385	
	Median		97.0000	
	Variance		201.593	
	Std. Deviation		14.19834	
	Minimum		65.00	
	Maximum		130.00	
	Range		65.00	
	Inter quartile Range		17.00	
	Skewness		-.153	.063
	Kurtosis		-.109	.126

The values for skewness and kurtosis are shown in the above table. The values for skewness and kurtosis are zero if the observed distribution is exactly normal. Positive values of skewness indicate a positive skew while the positive value for kurtosis indicates a distribution that is peaked. A negative value of skewness indicates negative skew while negative values of kurtosis indicate a distribution that is flatter. The above distribution is normally distributed with -0.153 with negative skewness and the distribution is flatter with -.0109 as the kurtosis value.

Graph Number: 3.4: Normal Q-Q Plot of the Normality of the Distribution of Data of Retail Shoppers' Experience:
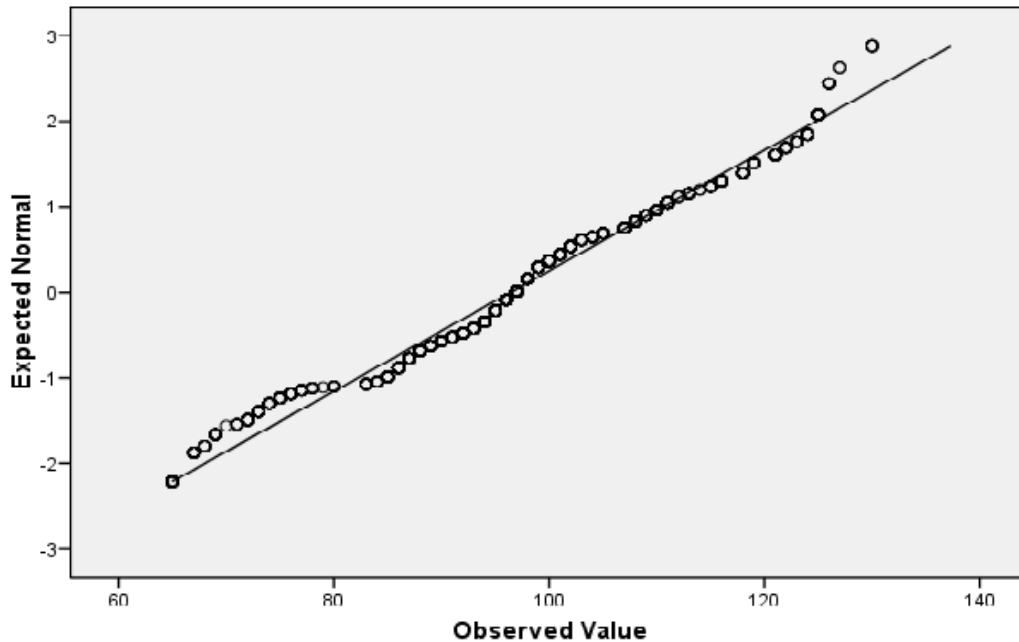
In the above given Normal Q-Q Plot the observed value of the retail shoppers' experience is paired with its expected values from the Normal distribution. It becomes clear that the distribution is near to normal distribution as the cases fall more or less on the straight line of the Expectation of normal distribution.

Graph Number: 3.5: Detrended Normal Q-Q Plot of the Normality of the Distribution of Data of Retail Shoppers Experience:
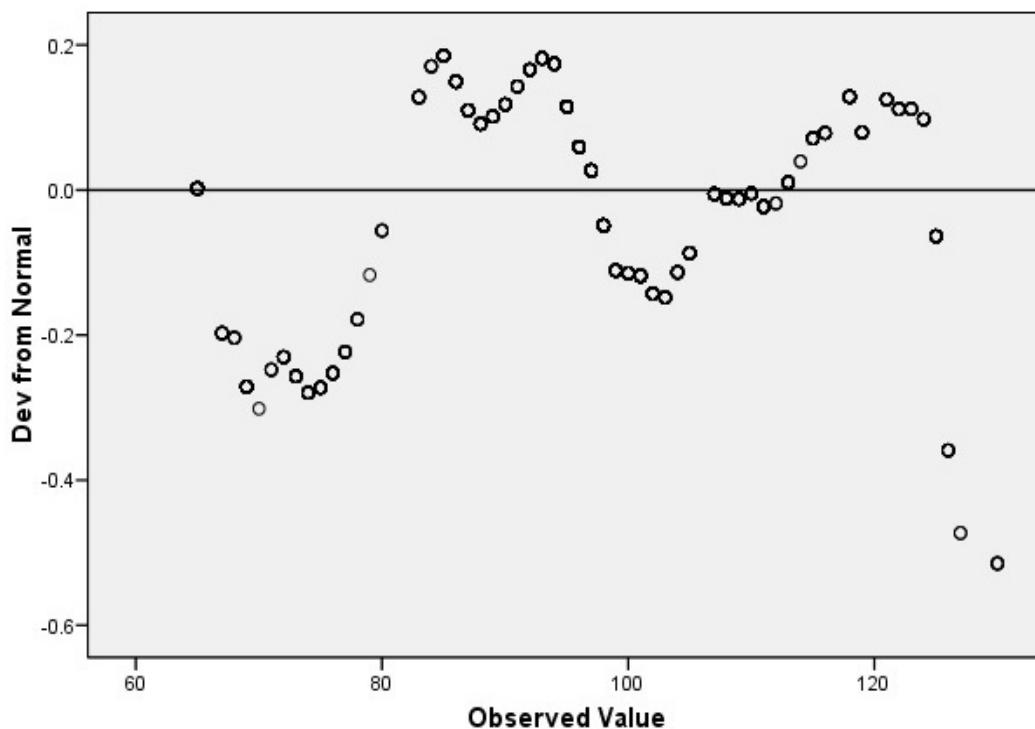
In the above given plot the actual deviations of the cases are plotted from the points of straight line. As the pattern of data plotting does not show any kind of clustering and they are scattered away from the straight line, the distribution is said to be very close to normal. (Sheridan J Coakes, Lyndall Steed, Peta Dzidic, 2007).

3.11.2: Reliability of the Structured Questionnaire:

The reliability of a scale as measured by coefficient alpha reflects the degree of cohesiveness among the scale items (Naresh K. Malhotra, 2007; and Jum C. Nunnally, 1981), and validity (Naresh K. Malhotra, 2007;R.D; Parasuraman et. al., 1991) of the structured questionnaire.

In this research study, reliability tests were run and composite score was computed to determine how strongly experience of selected retail shoppers who had actually visited and purchased products from the retail stores on selected criteria were related to each other.

All dimensions of the structured questionnaire related with measuring experience were tested and the Cronbach's alpha ranged from 0.700 to 0.870 which really showed internal reliability of the scale. The summary of Cronbach's Alpha score for all 08 groups of criteria city wise classification of store attributes is given in the table given below (Cronbach Alpha, 1951).

Table Number: 3.6:
Summary of Indicators (Experience) and Reliability Alpha Score for
Measuring Shopping Orientations

Sr. No	Name of the Grouping Factor of Selected Store Attributes in the Retail Store	Constructs	Vadodara City No. of Retail Shoppers' (280)	Surat City No. of Retail Shoppers (470)	Rajkot City No. of Retail Shoppers (275)	Ahmedabad City No. of Retail Shoppers' (475)	Total Sample Size (1500)
		Number of Items = 65	CRONBACH'S ALPHA SCORE				OVERALL RELIABILITY
01	Accessibility	05	0.663	0.787	0.818	0.649	0.737
02	Range of the Products	04	0.773	0.861	0.890	0.686	0.794
03	Sales Promotion Schemes offered	05	0.679	0.697	0.736	0.601	0.692
04	Behaviour of Staff	09	0.773	0.825	0.854	0.737	0.796
05	Store Layout/ Ambience	12	0.712	0.714	0.754	0.639	0.700
06	Physical Facilities	17	0.795	0.894	0.922	0.727	0.870
07	Atmosphere	08	0.717	0.792	0.814	0.636	0.742
08	Institutional Factors	05	0.713	0.744	0.762	0.632	0.715

3.11.3: Validity of the Structured Questionnaire:

The researcher had also measured convergent validity by comparing mean scores of scale with other measures of the same construct which is given in the table as below. It was observed that the means of same construct were measured and less variation was observed in the given question categories and average satisfaction score was found to be similar.

Majority of the retail shoppers' were found as placed between strongly agree to agree fulfills the condition of convergent validity.

Table Number: 3.7:

Comparison of Mean Scores of Extent of Retail Shoppers 'Satisfaction / Dissatisfaction from the Selected Store Attributes-Validity Measurement

Name of the Grouping Variable			Accessibility	Promotion	Ambience	Facilities	Atmosphere	Institutional	Range	Staff
Ahmeda bad	Customer Experience	A	2.9	3.67	3.5	2.89	3.16	2.79	3.27	3.26
	Overall Satisfaction	B	3.39	3.32	3.21	2.94	2.94	3.55	3.51	2.9
	Dif. [A-B]		-0.49	0.35	0.29	-0.05	0.22	-0.76	-0.24	0.36
Vadoda ra	Customer Experience	C	3.41	3.4	3.38	3.4	3.5	3.29	3.34	3.46
	Overall Satisfaction	D	3.45	2.74	3.07	2.88	2.8	2.8	3.29	2.98
	Dif. [C-D]		-0.04	0.66	0.31	0.52	0.7	0.49	0.05	0.48
Rajkot	Customer Experience	E	3.27	3.14	3.45	3.5	3.53	3.24	3.29	3.28
	Overall Satisfaction	F	3.18	3.58	3.49	3.66	3.78	3.73	3.43	3.45
	Dif. [E-F]		0.09	-0.44	-0.04	-0.16	-0.25	-0.49	-0.14	-0.17
Surat	Customer Experience	G	3.3	3.17	3.37	3.41	3.46	3.15	3.28	3.32
	Overall Satisfaction	H	3.32	3.46	3.53	3.49	3.56	3.55	3.49	3.47
	Dif. [G-H]		-0.02	-0.29	-0.16	-0.08	-0.1	-0.4	-0.21	-0.15
Total	Customer Experience	I	3.19	3.36	3.43	3.26	3.38	3.08	3.29	3.32
	Overall Satisfaction	J	3.34	3.3	3.34	3.23	3.26	3.44	3.44	3.19
	Dif. [I-J]		-0.15	0.06	0.09	0.03	0.12	-0.36	-0.15	0.13

WELCOME TO QUESTIONNAIRE

Sir/Madam,

I am, <u>Shri Parag Sunil Shukla</u>, an Assistant Professor [CES] have been working at the Faculty of Commerce at the M.S University of Baroda. I am pursuing the Doctoral Programme and as a part of my research study, I need to conduct a consumer survey on my doctoral research on the topic entitled "**A Study of Shopping Orientations and Retail Store Attributes on Patronage Behaviour of Selected Shoppers' in the State of Gujarat**". I request you to spare your valuable time and fill up this questionnaire. I assure you that it is purely an academic exercise and the information provided by you would be kept strictly confidential.

Thanking you, I remain.

(Shri. Parag S. Shukla)

(Q.1) Please put a Tick Mark (√) on (A) and (B) as per your experience.

Sr. No.	Type of Retail Store	I Know about it (A)	I have Visited it (B)	Sr. No.	Type of Retail Store	I Know about it (A)	I have Visited it (B)
01	Neighbourhood Kirana Retail Store			13	Croma		
02	Iscon Mega Mall			14	Wills Life Style		
03	Grand Monarch Mall			15	Globus		
04	R3 Mall			16	D-Mart		
05	Alpha One Mall			17	Adani		
06	Ahmedabad Central Mall			18	Big-Bazaar		
07	Himalaya Mall			19	Spencer's		
08	10 Acres Shopping Mall			20	N- Mart		
09	Agora Mall			21	At Home		
10	Reliance Market/ Reliance Mart			22	Woodland		
11	Reliance Fresh			23	Any Other [Please Specify]		
12	Landmark Book Stores						

(Q.2) How frequently do you visit Retail Store for Shopping?

Once in a Week £ Once in a Fortnight £ Once in a Month £ Once in Two Month £

(Q.3) You visit Retail Store with: [Please put a Tick Mark (√) on the 1ˢᵗ Preferred]

Friends £ Family Members £ Colleagues £ Relatives £ Alone £

(Q.4) You get information for Shopping from Retail Stores from: [Please put a Tick Mark (√) on the 1ˢᵗ Preferred]

Advertisement in Newspapers £ Leaflets in Newspapers £ Advertisement in Local TV Channels £ Advertisement in Local FM Radio Channels £ Hoardings Displayed in the City £ Family Members £ Through Friends £ Colleagues £ Relatives £ Through E-mail £ Through SMS £

Any other (Please Specify) _____

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(Q.5)   You buy following products from Retail Stores: [You can put more than one Tick Mark (√)]

List of Products Categories	Shopping Mall	Convenience Stores	Super Markets & Department Stores	Hyper Markets	Specialty Stores
	1) Iscon Mega Mall Grand/Agora Monarch/ R3 Alpha1/ 10 Acre Central / Himalaya Malls	1)Reliance 2)Market 3)N-Mart 4)Reliance Fresh	1) D-Mart 2) Big-Bazaar 3) Vishal Mega Mart 4)Spencer's 5) Adani Supermarket Market	1) Reliance Mart 2) Hyper City	1) At Home 2) Crossword 3) Landmark 4) Woodland 5) Croma 6) Globus 7) Wills Life Style
Fruits					
Vegetables					
Instant Food					
Bakery Items/Staples					
Beverages					
Grocery					
Fragrances & Cosmetics					
Hair Care / Skin Care / Personal Health Hygiene / Baby Care					
Home Ware & Cleaning					
Home Decor Products					
Bed and Bath linen					
Furniture					
Stationery					
Apparels & Accessories					
Jewellery					
Bags and Luggage					
Footwear					
Small/Kitchen Appliances					
IT & Mobile Accessories					
Toys & Games					
Sports					
Health & Fitness					
Pharmacy/Medicines					
Any Other Product [Please Specify]					

(Q.6) **Please put a Tick (√) on ANY ONE of the following Scales defined as: 1= Strongly Disagree, 2=Disagree, 3=No Opinion, 4=Agree and 5=Strongly Agree related to your Shopping Activities.**

Sr. No.	Selected Items	Please put a Tick (√)				
01	I like to go for shopping to pass leisure time	1	2	3	4	5
02	I go for shopping to reduce my stress	1	2	3	4	5
03	I feel tired after shopping	1	2	3	4	5
04	The Sales people add enjoyment to my shopping	1	2	3	4	5
05	I do not like to spend too much time to plan for shopping	1	2	3	4	5
06	Shopping is full of joy & fun for me	1	2	3	4	5
07	I dislike presence of crowds while shopping	1	2	3	4	5
08	Shopping provides me social experiences	1	2	3	4	5
09	Shopping helps me to choose from a wide variety of products	1	2	3	4	5
10	I prefer to check price tag before buying a particular product	1	2	3	4	5
11	I prefer to touch and inspect the products before buying	1	2	3	4	5
12	I like to seek help from sales staff while buying a product	1	2	3	4	5
13	I discuss with family members about products be purchased by me	1	2	3	4	5
14	I discuss with others about products in the retail store	1	2	3	4	5
15	I like to visit new retail stores	1	2	3	4	5
16	I like to buy from new retail stores	1	2	3	4	5
17	I like to compare different product before buying a particular product	1	2	3	4	5
18	I like to buy branded products only	1	2	3	4	5
19	I like to spend less time while shopping	1	2	3	4	5
20	I like to go for shopping alone	1	2	3	4	5
21	I prepare a shopping list before actual shopping	1	2	3	4	5
22	Shopping helps me to get new ideas	1	2	3	4	5
23	I share bad shopping experiences with others	1	2	3	4	5
24	I share information about various sales promotion schemes with others	1	2	3	4	5
25	I like to buy from a particular retail store only	1	2	3	4	5
26	I often end up shopping more products than I actually need	1	2	3	4	5
27	I prefer to buy products from nearby located retail stores	1	2	3	4	5
28	I visit retail stores to know the latest trends of fashion	1	2	3	4	5
29	Shopping makes me to feel better	1	2	3	4	5
30	The retail stores offers me better services	1	2	3	4	5
31	I make unplanned visits to Retail Stores	1	2	3	4	5
32	Lower price offers attracts me to shop more	1	2	3	4	5
33	Special prices influences me to shop more	1	2	3	4	5

(Q.7) **Please put a Tick (√) on ANY ONE of the following scales defined as: 1= Strongly Disagree, 2= Disagree, 3=No Opinion, 4=Agree and 5=Strongly Agree considering your Shopping Experiences:**

Sr. No.	Selected Items	Please put a Tick (√)				
1	I am satisfied with the way I do the shopping	1	2	3	4	5
2	I am satisfied with the planned activities that I do for shopping	1	2	3	4	5
3	I share my shopping experiences with others	1	2	3	4	5
4	Shopping helps me to buy the latest products	1	2	3	4	5
5	Shopping helps me to know the latest fashion trends	1	2	3	4	5
6	I am satisfied with the shopping facilities in Ahmedabad City	1	2	3	4	5

(Q.8) **Please put a Tick (√) on ANY ONE of the following scales defined as: 1= Strongly Disagree, 2= Disagree, 3=No Opinion, 4=Agree and 5=Strongly Agree related to your selection of the Retail Store**

Sr. No.	Selected Items	Your Expectation					Your Experience				
01	I like a retail store for shopping which is located near to my residence	1	2	3	4	5	1	2	3	4	5
02	I like a retail store for shopping which is located near to my office	1	2	3	4	5	1	2	3	4	5
03	It is convenient for me to go for shopping at any time in the retail store	1	2	3	4	5	1	2	3	4	5
04	The products offered with lower price makes me to feel less burden of making the payment	1	2	3	4	5	1	2	3	4	5
05	I feel at ease while shopping at the retail store	1	2	3	4	5	1	2	3	4	5
06	The retail store provides me a wide variety of products	1	2	3	4	5	1	2	3	4	5
07	The retail store provides me variety in different categories of products	1	2	3	4	5	1	2	3	4	5
08	The products are available in different sizes in the Retail Store	1	2	3	4	5	1	2	3	4	5
09	I get products of good quality in the retail store	1	2	3	4	5	1	2	3	4	5
10	A Trolley and/or shopping basket for carrying Products is available in the retail store	1	2	3	4	5	1	2	3	4	5
11	The retail store gives me discount schemes	1	2	3	4	5	1	2	3	4	5
12	The retail store exchanges products returned by me	1	2	3	4	5	1	2	3	4	5
13	The retail store refunds price of products once sold	1	2	3	4	5	1	2	3	4	5
14	The sales staff of the retail store has required information of the product	1	2	3	4	5	1	2	3	4	5
15	The sales staff of the retail store has required information of the availability of the products	1	2	3	4	5	1	2	3	4	5
16	The sales staff of the retail store has required information of the price of the products	1	2	3	4	5	1	2	3	4	5
17	The sales staff of the retail store has required information of the display of products	1	2	3	4	5	1	2	3	4	5
18	The retail store accepts credit cards	1	2	3	4	5	1	2	3	4	5
19	The retail store accepts debit cards	1	2	3	4	5	1	2	3	4	5
20	The retail store provides membership cards	1	2	3	4	5	1	2	3	4	5
21	The retail store provides discounts on membership cards	1	2	3	4	5	1	2	3	4	5
22	I get required information about retail store	1	2	3	4	5	1	2	3	4	5
23	The opening hours of the retail store are convenient to me	1	2	3	4	5	1	2	3	4	5
24	The retail store provides after sales services	1	2	3	4	5	1	2	3	4	5
25	The retail store has an escalator facilities	1	2	3	4	5	1	2	3	4	5
26	The retail store has an elevator facilities	1	2	3	4	5	1	2	3	4	5
27	The retail store has clean washroom/toilets	1	2	3	4	5	1	2	3	4	5
28	The retail store has a resting area	1	2	3	4	5	1	2	3	4	5
29	The retail store has a provision for physically challenged people	1	2	3	4	5	1	2	3	4	5
30	There are sufficient lights in the retail store	1	2	3	4	5	1	2	3	4	5

		1	2	3	4	5	1	2	3	4	5
31	The retail store has sufficient air conditioning	1	2	3	4	5	1	2	3	4	5
32	The house keeping of retail store is good	1	2	3	4	5	1	2	3	4	5
33	The infrastructure of the retail store is properly maintained	1	2	3	4	5	1	2	3	4	5
34	The retail store has an attractive look	1	2	3	4	5	1	2	3	4	5
35	The retail store has an attractive interior	1	2	3	4	5	1	2	3	4	5
36	The placement of aisles in the retail store is appropriate which makes easy for me to get what I want	1	2	3	4	5	1	2	3	4	5
37	There is plenty of room to walk around in the retail store	1	2	3	4	5	1	2	3	4	5
38	The sufficient information on signboards is displayed in the retail store	1	2	3	4	5	1	2	3	4	5
39	The retail store has spacious fitting and dressing rooms	1	2	3	4	5	1	2	3	4	5
40	The décor of the retail store is attractive	1	2	3	4	5	1	2	3	4	5
41	I like clearly visible store advertisements in the retail store	1	2	3	4	5	1	2	3	4	5
42	I receive birthday wishes on mobile from the retail store	1	2	3	4	5	1	2	3	4	5
43	I receive birthday wishes on email from the retail store	1	2	3	4	5	1	2	3	4	5
44	I receive anniversary wishes on mobile from the retail store	1	2	3	4	5	1	2	3	4	5
45	I receive anniversary wishes on email from the retail store	1	2	3	4	5	1	2	3	4	5
46	Striking window displays of products increases my desire to buy in that retail store	1	2	3	4	5	1	2	3	4	5
47	The colour(s) and symbols used in promotions (e.g. advertisements) are attractive	1	2	3	4	5	1	2	3	4	5
48	I like to buy products offered to me by retail store on promotional, discounted schemes	1	2	3	4	5	1	2	3	4	5
49	I like to buy products at special events (For e g Wednesday bazaar at big bazaar)	1	2	3	4	5	1	2	3	4	5
50	The sales staff of the retail store responds to my queries	1	2	3	4	5	1	2	3	4	5
51	The sales staff of the retail store responds to my problems	1	2	3	4	5	1	2	3	4	5
52	The sales staff of retail store are friendly with me	1	2	3	4	5	1	2	3	4	5
53	The sales staff of retail store are polite and courteous	1	2	3	4	5	1	2	3	4	5
54	The sales staff of retail store are well trained	1	2	3	4	5	1	2	3	4	5
55	The retail stores are crowded	1	2	3	4	5	1	2	3	4	5
56	I feel pleased and comfortable due to the presence of the other shoppers in the retail store	1	2	3	4	5	1	2	3	4	5
57	I feel safe due to the presence of other shoppers in the retail store	1	2	3	4	5	1	2	3	4	5
58	I feel comfortable because of light music being played in the retail store	1	2	3	4	5	1	2	3	4	5
59	The environment of the retail store motivates me for shopping	1	2	3	4	5	1	2	3	4	5
60	The entry to the retail store is comfortable	1	2	3	4	5	1	2	3	4	5
61	The retail store has enough checkout points	1	2	3	4	5	1	2	3	4	5
62	I get pleasant smells inside the retail store	1	2	3	4	5	1	2	3	4	5
63	The retail store has adequate security arrangements for the safety of vehicles in the parking area	1	2	3	4	5	1	2	3	4	5
64	The availability of parking area in retail store is sufficient	1	2	3	4	5	1	2	3	4	5
65	There are restaurants and other shops in the vicinity of the retail store	1	2	3	4	5	1	2	3	4	5

(Q.9) The following scales of 'Perceived Importance' has been defined as: 1=Least Important, 2=Unimportant, 3= No Opinion, 4=Important & 5=Most Important whereas scales of 'Overall Satisfaction' has been defined as: 1=Highly Dissatisfied, 2=Dissatisfied, 3=No Opinion, 4=Satisfied & 5=Highly Satisfied respectively. Put a Tick (√) separately on both of them as the case may be.

Sr. No.	Selected Criteria	Your Perceived Importance					Your Overall Satisfaction				
1	Accessibility of the Retail Store	1	2	3	4	5	1	2	3	4	5
2	Range of the Products in the Retail Store	1	2	3	4	5	1	2	3	4	5
3	Sales Promotion Schemes offered in the Retail Store	1	2	3	4	5	1	2	3	4	5
4	Behaviour of Staff of the Retail Store	1	2	3	4	5	1	2	3	4	5
5	Store Layout/Ambience of the Retail Store	1	2	3	4	5	1	2	3	4	5
6	Physical Facilities in the Retail Store	1	2	3	4	5	1	2	3	4	5
7	Atmosphere in the Retail Store	1	2	3	4	5	1	2	3	4	5
8	Institutional (clientele, overall impression, store reputation, store association etc.)	1	2	3	4	5	1	2	3	4	5

(Q.10) Your preferred mode of payment:

Cash £ Credit Card £ Debit Card £ Any Other (Please Specify) _____

(Q.11) Your overall experience in meeting of expectations of Retail Store Attributes:

Highly Dissatisfied £ Dissatisfied £ No Opinion £ Satisfied £
Highly Satisfied £

(Q.12) Your overall satisfaction as a retail shopper:

Highly Dissatisfied £ Dissatisfied £ No Opinion £ Satisfied £
Highly Satisfied £

(Q.13) Please choose an appropriate option which reflects your Store Patronage Intentions for Shopping Behaviour define as: 1= Strongly Disagree, 2= Disagree, 3=No Opinion, 4=Agree and 5=Strongly Agree [Please put Tick Mark √]

Sr. No.	List of Selected Criteria	Your Score				
1	I would continue to shop more from this retail store	1	2	3	4	5
2	I would recommend this retail store for shopping to others	1	2	3	4	5
3	I am satisfied with the shopping experience of the retail stores	1	2	3	4	5

ABOUT YOU
[Please put a Tick √ on the following as the case may be]

Your Age-Group (In Years): 16 to 40Years £ 40 to 59 Years £ Above 60 Years £

Gender: Male £ Female £ **Marital Status:** Unmarried £ Married £ **Type of Your Family:**
Joint £ Nuclear £

Educational Qualifications: Less than Graduation £ Graduation £ Post Graduation £
Professional Degree £

Occupation: House Wife £ Businessman/Woman £ Self-Employed £ Service £
Professional £

Annual Family Income: Less than Rs. 4 Lakhs £ Rs. 4 to 8 Lakhs £ Rs. 8 to 12 Lakhs £ More than Rs.12 Lakhs £

Number of the Dependent Family Members: Single £   1 to 2 £   3 to 5 £   More than 5 £   None £

Number of the Earning Family Members in Your Family: Single £   You & your Spouse £ More than two £

Your Daily Activities: Read Newspapers £   Watch TV £   Go for walk £   Listen Radio £   Read Magazines £   Meet Colleagues £   Meet Friends £   Meet Relatives £   Physical exercises £

You own you Use: Home £   Car £   Colour TV £   Refrigerator £   Mobile Phone £   Camera £ Landline Phone £   RO System £   Washing Machine £   Microwave £   OTG £   Air Conditioner £ Personal Computer £   Laptop £   Music System/DVD/MP3 £   I- Pod Cable TV/DTH £

Name of Newspapers that you Read Daily:
1._____ 2._____ 3._____

Name of Magazines that you Prefer to Read:
1._____ 2._____ 3._____

Name of favourite TV Channels that you like to Watch Most:
1._____ 2._____ 3._____

Name of Favourite Radio Channels that you Prefer to Listen Most:
1._____ 2._____ 3._____

Date: _____

THANK YOU FOR YOU VALUABLE TIME AND FEEDBACK

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