

CHAPTER NUMBER- FOUR

DATA ANALYSIS AND INTERPRETATIONS

CHAPTER FOUR CONTENTS AT A GLANCE

DATA ANALYSIS & INTERPRETATIONS

TOPIC NUMBER	PARTICULARS	PAGE NUMBER
4.0:	Introduction	226
4.1:	Profile of Selected Retail Shoppers	226
4.2:	The Ratio of Awareness and Visit to Retail Stores	235
4.3:	Retail Shoppers' Preference for Shopping from Different Retail Stores for Purchasing the Different Product Categories	243
4.4:	The Experiences of the Selected Retail Shoppers' Way of Shopping	247
4.5:	The Experiences of the Selected Retail Shoppers' Relating to the Planning Activities undertaken for Shopping	250
4.6:	The Experiences of the Selected Retail Shoppers' Fashion Trends	252
4.7:	Actual Experiences of the Selected Shoppers' Relating to their Shopping	253
4.8:	Selected Retail Shoppers' Daily Activities	275
4.9:	Ownership of Selected Products/Services	276

CHAPTER – FOUR

DATA ANALYSIS & INTERPRETATIONS

4.0: INTRODUCTION:

The researcher after the collection of primary data had attempted to analyze, interpret, and report its results arrived at by using SPSS 15.0 for windows .The collected primary data have been tabulated, analyzed and interpreted, and results have been presented in tabular and graphical form as follows.

4.1: PROFILE OF SELECTED RETAIL SHOPPERS:

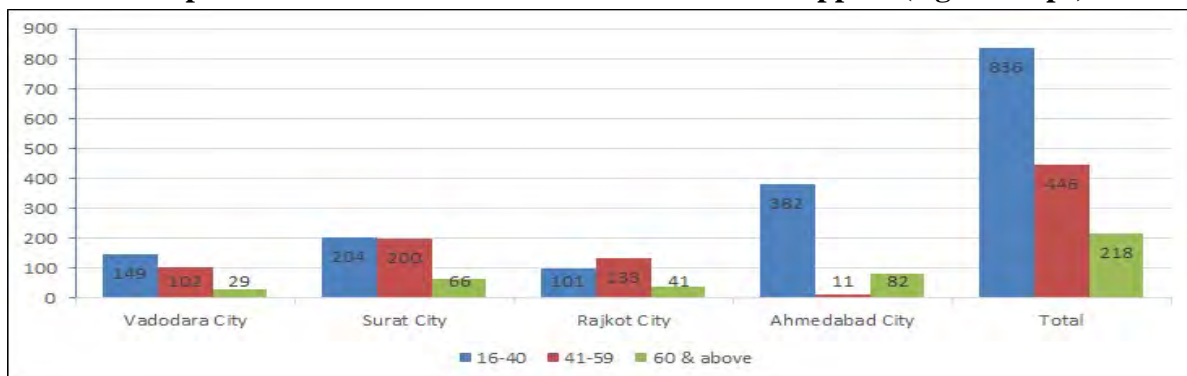
The researcher has provided profile of those shoppers that are also referred herewith in this chapter also as retail shoppers who had actually visited and also purchased products from different retail stores considering their selected demographic variables viz., age, educational qualifications, marital status, and monthly income as follows. The researcher had undertaken the surveys in the four selected cities viz., Baroda, Ahmedabad, Surat and Rajkot in the State of Gujarat.

The Profile of the selected Retail Shoppers’ who had actually visited and also purchased various products from the different retail stores has been presented from Table Number: 4.1 to Table Number: 4.9 as follows.

Table Number: 4.1: Profile of Selected Retail Shoppers (Age Groups)

Sr. No.	Age Groups	Vadodara	Surat	Rajkot	Ahmedabad	Total
		Number & Percentages of Selected Retail Shoppers				
01	16-40	149 (53.2)	204 (43.4)	101.0 (36.7)	382 (80.4)	836 (55.7)
02	41-59	102 (36.4)	200 (42.6)	133.0 (48.4)	11 (2.3)	446 (29.7)
03	60 & above	29 (10.4)	66 (14.0)	41.0 (14.9)	82 (17.3)	218 (14.5)
TOTAL		280 (100)	470 (100)	275 (100)	475 (100)	1500 (100)

Graph Number: 4.1: Profile of Selected Retail Shoppers (Age Groups)



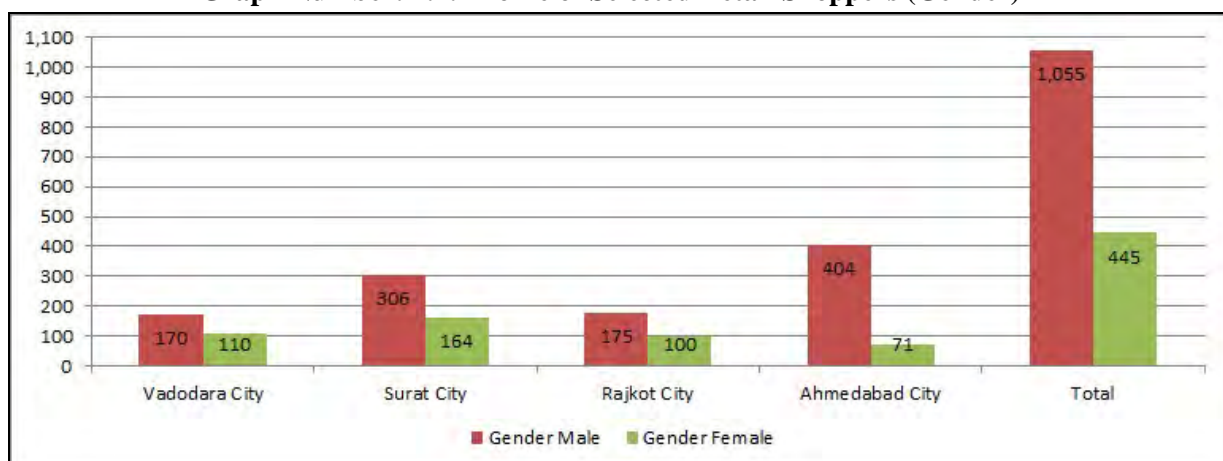
As given in the table number 4.1 the data analysis of age groups of retail shoppers according to City revealed that in age group of 16 to 40 years, 53 percent retail shoppers were from Baroda, 43 percent from Surat, 36 percent from Rajkot and 80 percent from Ahmedabad City respectively.

The Data analysis of the cities of Baroda and Surat revealed 36 percent and 42 percent retail shoppers belonged to the age group of 41 to 59 years respectively. For the same age group in the cities of Rajkot and Ahmedabad, 48 percent and only 2 percent were found respectively.

Table Number: 4.2: Profile of Selected Retail Shoppers (Gender)

Gender of the Retail Shoppers	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Males	170 (60.7)	306 (65.1)	175 (63.6)	404 (85.1)	1055 (70.3)
Females	110 (39.3)	164 (34.9)	100 (36.4)	71 (14.9)	445 (29.7)
Total	280 (100)	470 (100)	275 (100)	475 (100)	1500 (100)

Graph Number: 4.2: Profile of Selected Retail Shoppers (Gender)

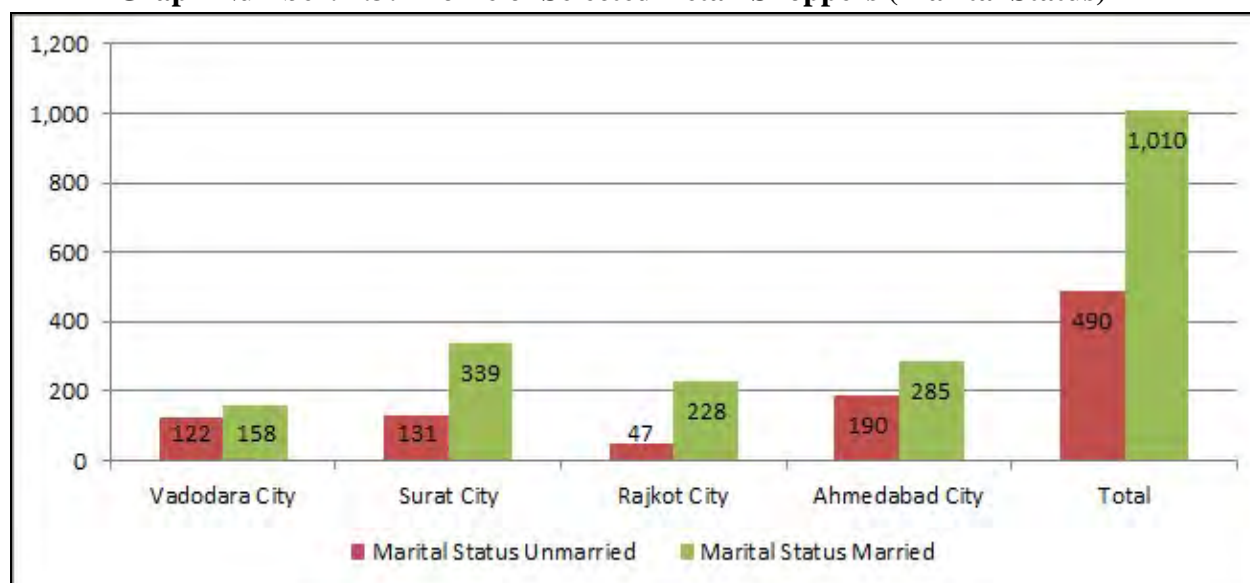


The data analysis given in the table number 4.2 exhibits the Gender of retail shoppers. Overall and City wise analysis of the data revealed that 70 percent were male retail shoppers and 30 percent of them were females.

It implies that the opportunity exists for the retailers to attract females to visit and purchase from the retail stores by implementing befitting marketing strategies so as to attract women retail shoppers.

Table Number: 4.3: Profile of Selected Retail Shoppers (Marital Status)

Marital Status of the Retail Shoppers	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Unmarried	122 (43.6)	131 (27.9)	47 (17.1)	190 (40.0)	490 (32.7)
Married	158 (56.4)	339 (72.1)	228 (82.9)	285 (60.0)	1010 (67.3)
Total	280 (100)	470 (100)	275 (100)	475 (100)	1500 (100)

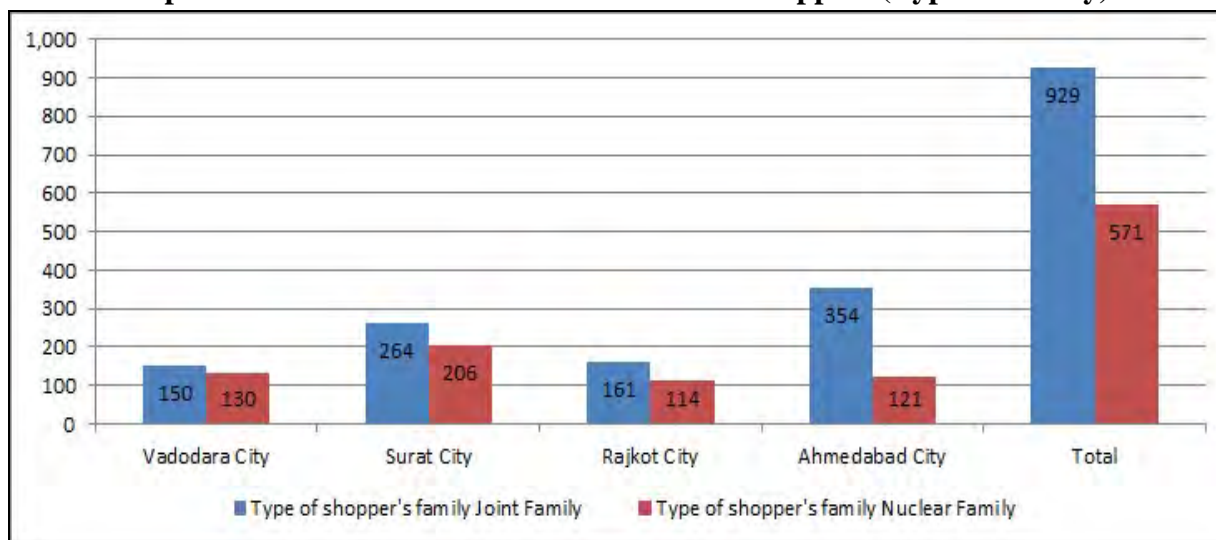
Graph Number: 4.3: Profile of Selected Retail Shoppers (Marital Status)

From the table number 4.3 it become evident that the data analysis yielded mixed results for marital status of retail shoppers. Overall, 33 percent retail shoppers were found as unmarried and remaining 67 percent were married. Ahmedabad City topped the list in this category where as in case of married shoppers Surat City had topped the list .The study revealed similar trend in remaining selected cities of the Gujarat State.

Table Number: 4.4: Profile of Selected Retail Shoppers (Type of Family)

Type of Family of Retail Shoppers	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Joint Family	150 (53.6)	264 (56.2)	161(58.5)	354 (74.5)	929 (61.9)
Nuclear Family	130 (46.4)	206 (43.8)	114 (41.5)	121 (25.5)	571 (38.1)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

Graph Number: 4.4: Profile of Selected Retail Shoppers (Type of Family)

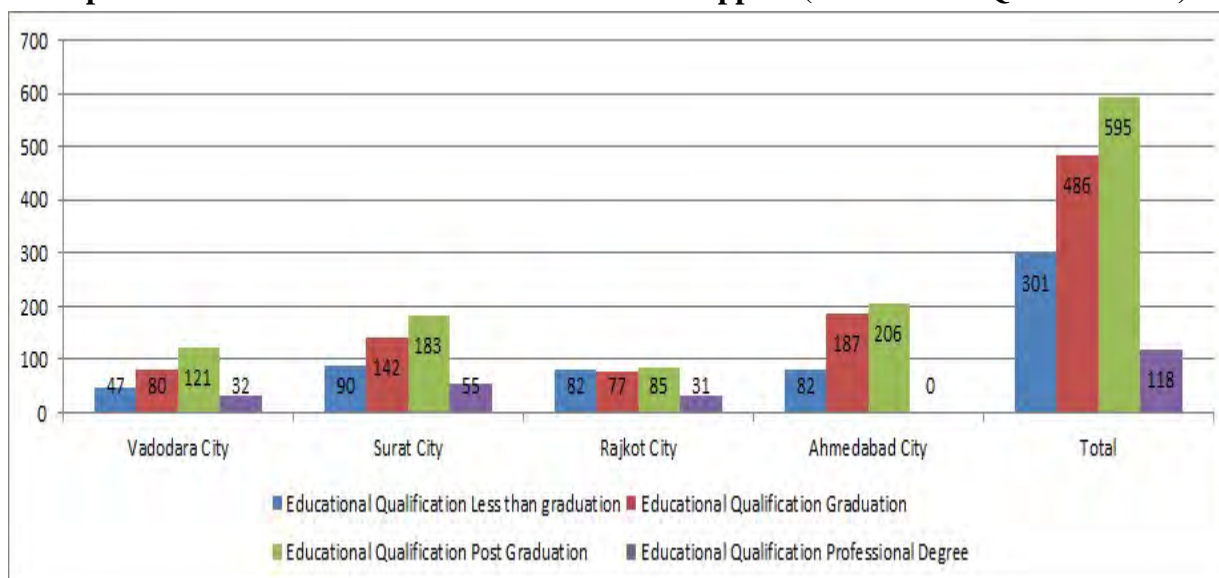


The data analysis provided in the table number 4.4 revealed that overall, 62 percent retail shoppers in joint families and 38 percent in nuclear families. Ahmedabad City topped the list in this category where as in case of retail shoppers living in nuclear families, Surat City had topped the list .The study revealed similar trend in remaining selected cities of the Gujarat State.

Table Number: 4.5: Profile of Selected Retail Shoppers (Educational Qualifications)

Educational Qualifications of Retail Shoppers	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Less than Graduation	47 (16.8)	90 (19.1)	82 (29.8)	82 (17.3)	301(20.1)
Graduation	80 (28.6)	142 (30.2)	77 (28.0)	187 (39.4)	486 (32.4)
Post Graduation	121 (43.2)	183 (38.9)	85 (30.9)	206 (43.4)	595 (39.7)
Professional Degree	32 (11.4)	55 (11.7)	31 (11.3)	0 (0)	118 (7.9)
Total	280 (100)	470 (100)	275 (100)	475 (100)	1500 (100)

Graph Number: 4.5: Profile of Selected Retail Shoppers (Educational Qualifications)



The city wise data analysis of educational qualifications as depicted in the table number 4.5 revealed that 43 per cent of retail shoppers were found in Baroda City and Ahmedabad City, whereas in case of Surat City and Rajkot City 38 percent and 30 percent were found having acquired Post-Graduation as their educational qualifications respectively.

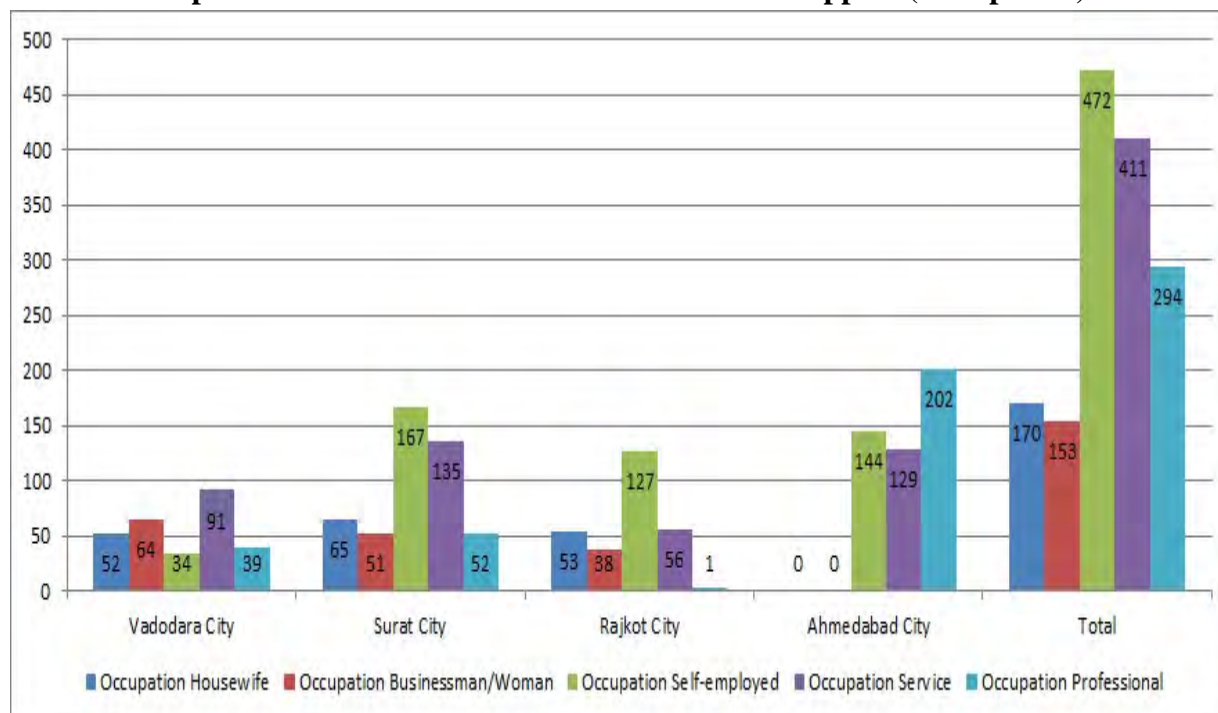
The overall data analysis had revealed that 39 percent of retail shoppers were found as having Graduation followed with 40 percent having Post-Graduation as their educational qualifications.

It implies that the retail shoppers' were found to be highly qualified, and they visit retail stores with high expectations considering its store attributes, and therefore retailers need to remain vigilant enough to take a note of what kind of services and product attributes should be offered to them. This will not only stabilize the chance of getting the same retail shoppers' repeatedly leading to patronage intentions, but also enhance the chances of attracting and retaining the new retail shoppers' in their retail store.

Table Number: 4.6: Profile of Selected Retail Shoppers (Occupation)

Occupational Status of Retail Shoppers	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Homemakers	52 (18.6)	65 (13.8)	53 (19.3)	0 (0)	170 (11.3)
Businessman/Woman	64 (22.9)	51 (10.9)	38 (13.8)	0 (0)	153 (10.2)
Self-Employed	34 (12.1)	167 (35.5)	127 (46.2)	144 (30.3)	472 (31.5)
Service	91 (32.5)	135 (28.7)	56 (20.4)	129 (27.2)	411 (27.4)
Professional	39 (13.9)	52 (11.1)	1 (0.4)	202 (42.5)	294 (19.6)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

Graph Number: 4.6: Profile of Selected Retail Shoppers (Occupation)



The data analysis presented in the table number 4.6 indicates occupational status of the selected retail shoppers revealed that none of them were found in the occupation category of Homemaker and Businessmen or Women (0 percent) in the city of Ahmedabad.

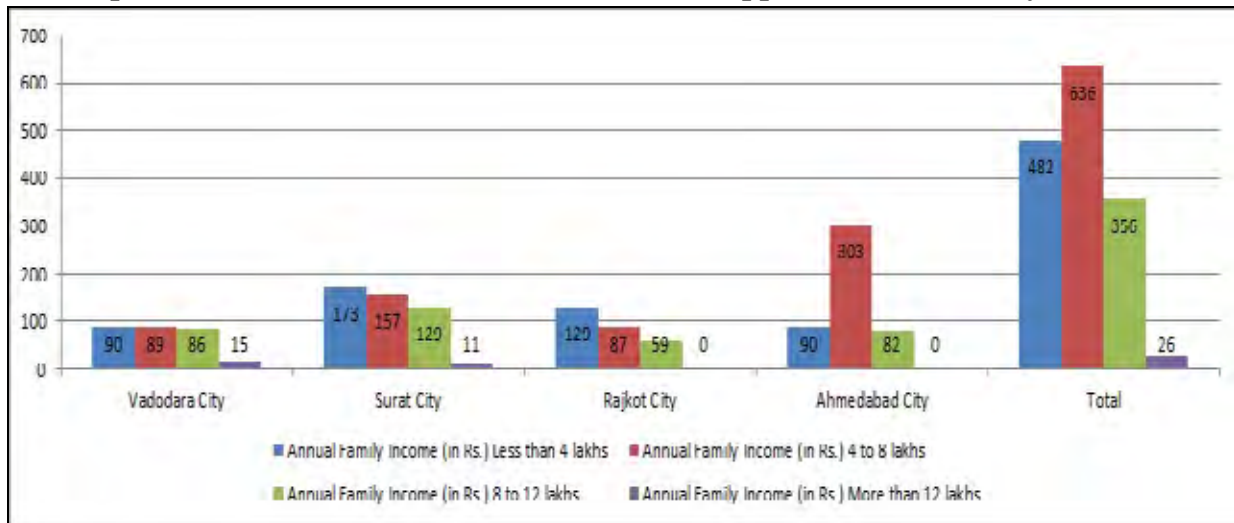
The 31 percent retail shoppers were ‘Self Employed’ whereas mixed results were found for the occupation category of ‘Businessman/Woman’ and ‘Service groups’ respectively.

Considering occupational status the overall data analysis revealed that the 31 percent of retail shoppers were “Self Employed” followed with 27 percent were doing “Service”, and 19 percent were in the category of “Professionals” and 10 percent “Businessmen/Women” respectively.

Table Number: 4.7: Profile of Selected Retail Shoppers (Annual Family Income)

Annual Family Income (in Rs.)	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Less than 4 lakhs	90 (32.1)	173 (36.8)	129 (46.9)	90 (18.9)	482 (32.1)
4 to 8 lakhs	89 (31.8)	157 (33.4)	87 (31.6)	303 (63.8)	636 (42.4)
8 to 12 lakhs	86 (30.7)	129 (27.4)	59 (21.5)	82 (17.3)	356 (23.7)
More than 12 lakhs	15 (5.4)	11 (2.3)	0 (0.0)	0 (0.0)	26 (1.7)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

Graph Number: 4.7: Profile of Selected Retail Shoppers (Annual Family Income)



In undertaking comparative analysis on the basis of annual family income as depicted in the table number 4.7 it was found that 32 percent of retail shoppers' in Baroda City were having annual family income of less than Rs 4 lakhs, followed by almost similar trend that is 36 percent in Surat City, 47 percent in Rajkot City, and 19 percent in Ahmedabad City respectively.

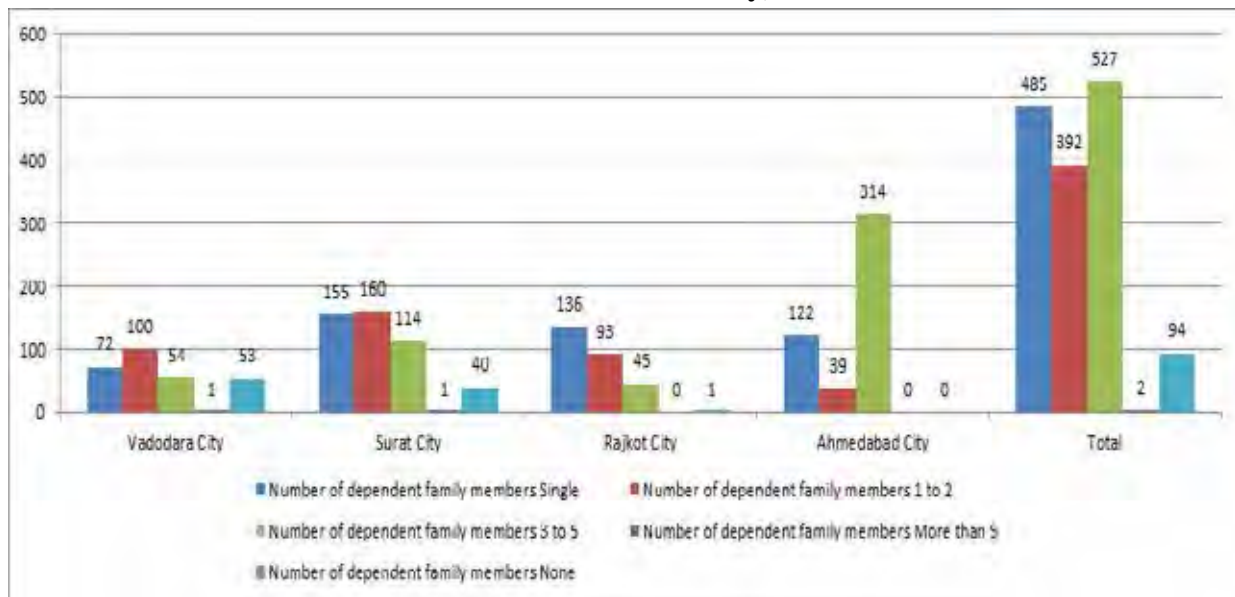
Nearly 2 percent retail shoppers were found as having more than Rs 12 lakhs as annual family income and Vadodara City topped the list in this category with 6 percent whereas in case of retail shoppers having annual family income between Rs. 8 to 12 lakhs, Baroda City had topped the list with 31 percent. The study revealed similar trend in remaining selected cities of the Gujarat State.

It implies that 32 percent of retail shoppers accounted with the annual family income of below Rs.4 lakhs and those in the income bracket of 4 to 8 lakhs had obtained the benefits and facilities of retail stores. It would be a challenging task for retailers to cater the needs of two different income groups as there would be diverse needs of dissimilar income groups and maintaining relationship with different income groups would require different marketing efforts. The retailers must develop the core-competencies so as to cater to this aspiring group of retail shoppers whose needs are progressive which is reflected from their income levels.

Table Number: 4.8: Profile of Selected Retail Shoppers (Number of Dependent Members in the Family)

Number of Dependent Family Members	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Single	72 (25.7)	155 (33.0)	136 (49.5)	122 (25.7)	485 (32.3)
1 to 2	100 (35.7)	160 (34.0)	93 (33.8)	39 (8.2)	392 (26.1)
3 to 5	54 (19.3)	114 (24.3)	45 (16.4)	314 (66.1)	527 (35.1)
More than 5	1 (0.4)	1 (0.2)	0 (0.0)	0 (0.0)	2 (0.1)
None	53 (18.9)	40 (8.5)	1 (0.4)	0 (0.0)	94 (6.3)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

Graph Number: 4.8: Profile of Selected Retail Shoppers (Number of Dependent Members in the Family)



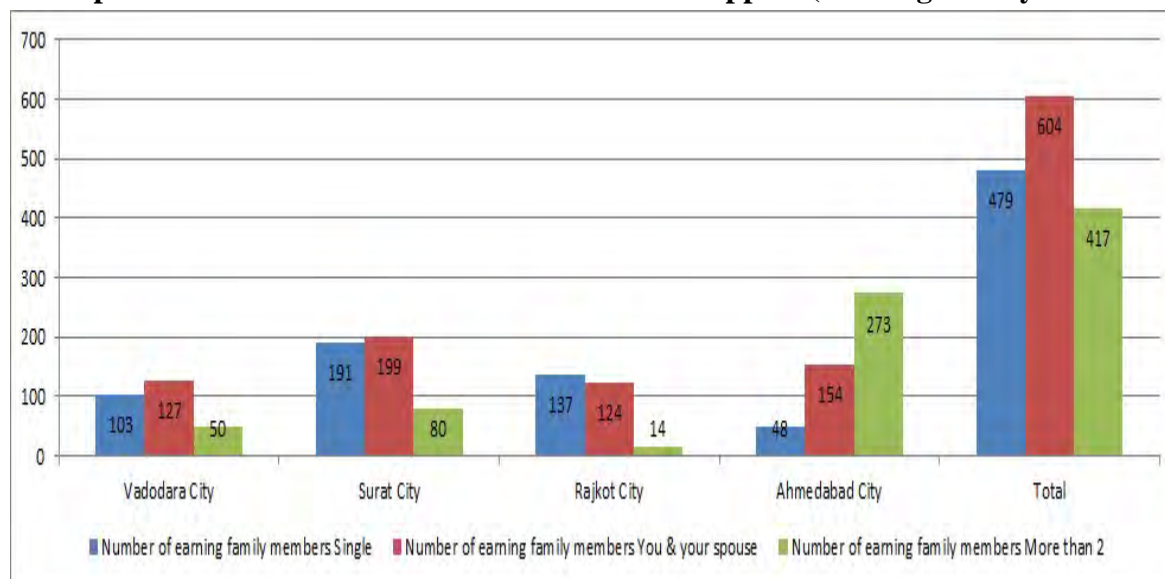
The table number 4.8 shows 70 percent of retail shoppers of Baroda City and Surat City were having 01 to 02 dependent family members followed by 42 percent of retail shoppers from Ahmedabad City and Rajkot City having 01 to 02 dependent family members.

The data analysis revealed that in case of having 3 to 5 dependent family members, the Ahmedabad City topped the list with nearly 66 percent. In case of each selected cities, there were very few retail shoppers who were having more than 05 dependents in their family.

The overall data analysis had revealed that the 35 percent of retail shoppers were having 03 to 05 dependent family members. It implies that selected retail shoppers were aware about the benefits available to families less number of dependent members which not only enhances their spending power, but it also enhances their choice of store attributes and patronage intentions in the retail stores located in the State of Gujarat.

Table Number: 4.9: Profile of Selected Retail Shoppers (Earning Family Members)

Number of Earning Family Members	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Single	103 (36.8)	191 (40.6)	137 (49.8)	48 (10.1)	479 (31.9)
You & your Spouse	127 (45.4)	199 (42.3)	124 (45.1)	154 (32.4)	604 (40.3)
More Than 2	50 (17.9)	80 (17.0)	14 (5.1)	273 (57.5)	417 (27.8)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

Graph Number: 4.9: Profile of Selected Retail Shoppers (Earning Family Members)

The data shown in the table number 4.9 relates with the number of earning family members in selected cities of Gujarat State. It was found that 70 percent of retail shoppers in each of the selected cities were found as having single or dual earning family members.

Overall, only 28 percent of retail shoppers were having more than 2 earning family members.

4.2: THE RATIO OF AWARENESS AND VISIT TO RETAIL STORES:

The ratio of awareness and actual visit to retail store of the retail shoppers are given as follows:

Table Number: 4.10:
Summary of Selected Retail Shoppers' Responses with regard to Awareness and Visit to their Preferred Retail Store for Shopping in the City of Vadodara

List of Retail Stores in the City of Vadodara	Awareness About the Store	Percentage	Visited the Store	Percentage	Ratio
In-Orbit	275	98.2	258	92.1	0.94
Centre square	273	97.5	242	86.4	0.89
Seven Seas Mall	277	98.9	225	80.4	0.81
Vadodara Central	278	99.3	254	90.7	0.91
Vishal Mega Mart	165	58.9	113	40.4	0.68
D-Mart	259	92.5	213	76.1	0.82
N-Mart	109	38.9	39	13.9	0.36
Big-Bazaar	268	95.7	207	73.9	0.77
Spencer's	268	95.7	220	78.6	0.82
Aditya Birla More Stores	211	75.4	154	55.0	0.73
Reliance Market	237	84.6	161	57.5	0.68
Hyper City	228	81.4	161	57.5	0.71
Reliance Fresh	248	88.6	203	72.5	0.82
Bansal Stores	184	65.7	103	36.8	0.56
At Home	171	61.1	132	47.1	0.77
Woodland	216	77.1	164	58.6	0.76
Crossword Book Stores	221	78.9	174	62.1	0.79
Landmark Book Stores	190	67.9	154	55.0	0.81
Croma	207	73.9	179	63.9	0.86
Globus	208	74.3	140	50.0	0.67
Wills Life Style	190	67.9	114	40.7	0.60

As given in the table number 4.10 the data analysis had revealed that the retail shoppers' response with regard to their awareness and visit to their preferred retail store for shopping in the City of Vadodara.

It was found that in the city of Baroda, the Vadodara Central Mall is enjoying the highest level of awareness (278 out of 280 i.e. 99.3 percent awareness), followed by Seven Seas Mall which has the second highest level of awareness (277 out of 280 i.e. 98.9 percent awareness), and In-Orbit Mall had the awareness level of 275 out of 280 at 98.2 percent awareness.

The data is also indicative that in terms of the visit of the shoppers, the most preferred retail destination for shopping was In-Orbit where 258 out of 280 retail shoppers' had visited i.e. 92.1 percent. The second preferred was Vadodara Central in which out of 280 shoppers' 254 had visited it i.e. 90.7 percent.

In terms of the ratio of awareness of the retail store and the actual visit to that particular retail store, the In-Orbit Mall had the highest ratio of 0.94, followed by Vadodara Central (0.91) and Centre Square (0.89) respectively.

Table Number: 4.11: Summary of Selected Retail Shoppers' Responses with Regard to Awareness and Visit to their Preferred Retail Store for Shopping in the City of Surat

List of Retail Stores in the Surat City	Awareness About the Retail Store	Percentage	Visited the Retail Store	Percentage	Ratio
Square One Mall	151	32.1	151	32.1	1
Kamdhenu Mall	151	32.1	151	32.1	1
City mall	151	32.1	151	32.1	1
Rahulraj Mall.	151	32.1	151	32.1	1
VR Mall	151	32.1	151	32.1	1
Marvella Mall	151	32.1	151	32.1	1
Iskon Prozone Mall	433	92.2	374	79.6	0.86
Kala Mandir	151	32.1	151	32.1	1
Gitanjali Mall	151	32.1	151	32.1	1
Euro Interrial Mall	151	32.1	151	32.1	1
D-Mart	454	96.6	356	75.7	0.78
N-Mart	377	80.3	224	47.7	0.59
Big-Bazaar	464	98.8	381	81.1	0.82
Hyper City	405	86.1	253	53.8	0.62
Reliance Fresh	453	96.4	335	71.3	0.74
At Home	406	86.4	228	48.5	0.56
Woodland	436	92.8	320	68.1	0.73
Crossword Book Stores	400	85.1	253	53.8	0.63
Croma	428	91.1	318	67.7	0.74
Wills Life Style	424	90.2	218	46.4	0.51

As given in the table number 4.11 the data analysis revealed that the retail shoppers' response with regard to their awareness and visit to their preferred retail store for shopping in the City of Surat. It revealed that from all the selected Retail stores of the city of Surat, the Big-Bazaar is enjoying the highest level of awareness (464 out of 470 i.e. 98.8 percent awareness), followed by D-Mart which had the second highest level of awareness (454 out of 470 i.e. 96.6 percent awareness), and Reliance Fresh too had the awareness level of 453 out of 470 at 96.4 percent awareness.

The data is also indicative that in terms of the visit of the shoppers, the most preferred retail destination for shopping was Big-Bazaar where 381 out of 470 shoppers had visited i.e. 81.1 percent. The second preferred was Iskon Prozone Mall in which out of 470 of shoppers 374 had visited it i.e. 79.6 percent.

In terms of the ratio of awareness of the retail store and the actual visit to that particular retail store, the Square One Mall, Kamdhenu Mall, City mall, Rahulraj Mall, VR Mall, Marvella Mall, Iskon Prozone Mall, Kala Mandir Gitanjali Mall and Euro Interrial Mall were having the highest ratio of 1, followed by Iskon Prozone Mall (0.86) and Big-Bazaar (0.82) respectively.

Table Number: 4.12: Selected Retail Shoppers' Awareness and Visit to their Preferred Retail Store in the of City of Rajkot

List of Retail Stores in the City of Rajkot	Awareness About the Retail Store	Percentage	Visited the Retail Store	Percentage	Ratio
Crystal Mall	274	99.6	220	80.0	0.80
Grand Central Mall	274	99.6	221	0.4	0.81
Solitaire	274	99.6	176	64.0	0.64
Iskon Prozone	274	99.6	219	79.6	0.80
Life Style Mall	274	99.6	150	50.4	0.55
A.G Shopping Mall	274	99.6	179	65.1	0.65
D-Mart	275	100.0	228	82.9	0.83
N-Mart	274	99.6	198	72.0	0.72
Big-Bazaar	275	100.0	231	84.0	0.84
Hyper City	274	99.6	175	65.1	0.64
Reliance Fresh	275	100.0	194	70.5	0.71
At Home	275	100.0	138	50.2	0.50
Woodland	275	100.0	196	71.3	0.71
Crossword Book Stores	274	99.6	169	61.5	0.62
Croma	274	99.6	199	72.4	0.73
Wills Life Style	275	100.0	160	58.2	0.58

As given in the table number 4.12 the data analysis revealed that the retail shoppers' response with regard to their awareness and visit to their preferred retail store for shopping in the City of Rajkot.

It revealed that from all the selected retail stores of the city of Rajkot, the Big-Bazaar, Reliance Fresh, At Home, Woodland and Wills Life Style were enjoying the highest level of awareness (275 out of 275 i.e. 100 percent awareness).

The data is also indicative that in terms of the visit of the retail shoppers, the most preferred retail destination for shopping was Big-Bazaar where out of 275 shoppers 231 had visited i.e. 84 percent. The second preferred was D-Mart in which out 275 of shoppers 228 had visited it i.e. 82.9 percent.

In terms of the ratio of awareness of the retail store and the actual visit to that particular retail store, the Big-Bazaar had the highest ratio of 0.84, followed by D-Mart (0.83) and Grand Central Mall (0.81) respectively.

Table Number: 4.13: Selected Retail Shoppers' Awareness and Visit to their Preferred Retail Store in the City of Ahmedabad

List of Retail Stores in the City of Ahmedabad	Awareness About the Store	Percentage	Visited the Store	Percentage	Ratio
Iscon Mega Mall	475	100	445	93.7	0.94
Grand Monarch Mall	374	78.7	20	4.2	0.05
R3 Mall	475	100.0	419	88.2	0.88
Alpha One Mall	475	100.0	400	84.2	0.84
Ahmedabad Central Mall	475	100.0	455	95.8	0.96
Himalaya Mall	475	100.0	400	84.2	0.84
10 Acres Shopping Mall	475	100.0	312	65.1	0.66
Agora Mall	475	100.0	306	64.4	0.64
Landmark Book Stores	328	69.1	75	15.8	0.23
Spencer's	429	90.3	67	14.1	0.16
Globus	475	100	294	61.9	0.62
Adani	312	65.7	20	4.2	0.06
D-Mart	400	84.2	313	65.9	0.78
N-Mart	429	90.3	153	32.2	0.36
Big-Bazaar	475	100.0	428	90.1	0.90
Reliance Fresh	475	100.0	400	84.2	0.84
At Home	322	67.8	192	40.4	0.60
Woodland	475	100.0	326	68.6	0.69
Croma	475	100.0	270	77.1	0.57

As given in the table number 4.13 the data analysis revealed that the retail shoppers' response with regard to their awareness and visit to their preferred retail store for shopping in the City of Ahmedabad.

It revealed that from all the selected retail stores of the city of Ahmedabad, the Iscon Mega Mall, R3 Mall, Alpha One Mall, Ahmedabad Central Mall, Himalaya Mall, 10 Acres Shopping Mall, Agora Mall, Globus, Big-Bazaar, Reliance Fresh, Woodland and Croma were enjoying the highest level of awareness (475 out of 475 i.e. 100 percent awareness).

The data is also indicative that in terms of the visit of the retail shoppers, the most preferred retail destination for shopping was Ahmedabad Central Mall where out of 475 shoppers 455 had visited i.e. 95.8 percent. The second preferred was Iscon Mega Mall in which out 475 of shoppers 445 had visited it i.e. 93.7 percent.

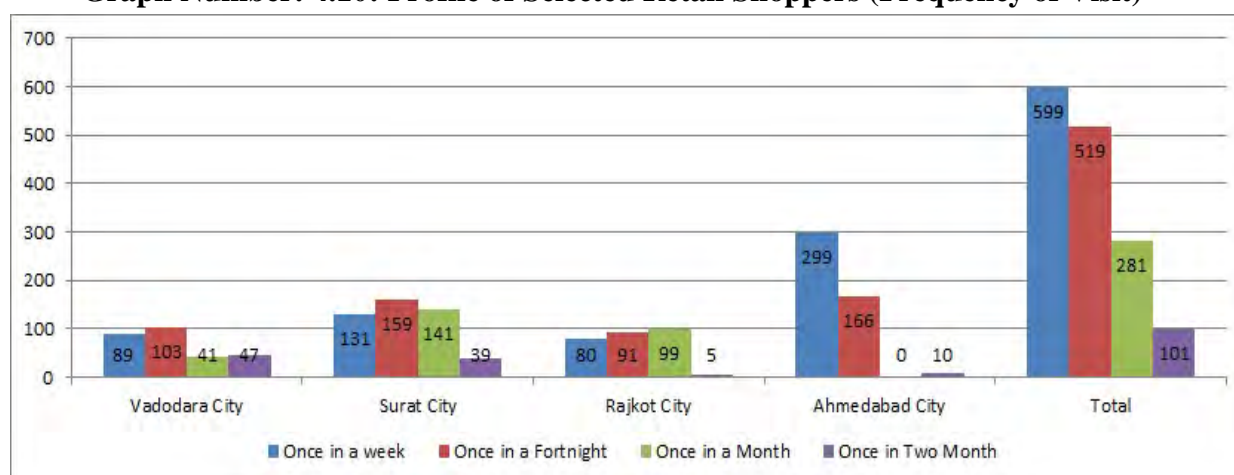
In terms of the ratio of awareness of the retail store and the actual visit to that particular retail store, the Ahmedabad Central Mall was having the highest ratio of 0.96, followed by Iscon Mega Mall (0.94) and Big-Bazaar (0.90) respectively.

Table Number: 4.14: Profile of Selected Retail Shoppers (Frequency of Visit)

Frequently of Visits to Retail Stores	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Once in a week	89 (31.8)	131 (27.9)	80 (29.1)	299 (62.9)	599 (39.9)
Once in a Fortnight	103 (36.8)	159 (33.8)	91 (33.1)	166 (34.9)	519 (34.6)
Once in a Month	41 (14.6)	141 (30.0)	99 (36.0)	0 (0)	281 (18.7)
Once in Two Month	47 (16.8)	39 (8.3)	5 (1.8)	10 (2.1)	101 (6.7)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

The table number 4.14 shows the frequency of visits made by retail shoppers. Finding showed that 36.8 percent retail shoppers of Baroda City and 33.8 percent of Surat City had visited retail stores at least once in a Fortnight. For Ahmedabad city, 62.9 percent retail shoppers' had visited once in a week (62.9 percent). Retail shoppers' in Rajkot city likes to visit – once in a Month (36 percent).

Graph Number: 4.10: Profile of Selected Retail Shoppers (Frequency of Visit)



The data analysis as given in the table number 4.14 had revealed that in the City of Vadodara, 37 percent of the retail shoppers visited retail stores atleast once in a fortnight followed by 31 percent who had preferred to visit once in a week followed by 17 percent of the retail shoppers had visited once in two months and 15 percent of retail shoppers visited once in a month.

In Surat city, 34 percent of the retail shoppers had visited once in a fortnight followed by 30 percent had visited once in a month, 28 percent had visited once in a week and 8 percent of the retail shoppers had visited once in two months respectively.

In case of the city of Rajkot, 36 percent of the retail shoppers preferred to visit once in a month whereas 33 percent preferred to visit once in the fortnight. 29 percent of the retail shoppers preferred to visit once in a week followed by only 2 percent of retail shoppers buy once in two months.

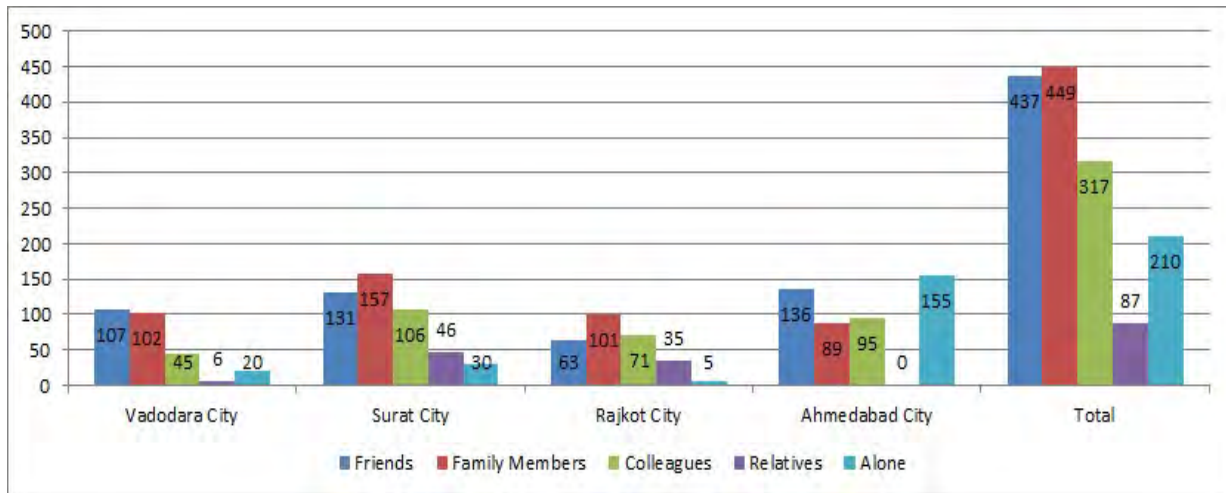
The City of Ahmedabad had topped the list with 63 percent of the retail shoppers had preferred to visit once in a week followed by 35 percent had visited once in a fortnight.

The overall analysis of the data revealed that 40 percent retail shoppers had visited once in a fortnight. It indicates that large number of the shoppers had a high frequency of visit for shopping the products of their choice. In order to attract and lure such retail shoppers, frequent shopping the retailers should introduce weekly promotional schemes and offers to induce the retail shoppers' for frequent shopping.

Table Number: 4.15: Profile of Selected Retail Shoppers (Preferred Shopping Companion)

Preferred Shopping Companion	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Friends	107 (38.2)	131 (27.9)	63 (22.9)	136 (28.6)	437 (29.1)
Family Members	102 (36.4)	157 (33.4)	101 (36.7)	89 (18.7)	449 (29.9)
Colleagues	45 (16.1)	106 (22.6)	71 (25.8)	95 (20.0)	317 (21.1)
Relatives	6 (2.1)	46 (9.8)	35 (12.7)	0 (0)	87 (5.8)
Alone	20 (7.1)	30 (6.4)	5 (1.8)	155 (32.6)	210 (14.0)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

Graph Number: 4.11: Profile of Selected Retail Shoppers (Preferred Shopping Companion)



The table number 4.15 exhibits the preference of retail shoppers for companion while shopping. The data analysis in case of the City of Vadodara had revealed that 38 percent preferred to visit the retail stores with friends, followed by 36 percent with family members while visiting their preferred shopping destination. Only 16 percent of the retail shoppers had preferred, the company of their colleagues followed by only 2 percent who had preferred the company of relatives, and only 7 percent would prefer to go alone for shopping.

In case of the City of Surat, 33 percent of the retail shoppers had opted to go with family members, 28 percent with friends, 23 percent with their colleagues, and 10 percent with their relatives respectively. Only 6 percent wanted to go alone for shopping.

In the city of Rajkot, nearly 37 percent of the retail shoppers had opted to go with family members, 26 percent with colleagues, and 23 percent with friends. In the City of Ahmedabad 33 percent of the retail shoppers' had opted to go alone for shopping whereas 29 percent preferred to go with friends.

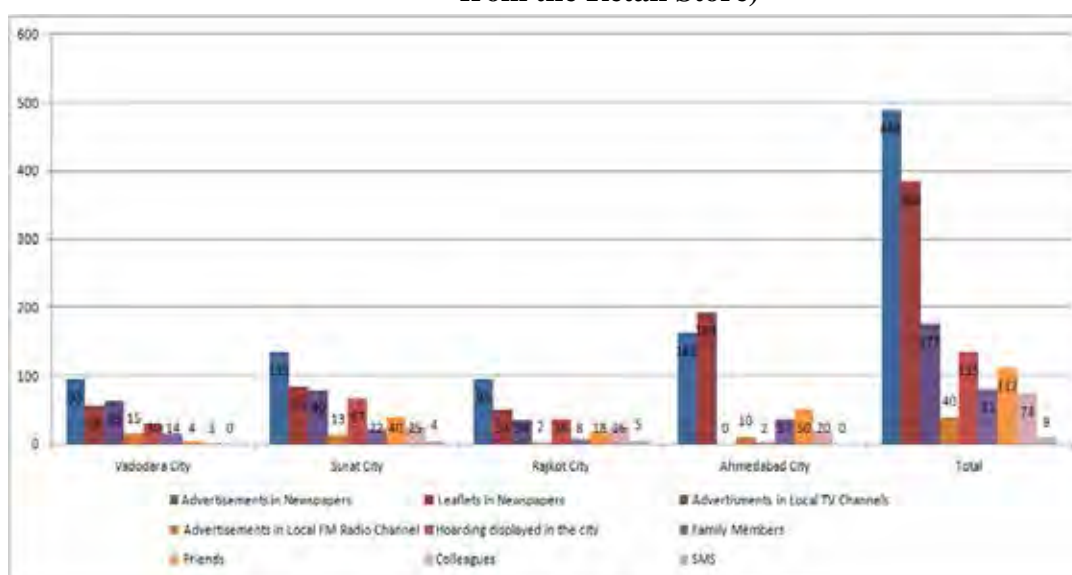
The overall data analysis is indicative of the fact that 30 percent of the retail shoppers' had preferred to go with family members and friends.

The retailers' should aim at providing heavy discounts when shoppers visit with their friends and relatives. Further, store managerw should devise specific promotional events to draw the people in groups. The referral code system should be adopted for the existing retail shoppers to enable them for passing the benefits to friends and relatives.

Table Number: 4.16: Selected Retail Shoppers' Sources of Information for Shopping from the Retail Store)

Sources of Information for Shopping	City wise Classification of Retail Shoppers				Number & Percentages of Selected Retail Shoppers
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Advertisements in Newspapers	95 (33.9)	135 (28.7)	95 (34.5)	163 (34.3)	488 (32.5)
Leaflets in Newspapers	56 (20.0)	84 (17.9)	51 (18.5)	193 (40.6)	384 (25.6)
Advertisements' in Local TV Channels	63 (22.5)	80 (17.0)	34 (12.4)	0 (0)	177 (11.8)
Advertisements in Local FM Radio Channel	15 (5.4)	13 (2.8)	2 (0.7)	10 (2.1)	40 (2.7)
Hoarding displayed in the city	30 (10.7)	67 (14.3)	36 (13.1)	2 (0.4)	135 (9.0)
Family Members	14 (5.0)	22 (4.7)	8 (2.9)	37 (7.8)	81 (5.4)
Friends	4 (1.4)	40 (8.5)	18 (6.5)	50 (10.5)	112 (7.5)
Colleagues	3 (1.1)	25 (5.3)	26 (9.5)	20 (4.2)	74 (4.9)
SMS	0 (0)	4 (0.9)	5 (1.8)	0 (0)	9 (0.6)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

Graph Number: 4.12: Selected Retail Shoppers' Sources of Information for Shopping from the Retail Store)



The table number 4.16 indicates the information source of the retail shoppers for their choice of retail store. The data analysis of the retail shoppers' preferred sources of information for shopping in the City of Vadodara revealed that 33 percent of the shoppers had received the information about the retail stores from the advertisements in the newspapers followed by 22 percent in local television channels, 20 percent from the leaflets in the newspapers respectively.

The hoardings displayed in the City of Vadodara were also the source of information for nearly about 11 percent of the retail shoppers. In the City of Surat 29 percent of the retail shoppers preferred source of information for shopping was advertisements in the newspapers followed by 18 percent retail shoppers received information from leaflets in the newspapers. The advertisement in the local television channels was also the source of information for 17 percent of the retail shoppers.

The retail store managers should aim at developing integrated marketing communication approach to reach heterogeneous target market. Further, the strategies should be developed to communicate to the shoppers at various touch points that is physical/digital shopping.

Tailor made specific communication strategies to drive consumption for selected product categories should be made using the social media as well as conventional media.

4.3: RETAIL SHOPPERS' PREFERENCE FOR SHOPPING FROM DIFFERENT RETAIL STORES FOR PURCHASING THE DIFFERENT PRODUCT CATEGORIES:

The details of selected retail shoppers' responses with regard to their preference from different retail stores for shopping the different product categories are given as follows.

Table Number: 4.17: Selected Retail Shoppers' Preference for Shopping from Different Retail Stores for purchasing the Different Product Categories in Vadodara City

List of Products Categories	Shopping Mall	Convenience Stores	Super Markets & Department Stores	Hyper Markets	Speciality Stores
Product Categories	Number and Percent of Shoppers [Total Number of Retail Shoppers of Vadodara City= 280]				
Fruits	59 (21.1)	80 (28.6)	123 (43.9)	114 (40.7)	65 (23.2)
Vegetables	60 (21.4)	84 (30.0)	129 (46.1)	110 (39.3)	60 (21.4)
Instant Food	73 (26.1)	123 (43.9)	133 (47.5)	96 (34.3)	57 (20.4)
Bakery Items/Staples	95 (33.93)	123 (43.93)	155 (55.36)	112 (40.00)	83 (29.64)
Beverages	92 (32.9)	111 (39.6)	172 (61.4)	97 (34.6)	48 (17.1)
Grocery	67 (23.9)	118(42.1)	158 (56.4)	101 (36.1)	67 (23.9)
Fragrances & Cosmetics	104 (37.1)	108 (38.6)	161 (57.5)	81 (28.9)	71 (25.4)
Hair Care / Skin Care / Personal Health Hygiene / Baby Care	90 (32.1)	93 (33.2)	140 (50.0)	122 (43.6)	95 (33.9)
Home Ware & Cleaning	71 (25.4)	105 (37.5)	196 (70.0)	92 (32.9)	70 (25.0)
Home Decor Products	118 (42.1)	87 (31.1)	120 (42.9)	85 (30.4)	85 (30.4)
Bed and Bath linen	100 (35.7)	90 (32.1)	157 (56.1)	87 (31.1)	65 (23.2)
Furniture	131 (46.8)	88 (31.4)	141 (50.4)	63 (22.5)	74 (26.4)
Stationery	101 (36.1)	128 (45.7)	180 (64.3)	72 (25.7)	99 (35.4)
Apparels & Accessories	160 (57.1)	114 (40.7)	151(53.9)	51 (18.2)	100 (35.7)
Jewellery	122 (43.6)	120 (42.9)	114 (40.7)	61 (21.8)	97 (34.6)
Bags and Luggage	138 (49.3)	97 (34.6)	119 (42.5)	83 (29.6)	75 (26.8)
Footwear	161 (57.5)	103 (36.8)	106 (37.9)	72 (25.7)	108 (38.6)
Small/Kitchen Appliances	152 (54.3)	85 (30.4)	105 (37.5)	86 (30.7)	90 (32.1)
IT & Mobile Accessories	107 (38.2)	68 (24.3)	63 (22.5)	52 (18.6)	145 (51.8)
Toys & Games	127 (45.4)	70 (25.0)	74 (26.4)	47 (16.8)	92 (32.9)
Sports	102 (36.4)	116 (41.4)	100 (35.7)	93 (33.2)	54 (19.3)
Health & Fitness	90 (32.1)	123 (43.9)	107 (38.2)	103 (36.8)	102 (36.4)
Pharmacy/Medicines	66 (23.6)	105 (37.5)	74 (26.4)	53 (18.9)	82 (29.3)

The modern day retailers are offering a wide array of products to satisfy the retail shoppers as given in the indicative list in the table number 4.17. The product categories which are purchased by retail shoppers' from shopping malls are Footwear that is 57 percent of the retail shoppers' followed by 40 percent purchase Bags and Luggage and 54 percent purchase Small Kitchen Appliances. In case of Convenience Stores 43 percent retail shoppers had purchased Bakery items and instant food product category.

Further, 70 percent of retail shoppers' purchased the Home ware and cleaning products from supermarkets and Departmental stores followed by 64 percent of stationery items, and 61 percent had bought beverages' from supermarkets and Departmental stores. Further, 43 percent of the shoppers' had purchased Hair Care / Skin Care / Personal Health Hygiene/ Baby Care followed by 40 percent had purchased Bakery Items/Staples, and 39 percent purchased Vegetables and fruits from Hypermarkets in the City of Baroda. 51 percent of the retail shoppers' had purchased IT & Mobile Accessories followed by 29 percent purchased Pharmacy/Medicines, and 35 percent had purchased Jewellery articles from the specialty stores in the City of Baroda.

Table Number: 4.18: Selected Retail Shoppers' Preference for Shopping from Different Retail Stores for purchasing the Different Product Categories in Surat City

List of Products Categories	Shopping Mall	Convenience Stores	Super Markets & Department Stores	Hyper Markets	Speciality Stores
Product Categories	Number and Percent of Shoppers [Total Number of Retail Shoppers of Surat City= 280]				
Fruits	103 (21.91)	270 (57.45)	227 (48.30)	68 (14.47)	20 (4.26)
Vegetables	53 (11.28)	217 (46.17)	266 (56.60)	102 (21.70)	29 (6.17)
Instant Food	57(12.13)	222 (47.23)	264 (56.17)	103 (21.91)	34 (7.23)
Bakery Items/Staples	62 (13.19)	204 (43.40)	288 (61.28)	123 (26.17)	40 (8.51)
Beverages	79 (16.8)	213 (45.3)	336 (71.5)	116 (24.7)	27 (5.7)
Grocery	82(17.4)	209 (44.5)	316 (67.2)	106 (22.6)	25 (5.3)
Fragrances & Cosmetics	138 (29.4)	164 (34.9)	252 (53.6)	99 (21.1)	49 (10.4)
Hair Care / Skin Care / Personal Health Hygiene / Baby Care	133 (28.3)	136 (28.9)	262 (55.7)	160 (34.0)	54 (11.5)
Home Ware & Cleaning	95 (20.2)	170 (36.2)	278 (59.1)	170 (36.2)	36 (7.7)
Home Decor Products	149 (31.7)	131 (27.9)	186 (39.6)	141 (30.0)	87 (18.5)
Bed and Bath linen	107 (22.8)	112 (23.8)	247 (52.6)	145 (30.9)	66 (14.0)
Furniture	101(21.5)	166 (35.3)	210 (44.7)	58 (12.3)	147 (31.3)
Stationery	74 (15.7)	181 (38.5)	269 (57.2)	79 (16.8)	146 (31.1)
Apparels & Accessories	191 (40.6)	161 (34.3)	266 (56.6)	170 (36.2)	142 (30.2)
Jewellery	112 (23.8)	161 (34.3)	219 (46.6)	97 (20.6)	185 (39.4)

List of Products Categories	Shopping Mall	Convenience Stores	Super Markets & Department Stores	Hyper Markets	Specialty Stores
Product Categories	Number and Percent of Shoppers [Total Number of shoppers of Surat City= 280]				
Bags and Luggage	165 (35.1)	139 (29.6)	233 (49.6)	124 (26.4)	128 (27.2)
Footwear	185 (39.4)	121 (25.7)	218 (46.4)	112 (23.8)	165 (35.1)
Small/Kitchen Appliances	123 (26.2)	129 (27.4)	254 (54.0)	141 (30.0)	116 (24.7)
IT & Mobile Accessories	162 (34.5)	165 (35.1)	40 (8.5)	64 (13.6)	195 (41.5)
Toys & Games	135 (28.7)	190 (40.4)	138 (29.4)	40 (8.5)	110 (23.4)
Sports	117 (24.9)	221 (47.0)	104 (22.1)	110 (23.4)	141 (30.0)
Health & Fitness	115 (24.5)	243 (51.7)	173 (36.8)	105 (22.3)	113 (24.0)
Pharmacy/Medicines	57 (12.1)	211 (44.9)	120 (25.5)	44 (9.4)	197 (41.9)

The product categories which were purchased by retail shoppers' from shopping malls were Footwear that is 39.4 percent of the retail shoppers' followed by 35.1 percent had purchased Bags and Luggage and 26.2 percent had purchased Small Kitchen Appliances. In case of Convenience Stores 57.45 percent purchased the Fruits, 47 percent had purchased Instant Food and Sports product categories respectively. 71.5 percent of retail shoppers' had purchased Beverages from supermarkets and Departmental stores followed by 59.1 percent had bought Home Ware & Cleaning items and 57.2 percent of the retail shoppers' purchased Stationery from supermarkets and Departmental stores.

36.2 percent of the retail shoppers' had bought Home Ware & Cleaning, followed by 34 percent had purchased Hair Care / Skin Care / Personal Health Hygiene / Baby Care, and 30.9 percent had bought Bed and Bath linen from Hypermarkets in the City of Surat.

41.9 percent of the retail shoppers' purchased Pharmacy/Medicines, followed by 41.5 percent had purchased IT & Mobile Accessories and 39.4 percent had bought Jewellery articles from the specialty stores in the City of Surat.

Table Number: 4.19: Selected Retail Shoppers' Preference for Shopping from Different Retail Stores for Purchasing the Different Product Categories in Rajkot City

List of Products Categories	Shopping Mall	Convenience Stores	Super Markets & Department Stores	Hyper Markets	Specialty Stores
Product Categories	Number and Percent of Shoppers [Total Number of Retail Shoppers of Rajkot City= 280]				
Fruits	64 (23.27)	175 (63.64)	151 (54.91)	11 (4.00)	6 (2.18)
Vegetables	16 (5.82)	116 (42.18)	191 (69.45)	44 (16.00)	14 (5.09)
Instant Food	12 (4.36)	95 (34.55)	189 (68.73)	51 (18.55)	24 (8.73)
Bakery Items/Staples	11 (4.00)	89 (32.36)	186 (67.64)	54 (19.64)	17 (6.18)
Beverages	28 (10.2)	115 (41.8)	207 (75.3)	54 (19.6)	9 (3.3)
Grocery	35 (12.7)	126 (45.8)	198 (72.0)	47 (17.1)	9 (3.3)

List of Products Categories	Shopping Mall	Convenience Stores	Super Markets & Department Stores	Hyper Markets	Specialty Stores
Product Categories	Number and Percent of Shoppers [Total Number of shoppers of Rajkot City= 280]				
Fragrances & Cosmetics	41 (14.9)	86 (31.3)	161 (58.5)	54 (19.6)	24 (8.7)
Hair Care / Skin Care / Personal Health Hygiene / Baby Care	50 (18.2)	72 (26.2)	172 (62.5)	88 (32.0)	11 (4.0)
Home Ware & Cleaning	41 (14.9)	90 (32.7)	179 (65.1)	99 (36.0)	15 (5.5)
Home Decor Products	54 (19.6)	84 (30.5)	130 (47.3)	67 (24.4)	38 (13.8)
Bed and Bath linen	21 (7.6)	61 (22.2)	155 (56.4)	82 (29.8)	30 (10.9)
Furniture	11 (4.0)	115 (41.8)	124 (45.1)	28 (10.2)	87 (31.6)
Stationery	12 (4.4)	80 (29.1)	169 (61.5)	45 (16.4)	72 (26.2)
Apparels & Accessories	57 (20.7)	87 (31.6)	170 (61.8)	107 (38.9)	65 (23.6)
Jewellery	22 (8.0)	104 (37.8)	159 (57.8)	60 (21.8)	96 (34.9)
Bags and Luggage	55 (20.0)	71 (25.8)	150 (54.5)	73 (26.5)	73 (26.5)
Footwear	59 (21.5)	36 (13.1)	156 (56.7)	73 (26.5)	86 (31.3)
Small/Kitchen Appliances	11 (4.0)	55 (20.0)	179 (65.1)	83 (30.2)	56 (20.4)
IT & Mobile Accessories	92 (33.5)	117 (42.5)	6 (2.2)	30 (10.9)	72 (26.2)
Toys & Games	71 (25.8)	144 (52.4)	65 (23.6)	13 (4.7)	64 (23.3)
Sports	93 (33.8)	146 (53.1)	44 (16.0)	48 (17.5)	103 (37.5)
Health & Fitness	73 (26.5)	153 (55.6)	76 (27.6)	71 (25.8)	49 (17.8)
Pharmacy/Medicines	30 (10.9)	148 (53.8)	50 (18.2)	15 (5.5)	98 (35.6)

The product categories that were purchased by retail shoppers' from shopping malls are Sports (33.8 percent), 33.5 percent had purchased IT & Mobile Accessories and 23.7 percent had bought Fruits. In case of Convenience Stores, 63.64 percent had purchased the Fruits, 55.6 percent Health & Fitness; and 53.8 percent had purchased Pharmacy/Medicines product category respectively.

75.3 percent of retail shoppers' had purchased the Beverages from supermarkets and Departmental stores followed by 72 percent had purchased Grocery items and 65.1 percent of the retail shoppers' had purchased Home Ware & Cleaning from supermarkets and Departmental stores respectively.

38.9 percent of the retail shoppers' had purchased Apparels & Accessories, followed by 36 percent had purchased Home Ware & Cleaning, and 32 percent had bought Hair Care / Skin Care / Personal Health Hygiene / Baby Care from Hypermarkets in the city of Rajkot.

35.6 percent of the retail shoppers' had purchased Pharmacy/Medicines, followed by 35 percent shoppers' had purchased Jewellery and 26.2 percent had purchased IT & Mobile Accessories and Stationery from the specialty stores in the City of Rajkot.

Table Number: 4.20: Selected Shoppers' Preference for Shopping from Different Retail Stores for Purchasing the Different Product Categories in Ahmedabad City

List of Products Categories	Shopping Mall	Convenience Stores	Super Markets & Department Stores	Hyper Markets	Speciality Stores
Product Categories	Number and Percent of Retail Shoppers [Total Number of Retail Shoppers of Ahmedabad City= 280]				
Fruits	90 (18.95)	370 (77.89)	128 (26.95)	109 (22.95)	49 (10.32)
Vegetables	60 (12.63)	361 (76.00)	163 (34.32)	153 (32.21)	44 (9.26)
Instant Food	26 (5.47)	375 (78.95)	163 (34.32)	54 (11.37)	44 (9.26)
Bakery Items/Staples	0 (0.00)	286 (60.21)	128 (26.95)	144 (30.32)	69 (14.53)
Beverages	2 (13.4)	277 (58.3)	317 (66.7)	137 (28.8)	0 (0)
Grocery	112 (23.6)	177 (37.3)	141 (29.7)	137 (28.8)	2 (0.4)
Fragrances & Cosmetics	248 (52.2)	126 (26.5)	133 (28.0)	144 (30.3)	0 (0.0)
Hair Care / Skin Care / Personal Health Hygiene / Baby Care	90 (18.9)	195 (41.1)	218 (45.9)	99 (20.8)	168 (35.4)
Home Ware & Cleaning	71 (14.9)	327 (68.8)	109 (22.9)	83 (17.5)	2 (0.4)
Home Decor Products	225 (47.4)	142 (29.9)	64 (13.5)	83 (17.5)	78 (16.4)
Bed and Bath linen	122 (25.7)	250 (52.6)	250 (52.6)	156 (32.8)	170 (35.8)
Furniture	89 (18.7)	96 (20.2)	147 (30.9)	20 (4.2)	212 (44.6)
Stationery	40 (8.4)	164 (34.5)	277 (58.3)	0 (0)	105 (22.1)
Apparels & Accessories	328 (69.1)	204 (42.9)	317 (66.7)	123 (25.9)	91 (19.2)
Jewellery	80 (16.8)	20 (4.2)	53 (11.2)	173 (36.4)	210 (44.2)
Bags and Luggage	137 (28.8)	34 (7.2)	83 (17.5)	87 (18.3)	295 (62.1)
Footwear	337 (70.9)	67 (14.1)	30 (6.3)	41 (8.6)	287 (60.4)
Small/Kitchen Appliances	302 (63.6)	67 (14.1)	183 (38.5)	239 (50.3)	129 (27.2)
IT & Mobile Accessories	146 (30.7)	63 (13.3)	0 (0.0)	41 (8.6)	280 (58.9)
Toys & Games	106 (22.3)	297 (62.5)	151 (31.8)	41 (8.6)	83 (17.5)
Sports	0 (0)	245 (51.6)	191 (40.2)	131 (27.6)	163 (34.3)
Health & Fitness	26 (5.5)	94 (19.8)	64 (13.5)	132 (27.8)	332 (69.9)
Pharmacy/Medicines	53 (11.2)	55 (11.6)	90 (18.9)	18 (3.8)	367 (77.3)

The product categories which were purchased by retail shoppers' from shopping malls were Footwear (70.9 percent) followed by (63.3 percent) purchase of Small/Kitchen Appliances and (52.2 percent) had purchased of Fragrances & Cosmetics.

In case of Convenience Stores, 78.95 percent retail shoppers' had purchased Instant Food, 77.89 percent purchased Fruits; and 76 percent retail shoppers' had purchased Vegetables product category respectively.

66.7 percent of retail shoppers' had purchased Apparels & Accessories and Beverages from supermarkets and Departmental stores followed by 58.3 percent had purchased Stationery items, and 52.6 percent of the retail shoppers' had purchased Bed and Bath linen from supermarkets and Departmental stores.

The 50.3 percent of the retail shoppers' had purchased Small/Kitchen Appliances, followed by 36 percent purchased jewellery, and 32.8 percent had purchased Bed and Bath items from Hypermarkets in the Ahmedabad City. 77.3 percent of the retail shoppers' had purchased Pharmacy/Medicines, followed by 69.9 percent had purchased Health & Fitness and 62.1 percent had purchased Bags and Luggage from the specialty stores in the City of Ahmedabad.

4.4: EXPERIENCES OF THE SELECTED RETAIL SHOPPERS' WAY OF SHOPPING:

Table Number: 4.21: Selected Retail Shoppers' Experiences for the Selected Retail Shoppers' Way of Shopping

Sr. No	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	Shopping to pass leisure time	166 (59.0)	114 (41.0)	286 (60.9)	184 (39.1)	182 (66.1)	93 (33.9)	314 (66.1)	161 (33.9)	948 (63.2)	552 (36.8)
02	Shopping to reduce stress	183 (65.4)	97 (34.6)	245 (52.1)	225 (47.9)	100 (36.4)	175 (63.6)	234 (49.2)	241 (50.8)	762 (50.8)	738 (49.2)
03	Feeling tired after shopping	151 (53.9)	129 (46.1)	223 (47.4)	247 (42.6)	101 (36.7)	174 (63.3)	216 (45.4)	259 (54.6)	691 (46.0)	809 (54.0)
04	Sales people add enjoyment	177 (63.2)	103 (36.8)	228 (48.5)	242 (51.5)	88 (32.0)	187 (68.0)	241 (50.7)	234 (49.3)	734 (48.9)	766 (51.1)
05	Do not like to spend too much time to plan for shopping	168 (60.0)	112 (40.0)	176 (37.4)	294 (62.6)	93 (33.8)	182 (66.2)	173 (36.4)	302 (63.6)	610 (40.6)	890 (59.4)
06	Shopping is full of joy & fun for me	133 (47.5)	147 (52.5)	145 (30.9)	325 (69.1)	63 (22.9)	212 (77.1)	166 (34.9)	309 (65.1)	507 (33.8)	993 (66.2)
07	Disliking the presence of crowds while shopping	110 (39.3)	170 (60.7)	127 (27.0)	343 (73.0)	54 (19.6)	221 (80.4)	130 (27.4)	345 (72.6)	421 (28.0)	1079 (72.0)
08	Shopping provides social experiences	159 (56.8)	121 (43.2)	169 (36.0)	301 (64.0)	65 (23.6)	210 (76.4)	158 (33.6)	317 (66.4)	551 (36.7)	949 (63.3)
09	Shopping alone	167 (59.6)	113 (40.7)	227 (48.3)	243 (51.7)	88 (32.0)	187 (68.0)	299 (62.9)	176 (37.1)	781 (52.0)	719 (48.0)
10	Buying from a particular retail store only	127 (45.4)	153 (54.6)	233 (49.6)	237 (50.4)	112 (40.7)	163 (59.3)	355 (74.7)	120 (25.3)	827 (55.1)	673 (44.9)
11	Buying products from nearby retail stores	108 (38.6)	172 (61.4)	240 (51.1)	230 (48.9)	133 (48.3)	142 (51.7)	194 (40.8)	281 (59.2)	675 (45)	825 (55)
12	Feel better	165 (58.9)	115 (41.1)	220 (46.8)	250 (53.2)	109 (39.6)	166 (60.4)	128 (36.9)	347 (73.1)	622 (41.4)	878 (58.6)
13	Lower price offers attracts to shop more	116 (41.4)	164 (58.6)	182 (38.7)	288 (61.3)	86 (31.2)	189 (68.3)	190 (40.0)	285 (60.0)	574 (38.2)	926 (61.8)
14	Special prices influences to shop more	107 (38.2)	173 (61.8)	145 (30.9)	325 (69.1)	69 (25.1)	206 (74.9)	128 (26.9)	347 (73.1)	449 (29.9)	1051 (70.1)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.21 depicts the experiences of the selected retail shoppers for their Way of Shopping from the retail stores. The ways of shopping reflects one's own unique style, approach, motive, tendency and preferences for shopping. Every shopper has his or her own style which indicates the attitudinal predisposition for the act of shopping while going to the preferred retail store.

In case of the city of Vadodara, 61.8 percent of them had shopped due to special prices, 61.4 percent of retail shoppers had preferred buying products from nearby located retail stores, 60.7 percent retail shoppers had disliked the presence of crowds while shopping, 58.6 percent retail shoppers had preferred due to Lower price offers, 54.6 percent of retail shoppers had preferred buying from a particular retail store only, 52.5 percent of retail shoppers' had preferred to shop where the Shopping is full of joy & fun.

In case of the City of Surat, 73.0 percent retail shoppers' had disliked the presence of crowds while shopping, 69.1 percent retail shoppers' felt that Shopping was full of joy & fun, 69.1 percent of them shopped due to special prices, 64.0 percent retail shoppers' were of the opinion that Shopping provided social experiences, 62.6 percent retail shoppers' did not like to spend too much time to plan for shopping 61.3 percent of them are attracted due to lower prices, 53.2 percent of shoppers feel better by shopping, 51.7 percent of the shoppers' liked shopping alone and 51.5 percent of retail shoppers' had preferred to shop in a store where the Sales people add enjoyment to shopping.

The city of Rajkot also yielded interesting results. 80.4 percent retail shoppers' had disliked the presence of crowds while shopping, 77.1 percent shoppers considered shopping as full of joy and fun, whereas 76.4 percent retail shoppers' of them had believed that Shopping provided social experiences. Further, 74.9 percent retail shoppers' had shopped due to special prices, 72.6 percent had disliked the presence of crowds while shopping, 68.3 percent of them shopped due to lower prices, 68.0 percent shoppers' preferred shopping alone and also preferred to shop in a store where the Sales people added enjoyment to shopping, 66.4 percent retail shoppers' believed that shopping provided social experiences, 66.2 percent retail shoppers' did not like to spend too much time to plan for shopping and had also enjoyed shopping as joy & fun, 63.6 percent shoppers' preferred to shop to reduce their stress levels, and 63.3 percent shoppers' felt tired after shopping.

In the City of Ahmedabad, 73.1 percent of them believed that shopping makes them feel better and shopped due to special prices offered by the retail store, 65.1 percent of them believed that shopping was full of joy & fun.

Further, 63.6 percent retail shoppers' did not like to spend too much time to plan for shopping, and 60.0 percent shoppers preferred to shop due to lower prices.

The overall data analysis in the State of Gujarat revealed that, 72.0 percent of retail shoppers' disliked the presence of crowds while shopping; 70.1 of them were influenced by the special prices offered by the retail store; 66.2 percent of retail shoppers' believed that shopping was full of joy & fun for them; 63.3 percent of retail shoppers' considered shopping as social experiences. Further, 61.8 percent of retail shoppers' were attracted by lower price offered by the retail store; 59.4 percent of retail shoppers' were inclined to spend less time for shopping and 58.6 percent of retail shoppers' felt better while they were shopping.

4.5: EXPERIENCES OF THE SELECTED RETAIL SHOPPERS RELATING TO THE PLANNING ACTIVITIES UNDERTAKEN FOR SHOPPING:

Table Number: 4.22: Selected Retail Shoppers' Experiences Relating To the Planning Activities for Shopping

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	Checking price tag before buying a particular product	56 (20.0)	224 (80.0)	151 (32.1)	319 (67.9)	99 (36.0)	176 (64.0)	63 (13.3)	412 (86.7)	369 (24.6)	1131 (75.4)
02	Touch and inspect the products before buying	46 (16.4)	234 (83.6)	146 (31.1)	324 (68.9)	101 (36.7)	174 (63.3)	61 (12.8)	414 (87.2)	354 (23.6)	1146 (76.4)
03	Seeking help from sales staff while buying a product	75 (26.8)	205 (73.2)	152 (32.3)	318 (67.7)	71 (25.8)	204 (74.2)	96 (20.2)	379 (79.8)	394 (26.2)	1106 (73.7)
04	Buying from new retail stores	84 (30.0)	196 (70.0)	177 (37.7)	293 (62.3)	77 (28.0)	198 (72.0)	213 (44.2)	262 (59.8)	551 (36.7)	949 (63.3)
05	Comparing different product before buying a particular product	72 (25.7)	208 (74.3)	170 (36.2)	300 (63.8)	73 (26.5)	202 (73.5)	236 (49.7)	239 (50.3)	551 (36.7)	949 (63.3)
06	Spending less time while shopping	101 (36.1)	179 (63.9)	156 (33.2)	314 (66.8)	56 (20.4)	219 (79.6)	224 (47.2)	251 (52.8)	537 (35.8)	963 (64.2)

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
07	Preparing a shopping list before actual shopping	0 (00.0)	280 (100.0)	92 (19.6)	378 (80.4)	91 (33.1)	184 (66.9)	236 (49.7)	239 (50.3)	419 (27.9)	1081 (72.1)
08	Ending up shopping more products than actually needed	110 (39.3)	170 (60.7)	222 (47.2)	248 (52.8)	118 (42.9)	157 (57.1)	213 (44.8)	262 (55.2)	663 (44.2)	837 (55.8)
09	The retail stores offers better services	128 (45.7)	152 (54.3)	195 (41.5)	275 (58.5)	100 (36.4)	175 (63.6)	318 (66.9)	157 (33.1)	741 (49.4)	759 (50.6)
10	Making unplanned visits to Retail Stores	128 (45.7)	152 (54.3)	201 (42.8)	269 (57.2)	104 (37.8)	171 (62.2)	120 (25.3)	355 (74.7)	553 (36.8)	947 (63.2)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.22 exhibits the experiences of the selected shoppers relating to their planning activities that they undertake before and during shopping trips.

In the City of Vadodara, 83.6 percent had preferred to touch and inspect the products before buying, 80.0 percent retail shoppers' preferred Checking the price tag before buying a particular product, 74.3 percent retail shoppers' had compared prefer comparing different product before buying a particular product, 73.2 percent of the shoppers preferred to seek help from the sales staff and all retail shoppers' in the city of Vadodara had prepared a shopping list before actual shopping.

In the city of Surat, 80.4 percent had preferred preparing a shopping list before actual shopping, 68.9 percent had touched and inspected the products before buying, 67.9 percent retail shoppers' had preferred checking price tag before buying a particular product, 67.7 percent retail shoppers preferred to seek help from the sales staff, 66.8 percent shoppers preferred to spend less time while shopping, 63.8 percent had compared different products before buying a particular product, and 62. 3 percent retail shoppers preferred to buy from new retail stores.

In case of the City of Rajkot, 79.6 percent had preferred to spend less time while shopping, 74.2 percent retail shoppers' had preferred to seek help from sales staff while buying a product, 73.5 percent had compared different product before buying a particular product, and 72.0 percent of them preferred to buy from new retail stores.

In the City of Ahmedabad, 87.2 percent retail shoppers' had touched and inspected the products before buying, 86.7 percent had preferred to check price tag before buying a particular product, 79.8 percent had sought help from sales staff while buying a product, and 74.7 percent had preferred making unplanned visits to retail stores.

The overall data analysis in the State of Gujarat revealed that, 76.4 percent of retail shoppers' preferred to touch and inspect products before buying; 74.3 of them were interested in checking price tag before actual buying; 73.7 percent of retail preferred to seek help from the sales staff, and 72.1 percent of retail shoppers' prepared shopping list before actual shopping.

4.6: EXPERIENCES OF THE SELECTED SHOPPERS FASHION TRENDS:

Table Number: 4.23: Selected Retail Shoppers' Experiences Fashion Trends

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	Shopping helps to choose from a wide variety of products	0 (00.0)	280 (100.0)	0 (00.0)	470 (100.0)	0 (00.0)	275 (100.0)	0 (00.0)	475 (100.0)	00 (0.0)	1500 (100.0)
02	Like to visit new retail stores	2 (00.7)	278 (99.3)	91 (19.4)	379 (80.6)	72 (26.2)	203 (73.8)	0 (00.0)	475 (100.0)	165 (11.0)	1335 (89.0)
03	Like to buy branded products only	0 (00.0)	280 (100.0)	62 (13.2)	408 (86.8)	73 (26.5)	202 (73.5)	0 (00.0)	475 (100.0)	135 (9.0)	1365 (91.0)
04	Shopping helps to get new ideas	0 (00.0)	280 (100.0)	101 (21.5)	369 (78.5)	87 (31.6)	188 (68.4)	0 (00.0)	475 (100.0)	188 (12.6)	1312 (87.4)
05	Visiting retail stores to know the latest trends of fashion	3 (01.1)	277 (98.9)	114 (24.3)	356 (75.7)	117 (42.5)	158 (57.5)	0 (00.0)	475 (100.0)	234 (15.6)	1266 (84.4)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.23 shows the experiences of the selected shoppers relating to the fashion trends. The retail shoppers' do shopping for keeping up with the latest fashion trends, to get new ideas on fashion, to stay informed with the latest Brands etc.

In case of the City of Vadodara, all selected retail shoppers' believed that shopping helps to choose from a wide variety of products, 99.3 percent liked to visit new retail stores, all shoppers showed inclination to buy branded products only as well as they believed that shopping helps them to get new ideas, and 98.2 percent retail shoppers' visited the retail stores to know about latest fashion trends.

In the City of Surat, all selected retail shoppers' believed that shopping helped to choose from a wide variety of products, 86.8 percent retail shoppers' liked to buy branded products only and 80.6 percent had liked to visit new retail stores.

In the City of Rajkot, all selected retail shoppers' had preferred to visit the retail stores to know the latest trends of fashion, 73.8 percent had liked to visit new retail stores, and 73.5 percent liked to buy branded products only.

In case of City of Ahmedabad, all selected retail shoppers preferred to visit the retail stores to know the latest trends of fashion and they liked to visit new retail stores. Further, the selected shoppers of the Ahmedabad City believed that shopping helped them to choose from a wide variety of products and shopping helps them to get new ideas. The shoppers' in this city showed a strong inclination to buy only branded products.

The overall data analysis in the State of Gujarat revealed that all retail shoppers' were of the opinion that shopping helped them to choose from a wide variety of products; 91.0 percent retail shoppers' liked to buy branded products only; 89.0 percent retail shoppers' liked to visit new retail stores; 87.4 percent retail shoppers' opined that shopping helped them to get new ideas, and 84.4 percent retail shoppers' visited retail stores to know the latest trends of fashion.

4.7: ACTUAL EXPERIENCES OF THE SELECTED SHOPPERS RELATING TO THEIR SHOPPING:

Table Number: 4.24: Table Showing Summary of Selected Retail Shoppers' for Their Actual Experiences of the Selected Shoppers Relating to Their Shopping

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	Discussing with family members about products to be purchased	88 (31.4)	192 (68.6)	174 (37.0)	296 (63.0)	108 (39.0)	167 (60.7)	174 (36.6)	301 (63.4)	544 (36.2)	956 (63.8)
02	Discussing with others about products in the retail store	132 (47.1)	148 (52.9)	192 (40.9)	278 (59.1)	76 (27.6)	199 (72.4)	225 (47.4)	250 (52.6)	625 (41.6)	875 (58.4)

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
03	Sharing bad shopping experiences with others	105 (37.5)	175 (62.5)	185 (39.4)	285 (60.6)	105 (38.2)	170 (61.8)	206 (43.4)	269 (56.6)	601 (40.0)	899 (60.0)
04	Sharing information about various sales promotion schemes with others	114 (40.7)	166 (59.3)	210 (44.7)	260 (55.3)	101 (36.7)	174 (63.3)	221 (46.5)	254 (53.5)	646 (43.0)	854 (57.0)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The above table number 4.24 shows the actual shopping experiences of the selected shoppers. In case of the City of Vadodara, 68.6 percent retail shoppers' had preferred to discuss with family members about products to be purchased, 62.5 percent had shared bad shopping experiences with others, 59.3 percent had preferred sharing information about various sales promotion schemes with others.

In case of the City of Surat, 63 percent retail shoppers' had discussed with family members about products to be purchased, 60.6 percent retail shoppers' had preferred sharing bad shopping experiences with others, and 59.1 percent had discussed with others about products in the retail store.

In case of the City of Rajkot, 72.4 percent retail shoppers' had preferred to discuss with others about products in the retail store, 63.3 percent had shared information about various sales promotion schemes with others, and 61.8 percent had preferred to share bad shopping experiences with others.

In case of the City of Ahmedabad, 63.4 percent retail shoppers' had preferred to discuss with family members about products to be purchased, 56.6 percent retail shoppers' had shared bad shopping experiences with others, and 53.5 percent had shared information about various sales promotion schemes with others.

The overall data analysis of responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 63.8 percent retail shoppers' preferred to discuss with family members about products to be purchased and 60.0 percent retail shoppers' shared bad shopping experiences with others.

Table Number: 4.25: Selected Retail Shoppers' Responses on Overall Shopping Experience in the Retail Store

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	I am satisfied with the way I do the shopping.	76 (27.1)	204 (72.9)	183 (38.9)	287 (61.1)	148 (53.8)	127 (46.2)	123 (25.9)	352 (74.1)	530 (35.3)	970 (64.6)
02	I am satisfied with the planned activities that I do for shopping	84 (30.0)	196 (70.0)	142 (30.2)	328 (69.8)	57 (20.7)	218 (79.3)	235 (49.5)	240 (50.5)	518 (34.5)	982 (65.5)
03	I share my shopping experiences with others	91 (32.5)	189 (67.5)	119 (25.3)	351 (74.7)	35 (12.7)	240 (87.3)	173 (36.4)	302 (63.6)	418 (27.8)	1082 (72.2)
04	Shopping helps me to buy the latest products	76 (27.1)	204 (72.9)	120 (25.5)	350 (74.5)	58 (21.1)	217 (78.9)	104 (21.9)	371 (78.1)	358 (23.8)	1142 (76.2)
05	Shopping helps me to know the latest fashion trends	94 (33.6)	186 (66.4)	171 (36.4)	299 (63.6)	118 (43.9)	157 (57.1)	138 (29.1)	337 (70.9)	521 (34.7)	979 (65.3)
06	I am satisfied with the shopping facilities	74 (26.4)	206 (73.6)	99 (21.1)	371 (78.9)	37 (13.5)	238 (86.5)	208 (43.8)	267 (56.2)	418 (27.8)	1082 (72.2)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.25 shows the retail shoppers' responses on overall shopping experience in the retail store of their choice.

In the City of Vadodara, 73.6 percent were satisfied with the shopping facilities in their city, 72.9 percent retail shoppers' were satisfied with the way they did the shopping and they believed that shopping helped them to buy the latest products, and 70 percent were satisfied with the planned activities that they did for shopping.

In the city of Surat, 78.9 percent were satisfied with the shopping facilities, 74.7 percent retail shoppers' had shared shopping experiences with others, 74.5 percent had believed that shopping helps me to buy the latest products, and 69.8 percent retail shoppers' were found as satisfied with their planned activities for shopping.

In case of the City of Rajkot, 87.3 percent retail shoppers' preferred to share shopping experiences with others, 86.5 percent were satisfied with the shopping facilities of the retail store, 79.3 percent shoppers were satisfied with the planned activities that they did for shopping and also shared their shopping experiences with others, and 78.9 percent of them believed that shopping helped them to buy the latest products.

In the City of Ahmedabad, 78.1 percent believed that shopping helped them to buy the latest products, 74.1 percent retail shoppers' were satisfied with the way they did the shopping, 70.9 had opined that shopping helps them to know the latest fashion trends, and 63.6 percent had shared the shopping experiences with others.

The overall data analysis of responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 76.2 percent retail shoppers' opined that shopping helped them to buy the latest products, and 72.2 percent retail shoppers' preferred to share their shopping experiences with others as well as they were satisfied with the shopping facilities made available in the retail store.

Table Number: 4.26: Selected Retail Shoppers' Responses on Accessibility of the Retail Stores

Sr. No .	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	I like a retail store for shopping which is located near to my residence	111 (39.6)	169 (60.4)	275 (58.5)	195 (41.5)	198 (72.0)	77 (28.0)	299 (62.9)	176 (37.1)	883 (58.8)	617 (41.2)
02	I like a retail store for shopping which is located near to my office	116 (41.4)	164 (58.6)	272 (57.9)	198 (42.1)	172 (62.5)	103 (37.5)	289 (60.8)	186 (39.2)	849 (56.6)	651 (43.4)
03	It is convenient for me to go for shopping at any time in the retail store	161 (57.5)	119 (42.5)	302 (64.3)	168 (35.7)	165 (60.0)	110 (40.0)	205 (43.2)	270 (56.8)	833 (55.5)	667 (44.5)
04	I get required information about the retail store	125 (44.6)	155 (55.4)	206 (43.8)	264 (56.2)	111 (40.4)	164 (59.6)	430 (90.5)	45 (09.5)	872 (58.1)	628 (41.9)
05	The opening hours of the retail store are convenient to me	108 (38.6)	172 (61.4)	199 (42.3)	271 (57.7)	114 (41.5)	161 (58.5)	252 (53.1)	223 (46.9)	673 (44.8)	827 (55.2)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

In the table number 4.26 the selected criteria of accessibility of the retail store of their choice is presented.

In the City of Vadodara, 61.4 percent had believed that the opening hours of the retail stores are convenient to them in their city, 60.4 percent retail shoppers' liked a retail store for shopping which was located near to their residence, where as 58.6 percent liked a retail store for shopping which was located near to their office.

In the City of Surat, 57.7 percent believed that the opening hours of the retail stores as convenient to them in their City, 56.2 percent retail shoppers' had agree that they got the required information about the retail store, and 41.5 percent liked a retail store for shopping which was located near to their residence.

In case of the City of Rajkot, 59.6 percent had agreed that they received required information about the retail store, 58.5 percent retail shoppers' were happy with the opening hours of the retail store and as convenient to them, and 40.0 percent had agreed that it is convenient for them to go for shopping at any time at retail store.

In the City of Ahmedabad, 56.8 percent shoppers' had agreed that it was convenient for them to go for shopping at any time, 46.9 percent had believed that the opening hours of the retail store are convenient to them, 39.2 percent of selected shoppers preferred to visit the retail store that was located nearer to their office, and 37.1 percent liked a retail store for shopping which is located near to their residence.

The overall data analysis of the responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 55.2 percent retail shoppers' opined that opening hours of the retail store were convenient to them; 44.5 percent retail shoppers' endorsed that the shopping at any as most convenient facility offered by the retail store and 43.4 percent retail shoppers' preferred a retail store for shopping which was located near to their office.

Overall, the location of the retail store (preferred to be nearer to the retail shoppers' residence or office) and opening hours are the two most important factors of the retail store accessibility in the State of Gujarat.

Table Number: 4.27: Selected Retail Shoppers' Responses on Sales Promotion Schemes and Offers of the Retail Store

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	The products offered with lower prices makes me feel less burden of making the payment	126 (45.0)	154 (55.0)	260 (55.3)	210 (44.7)	164 (59.6)	111 (40.4)	177 (37.3)	298 (62.7)	727 (48.4)	773 (51.6)
02	The retail store gives me discount schemes	102 (36.4)	178 (63.6)	287 (61.1)	183 (38.9)	190 (69.1)	85 (30.9)	352 (74.1)	123 (25.9)	931 (62.0)	569 (38.0)
03	The colour(s) and symbols used in promotions (e.g. advertisements) are attractive	107 (38.2)	173 (61.8)	264 (56.2)	206 (43.8)	157 (57.1)	118 (42.9)	125 (26.3)	350 (73.7)	653 (43.5)	847 (56.5)
04	I like to buy products offered to me by retail store on promotional, discounted schemes	109 (38.9)	171 (61.1)	273 (58.1)	197 (41.9)	159 (57.8)	116 (42.2)	157 (33.1)	318 (66.9)	698 (46.5)	802 (53.5)
05	I like to buy products at special events (For e g Wednesday bazaar at big bazaar)	121 (43.2)	159 (56.8)	306 (65.1)	164 (34.9)	189 (68.7)	86 (31.1)	154 (32.4)	321 (67.6)	770 (51.3)	730 (48.7)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.27 illustrates the retail shoppers' responses on Sales Promotion Schemes and offers of the retail store.

In the City of Vadodara, 63.6 percent retail shoppers' had agreed that they liked when retail store gave them discount schemes, 61.8 percent had liked the colour(s) and symbols used in promotions (e.g. advertisements) and found it as an attractive element, 61.1 percent had preferred to buy products on promotional & discounted schemes, 56.8 percent of retail shoppers preferred to buy products on special events and 55 percent of the respondents preferred to buy products that were available in the retail stores at lower prices.

In the City of Surat, 44.7 percent had agreed that products offered with lower prices made them feel less burden of making the payment, and around 43.8 percent had agreed that they liked the colour(s) and symbols used in promotions (e.g. advertisements) and 41.9 percent preferred to buy products on promotional & discounted schemes.

In case of the City of Rajkot, 42.9 retail shoppers liked the colour(s) and symbols used in promotions (e.g. advertisements) by retail stores, 42.2 percent had liked to buy products offered to them by retail store on promotional & discounted schemes and 40.4 percent of retail shoppers preferred to buy products available at lower prices.

In the City of Ahmedabad, 73.7 percent liked the colour(s) and symbols used in promotions (e.g. advertisements) and found it as an attractive element, 67.6 percent retail shoppers' had agreed that they liked to buy products at special events, 66.9 percent had preferred to buy products on promotional & discounted schemes, and 62.7 percent of the retail shoppers preferred to buy products available at lower prices.

The overall data analysis of the responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 56.5 percent retail shoppers' considered the colour(s) and symbols used for promotions purpose (e.g. advertisements) by retail store were attractive; 53.5 percent retail shoppers' preferred to buy products offered to them by the retail store on promotional, discounted schemes and 51.6 percent retail shoppers' preferred to buy the products offered with lower prices.

Table Number: 4.28: Selected Retail Shoppers' Responses on Institutional Factors of the Retail Store

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	I receive Birthday wishes on mobile from the retail store	169 (60.4)	111 (39.6)	272 (57.9)	198 (42.1)	130 (47.2)	145 (52.7)	292 (61.4)	183 (38.6)	863 (57.5)	637 (42.5)
02	I receive Birthday wishes on email from the retail store	152 (54.3)	128 (45.7)	294 (62.6)	176 (37.4)	148 (53.8)	127 (46.2)	378 (79.5)	97 (20.5)	972 (64.8)	528 (35.2)
03	I receive Anniversary wishes on mobile from the retail store	123 (43.9)	157 (56.1)	291 (61.9)	179 (38.1)	170 (61.8)	105 (38.2)	361 (76.0)	114 (24.0)	945 (63.0)	555 (37.0)
04	I receive Anniversary wishes on email from the retail store	137 (48.9)	143 (51.1)	302 (64.3)	168 (35.7)	171 (62.1)	104 (37.9)	445 (93.6)	30 (06.4)	1055 (70.3)	445 (29.7)
05	The retail stores are crowded	117 (41.8)	163 (58.2)	233 (49.6)	237 (50.4)	133 (48.4)	142 (51.6)	238 (50.1)	237 (49.9)	721 (48.0)	779 (52.0)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.28 clearly exhibits the retail shoppers' responses on institutional factors of the retail store.

In the City of Vadodara, 58.2 percent of the retail shoppers were of the opinion that the retail stores were crowded, 56.1 percent had wished to receive anniversary wishes on mobile phone, 51.1 percent retail shoppers' had agreed that they liked to receive anniversary wishes via e-mail, 45.7 percent wished to receive Birthday Wishes via e-mail from the retail store, and 39.6 percent of retail shoppers' wished to receive Birthday Wishes on mobile phones.

In the City of Surat, 50.4 percent of retail shoppers in this city opined that the retail stores in their city are crowded, 42.1 percent had agreed that they wished to receive Birthday Wishes on mobile from the retail store, 38.1 percent wished to receive anniversary wishes on mobile, 37.4 percent wished to receive Birthday Wishes via e-mail from the retail store, and 35.7 percent retail shoppers' agreed that they had received Anniversary Wishes via e-mail from the retail store.

In case of the city of Rajkot, 52.7 percent of the retail shoppers received Birthday Wishes on mobile phone from the retail store, 51.6 percent retail shoppers opined that the retail stores in their city were crowded, and 46.2 percent liked to receive Birthday Wishes via e-mail.

In the City of Ahmedabad, 49 percent retail shoppers' had felt that retail stores are crowded, 38.6 percent liked to receive Birthday Wishes on mobile, and 24.0 percent had received Anniversary Wishes on mobile from the retail store.

The overall data analysis of the responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 52 percent of retail shoppers' opined that The retail stores are crowded in their city; 42.5 percent of retail shoppers' preferred to receive Birthday wishes on mobile from the retail store and 37 percent of retail shoppers' preferred to receive Anniversary wishes on mobile from the retail store. Overall, receiving wishes from the retail store on their Birthday and or Anniversary Occasions via email and or mobile seems to be preferred by most of the retail shoppers' of the State of Gujarat.

Table Number: 4.29: Selected Retail Shoppers' Responses on Store Personnel of the Retail Store

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	The sales staff of the retail store has required information of the products	156 (55.7)	124 (44.3)	253 (53.8)	217 (46.2)	152 (55.2)	123 (44.8)	327 (68.8)	148 (32.2)	888 (59.2)	612 (40.8)
02	The sales staff of the retail store has required information of the availability of the products	124 (44.2)	156 (55.8)	244 (51.9)	226 (48.1)	148 (53.8)	127 (46.2)	245 (51.6)	230 (48.4)	761 (50.7)	739 (49.3)
03	The sales staff of the retail store has the required information of the price of the products	110 (39.2)	170 (60.8)	258 (54.8)	212 (45.1)	171 (62.1)	104 (37.8)	238 (50.1)	237 (49.9)	777 (51.8)	723 (48.2)
04	The sales staff of the retail store has the required information of the display of the products	111 (39.6)	169 (60.4)	228 (48.5)	242 (51.5)	157 (57.0)	118 (43.0)	254 (53.5)	221 (46.5)	750 (50.0)	750 (50.0)
05	The sales staff of the retail store responds to my queries	127 (45.3)	153 (54.6)	285 (60.6)	185 (39.4)	158 (57.4)	117 (42.6)	263 (55.4)	212 (44.6)	833 (55.5)	667 (44.5)
06	The sales staff of the retail store responds to my problems	96 (34.2)	184 (65.8)	236 (50.2)	234 (49.8)	139 (50.5)	136 (49.5)	322 (67.8)	153 (32.2)	793 (52.8)	707 (47.2)
07	The sales staff of retail store are friendly with me	94 (33.5)	186 (66.5)	223 (47.4)	247 (52.6)	137 (49.8)	138 (50.2)	151 (31.8)	324 (62.8)	605 (40.3)	895 (59.7)
08	The sales staff of retail store are polite and courteous	119 (42.5)	161 (57.5)	249 (52.9)	221 (47.1)	153 (55.6)	122 (44.4)	206 (43.4)	269 (56.6)	727 (48.4)	773 (51.6)

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
09	The sales staff of retail store are well trained	129 (46.0)	151 (54.0)	250 (53.1)	220 (46.9)	137 (49.8)	138 (50.2)	324 (68.2)	151 (31.8)	840 (56.0)	660 (44.0)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.29 shows the retail shoppers' responses on Store Personnel of the Retail Store of their choice.

In the City of Vadodara, 66.5 percent of the retail shoppers agreed that the sales staff was friendly in their approach, 65.8 percent retail shoppers' had agreed that the sales staff of the retail store responds to his/her problems, 60.8 percent reported that the sales staff had the required information of the price of the products, 60.4 percent of the retail shoppers opined that the sales staff of the retail store had required information on display of products, 57.5 percent of retail shoppers had opined that sales staff of the retail store were polite and courteous, and 54.6 percent had agreed that the sales staff responds to his/her queries.

In the City of Surat, 52.6 percent shoppers opined that the sales staff of the retail store were friendly in their approach, 51.5 percent of the retail shoppers opined that the sales staff of the retail store had required information on display of products, 49.8 percent stated that they are well trained and responds to their problems, 48.1 percent retail shoppers' agreed that the sales staff of the retail store had required information on availability of the products, 47.1 percent of the retail shoppers opined that sales staff of the retail store were polite and courteous, and 46.2 percent opined that the sales staff of the retail store had the required information about the products.

In case of the City of Rajkot, 50.2 percent shoppers opined that the sales staff of the retail store were friendly in their approach and stated that they are well trained, 49.5 percent reported that the sales staff responds to his/her problems, 46.2 percent retail shoppers' agreed that the sales staff of the retail store had required information on availability of the products, 44.8 percent of the retail shoppers believed that sales staff of the retail store had the required information about the products, 43 percent of the retail shoppers opined that the sales staff of the retail store had required information on display of products, and 42.6 percent agreed that they had responded to his/her queries.

In the City of Ahmedabad, 68.2 percent retail shoppers' had agreed that the sales staff of retail store is friendly with shoppers and; 56.6 had agreed that the sales staff of retail store is polite and courteous, 49.9 percent agreed that the sales staff of the retail store had the required information of the price of the products, and 48.4 percent retail shoppers' agreed that the sales staff of the retail store had required information on availability of the products.

The overall data analysis of the responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 59.7 percent retail shoppers' opined that the sales staff of retail store were friendly with them; 51.6 percent retail shoppers' agreed that the sales staff of retail store were polite and courteous in their behaviour; 50.0 percent retail shoppers' agreed that the sales staff of the retail store had the required information of the display of the products; 49.3 percent retail shoppers' agreed that the sales staff of the retail store had required information of the availability of the products, and 48.2 percent retail shoppers' opined that the sales staff of the retail store had the required information of the price of the products.

Table Number: 4.30: Selected Retail Shoppers' Responses on Store Atmosphere of the Retail Store

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	There are sufficient lights in the retail store	109 (38.9)	171 (61.1)	200 (42.5)	270 (57.6)	102 (37.0)	173 (63.0)	239 (50.3)	236 (49.7)	650 (43.3)	850 (56.7)
02	The retail store has sufficient air conditioning	109 (38.9)	171 (61.1)	191 (40.6)	279 (59.4)	114 (41.4)	161 (58.6)	148 (31.1)	327 (68.9)	562 (37.4)	938 (62.6)
03	The house keeping of retail store is good	125 (44.6)	155 (55.4)	206 (43.8)	264 (56.2)	109 (39.6)	166 (60.4)	106 (22.3)	369 (77.7)	546 (36.4)	954 (63.6)
04	I feel pleased and comfortable due to the presence of the other shoppers	117 (41.8)	163 (58.2)	237 (50.4)	233 (49.6)	135 (49.0)	140 (51.0)	389 (81.8)	86 (18.9)	878 (58.5)	622 (41.5)
05	I feel safe due to the presence of other shoppers in the retail store	115 (41.1)	165 (58.9)	231 (49.1)	239 (50.9)	131 (47.6)	144 (52.4)	389 (81.8)	86 (18.9)	866 (57.7)	634 (42.3)
06	I feel comfortable because of light music being played in the retail store	90 (32.1)	190 (67.9)	221 (47.0)	249 (53.0)	130 (47.2)	145 (52.8)	379 (79.7)	96 (20.3)	820 (54.6)	680 (45.4)

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
07	The environment of the retail store motivates me for shopping	122 (43.6)	158 (56.4)	199 (42.3)	271 (57.7)	102 (37.0)	173 (63.0)	196 (41.2)	279 (58.8)	619 (41.2)	881 (58.8)
08	I get pleasant smells inside the retail store	107 (38.2)	173 (61.8)	214 (45.6)	256 (54.4)	130 (47.2)	145 (52.8)	314 (66.1)	161 (33.9)	765 (51.0)	735 (49.0)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.30 shows the retail shoppers' responses on Store Personnel of the Retail Store of their choice.

In the City of Vadodara, 67.9 percent retail shoppers' had agreed that they felt comfortable because of light music being played in the retail store, 61.8 percent of them had agree that the get pleasant smells inside the retail store, and 61.1 percent retail shoppers are satisfied by the lighting and air-conditioning in the retail store.

In the City of Surat, 59.4 retail shoppers were satisfied by the air-conditioning in the retail store, 57.7 percent retail shoppers agreed that the retail store had a pleasing shopping environment, 57.6 percent retail shoppers are satisfied by the lighting in the store, and 56.2 percent retail shoppers agreed that the housekeeping in the retail store was good.

In case of the City of Rajkot, 63.0 percent retail shoppers are satisfied by the lighting in the store and had agreed that the retail store had a pleasing shopping environment, 60.4 percent retail shoppers agreed that the housekeeping in the retail store was good, and 58.6 retail shoppers were satisfied by the air-conditioning in the retail store.

In the City of Ahmedabad, 77.7 percent retail shoppers agreed that the housekeeping in the retail store was good, 68.9 percent retail shoppers' agreed that the retail store had sufficient air conditioning; and 58.8 agreed that the environment of the retail store motivated him/her for shopping.

The overall data analysis of the responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 63.6 percent retail shoppers' agreed that the house keeping of retail store was good and 62.6 percent retail shoppers' opined that the retail store had sufficient air conditioning.

Further, 58.8 percent retail shoppers' were of the opinion that the environment of the retail store motivated them for shopping and 56.7 percent retail shoppers' agreed that there were sufficient lights in the retail store which made their shopping journey comfortable.

Table Number: 4.31: Selected Retail Shoppers' Responses on Physical Facilities of the Retail Store

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	The retail store exchanges products	114 (40.7)	166 (59.3)	280 (59.5)	190 (40.5)	187 (68.0)	88 (32.0)	246 (51.7)	229 (48.3)	827 (55.1)	673 (44.9)
02	The retail store refunds price of products once sold	170 (60.7)	110 (39.3)	309 (65.7)	161 (34.3)	164 (59.6)	111 (40.4)	346 (72.8)	129 (27.2)	989 (65.9)	511 (34.1)
03	A trolley and/or shopping basket for carrying products is available	83 (29.6)	197 (70.4)	218 (46.3)	252 (53.7)	143 (52.0)	132 (48.0)	251 (52.8)	224 (47.2)	695 (46.3)	805 (53.6)
04	The retail store accepts a credit card	89 (31.7)	191 (68.3)	252 (53.6)	218 (46.4)	174 (63.2)	101 (36.8)	386 (81.2)	89 (18.8)	901 (60.0)	599 (40.0)
05	The retail store accepts a debit card	82 (29.2)	198 (70.8)	217 (46.1)	253 (53.9)	152 (55.2)	123 (44.8)	374 (78.7)	101 (21.3)	825 (55.0)	675 (45.0)
06	The retail store provides membership cards	101 (36.0)	179 (64.0)	227 (48.2)	243 (51.8)	147 (53.4)	128 (46.6)	374 (78.7)	101 (21.3)	849 (56.6)	651 (43.4)
07	The retail store provides discount on membership cards	128 (45.7)	152 (54.3)	249 (52.9)	221 (47.1)	143 (52.0)	132 (48.0)	374 (78.7)	101 (21.3)	894 (59.6)	606 (40.4)
08	The retail store provides after sales services	150 (53.5)	130 (46.5)	230 (48.9)	240 (51.1)	110 (40.0)	165 (60.0)	330 (69.4)	145 (30.6)	820 (54.6)	680 (45.4)
09	The retail store has an escalator facilities	114 (40.7)	166 (59.3)	168 (35.7)	302 (64.3)	70 (25.4)	205 (34.6)	359 (75.5)	116 (24.5)	711 (47.4)	789 (52.6)
10	The retail store has an elevator facilities	93 (33.2)	187 (66.8)	189 (40.2)	281 (59.8)	101 (36.7)	174 (63.3)	364 (76.6)	111 (23.4)	747 (49.8)	753 (50.2)
11	The retail store has clean washroom/toilets	131 (46.7)	149 (53.3)	228 (48.5)	242 (51.5)	116 (42.1)	159 (57.9)	397 (83.5)	78 (16.5)	872 (58.1)	628 (41.9)
12	The retail store has a resting area	155 (55.3)	125 (44.7)	246 (52.4)	224 (47.6)	110 (40.0)	165 (60.0)	359 (75.5)	116 (24.5)	870 (58.0)	630 (42.0)
13	The retail store has a provision for physically challenged people	143 (51.0)	137 (49.0)	230 (48.9)	240 (51.1)	105 (38.1)	170 (61.9)	240 (50.5)	235 (49.5)	718 (47.8)	782 (52.1)
14	The retail store has spacious fitting and dressing rooms	106 (37.8)	174 (62.2)	245 (52.1)	225 (47.9)	144 (52.3)	131 (47.7)	328 (69.0)	147 (31.0)	823 (54.8)	677 (45.2)
15	The retail store has adequate security arrangements for the safety of vehicles in parking area	150 (53.5)	130 (46.5)	223 (47.4)	247 (52.6)	132 (48.0)	143 (52.0)	364 (76.6)	111 (23.4)	869 (57.9)	631 (42.1)

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
16	The availability of parking area in retail store is sufficient	121 (43.2)	159 (56.8)	186 (39.6)	284 (60.4)	78 (28.3)	197 (71.7)	332 (70.0)	143 (30.0)	717 (47.8)	783 (52.2)
17	There are restaurants and other shops in the vicinity of the retail store	74 (26.4)	206 (73.6)	145 (30.8)	325 (69.2)	68 (24.7)	207 (75.3)	231 (48.6)	244 (51.4)	518 (34.5)	982 (65.4)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.31 represents the responses of retail shoppers' on Physical Facilities of the Retail Store.

In the City of Vadodara, 73.6 percent of them had agreed that there are restaurants and other shops in the vicinity of the retail store, 70.8 percent had agreed that the retail store accepted a debit card, 70.4 percent of retail shoppers' had preferred a trolley and or shopping basket for carrying products in the retail store, 68.3 percent had agreed that the retail store accepted a credit card,. Further, in the city of Vadodara 66.8 percent of retail shoppers' agreed that the retail store had elevator facilities, and 64 percent of the retail shoppers agreed that the retail store provides membership cards

In case of the City of Surat, 69.2 percent agreed that there exists restaurants and other shops in the vicinity of the retail store, 64.3 percent had agreed that their retail store has an escalator facility, 60.4 percent retail shoppers agreed that there is ample availability of parking in the retail store, 59.8 percent of retail shoppers agreed that the retail store had elevator facilities, 53.7 percent retail shoppers' had agree that a trolley and or shopping basket for carrying products was available in the retail store, and 53.9 percent shoppers had stated that their retail store accepted a debit card.

In the City of Rajkot, 75.3 percent agreed that there exists restaurants and other shops in the vicinity of the retail store, 71.7 percent had agreed regarding the sufficient availability of parking area, 63.3 percent had agree that their retail store had an elevator facility, 61.9 percent had reported that their retail store had a provision for physically challenged people, and 60.0 percent retail shoppers' agreed that the retail store provided after sales services and the retail store had a resting area.

In the City of Ahmedabad, 51.4 percent had reported that restaurants and other shops were available in the vicinity of the retail store, 49.5 percent had agree that the retail store had a provision for Physically Challenged People, 48.3 percent had agreed that their retail store exchanged products returned by them, and 47.2 percent retail shoppers agreed that that a trolley and or shopping basket for carrying products was available in the retail store.

The overall data analysis of the responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 65.4 percent retail shoppers' preferred to have restaurants and other shops in the vicinity of the retail store; 53.6 percent retail shoppers' agreed that a trolley and/or shopping basket for carrying products is available in the retail store. Further, 52.6 percent retail shoppers' opined that the retail store has escalator facilities; 52.2 percent retail shoppers' agreed that there is ample availability of parking area in retail store, and 52.1 percent retail shoppers' agreed that the retail store had a provision for physically challenged people.

Table Number: 4.32: Selected Retail Shoppers' Responses on Range of Products of the Retail Store

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	The retail store provides me a wide variety of products	126 (45)	154 (55.0)	228 (48.5)	242 (51.5)	132 (48.0)	143 (52.0)	248 (52.2)	227 (47.8)	734 (48.9)	736 (51.1)
02	The retail store provides me a variety in different categories of products	119 (42.5)	161 (57.5)	238 (50.6)	232 (49.4)	133 (48.4)	142 (51.6)	314 (66.1)	161 (33.9)	804 (53.6)	696 (46.4)
03	The products are available in different sizes in the retail store	122 (43.6)	158 (56.4)	260 (55.3)	210 (44.7)	147 (53.5)	128 (46.5)	343 (72.2)	132 (27.3)	872 (58.1)	628 (41.9)
04	I get products of good quality in the retail store	133 (47.5)	147 (52.5)	258 (54.9)	212 (45.1)	143 (52.0)	132 (48.0)	144 (30.3)	331 (69.7)	678 (45.2)	822 (54.8)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.32 represents retail shoppers' responses on range of products available in the retail store.

In the City of Vadodara, 57.5 percent reported that the retail store offered a variety in different categories of products, 56.4 percent believed that the products were available in different sizes in the retail store, and 55.0 percent retail shoppers' believed that the retail stores provided them a wide variety of products.

In the City of Surat, 51.5 percent had agreed that the retail store offered a wide variety of products, and 49.4 percent had accepted that the retail store provided a variety in different categories of products. 45.1 percent of them agreed that they could find products of good quality in the retail store.

In the City of Rajkot, 52.0 percent retail shoppers' had agreed about availability of wide range of products, and 51.6 percent of them stated that they had a variety range in different categories of products, and 48.0 percent had believed that they received products of good quality in the retail store.

In the City of Ahmedabad, 69.7 percent had agreed that they had received products of good quality in the retail store, 47.8 percent retail shoppers' accepted the fact that the retail store provided a wide variety of products, and 33.9 percent retail shoppers' agreed with wide range in different categories of products

The overall data analysis of the responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 54.8 percent retail shoppers' agreed that they got products of good quality in the retail store; 51.1 percent retail shoppers' believed that the retail store provided them a wide variety of products and 46.4 percent retail shoppers' opined that the retail store provided them a variety in different categories of products.

Table Number: 4.33: Selected Retail Shoppers' Responses on Ambience of the Retail Store

Sr. No.	Selected Criteria	Number and Percent of Retail Shoppers									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	I feel at ease while shopping at the retail store	152 (54.3)	128 (45.7)	262 (55.7)	208 (44.3)	145 (52.7)	130 (47.3)	222 (46.7)	253 (53.3)	781 (52.1)	719 (47.9)
02	The infrastructure of the retail store is properly maintained	119 (42.5)	161 (57.5)	211 (44.9)	259 (55.1)	127 (46.2)	148 (53.8)	316 (66.5)	159 (33.5)	773 (51.5)	727 (48.5)
03	The retail store has an attractive look	103 (36.8)	177 (63.2)	158 (33.6)	312 (66.4)	87 (31.6)	188 (68.4)	269 (56.6)	206 (43.4)	617 (41.1)	883 (51.9)
04	The retail store has an attractive interior	102 (36.4)	178 (63.6)	198 (42.1)	272 (57.9)	95 (34.5)	180 (65.5)	122 (25.7)	353 (74.3)	517 (34.5)	983 (65.5)
05	The placement of aisles in the retail store is appropriate	107 (38.2)	173 (61.8)	236 (50.2)	234 (49.8)	125 (45.5)	150 (54.5)	160 (33.7)	315 (66.3)	628 (41.9)	872 (58.1)
06	There is plenty of room to walk around in the retail store	146 (52.1)	134 (47.9)	274 (58.3)	196 (41.7)	142 (51.6)	133 (48.4)	135 (28.4)	340 (71.6)	697 (46.5)	803 (53.5)
07	The sufficient information on signboards is displayed in the store	113 (40.4)	167 (59.6)	232 (49.4)	238 (50.6)	132 (48)	143 (52)	114 (24)	361 (76.0)	591(3 9.4)	909 (60.6)
08	The décor of the retail store is attractive	123 (43.9)	157 (56.1)	231 (49.1)	239 (50.9)	127 (46.2)	148 (53.8)	328 (69.1)	147 (30.9)	809 (53.9)	691 (46.1)
09	I like clearly visible store advertisements in the retail store	14 (53.2)	131 (46.8)	250 (53.2)	220 (46.8)	134 (48.7)	141 (51.3)	258 (54.3)	217 (45.7)	656 (43.7)	844 (56.3)
10	Striking window displays of products increases my desire to buy	135 (48.2)	145 (51.8)	275 (58.5)	195 (41.5)	153 (55.6)	122 (44.4)	291 (61.3)	184 (38.7)	854 (56.9)	646 (43.1)
11	The entry to the retail store is comfortable	102 (36.4)	178 (63.6)	203 (43.2)	267 (56.8)	124 (45.1)	151 (54.9)	239 (50.3)	236 (49.7)	668 (44.5)	832 (55.6)
12	The retail store has enough checkout points	105 (37.5)	175 (62.5)	203 (43.2)	267 (56.8)	122 (44.4)	153 (55.6)	325 (68.4)	150 (31.6)	755 (50.3)	745 (49.7)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.33 represents retail shoppers' responses on the Ambience of the Retail Store.

In the City of Vadodara, 63.6 percent of retail shoppers' had preferred the retail store that had an attractive interior and had preferred the retail store had an attractive look, 63.6 percent accepted that the entry to the retail store is comfortable, 62.5 percent of them had agreed that the retail store had enough checkout points, and 61.8 percent of retail shoppers' were satisfied with the placement of aisles in the retail store.

In the city of Surat, 66.4 percent reported that the retail store had an attractive look, 57.9 percent agreed that the retail store has an attractive interior, 56.8 percent reported that the retail store has enough checkout points, 55.1 percent retail shoppers' had agreed that the infrastructure of the retail store was properly maintained.

In the City of Rajkot, 68.4 percent stated that the retail store had an attractive look, 65.5 percent agreed that the retail store had an attractive interior, 55.6 percent reported that the retail store has enough checkout points, 54.9 percent retail shoppers' agreed that the entry to retail store was comfortable, 54.5 percent opined that the placement of aisles in the retail store was appropriate which made it easier to get what they want, and 53.8 percent retail shoppers' agreed that the infrastructure of the retail store was properly maintained as well as they agreed that the decor of the retail store was attractive.

In the City of Ahmedabad, 76.0 percent had stated that there was sufficient signboards displayed in the retail store, 74.3 percent retail shoppers' had agree that the retail store had an attractive interior, 71.6 percent had agreed that there was plenty of room to walk around in the retail store, and 66.3 percent had believed that the placement of aisles in the retail store is appropriate which made it easy for them to get what they want.

The overall data analysis of the responses collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 65.5 percent retail shoppers' were satisfied with attractive interior of the retail store; 60.6 percent retail shoppers' agreed that there was sufficient information on signboards in the store; 58.1 percent retail shoppers' agreed that the placement of aisles in the retail store was appropriate; 56.3 percent retail shoppers' liked clearly visible store advertisements in the retail store, and 55.6 percent retail shoppers' were satisfied with the entry to the retail store which made them comfortable.

Table Number: 4.34: Selected Retail Shoppers’ Perceived Importance and Overall Satisfaction on Selected Store Attributes

Sr. No.	Selected Store Attributes	Mean Score	Selected Store Attributes	Mean Score	Ratio
01	Perceived Importance of Accessibility of the Retail Store	3.57	Overall Satisfaction with Accessibility of the Retail Store	3.34	0.94
02	Perceived Importance of Range of the Products in the Retail Store	3.81	Overall Satisfaction with Range of the Products in the Retail Store	3.44	0.90
03	Perceived Importance of Sales Promotion Schemes offered in the Retail Store	3.93	Overall Satisfaction with Sales Promotion Schemes offered in the Retail Store	3.30	0.84
04	Perceived Importance of Behaviour of Staff of the Retail Store	3.70	Overall Satisfaction with Behaviour of Staff of the Retail Store	3.19	0.86
05	Perceived Importance of Store Layout/Ambience of the Retail Store	3.66	Overall Satisfaction with Store Layout/Ambience of the Retail Store	3.34	0.91
06	Perceived Importance of Physical Facilities in the Retail Store	3.70	Overall Satisfaction with Physical Facilities in the Retail Store	3.23	0.87
07	Perceived Importance of Atmosphere in the Retail Store	3.84	Overall Satisfaction with Atmosphere in the Retail Store	3.26	0.85
08	Perceived Importance of Institutional Factors	3.52	Overall Satisfaction with Institutional Factors	3.44	0.98

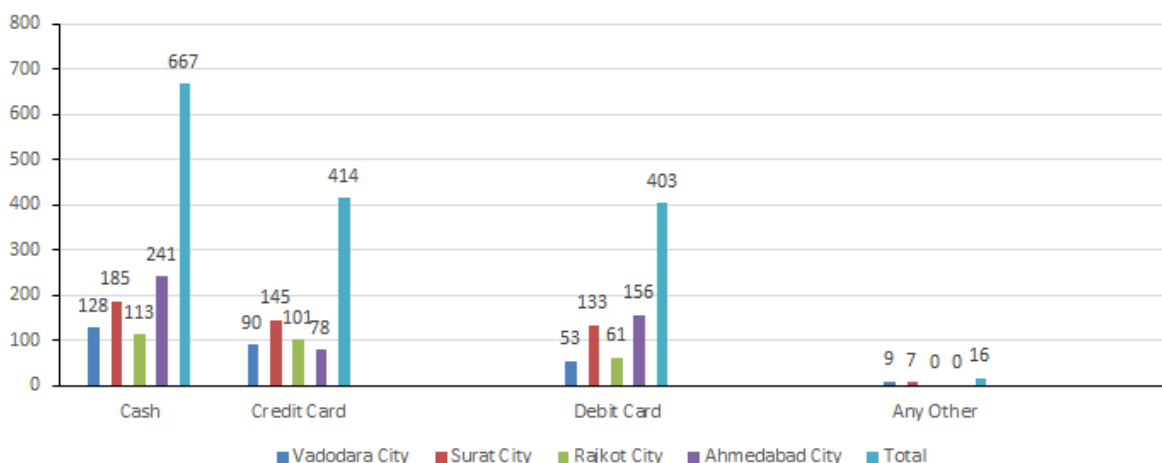
The table number 4.34 represents the perceived importance of the stores attributes and the retail stores ability in meeting these expectations of the retail shoppers’. It becomes clear from the above table that ratio of the Attribute of ‘Institutional Factors’ of the retail store is 0.98 which was the highest. It meant that the Institutional factors viz., clientele, overall impression, store reputation, store association etc. was having high perceived importance to the retail shoppers’ in the retail store and the retailers were able to successfully meet these expectations of the retail shoppers’ which was reflected in terms of the shoppers’ overall satisfaction with these factors.

The other important store attribute was ‘Accessibility’ which was having the ratio 0.94 followed by ‘Store Layout/Ambience’ was having the ratio of 0.91 and ‘Range of the Products in the Retail Store’ which had the ratio of 0.90 respectively.

It becomes clear that the retail shoppers’ in the State of Gujarat gave more importance to the store attributes of ‘Accessibility’, ‘Store Layout/Ambience’ and ‘Range of the Products in the Retail Store. The data analysis indicated that the retailers were able to meet the expectations of the shoppers’ in terms of the attributes of ‘Accessibility’, ‘Store Layout/Ambience’ and ‘Range of the Products in the Retail Store respectively.

Table Number: 4.35: Selected Shoppers' Preferred Mode of Payment

Shoppers' preferred mode of payment	City wise Classification of Retail Shoppers				Total
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Cash	128 (45.7)	185 (39.4)	113 (41.1)	241 (50.7)	667 (44.5)
Credit Card	90 (32.1)	145 (30.9)	101 (36.7)	78 (16.4)	414 (27.6)
Debit Card	53 (18.9)	133 (28.3)	61 (22.2)	156 (32.8)	403 (26.9)
Any Other	9 (3.2)	7 (1.5)	0 (0)	0 (0)	16 (1.1)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

Graph Number: 4.13: Selected Shoppers' Preferred Mode of Payment

The data analysis as given in the table number 4.35 pertains to preferred mode of payment of retail shoppers'.

In case of the City of Vadodara it revealed that the 45.7 percent retail shoppers preferred mode of payment was Cash, followed by 32.1 percent of them preferred Credit Card and 18.9 percent preferred Debit Card for the making the payment respectively.

For the City of Surat, 39.4 percent had revealed that the most preferred mode of payment of the retail shoppers was Cash; followed by 30.9 percent preferred Credit Card and 28.3 percent preferred Debit Card for the payment respectively.

For the city of Rajkot, 41.1 percent shoppers' preferred mode of payment of the retail shoppers was Cash, followed by 36.7 percent preferred Credit Card and 22.2 percent preferred Debit Card for making the payment respectively.

For the City of Ahmedabad, data revealed that 50.7 percent preferred mode of payment of the retail shopper was Cash, followed by 32.8 percent of the shoppers preferred Debit Card and 16.4 percent preferred Credit Card for making the payment respectively.

The overall data analysis indicates that the most preferred mode of payment was Cash in the State of Gujarat.

Table Number: 4.36: Selected Retail Shoppers' Overall Experiences on the Retail Store Attributes

Retail Shoppers' overall experience in meeting of expectations of retail store attributes	City wise Classification of Retail Shoppers				Total
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Highly Dissatisfied	77 (27.5)	26 (5.5)	14 (5.1)	12 (2.5)	129 (8.6)
Dissatisfied	32 (11.4)	44 (9.4)	25 (9.1)	36 (7.6)	137 (9.1)
No Opinion	53 (18.9)	83 (17.7)	13 (4.7)	239 (50.3)	388 (25.9)
Satisfied	104 (37.1)	285 (60.6)	202 (73.5)	188 (39.6)	779 (51.9)
Highly Satisfied	14 (5.0)	32 (6.8)	21 (7.6)	0 (0)	67 (4.5)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

The table number 4.36 depicts the retail shoppers' responses on their overall experience from the selected retail store attributes. It indicated that the retail shoppers' overall experience in meeting his/her expectations on retail store attributes. In the City of Vadodara, 37.1 percent of the retail shoppers' were found as satisfied, 27.5 percent retail shoppers' were found as highly dissatisfied followed by 18.9 of them were found indifferent.

In the city of Surat, 60.6 percent retail shoppers' were satisfied, 9.4 percent shoppers were dissatisfied followed by 17.7 of them were indifferent.

In the City of Rajkot, 73.5 percent retail were satisfied, 9.1 percent were dissatisfied, followed by 5.1 percent were highly dissatisfied.

In the City of Ahmedabad, 39.6 percent retail shoppers' were satisfied, followed by 7.6 percent who were dissatisfied, and 50.3 of them were indifferent.

Table Number: 4.37: Selected Retail Shoppers' Overall Satisfaction as a Retail Shopper

Overall satisfaction as a retail shopper	City wise Classification of Retail Shoppers				Total
	Vadodara City	Surat City	Rajkot City	Ahmedabad City	
Highly Dissatisfied	75 (26.8)	28 (6.0)	14 (5.1)	0 (0)	117 (7.8)
Dissatisfied	24 (8.6)	29 (6.2)	19 (6.9)	12 (2.5)	84 (5.6)
No Opinion	26 (9.3)	50 (10.6)	26 (9.5)	123 (25.9)	225 (15.0)
Satisfied	119 (42.5)	304 (64.7)	180 (65.5)	340 (71.6)	943 (62.9)
Highly Satisfied	36 (12.9)	59 (12.6)	36 (13.1)	0 (0)	131 (8.7)
Total	280 (100.0)	470 (100.0)	275 (100.0)	475 (100.0)	1500 (100.0)

The table number 4.37 represents the retail shoppers' responses on overall satisfaction as a retail shopper.

In the City of Vadodara, 42.5 percent retail shoppers' were found as satisfied, 12.9 percent were highly satisfied and 26.8 percent were highly dissatisfied. In the City of Surat, 64.7 percent retail shoppers' were satisfied, 10.6 percent retail shoppers' had no opinion followed by 12.6 percent who were highly satisfied. In the Rajkot City, 65.5 percent retail shoppers' were satisfied, 13.1 percent highly satisfied followed by 9.5 percent retail shoppers were indifferent.

In the City of Ahmedabad, 71.6 percent retail shoppers' were found as satisfied, 25.9 percent had no opinion followed by 2.5 percent who were dissatisfied.

Table Number: 4.38: Selected Retail Shoppers' Store Patronage Intentions

Sr. No.	Selected Criteria	(Number and Percentages of Retail Shoppers)									
		Baroda		Surat		Rajkot		Ahmedabad		Gujarat State	
		DAG	AG	DAG	AG	DAG	AG	DAG	AG	DAG	AG
01	I would continue to shop more from this retail store	152 (54.3)	128 (45.7)	104 (22.1)	366 (77.9)	37 (13.5)	238 (86.5)	164 (34.5)	311 (65.5)	457 (30.4)	1043 (69.6)
02	I would recommend this retail store for shopping to others	145 (51.8)	135 (48.2)	115 (25.5)	355 (75.5)	50 (18.2)	225 (81.8)	145 (30.5)	330 (69.5)	455 (30.3)	1045 (69.7)
03	I am satisfied with the shopping experience of the retail stores	134 (47.9)	146 (52.1)	109 (23.2)	361 (76.8)	31 (11.3)	244 (88.7)	316 (66.5)	159 (33.5)	590 (39.3)	910 (60.7)
Total Number of Shoppers'		N=280		N=470		N=275		N=475		N=1500	

The table number 4.38 reveals the retail shoppers' responses on the store patronage intentions for their shopping behaviour. It shows the loyalty behaviour and the repurchase intentions of the selected shoppers.

In the city of Vadodara, 52.1 percent of them were satisfied with the shopping experience of the retail stores, and 48.2 percent retail shoppers' had agreed that they wish to recommend the retail store for shopping to others.

In the City of Surat, 77.9 percent retail shoppers' had agreed to continue to shop more from the similar retail store followed by 76.8 percent retail shoppers' of them were found as satisfied with the shopping experience of the retail stores.

In the City of Rajkot, 88.7 percent retail shoppers' were satisfied with the shopping experience of the retail stores in the city followed by 86.5 percent retail shoppers' wished to continue to shop more from retail store.

In the city of Ahmedabad, 69.5 percent retail shoppers' who would recommend this retail store for shopping to others followed by 65.5 percent retail shoppers' would continue to shop more from this retail store.

The overall data analysis of the responses pertaining to the store patronage intentions collected from retail shoppers' amongst selected cities in the State of Gujarat revealed that 69.7 percent retail shoppers' would prefer to recommend this retail store for shopping to others; 69.6 percent retail shoppers' would prefer to continue to shop more from the same retail store and 60.7 percent retail shoppers' were satisfied with their shopping experience of the retail stores.

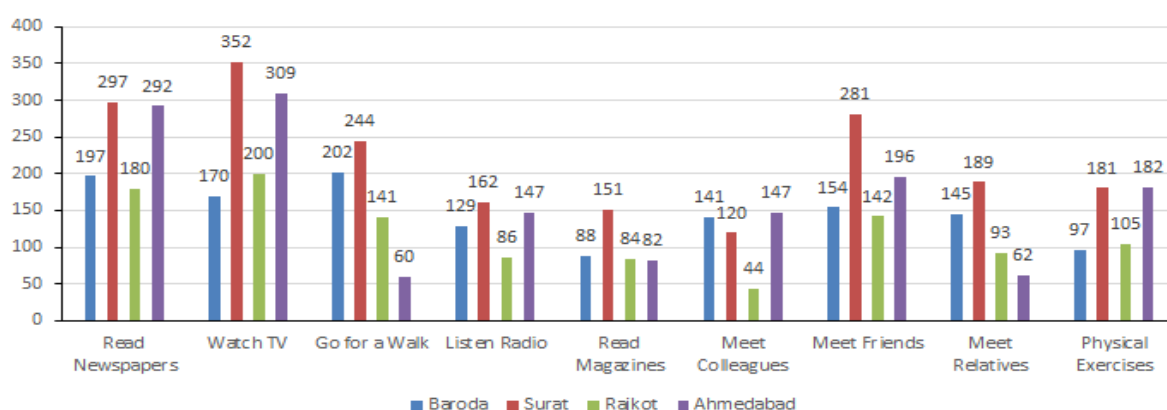
4.8: SELECTED RETAIL SHOPPERS' DAILY ACTIVITIES:

The following table exhibits the lifestyle of the selected retail shoppers' encompassing of the various activities with which the retail shoppers' are involved in the selected cities of the state of Gujarat.

Table Number: 4.39: Selected Retail Shoppers' Daily Activities

Sr. No.	Selected Daily Activities	(Number and Percentages of Retail Shoppers)			
		Baroda	Surat	Rajkot	Ahmedabad
01	Read Newspapers	197 (20.4)	297 (30.7)	180 (18.6)	292 (30.2)
02	Watch TV	170 (16.5)	352 (34.1)	200 (19.4)	309 (30.0)
03	Go for a Walk	202 (31.2)	244 (37.7)	141 (21.8)	60 (9.3)
04	Listen Radio	129 (24.6)	162 (30.9)	86 (16.4)	147 (28.1)
05	Read Magazines	88 (21.7)	151 (37.3)	84 (20.7)	82 (20.2)
06	Meet Colleagues	141 (31.2)	120 (26.5)	44 (9.7)	147 (32.5)
07	Meet Friends	154 (19.9)	281 (36.4)	142 (18.4)	196 (25.4)
08	Meet Relatives	145 (29.7)	189 (38.7)	93 (19.0)	62 (12.7)
09	Physical Exercises	97 (17.2)	181 (32.0)	105 (18.6)	182 (32.2)

Graph Number: 4.14: Selected Retail Shoppers' Daily Activities



The data analysis as depicted in table number 4.13 represents the daily activities of the retail shoppers. In case of the city of Vadodara had revealed that 31.2 per cent of the retail shoppers go for a walk and meet colleagues, followed by 29.7 percent of them met relatives and 24.6 percent daily listen radio respectively.

In case of the City of Surat, meet relatives is the most common activity for 38.7 percent of the retail shoppers. Followed by 37.7 percent of the retail shoppers daily opted to go for a walk and read magazines as his or her daily activity, 36.4 percent daily meet friends.

In the City of Rajkot, nearly 21.5 percent of the retail shoppers preferred to go for a walk daily, followed by 20.7 percent retail shoppers spent their leisure time to Read Magazines. 19.4 percent of them had watched TV.

In the City of Ahmedabad, 32.5 percent of them meet Colleagues and prefer to engage in daily physical exercises, followed by 30.2 percent read newspapers and watching TV whereas 28.1 percent of them listen to radio.

The overall data analysis indicates that go for a walk, meet relatives; watch TV and read magazines are to most common daily activities preferred by the shoppers in State of Gujarat.

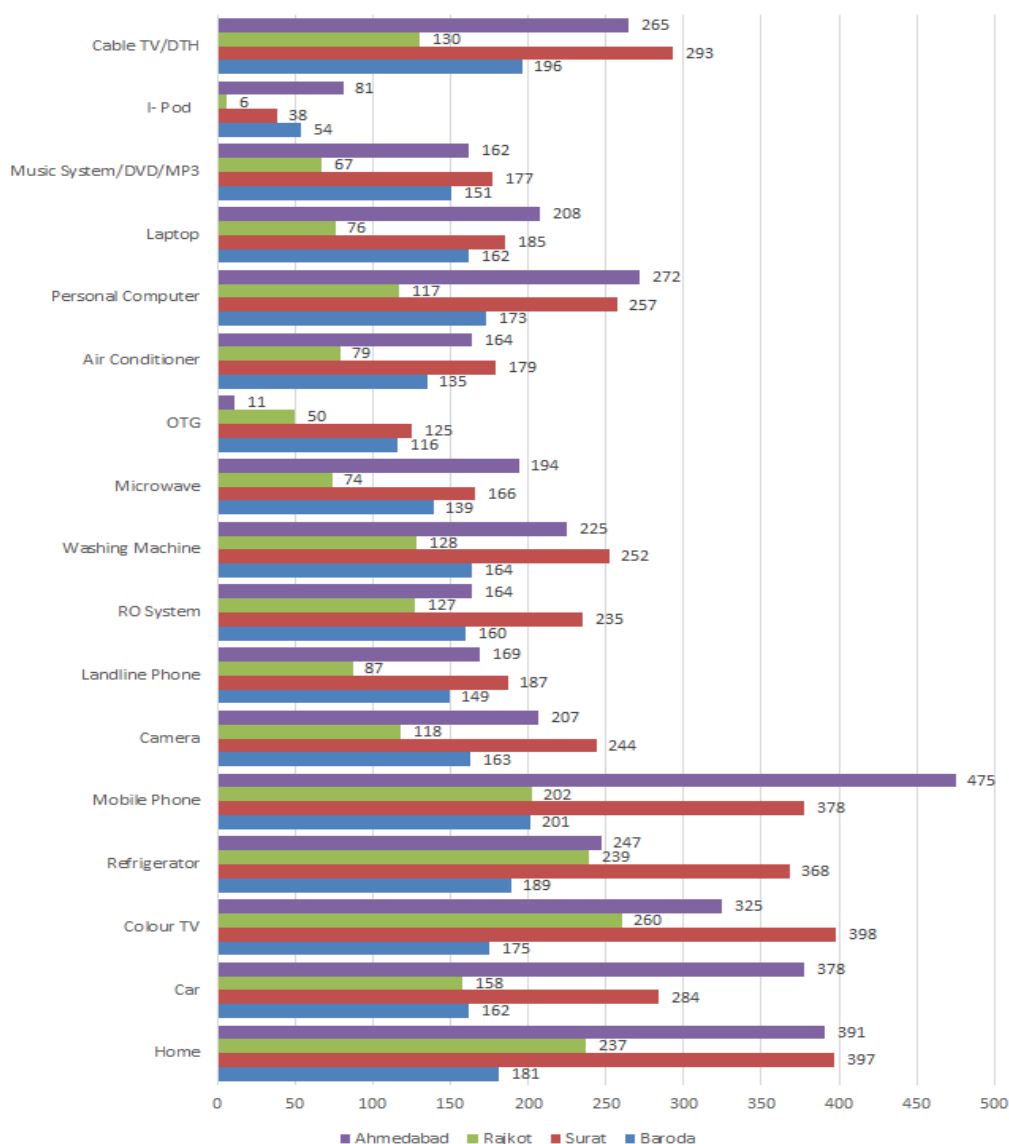
4.9: OWNERSHIP OF SELECTED PRODUCTS/ SERVICES:

Table Number: 4.40: Selected Retail Shoppers' Ownership of Selected Products/ Services

Sr. No.	Selected Products	(Number and Percentages of Retail Shoppers)			
		Baroda	Surat	Rajkot	Ahmedabad
		OWN AND USE			
01	Home	181 (15.0)	397 (32.9)	237 (19.7)	391 (32.4)
02	Car	162 (16.5)	284 (28.9)	158 (16.1)	378 (38.5)
03	Colour TV	175 (15.1)	398 (34.4)	260 (22.5)	325 (28.1)
04	Refrigerator	189 (18.1)	368 (35.3)	239 (22.9)	247 (23.7)
05	Mobile Phone	201 (16.0)	378 (30.1)	202 (16.1)	475 (37.8)
06	Camera	163 (22.3)	244 (33.3)	118 (16.1)	207 (28.3)
07	Landline Phone	149 (25.2)	187 (31.6)	87 (14.7)	169 (28.5)

Sr. No.	Selected Products	(Number and Percentages of Retail Shoppers)			
		Baroda	Surat	Rajkot	Ahmedabad
		OWN AND USE			
08	RO System	160 (23.3)	235 (34.3)	127 (18.5)	164 (23.9)
09	Washing Machine	164 (21.3)	252 (32.8)	128 (16.6)	225 (29.3)
10	Microwave	139 (24.3)	166 (29.0)	74 (12.9)	194 (33.9)
11	OTG	116 (38.4)	125 (41.4)	50 (16.6)	11 (3.6)
12	Air Conditioner	135 (24.2)	179 (32.1)	79 (14.2)	164 (29.4)
13	Personal Computer	173 (21.1)	257 (31.4)	117 (14.3)	272 (33.2)
14	Laptop	162 (25.7)	185 (29.3)	76 (12.0)	208 (33.0)
15	Music System/DVD/MP3	151 (27.1)	177 (31.8)	67 (12.0)	162 (29.1)
16	I- Pod	54 (30.2)	38 (21.2)	6 (3.4)	81 (45.3)
17	Cable TV/DTH	196 (22.2)	293 (33.1)	130 (14.7)	265 (30.0)

Graph Number: 4.15: Selected Retail Shoppers' Ownership of Selected Products/Services



As given in the table number 4.40 the data analysis in case of the City of Vadodara had revealed that 38.4 percent retail shoppers' own and use OTG followed by 30.2 percent of them had I- Pod and 27.1 percent shoppers own and use Music System/DVD/MP3.

In case of the City of Surat, OTG was owned and used by 41.1 percent, followed by 35.3 percent of them opted for Refrigerator and 34.4 percent used and owned Colour TV and RO System respectively.

In the City of Rajkot, 22.9 percent of the retail shoppers owned and used Refrigerator and Colour TV; followed by 19.7 percent owned Home and 18.5 percent of them owned and used RO System.

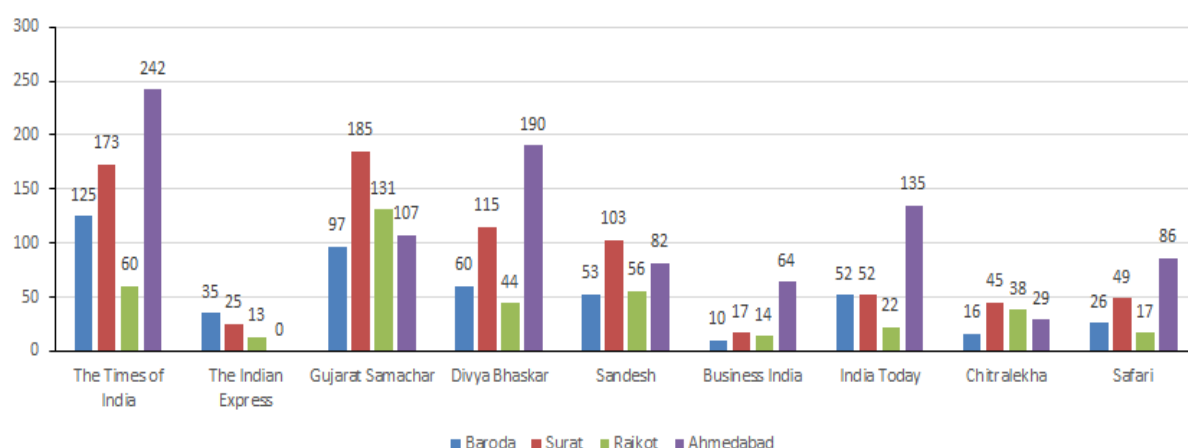
In the City of Ahmedabad, 45.3 percent of the retail shoppers had owned and used I-Pod, followed by 38.5 percent owned a Car. Mobile Phone is also used by 37.8 percent of them.

The overall data analysis indicated that Colour TV, Refrigerator, RO System, OTG and I- Pod are most commonly owned and used products by the people in State of Gujarat. Additionally, the entire product category analysis showed usage of around 30 percent of the shoppers, from which it can be stated that around 30 percent of shoppers have a settled and a gracious lifestyle.

Table Number: 4.41: Selected Retail Shoppers' Reading Habits

Sr. No.	Selected Newspapers and Magazines	(Number and Percentages of Retail Shoppers)			
		Baroda	Surat	Rajkot	Ahmedabad
01	The Times of India	125 (44.6)	173 (36.8)	60 (21.8)	242 (50.9)
02	The Indian Express	35 (12.5)	25 (5.3)	13 (4.7)	0 (0)
03	Gujarat Samachar	97 (34.6)	185 (39.4)	131 (22.5)	107 (22.5)
04	Divya Bhaskar	60 (21.4)	115 (24.5)	44 (16.0)	190 (40.0)
05	Sandesh	53 (18.9)	103 (21.9)	56 (20.4)	82 (17.3)
06	Business India	10 (3.6)	17 (3.6)	14 (5.1)	64 (13.5)
07	India Today	52 (18.6)	52 (11.1)	22 (8.0)	135 (28.4)
08	Chitralekha	16 (5.7)	45 (9.6)	38 (13.8)	29 (6.1)
09	Safari	26 (9.3)	49 (10.4)	17 (6.2)	86 (18.1)

Graph Number: 4.16: Selected Retail Shoppers' Reading Habits



The data analysis as depicted in the table number 4.41 represents the reading habits of Retail Shoppers. In case of the City of Vadodara had revealed that 44.6 percent shoppers had preferred The Times of India newspaper, followed by 34.6 percent of them read Gujarat Samachar and 21.4 percent had opted for Divya Bhaskar.

In case of the City of Surat, for 39.4 percent of retail shoppers Gujarat Samachar emerged as most preferred newspaper, followed by 36.8 percent of them preferred The Times of India, and 24.5 percent preferred Divya Bhaskar respectively.

In the City of Rajkot, 22.5 percent of the shoppers had preferred Gujarat Samachar, followed 21.8 percent read The Times of India, and 20.4 percent of them had reported in favour of Sandesh as most preferred newspaper.

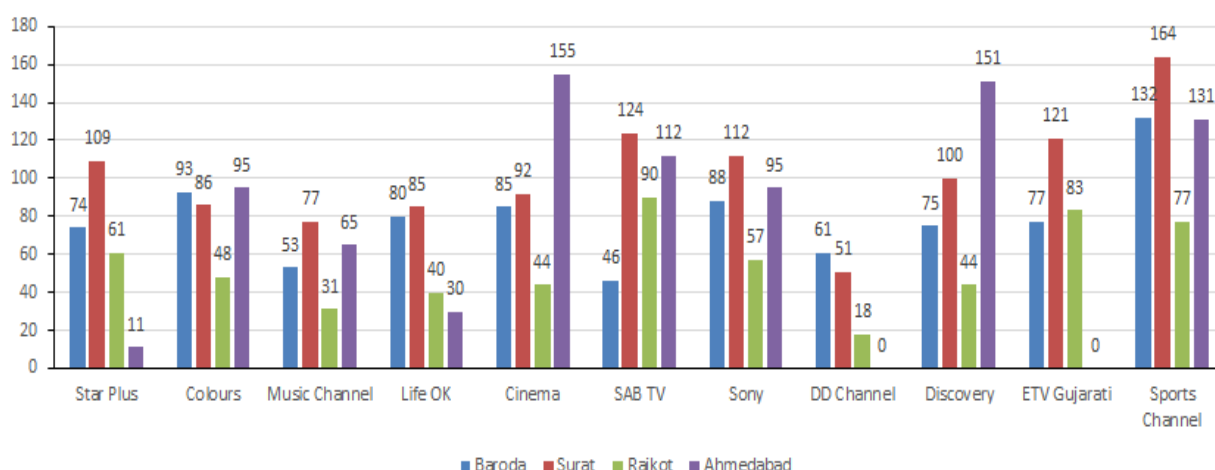
In the City of Ahmedabad, 50.9 percent of them preferred The Times of India, followed by 40.0 percent preferred Divya Bhaskar, and 28.4 percent shoppers preferred India Today.

The overall data analysis indicates that The Times of India followed by Gujarat Samachar were the most preferred newspapers in State of Gujarat.

Table Number: 4.42: Selected Retail Shoppers' Television Viewing Habits

Sr. No.	Selected TV Channels that Retail Shoppers' prefer the most	Frequency of TV Channels watched by the Selected Retail Shoppers			
		Baroda	Surat	Rajkot	Ahmedabad
01	Star Plus	74 (26.4)	109 (23.2)	61 (22.2)	11 (2.3)
02	Colours	93 (33.2)	86 (18.3)	48 (17.5)	95 (20.0)
03	Music Channel	53 (18.9)	77 (16.4)	31 (11.3)	65 (13.7)
04	Life OK	80 (28.6)	85 (18.1)	40 (14.5)	30 (6.3)
05	Cinema	85 (30.4)	92 (19.6)	44 (16.0)	155 (32.6)
06	SAB TV	46 (16.4)	124 (26.4)	90 (32.7)	112 (23.6)
07	Sony	88 (31.4)	112 (23.8)	57 (20.7)	95 (20.0)
08	DD Channel	61 (21.8)	51 (10.9)	18 (6.5)	0 (0)
09	Discovery	75 (26.8)	100 (21.3)	44 (16.0)	151 (31.8)
10	ETV Gujarati	77 (27.5)	121 (25.7)	83 (30.2)	0 (0)
11	Sports Channel	132 (47.1)	164 (34.9)	77 (28.0)	131 (27.6)

Graph Number: 4.17: Selected Retail Shoppers' Television Viewing Habits



The data analysis in case of the City of Vadodra revealed that 47.1 percent preferred Sports Channels; followed by 31.4 percent preferred Sony and 33.2 percent preferred Colours TV Channel.

In case of the city of Surat, 34.9 percent of retail shoppers preferred Sports Channel, followed by 26.4 percent preferred SAB TV, 25.7 percent preferred ETV Gujarati.

In the City of Rajkot, 32.7 percent of them preferred SAB TV, followed by 30.2 percent preferred ETV Gujarati channel, and for 28 percent of them the Sports Channel was most preferred channel.

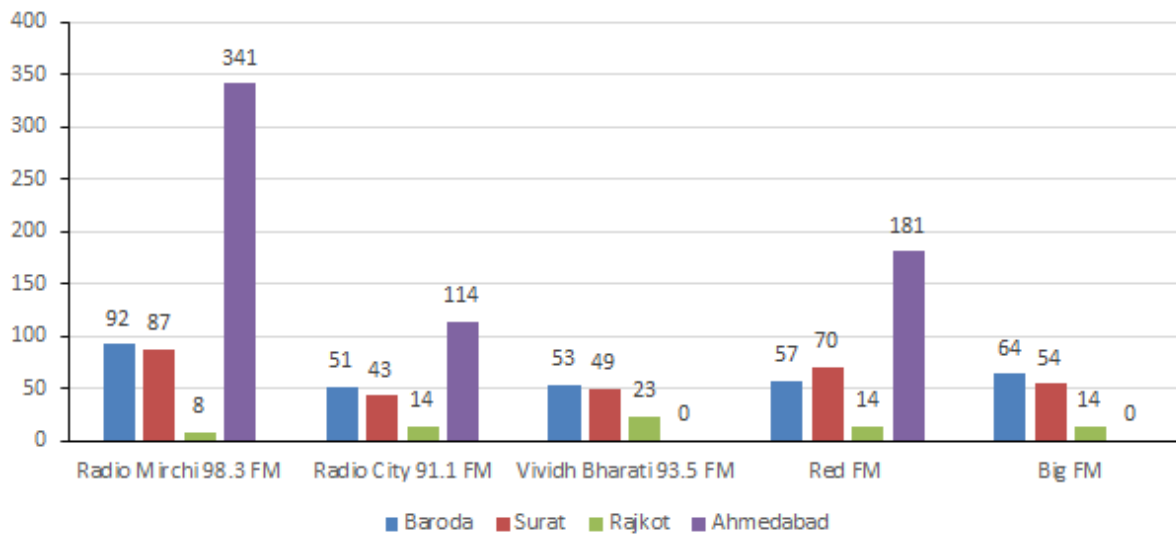
In the City of Ahmedabad, 32.6 percent of the retail shoppers preferred Cinema TV, followed by 31.8 percent preferred Discovery Channel whereas Sports Channel was also preferred by 27.6 percent retail shoppers.

The overall data analysis indicated that Sports Channel, SAB TV and ETV Gujarati were the most preferred channels in State of Gujarat.

Table Number: 4.43: Selected Retail Shoppers' Radio Listening Habits of Selected Channels

Sr. No.	Selected Radio Channels that Shoppers' prefer the most	Frequency of Radio Channels by the Selected Retail Shoppers			
		Baroda	Surat	Rajkot	Ahmedabad
01	Radio Mirchi 98.3 FM	92 (32.9)	87 (18.5)	8 (2.9)	341 (71.8)
02	Radio City 91.1 FM	51 (18.2)	43 (9.1)	14 (5.1)	114 (24.0)
03	Vividh Bharati 93.5 FM	53 (18.9)	49 (10.4)	23 (8.4)	0 (0)
04	Red FM	57 (20.4)	70 (14.9)	14 (5.1)	181 (38.1)
05	Big FM	64 (22.9)	54 (11.5)	14 (5.1)	0 (0)

Graph Number: 4.18: Selected Shoppers' Radio Listening Habits of Selected Channels



The data analysis represented in the table number 4.43 pertains to the listening habits of Radio Channels by selected retail shoppers.

The data analysis in case of the City of Vadodara revealed that 32.9 percent preferred Radio Mirchi-98.3 FM radio channel, followed by 22.9 percent of them preferred Big FM Radio Channel.

In case of the City of Surat, Radio Mirchi-98.3 FM radio channel was most preferred radio channel for 18.5 percent of the retail shoppers, followed by 14.9 percent preferred Red FM, and 11.5 percent preferred Big FM.

In the City of Rajkot, 8.4 percent preferred Vividh Bharati-93.5 FM, followed by 5.1 percent retail shoppers preferred Radio City-91.1 FM, Red FM and Big FM respectively.

In the City of Ahmedabad, 71.8 percent preferred Radio Mirchi-98.3 FM, followed by 24 percent preferred Red FM, and Radio City-91.1 FM respectively.

The overall data analysis indicated that Radio Mirchi-98.3 FM was the most preferred channel in State of Gujarat.