

DETAILED CONTENTS AT A GLANCE

SR. NO.	PARTICULARS	PAGE NUMBER
I	Certificate	I
II	Declaration by the Candidate	II
III	Acknowledgements	III
IV	List of Tables	V
V	List of Graphs	XII
VI	List of Figures	XVI
VII	List of Abbreviations	XVIII
CHAPTER ONE :: AN OVERVIEW OF THE RETAIL INDUSTRY OF INDIA AND WORLDWIDE		
1.0:	Introduction	02
2.0:	The Retail Industry of India: The Major Landmarks	05
3.0:	India's Retail Sector: Size & Growth Trends	11
4.0:	The Emergence of Organized Retail in India	21
5.0:	Major Indian Retailers in Organized Retail Sector	27
6.0	Global Retail Expansion	34
7.0:	SWOC Analysis of Retail Industry	40
8.0:	Understanding Shoppers' Behaviour in Retail Stores	41
9.0:	Future Trends of Modern Retail in India	48
10.0:	Concluding Remarks	54
11.0:	Selected References	55
CHAPTER TWO :: REVIEW OF LITERATURE		
2.0:	Review of Literature	61
2.1:	The Conceptual Framework of Shopping Orientations and Store Attributes	64
2.2:	Shopping Orientations	68
2.3:	Retail Formats and Store Attributes	76
2.4:	Atmosphere	88
2.5:	Store Image	99
2.6:	Visual Merchandising	104
2.7:	Institutional Factors	106
2.8:	Physical Facilities	109
2.9:	Store Layout	110
2.10:	Ambience	113
2.11:	Accessibility	121
2.12:	Sales Promotion Schemes	124
2.13:	Range of Products	126
2.14:	Behaviour of Sales Staff	130
2.15:	Shoppers' Satisfaction	133
2.16:	Shopper Patronage	136
	Selected References	142
ANNEXURE: I	Tabular Summary of Review of Literature on Influence of Store Attributes on Store Patronage	178

ANNEXURE: II:	Summary Table of Review of Literature on Customer Expectations of Store Attributes	183
ANNEXURE: III	Operational Constructs of Store Attribute Dimensions Identified From the Review of Related Literature	185
ANNEXURE: IV	Summary table of Classification of Shopping Orientations Based on the Review of Literature	186
CHAPTER THREE :: RESEARCH METHODOLOGY		
3.0:	A Brief About Chapter on Research Methodology	189
3.1:	A Brief About the Research Study	189
3.2:	Key Terms of the Research Study	189
3.2.1:	Patronage Behaviour	190
3.2.2:	Store Attributes	190
3.2.3:	Shopping Orientation	190
3.3:	The Rationale of the Research Study	190
3.4:	Scope And Coverage of the Research Study	191
3.5	Proposed Structural Model of the Research Study	191
3.6:	Objectives of the Research Study	193
3.7:	Research Questions of the Research Study	194
3.8:	Hypotheses of the Research Study	195
3.9:	Research Design of the Research Study	195
3.10:	Research Methodology	196
3.10.1:	Secondary Data (or) Information	196
3.10.2:	Collection of the Primary Data	196
3.10.3:	Research Instrument Used in the Research Study	197
3.10.4:	Sampling Decisions	197
3.11:	Drafting of the Structured Non-Disguised Questionnaire	202
3.11.1	Assessing the Normality of the Distribution of Data	207
3.11.2:	Reliability of the Structured Questionnaire	211
3.11.3:	Validity of the Structured Questionnaire	212
-	Questionnaire of the Research Study	213
-	Selected References	220
CHAPTER FOUR :: DATA ANALYSIS & INTERPRETATION		
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 FIVE :: FINDINGS OF THE RESEARCH STUDY		
5.0:	Prologue	283
5.1:	Findings of Application of Chi-Square Test	283
5.1.1:	Findings of Application of Chi-Square Test on Shopping Orientations	283
5.1.1.1:	Implications of Research Study Based on Results of Chi-Square Test of Shopping Orientations	288
5.1.2:	Findings of Application of Chi-Square Test on Store Attributes	291
5.1.2.1:	Implications of Research Study Based on Results of Chi-Square Test of Store Attributes	300
5.2:	Findings of the Research Study on Opinion of Selected Retail Shoppers on Selected Store Attributes [One Way ANOVA and Factor Analysis]	304
5.3:	Summary of Confirmatory Factor Analysis [CFA] using Analysis of Moments Structure [AMOS]	352
5.4:	Overall Implications Based on Results of the Research Study	362
5.5:	Market Performance Analysis of the Selected Retail Shoppers' Satisfaction from Retail Store Attributes in Selected Cities of the Gujarat State	370
CHAPTER SIX :: CONCLUSIONS, RECOMMENDATIONS AND SUGGESTIONS		
6.0:	Prologue	387
6.1:	A Brief About Organisation of the Ph.D. Thesis	387
6.2:	A Brief About the Research Study	390
6.3:	Research Methodology	391
6.4:	A Brief About the Structured Non-Disguised Questionnaire	391
6.5:	Profile of the Selected Retail Shoppers' of the Research Study	393
6.6:	Key Results of the Research Study	393
6.7:	Summary of Findings Based on Factor Analysis	402
6.8:	Application of Structural Equation Model [SEM]	404
6.9:	Structural Equation Model [SEM] Using Path Analysis Considering Shopping Orientations and Store Attributes of the Retail Store	405
6.10:	Summarised Results of Retail Store Patronage Intentions of the Retail Shoppers' in the Gujarat State	410
6.11:	Summary of Findings of Selected Retail Store Attributes : City-Wise	411
6.12:	Overall Summary of Findings of Selected Retail Store Attributes	416
6.13:	Recommendations of the Research Study	418
6.14:	Suggestions of the Research Study	423
6.15:	Conclusions of the Research Study	431
6.16:	Limitations of the Research Study	432
6.17:	Directions for Future Research Study	433

BIBLIOGRAPHY		
A	Selected Reference Books	434
B	Selected Research Theses	437
C	Research Reports	438
D	Research Journals	441
E	Edited Books/ Conference Proceedings	482
F	Webliography	482
APPENDICES		
	Map of Gujarat [Annexure-I]	484
	List of Retail Stores Surveyed [Annexure-II]	485
	Copy of Published Research Paper [Annexure-III]	-