

## LIST OF FIGURES

SR. NO.	FIGURE NUMBER	PARTICULARS	PAGE NUMBER
01	1.1	India's Position in FDI Confidence Index	08
02	1.2	Market size over the past few years (USD Billion)	09
03	1.3	Indian Retail Market Sector Size and Growth Trends Considering Gross Domestic Production [GDP]	11
04	1.4	Growth in Consumer Expenditure	12
05	1.5	Growth in Retail Market	12
06	1.6	India's Retail Advantage	13
07	1.7	Real Income Growth and Per Capital Income Projections	14
08	1.8	India's Personal Disposable Income (PDI) Growth Comparison with Other Emerging Markets	14
09	1.9	Overall Growth Trajectory of Retail Market	15
10	1.10	Overall Organized Retail Growth	15
11	1.11	Country wise Penetration of Organised Retail	16
12	1.12	Penetration of Organised Retail in India	17
13	1.13	Factors Driving Growth of Retail	17
14	1.14	Retail Growth Trends by Product Segments	18
15	1.15	Segment Wise Break Up of Indian Retail Industry	20
16	1.16	Exponential Growth of Indian Retail Market	22
17	1.17	Retail Formats in India	22
18	1.18	Product Category wise Growth and Future Estimate	25
19	1.19	Potential for Organized Retail in India	26
20	1.20	India's Position at Global Retailing Scenario	36
21	1.21	FDI in Retail at Inflection Point in India	39
22	1.22	A Model Strategizing the Marketing for Retail Industry	46
23	2.1	Framework of Emerging Retail Formats And Consumer Preferences	63
24	2.2	Model of Shopping Orientation and Store Attributes	65
25	2.3	Darden's Patronage Model of Consumer Behaviour	66
26	2.4	Model of Store Atmospheric Effect on Consumer and Employee Behaviour	94
27	2.5	The Influence of Retail Atmospheric: S-O-R Model	98
28	3.1	Proposed Conceptual Model of Shopping Orientations and Store Attributes on Patronage Behaviour and Overall Satisfaction of the Retail Shopper	192
29	5.1	Hypothesized Measurement Model for Confirmatory Factor Analysis of Accessibility, Sales Promotion Schemes and Store Ambience [Accessibility (ACC), Sales Promotion Schemes (PROMO) and Store Ambience (AMB) of the Retail Store]	353
30	5.2	Revised Model Fit for Confirmatory Factor Analysis of Accessibility, Sales Promotion Schemes and Retail Store Ambience [Accessibility (ACC), Sales Promotion Schemes (PROMO) and Store Ambience (AMB) of the Retail Store]	354

31	5.3	Hypothesized Measurement Model for Confirmatory Factor Analysis of Items for the Store Attribute of Physical Facilities in the Retail Store [Physical Facilities (FAC)]	356
32	5.4	Revised Model Fit for Confirmatory Factor Analysis of Items for the Store Attribute of Physical Facilities in the Retail Store: [Physical Facilities (FAC)]	357
33	5.5	Hypothesized Measurement Model for Confirmatory Factor Analysis of of the Items for the Retail Store Attributes of Institutional Factors and Behaviour of the Sales Staff: [Institutional Factors (INST) and Behaviour of the Sales Staff (STAFF)]	358
34	5.6	Revised Model Fit for Confirmatory Factor Analysis of of the Items for the Retail Store Attributes of Institutional Factors and Behaviour of the Sales Staff: [Institutional Factors (INST) and Behaviour of the Sales Staff (STAFF)]	359
35	5.7	Hypothesized Measurement Model for Confirmatory Factor Analysis of the Items for the Store Attribute of Range of the Products and Store Atmosphere in the Retail Store: [Range of the Products (RANGE) and Store Atmosphere (ATM)]	360
36	5.8	Revised Model Fit for Confirmatory Factor Analysis of Range of Products and Store Atmosphere in the Retail Store	361
37	6.10	SEM Model showing the Relationship between Overall Satisfaction/ Dissatisfaction and Selected Store Attributes in the Retail Store	404
38	6.11	Structural Equation Modeling [SEM] Using Path Analysis	406
39	6.12	Structural Equation Modeling [SEM] Using Path Analysis Showing Relationship between Shopping Orientations and Retail Store Attributes with Overall Satisfaction Through Mediating Variables	408

## LIST OF ANNEXURE

<b>SR. NO.</b>	<b>ANNEXURE NUMBER</b>	<b>PARTICULARS</b>	<b>PAGE NUMBER</b>
01	I	Map of Gujarat State	484
02	II	List of Retail Stores Surveyed	485
03	III	Published Research Paper	-