



A STUDY ON CONSUMER BEHAVIOUR OF ORGANIZED AND UNORGANIZED RETAIL OUTLES IN VADODARA CITY

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ABSTRACT

This research paper based on respondents who buy their product at organized and unorganized retail outlets. Through this study we have tried to find out consumer behavior of respondents when they shop through organized and unorganized retail outlets. As a part of consumer behavior, their perceptions, motivation levels and demographic factors were studied. We have also tried to study the reasons for preference of retail outlets and the attributes that consumers look for when they visit retail outlets.

KEY WORDS: Organized and unorganized retail outlets, Consumer behavior, Perceptions, motivation, Demographic factors

INTRODUCTION

The word "Retail" Originates From a French – Italian word. Retailer – someone who cuts-off or sheds a small piece from something. Retailing is the set of activities that markets products or services to final consumers for their own personal or household use. It does this by organizing their availability on a relatively large scale and supplying them to consumers on a relatively small scale. Retailer is a person or agent or agency or company or organization who is instrumental in reaching the goods or Merchandise or Services to the End User or ultimate consumer.¹

Retailing involves all activities incidental to selling to ultimate consumer for their personnel family and household use. It does this by organizing their availability on a relatively large scale and supplying them to customers on a relatively small scale. Retailer is any person/organization instrumental in reaching the goods or merchandise or services to the end users. Retailer is a must and cannot be eliminated.²

The retail industry is divided into organized and unorganized sectors. Over 12 million outlets operate in the country and only 4% of them being larger than 500 sq ft (46 m²) in size. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.³

Modern retailing has entered India in form of malls and huge complexes offering shopping, entertainment, leisure to the consumer as the retailers experiment with a variety of formats, from discount stores to supermarkets to hypermarkets to specialty chains. However, kiranas still continue to score over modern formats mostly due to the convenience factor i.e. near to their house.⁴

REVIEW OF LITERATURE

The demographic variables such as age, sex, marital status, family size, occupation, income/purchasing capacity, educational levels, and religion are the most decisive and wield significant influence on the prospects of retail business. Each variable of the demographic factors has played its own unique role in the growth and development of modern retail formats like food and grocery. The size of the population is an important determinant of demand for many products and services.⁵ The Indian Retail Sector is booming and modernizing rapidly in line with India's economic growth. In this review the author has talked about the impact of organized retailing on traditional retailing. With the increase in number of various formats for shopping like malls, departmental stores, hypermarkets etc., the Indian consumers' preferences are changing towards and that is the reason why foreign investors like the king of retail Wal-Mart also came into the Indian retail ground in collaboration with Bharti. There is a huge untapped market in India right now which provides number of opportunities for retailers (Mathew Joseph and Manisha Gupta September 2008), Increasing trend of organized retailing will drive the growth of convenience-store industry in the world. By 2011, Asia remains the

¹ http://www.indianmba.com/Occasional_Papers/OP95/op95.html

² <http://www.managementparadise.com/forums/archive/index.php/t-42292.html>

³ "ICRIER Begins Survey of Indian Retail Sector." 19 March 2007.

⁴ <http://www.managementparadise.com/forums/archive/index.php/t-42292.html>

⁵ Ch. J. S. Prasad and D. Raghunatha Reddy.(2007), "A Study on the Role of Demographic and Psychographic Dynamics in Food and Grocery Retailing,"The Journal of Business Perspective | Vol. 11 | No. 4,(October–December),Page No:22.

fastest growing convenience store market in the world as the major. Asian retail markets registered explosive growth in opening up of new convenience store. Changing consumer preferences, lifestyle and rising income level, which is heavily influenced by economic growth, remains the major driving force for c-store industry in the Asian region, as per "Global convenience Store Market Analysis, (RNCOS March 15, 2009/24-7 press releases)."

OBJECTIVES

- To present a brief profile of the consumers in Vadodara City.
- To study various attributes of organized and unorganized retail outlets in Vadodara city that consumers prefer.
- To study the preference of respondents for organized and unorganized retail outlets in Vadodara and the reasons for their preference.
- The type of goods consumers prefer to purchase from each formats in Vadodara city.

RESEARCH METHODOLOGY

- **Primary data:** - The method of data collection was done by the way of survey. The primary data will be collected in the form of structured questionnaires.
- **Secondary data:**-The secondary data collected in the form company profile, different journals, selected cities, book, websites, etc.

SAMPLE DESCRIPTION

1. **Sample size & Simple unit:** 200 respondents from Vadodara city who shop in organized and unorganized retail outlets in Vadodara.
2. **Sample selection procedure:** Stratified sampling technique was used to select samples. For this, strata as selected on the basis of occupation

Hypothesis

- Overall perception regarding preference for Organized and Unorganized Retail outlets and background characteristics of respondents like Gender, Age, Marital Status, Family Structure, and Family size, Education, Occupation and Income Category are independent.
- Opinion about favour for opening of more large retail outlets and background characteristics of respondents like Gender, Age, Marital Status, Family Structure, and Family size, Education, Occupation and Income Category are independent.
- Average amount spent by respondents for different product categories and the categories of retail outlets are alike:
- Average amount spent by respondents per month in organized and unorganized retail outlets are equal.
- Average score by assigned respondents to various attributes for organized and unorganized retail outlets are alike.

Hypothesis(Table 1)

Overall perception regarding preference for Organized and Unorganized Retail outlets and background characteristics

of respondents like Gender, Age, Marital Status, Family Structure, and Family size, Education, Occupation and Income Category are independent. From the above table it was found that out of total 200 respondents-

- 65.9% male and 66.1% female respondents preferred to go to organized retail outlets. Whereas 34.1% male and 33.9% female respondents preferred to go to unorganized retail outlets.
- 73.2%, 70.0% and 65.3% respondents belonged to 31-35, 36-40 and more than 40 years age groups respectively, they preferred to go to organized retail outlets, In another side 42.6%, respondents belonged to less than 30 years age groups, they preferred to go to unorganized retail outlets.
- 67.2% and 56.5% married and unmarried respondents preferred to go to organized retail outlets, whereas 32.8% and 43.5% married and unmarried respondents preferred to go to unorganized retail outlets.
- 69.5% and 62.9% respondents are from nuclear family they preferred to go to organized retail outlets, whereas 30.5% and 30.7% respondents are from joint family who preferred to go unorganized retail outlets.
- 69.3% respondents have small size families and 62.6% respondents have more than 4 members in family they preferred to go to organized retail outlets, whereas 37.5% respondents have more than 4 members in family and 30.7% respondents have small size families they preferred to go to organized retail outlets.
- 78.9%, 62.5% and 61.8% respondents were having education in graduate respectively, up to H.S.C and post graduate they preferred to go to organized retail outlets, whereas 46.0%, respondents were having education in above post graduate, they preferred to go to unorganized retail outlets.
- 77.0% and 65.8% respondents belonged to business and service class respectively; they preferred to go to organized retail outlets, whereas 45.0% respondents belonged to professional class who preferred to go unorganized retail outlets.
- 91.4%, 70.0% and 68.2% respondents belonged to 100000-199999, less than 30000 and above 200000 income groups respectively, who preferred to go to organized retail outlets, whereas 44.3% and 41.9% respondents belonged to 30001-50000 and 50001-99999 income groups respectively, they preferred to go to unorganized retail outlets.

Looking at the overall comparisons of respondents with background characteristics of respondents' education, occupation and income categories were found to be highly associated regarding the choice preference among the organized and unorganized retail outlets. (Table 1)

It was found that 61.0 % respondents planned visits to organized retail outlets while 15.0% respondents made their visits on impulse. On the other hand 56.0% respondents had planned to visit organized retail outlets while 26.5% respondents had visited retail outlets without any plan.(Table 2)From the above table it is evidently clear that 51.5% respondents bought other packaged foods and cosmetics from organized retail outlets, 61.0%, 50.5%, 54.0% and 56.0% respondents bought Staples

items, cooking oil/ghee/vasaspati, fruits and vegetables respectively from unorganized retail outlets, whereas 45.0% respondents bought other food grains from both retail outlets. Most of the respondents brought different products from unorganized retail outlets.(Table 3)

Hypothesis

Opinion about favour for opening of more large retail outlets and background characteristics of respondents like Gender, Age, Marital Status, Family Structure, and Family size, Education, Occupation and Income Category are independent.

From the above table it was found that 60.0% respondents were in favour of opening more large organized retail outlets.

- 61.3% male and 60.1% female respondents were in favour of opening more large organized retail outlets.
- 68.3%, 63.9% and 60.0% respondents belonged to 31-35 years, more than 40 years and 36-40 years age groups respectively; they were in favour of opening more large organized retail outlets.
- 61.6% married respondents were in favour of opening more large organized retail outlets.
- 63.8% respondents were from nuclear families, they were in favour of opening more large organized retail outlets.
- 64.6% respondents had more than 4 members in the family; they in were favour of opening more large organized retail outlets.
- 63.6%, 60.6% and 60.0% respondents were having education post graduate, graduate and above graduate respectively, they were in favour of opening more large organized retail outlets.
- 67.2% and 60.0% respondents belonged to business and professional class; they were in favour of opening more large organized retail outlets.
- 86.4%, 77.1% and 61.4% respondents belong to above 200000, 100000-199999 and 50001-99999 income groups respectively; they were in favour of opening more large organized retail outlets.

Looking at the overall comparisons of respondents with background characteristics of respondents' income categories were found to be highly associated regarding favour for opening more large retail outlets.(Table 4)

Hypothesis

Average amounts spent by respondents for different product categories and the categories of retail outlets are alike:

As per the result F- value (14.08) was found to be significant at 5% level of significance, hence, it can be concluded that there exists real difference in the defined category of retail outlet regarding amount spend for the staple items. Further by applying scheffe rang test, real significant difference was found between organized with unorganized and both category, so far as respondents were spending more money for staple items in the organized than unorganized retail outlet.(Table 5)

Comparison between organized, unorganized and both retail outlets regarding average amount spent by respondent for the above specific category i.e. food grains, using one-way analysis of variance test, it was found to be

significant with F-value (7.128). It was also found that average amount spent in organized retail outlets (Rs.3202.13) was greater than in unorganized outlets (Rs.2819.05) (Table 6)

As per the result, F- value (1.663) was not found to be significant at 5% level of significance, hence, it can be concluded that there does not exist real difference in the defined category of retail outlets regarding amount spent for the cooking oil, ghee and vasaspati items. Wherever consumers find it convenient, they make purchases. (Table 7)

As per the result F- value (7.675) was found to be significant at 5% level of significance, hence, it can be concluded that there exists real difference in the defined category of retail outlet regarding amount spend for the other packaged food items. Further by applying scheffe rang test, real significant difference was found between organized with unorganized and, so far as other packaged food items respondents were spending more money in the organized than unorganized retail outlet. (Table 8)

As per the result F- value (8.320) was found to be significant at 5% level of significance, hence, it can be conclude that there exists real difference in the defined category of retail outlet regarding amount spend for the cosmetic items. Further by applying scheffe rang test, real significant difference was found between organized with unorganized, so far as cosmetic items respondents were spending more money in the organized than unorganized retail outlet. (Table 9)

As per the result F- value (3.855) was found to be significant at 5% level of significance, hence, it can be concluded that there exists real difference in the defined category of retail outlet regarding amount spend for the household cleaning products. Further by applying scheffe rang test, real significant difference was found between organized with unorganized, so far as household cleaning products item respondents were spending more money in the organized retail outlet than unorganized retail outlet. (Table 10)

As per the result F- value (5.622) was found to be significant at 5% level of significance, hence, it can be concluded that there exists real difference in the defined category of retail outlet regarding amount spend for the fruit items. Further by applying scheffe rang test, real significant difference was found between organized with unorganized, so far as fruit items respondents were spending more money in the organized retail outlet than unorganized retail outlet. (Table 11)

As per the result F- value (7.914) was found to be significant at 5% level of significance, hence, it can be concluded that there exist real difference in the defined category of retail outlet regarding amount spend for the vegetable items. Further by applying scheffe rang test, real significant difference was found between organized with unorganized, so far as vegetable items respondents were spending more money in the organized than unorganized retail outlet. (Table 12)

Hypothesis

Average amount spent by respondents per month in organized and unorganized retail outlets are equal.

From the above table, it was found that t- value was significant ($P=0.005$), so by rejecting null hypothesis it can be concluded that there exists significant difference in the mean value for monthly amounts spent by respondents across organized and unorganized retail outlets and looking to the mean value in organized retail outlets on an average respondents were spending significantly higher were having bigger mean value than unorganized retail outlets. (Table 13)

Primary data was collected from the respondents in Vadodara city to know the reasons for buying from organized retail outlets. They were asked to provide their agreement or disagreement for each statement on a 5 point scale with 1 as “Strongly Disagree” and 5 as “Strongly Agree”.

From the above table it was found that, more than 80% respondents agree with bought from organized retail outlets.

- In the case organized retail outlets, out of the total respondents 98.0% respondents preferred that organized retail outlets due to the reason that wider product range while 94.5% respondents preferred the same because of choice of more brands and choice of more variants.
- 90.8% respondents who visited that mall preferred that organized retail outlets due to the reason that discounts /lesser price. 90.2% respondents preferred that organized retail outlets because of promotional schemes.
- 96.1% respondents preferred that organized retail outlets due to the reason that one stop shopping, while 92.8% 91.4% and 90.2% respondents preferred that the same because of better parking facility, freedom of choosing products /brands and attractive display respectively.
- 88.1% respondents preferred that organized retail outlets due to the reason that air- conditioned outlets.
- However 53.3% respondents preferred that organized retail outlets because of closer to their house. (Table 14)

Primary data was collected from the respondents in Vadodara city to know the reasons for buying from unorganized retail outlets. They were asked to provide their agreement or disagreement for each statement on a 5 point scale with 1 as “Strongly Disagree” and 5 as “Strongly Agree”.

From the above table it was found that, more than 75% respondents agree with bought from unorganized retail outlets.

- In the case organized retail outlets, out of the respondents 92.0% respondents preferred that unorganized retail outlets due to the reason that specific product is available, while 82.2%, 80.4% and 79.2% respondents preferred the same because of choice of taking loose items, better product quality and choice of preferred variants respectively.
- 93.2% respondents who visited that mall preferred that unorganized retail outlets due to the reason that credit availability. 97.0% and 80.4% respondents preferred that unorganized retail outlets because of bargaining is possible and discounts /lesser price respectively.

- 79.8% respondents preferred that unorganized retail outlets due to the reason that better service.
- 94.5% respondents preferred that unorganized retail outlets due to the reason that closer to their house while 31.9% respondents preferred that unorganized retail outlets because of proximity to their place of work.
- 93.2% respondents preferred that unorganized retail outlets because of avoid unnecessary purchase. 83.5% and 81.6% respondents preferred that unorganized retail outlets due to the reason that save time and home delivery respectively. (Table 15)

Hypothesis

Average score by assigned respondents to various attributes for organized and unorganized retail outlets are alike. Looking at the above table, from parking facility and motivating to visit, t -value were found significant ($P=0.005$) and ($P=0.013$) respectively, so by rejecting null hypothesis it can be concluded that there exists significant difference in the mean value for parking facility and motivating to visit attributes across organized retail outlets than unorganized retail outlets. Looking to the mean value it was found that unorganized retail outlets were having bigger mean value than organized retail outlets. (Table 16)

FINDINGS AND CONCLUSION

- For the staple items, more than 60% respondents preferred to go to unorganized retail outlets whereas less than 40% respondents preferred to go to organized retail outlets. However, respondents spent more amounts in organized retail outlets as compared to unorganized ones.
- For fruits and vegetable, more than 55 % respondents preferred to go to unorganized retail outlets and less than 45% respondents preferred to go to organized retail outlets however, respondents more amount spent in organized retail outlets.
- It was clearly shown that higher income group preferred organized retail outlets rather than unorganized retail outlets.
- In other food grains more than (45%) respondents spent more amount in both retail outlets.
- In other packaged foods (51.5%), cosmetics (51.5%) and house hold cleaning products (40.5%) respondents spent more amounts in organized retail outlets.
- Overall, majority respondents spent more amounts in organized retail outlets.
- Most of the respondents preferred organized retail outlets because of wider product range, one stop shopping, choice of more brands, choice of more variants and better parking facility.
- On other hand most of the respondents preferred unorganized retail outlets due to possibility of bargaining, closer to their house, credit availability, avoidance of unnecessary purchase and availability of specific products.
- Majority respondents had planned their visit to organized retail outlets.
- Most of the respondents were in favour of opening more large organized retail outlets.

- Most of the respondents were satisfied with various attributes like price, convenience, assortments, transparency in billing and sales person service in organized and unorganized retail outlets but respondents more satisfied with parking facility and motivating to visit in unorganized retail outlets.

From the above discussion, it can be concluded that majority respondents preferred to go to unorganized retail outlets for staples items, fruits and vegetable however they spent more amount in organized retail outlets, whereas majority respondents preferred to go to organized retail outlets for other packaged food, cosmetics and household cleaning products. For other food grains and cooking oil respondents preferred to go organized and unorganized retail outlets.

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1: Comparisons and Association, regarding the opinion about the choice Preference for the Organized and Unorganized Retail Outlets with Background characteristics of respondent using Percentage Frequency distribution and Chi-Square Statistics in Vadodara city.

Respondent's background characteristics and it's category		Organized		Unorganized		Total	Chi-Square	P-Value
		N	%	N	%	N		
Gender	Male	91	65.9	47	34.1	138	0.001	0.979
	Female	41	66.1	21	33.9	62		
Age	Less than 30	27	57.4	20	42.6	47	2.774	0.428
	31-35	30	73.2	11	26.8	41		
	36-40	28	70.0	12	30.0	40		
Marital Status	More than 40	47	65.3	25	34.7	72	1.040	0.308
	Married	119	67.2	58	32.8	177		
Family Structure	Unmarried	13	56.5	10	43.5	23	0.973	0.324
	Nuclear	66	69.5	29	30.5	95		
Family Size	Joint	66	62.9	39	37.1	105	0.994	0.319
	Less than 4	70	69.3	31	30.7	101		
	More than 4	62	62.6	37	37.4	99		
Education	Up to H.S.C ⁺	15	62.5	9	37.5	24	9.012*	0.029
	Graduate	56	78.9	15	21.1	71		
	Post Graduate	34	61.8	21	38.2	55		
	Above post Graduate	27	54.0	23	46.0	50		
Occupation	Service	52	65.8	27	34.2	79	6.555*	0.038
	Professional	33	55.0	27	45.0	60		
	Business	47	77.0	14	23.0	61		
Income	Below 30000	21	70.0	9	30.0	30	14.830*	0.005
	30001-50000	25	58.1	18	41.9	43		
	50001-99999	39	55.7	31	44.3	70		
	100000-199999	32	91.4	3	8.6	35		
	above 200000	15	68.2	7	31.8	22		

* Significant at 5% level of significance. (p <= .05)

⁺ Category included "up to S. S. C." category because of only 3 respondents.

2: Percentage Frequency distributions of overall respondents regarding planned visit of Organized and Unorganized retail outlets in Vadodara city.

Retail outlets	Planned		Unplanned		Total	
	N	%	N	%	N	%
Organized	122	61.0	30	15.0	152	76.0
Unorganized	112	56.0	23	26.5	165	82.5

3: Percentage Frequency distribution of different product categories Respondents Brought from different retail outlets in their visit in Vadodara city.

Product categories	Organized		Unorganized		Both	
	Retail Outlets		Retail Outlets			
	N	%	N	%	N	%
Staples (rice/atta/wheat).	75	37.5	122	61.0	3	1.5
Other food grains/Flours/items (maida/rava/suji/ (dals/spices/ masalas/sugar/salt/eggs/bread/milk).	47	23.5	63	31.5	90	45.0
Cooking oil /Ghee/Vanaspati.	78	39.0	101	50.5	21	10.5
Other packaged food. Toiletries (soap/shampoo/Talkam powder/hair oil/tooth paste/ shaving products/sanitary napkins).	103	51.5	54	27.0	43	21.5
Cosmetics (creams/lotion/skin care products).	103	51.5	61	30.5	36	18.0
Household cleaning products (washing soap/Detergents/ toilet cleaners/utensil cleaners).	81	40.5	75	37.5	44	22.0
Fruit	41	20.5	108	54.0	51	25.5
Vegetable	40	20.0	112	56.0	48	24.0

4: Comparisons and Association, regarding the opinion about favour for opening of more large retail outlets with Background characteristics of respondent using Percentage Frequency distribution and Chi-Square Statistics in Vadodara city.

Respondent's background characteristics and it's category		Yes		No		Can't say		Total	Chi-Square	P-Value
		N	%	N	%	N	%			
Gender	Male	83	60.1	38	27.5	17	12.3	138	0.068	0.966
	Female	38	61.3	16	25.8	8	12.9	62		
Age	Less than 30	23	48.9	18	38.3	6	12.8	47	7.541	0.274
	31-35	28	68.3	10	24.4	3	7.3	41		
	36-40	24	60.0	8	20.0	8	20.0	40		
Marital Status	More than 40	46	63.9	18	25.0	8	11.1	72	0.909	0.635
	Married	109	61.6	47	26.6	21	11.9	177		
Family Structure	Unmarried	12	52.2	7	30.4	4	17.4	23	1.260	0.533
	Nuclear	54	56.8	27	28.4	14	14.7	95		
Family Size	Joint	67	63.8	27	25.7	11	10.5	105	1.1412	0.494
	Less than 4	57	56.4	30	29.7	14	13.9	101		
Education	More than 4	64	64.6	24	24.2	11	11.1	99	13.100	0.108
	Up to H.S.C	13	54.2	10	41.6	1	4.2	24		
	Graduate	43	60.6	16	22.5	12	16.9	71		
Occupation	Post Graduate	35	63.6	16	29.1	4	7.3	55	7.167	0.127
	Above Graduate	30	60.0	12	24.0	8	16.0	50		
	Service	44	55.7	21	26.6	14	17.7	79		
	Professional	36	60.0	15	25.0	9	15.0	60		
Income	Business	41	67.2	18	29.5	2	3.3	61	28.075	0.000*
	Below 30000	11	36.7	16	53.3	3	10.0	30		
	30001-50000	21	48.8	14	32.6	8	18.6	43		
	50001-99999	43	61.4	20	28.6	7	10.0	70		
	100000-199999	27	77.1	2	5.7	6	17.1	35		
	above 200000	19	86.4	2	9.1	1	4.5	22		

5: Mean comparison of monthly amounts spent by respondents for Staples items with respect to the category of retail outlets using one way analysis of variance in Vadodara city.

Retail outlets	Mean	Standard deviation	F-value	P-value
Organized	1153.33	539.102	14.806	0.000
Unorganized	852.21	472.328		
Both	2000.0	500.000		

6: Mean comparison of monthly amounts spent by respondents for Other food grains items with respect to the category of retail outlets using one way analysis of variance in Vadodara city.

Retail outlets	Mean	Standard deviation	F-value	P-value
Organized	3202.13	944.892	7.128	0.001
Unorganized	2819.05	915.962		
Both	3397.78	944.169		

7: Mean comparison of monthly amounts spent by respondents for Cooking oil, Ghee and Vanaspati items with respect to the category of retail outlets using one way analysis of variance in Vadodara city.

Retail outlets	Mean	Standard deviation	F-value	P-value
Organized	767.95	222.438	1.663	0.192
Unorganized	712.87	205.019		
Both	776.19	284.438		

8: Mean comparison of monthly amounts spent by respondents for Other packaged food items with respect to the category of retail outlets using one way analysis of variance in Vadodara city.

Retail outlets	Mean	Standard deviation	F-value	P-value
Organized	2285.44	1114.821	7.675	0.001
Unorganized	1643.52	925.327		
Both	2197.67	737.915		

9: Mean comparison of monthly amounts spent by respondents for Cosmetics items with respect to the category of retail outlets using one way analysis of variance in Vadodara city.

Retail outlets	Mean	Standard deviation	F-value	P-value
Organized	951.46	648.923	8.320	0.000
Unorganized	570.49	438.689		
Both	766.67	585.052		

10: Mean comparison of monthly amounts spent by respondents for Household cleaning products with respect to the category of retail outlets using one way analysis of variance in Vadodara city.

Retail outlets	Mean	Standard deviation	F-value	P-value
Organized	722.22	257.876	3.855	0.023
Unorganized	610.00	217.635		
Both	704.55	336.158		

11: Mean comparison of monthly amounts spent by respondents for Fruit items with respect to the category of retail outlets using one way analysis of variance in Vadodara city.

Retail outlets	Mean	Standard deviation	F-value	P-value
Organized	1063.41	743.894	5.622	0.004
Unorganized	698.15	506.220		
Both	927.45	786.913		

12: Mean comparison of monthly amounts spent by respondents for Vegetable items with respect to the category of retail outlets using one way analysis of variance in Vadodara city.

Retail outlets	Mean	Standard deviation	F-value	P-value
Organized	2037.50	725.961	7.914	0.000
Unorganized	1489.29	764.217		
Both	1775.00	843.306		

13: Mean comparison of monthly amounts spent by respondents in organized and unorganized retail outlets Vadodara city.

Retail outlets	Mean	Standard deviation	T-value	P-value
Organized	7595.13	4275.96	2.819	0.005
Unorganized	6303.61	3868.18		

14: Percentage frequency distribution of different reasons for buying from organized retail outlets in Vadodara city.

Reasons	SD	%	CS	%	SA	%	Total
Product related items buying from organized retail outlets							
Wider product range	0	0	3	2.0	149	98.0	152
Choice of more brands	0	0	7	4.6	145	95.4	152
Choice of more pack size	1	0.7	21	13.8	130	85.6	152
Choice of more variants	0	0	7	4.6	145	95.4	152
Better product quality	5	3.3	14	9.2	133	87.5	152
Fresh / New stock	4	2.6	23	15.1	125	82.2	152
Price Related items buying from organized retail outlets							
Promotional schemes	0	0	15	9.9	137	90.2	152
Discount/lesser price	4	2.6	10	6.6	138	90.8	152
Outlet Related items buying from organized retail outlets							
Freedom of choosing products /brands	4	2.6	9	5.9	139	91.4	152
Better parking facility	0	0	11	7.2	141	92.8	152
Attractive display	0	0	15	9.9	137	90.2	152
Better ambience	0	0	16	10.5	136	89.5	152
One stop shopping	0	0	6	3.9	146	96.1	152
Better service	0	0	18	11.8	134	88.1	152
Variety of modes of payment	3	2.0	21	13.8	128	84.2	152
Location Related items buying from organized retail outlets							
Closer to my house	32	21.1	39	25.7	81	53.3	152
Proximity to my place of work	20	13.2	38	25.0	94	61.8	152
Easy to access	10	6.6	45	29.6	97	63.8	152

Others items buying from organized retail outlets							
Family shopping	9	6.0	25	16.4	118	77.6	152
Entertainment	5	3.3	32	21.1	115	75.7	152
Save time	16	10.5	27	17.8	109	71.8	152
Air-conditioned outlets	0	0	18	11.8	134	88.1	152
Home delivery	11	7.2	34	22.4	107	70.4	152

15: Frequency distribution of different reasons for buying from unorganized retail outlets in Vadodara city.

Reasons	SD	%	CS	%	SA	%	Total
Product related items buying from unorganized retail outlets							
Choice of preferred brands	4	2.5	52	31.9	107	65.6	163
Choice of more pack size	0	0	46	28.2	117	71.8	163
Choice of preferred variants	15	9.2	19	11.7	129	79.2	163
Better product quality	6	3.7	26	16.0	131	80.4	163
Fresh / New stock	7	4.3	27	16.6	129	79.1	163
Freedom of choice	39	23.9	41	25.2	83	51	163
Choice of taking loose items	0	0	29	17.8	134	82.2	163
Specific product is available at these shop	4	2.5	9	5.5	150	92	163
Price Related items buying from unorganized retail outlets							
Bargaining is possible	0	0	5	3.1	158	97	163
Discount/lesser price	14	8.6	18	11.0	131	80.4	163
Credit availability	1	0.6	10	6.1	152	93.2	163
Outlet Related items buying from unorganized retail outlets							
Better service	8	4.9	25	15.3	130	79.8	163
Convenient timing	8	4.9	31	19.0	124	76.1	163
Location Related items buying from unorganized retail outlets							
Closer to my house	1	0.6	8	4.9	154	94.5	163
Proximity to my place of work	48	29.4	63	38.7	52	31.9	163
Easy to access	4	2.5	34	20.9	125	76.7	163
Others items buying from unorganized retail outlets							
Save time	10	6.1	17	10.4	136	83.5	163
Home delivery	2	1.2	28	17.2	133	81.6	163
Avoid unnecessary purchase	0	0s	11	6.7	152	93.2	163

16: Mean Comparison of various attributes score given by respondents for organized & unorganized retail outlets in Vadodara city.

Attributes	Retail outlets				T -value	P-value
	Organized retail outlets		Unorganized retail outlets			
	Mean	Std. deviation	Mean	Std. deviation		
Price	7.72	1.386	7.83	1.209	0.762	0.446
Convenience	7.49	1.422	7.72	1.126	1.644	0.101
Assortments	6.83	1.620	7.05	1.696	1.181	0.238
Transparency in billing	7.19	1.570	7.36	1.423	0.963	0.336
Sales person service	4.59	3.417	4.83	3.252	0.634	0.526
Advertisement	6.00	2.210	5.77	2.364	0.910	0.364
Ambience	6.21	1.644	6.31	1.571	0.556	0.579
Parking facility	6.11	2.407	6.87	2.377	2.822	0.005
Good opportunity for buying	7.21	1.721	7.44	1.686	1.181	0.239
Motivating to visit	6.99	1.539	7.40	1.334	2.500	0.013