5.4 Analysis of Other Factor:

H1: There is no relationship between respondents brought different products from different categories of retail outlets and selected cities of Gujarat.

Cities	Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	75	37.5	122	61.0	3	1.5	200		
Ahmedabad	114	57.0	86	43.0	0	0.0	200	30.889	0.000
Surat	70	35.0	125	62.5	5	2.5	200		
Rajkot	89	44.5	111	55.5	0	0.0	200		

Table 5.4.1 Comparisons And Association, Regarding Respondents Bought Staples Products From Different Retail Outlets In Their Visit Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.
Respondents Bought Staples Products From Different Retail Outlets In Selected Cities Of Gujarat

- From the above table it was observed that, respondents bought staples products from unorganized retail outlets in Surat city was (62.5 %) followed by Vadodara, Rajkot and Ahmedabad cities were 61.0%, 55.5% and 43.0% respectively.

- While 2.5% and 1.5% respondents bought staples products from both outlets in Surat and Vadodara cities respectively.

- As per chi square results, it was observed that, there was significant association between respondents bought staples products from different categories of retail outlets with respect to selected cities of Gujarat (chi-square=30.889 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had similar perception about respondents bought staples products from different categories of retail outlets in selected cities of Gujarat.

Cities	Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	47	23.5	63	31.5	90	45.0	200		
Ahmedabad	120	60.0	31	15.5	49	24.5	200	83.267	0.000
Surat	59	29.5	50	25.0	91	45.5	200		
Rajkot	73	36.5	75	37.5	52	26.0	200		

Table 5.4.2 Comparisons And Association, Regarding Respondents Bought Other Food Grains Products from Different Retail Outlets In Their Visit, Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.
Respondents Bought Other Food Grains Products From Different Retail Outlets In Selected Cities In Gujarat

- From the above table, it was observed that, out of total respondents, respondents bought other food grains products from organized retail outlets in Ahmedabad city was (60.0 %) followed by Rajkot, Surat and Ahmedabad cities were 36.5%, 29.5% and 23.5% respectively.

- While respondents bought other food grains products from both outlets in Surat city was (45.5%) followed by Vadodara, Rajkot and Ahmedabad cities were 45.0%, 26.0% and 24.5% respectively.

- As per chi square results, it was observed that, there was significant association between respondents bought other food grains products from different categories of retail outlets with respect to selected cities of Gujarat (chi-square=83.267 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had similar perception about respondents bought other food grains products from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.3 Comparisons And Association, Regarding Respondents Bought Cooking Oil from Different Retail Outlets In Their Visit Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.								
Cities	Respondents Bought Cooking Oil From Different Retail Outlets In Selected Cities Of Gujarat							
	Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	78	39.0	101	50.5	21	10.5	200		
Ahmedabad	131	65.5	34	17.0	35	17.5	200	124.408	0.000
Surat	80	40.0	51	25.5	69	34.5	200		
Rajkot	113	56.5	80	40.0	7	3.5	200		

- From the above table it can be found that, respondents bought cooking oil from organized retail outlets in Ahmedabad city was (65.5 %) followed by Rajkot, Surat and Vadodara cities were 56.5%, 40.0% and 39.0% respectively.

- While respondents bought cooking oil from both outlets in Surat city was 34.5% followed by Ahmedabad, Vadodara and Rajkot cities were 17.5%, 10.5% and 3.5% respectively.

- As per chi square results, it was observed that, there was significant association between respondents bought cooking oil from different categories of retail outlets with respect to selected cities of Gujarat (chi-square=124.408 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had similar perception about respondents bought cooking oil from different categories of retail outlets.

Cities	Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	103	51.5	54	27.0	43	21.5	200		
Ahmedabad	148	74.0	33	16.5	19	9.5	200	118.241	0.000
Surat	80	40.0	49	24.5	71	35.5	200		
Rajkot	131	65.5	68	34.0	1	0.5	200		

Table 5.4.4 Comparisons And Association, Regarding Respondents Bought Other Packaged Foods Products From Different Retail Outlets In Their Visit Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat. Respondents Bought Other Packaged Foods Products From Different Retail Outlets In Selected Cities Of Gujarat

- From the above table, it was observed that, out of total respondents, respondents bought other packaged foods products from organized retail outlets in Ahmedabad city was (74.0%) followed by Rajkot, Vadodara and Surat cities were 65.5%, 51.5% and 40.0% respectively.

- While respondents bought other packaged foods products from both outlets in Surat city was 35.5% followed by Vadodara Ahmedabad and Rajkot cities were 21.5%, 9.5% and 0.5% respectively.

- As per chi square results, it was observed that, there was significant association between respondents bought other packaged foods products from different categories of retail outlets with respect to selected cities of Gujarat (chi-square=118.241 and p-value=0.000).Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had similar perception about respondents bought other packaged foods products from different categories of retail outlets.

Cities	Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	103	51.5	61	30.5	36	18.0	200		
Ahmedabad	171	85.5	29	14.5	0	0.0	200	133.712	0.000
Surat	148	74.0	51	25.5	1	0.5	200		
Rajkot	130	65.0	69	34.5	1	0.5	200		

Table 5.4.5 Comparisons And Association, Regarding Respondents Bought Cosmetics Products From Different Retail Outlets In Their Visit Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat. Respondents Bought Cosmetics Products from Different Retail Outlets in Selected Cities of Gujarat

- From the above table, it was observed that, out of total respondents, respondents bought cosmetics products from organized retail outlets in Ahmedabad city was (85.5%) followed by Surat, Rajkot and Vadodara cities were 74.0%, 65.0% and 51.5% respectively.

- While respondents bought cosmetics products from both outlets in Vadodara city was 18.0% followed by Rajkot and Surat cities were 0.5% and 0.5% respectively.

- As per chi square results, it was observed that, there was significant association between respondents bought cosmetics products from different categories of retail

outlets with respect to selected cities of Gujarat (chi-square=133.712 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about respondents bought cosmetics products from different categories of retail outlets.

Table 5.4.6 Comparisons And Association, Regarding Respondents Bought House Hold Cleaning Products From Different Retail Outlets In Their Visit Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.								
Cities	Respondents Bought House Hold Cleaning Products From Different Retail Outlets In Selected Cities of Gujarat							
	Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	81	40.5	75	37.5	44	22.0	200		
Ahmedabad	154	77.0	25	12.5	21	10.5	200	84.276	0.000
Surat	137	68.5	50	25.0	13	6.5	200		
Rajkot	120	60.0	70	35.0	10	5.0	200		

- From the above table, it was observed that, respondents bought house hold cleaning products from organized retail outlets in Ahmedabad city was (77.0%) followed by Surat, Rajkot and Vadodara cities were 68.5%, 60.0% and 40.5% respectively.

- While, respondents bought house hold cleaning products from both outlets in Vadodara city was 22.0% followed by Ahmedabad, Surat and Rajkot cities were 10.5%, 6.5% and 5.0% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought house hold cleaning products from different categories of retail outlets with respect to selected cities of Gujarat (chi-square=84.276 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about house hold cleaning products bought from different categories of retail outlets.

Table 5.4.7 Comparisons And Association, Regarding Respondents Bought Fruits Products From Different Retail Outlets In Their Visit Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.								
Cities	Respondents Bought Fruits Products From Different Retail Outlets In Selected Cities Of Gujarat							
	Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	41	20.5	108	54.0	51	25.5	200		
Ahmedabad	112	56.0	86	43.0	2	1.0	200	114.302	0.000
Surat	55	27.2	127	63.5	18	9.0	200		
Rajkot	65	32.5	122	61.0	13	6.5	200		

- From the above table, it was observed that, respondents bought fruits products from organized retail outlets in Ahmedabad city was (56.0%) followed by Rajkot, Surat and Vadodara cities were 32.5%, 27.5% and 20.5% respectively.

- While, respondents bought fruits from both outlets in Vadodara city was 25.5% followed by Surat, Rajkot and Ahmedabad cities were 9.0%, 6.5% and 1.0% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought fruit products from different categories of retail outlets with respect to selected cities of Gujarat (chi-square=84.276 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about respondents bought fruit products from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.8 Comparisons And Association, Regarding Vegetables Products Respondents Bought From Different Retail Outlets In Their Visit Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Cities	Respondents Bought Vegetables Products From Different Retail Outlets In Selected Cities Of Gujarat								
	Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	40	20.0	112	56.0	48	24.0	200	125.108	0.000
Ahmedabad	112	56.0	84	42.0	4	2.0	200		
Surat	55	27.5	132	66.0	13	6.5	200		
Rajkot	63	31.5	130	65.0	7	3.5	200		

- From the above table it can be found that respondents bought vegetables products from organized retail outlets in Ahmedabad city was (56.0%) followed by Rajkot, Surat and Vadodara cities were 31.5%, 27.5% and 20.0% respectively.

- While respondents bought vegetables from both outlets in Vadodara city was 24.0% followed by Surat, Rajkot and Ahmedabad cities were 6.5%, 3.5% and 2.0% respectively.

Hypotheses:

As per chi square results, it was observed that, there was significant association between respondents bought vegetable products from different categories of retail outlets with respect to selected cities of Gujarat (chi-square=125.108 and p-value=0.000) Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about respondent bought vegetable products from different categories of retail outlets.

H2: There is no relationship between respondents brought different products from different categories of retail outlets and demographic & background characteristic of respondents.

Respondent's Demographics Characteristics and It's Category		Respondents Bought Staples Products From Different Retail Outlets								
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	260	44.8	315	54.3	5	0.9	580	1.794	0.408
	Female	88	40.0	129	58.6	3	1.4	220		
Age	Less than <=33	63	31.0	138	68.0	2	1.0	203	39.219	0.000
	33-35	55	37.9	89	61.4	1	0.7	145		
	36-40	68	43.3	88	56.1	1	0.6	157		
	41-45	75	51.4	71	48.6	0	0.0	146		
	More than 45	87	58.4	58	38.9	4	2.7	149		
Marital Status	Married	337	43.9	422	55.0	8	1.0	767	1.935	0.380
	Unmarried	11	33.3	22	66.7	0	0.0	33		
Family Type	Nuclear	151	41.1	212	57.8	4	1.1	367	1.547	0.461
	Joint	197	45.5	232	53.6	4	0.9	433		
Family Size	<5	150	41.2	211	58.0	3	0.8	364	4.223	0.377
	5-6	165	44.0	206	54.9	4	1.1	375		
	>6	33	54.1	27	44.3	1	1.6	61		
Education	S.S.C	3	7.0	40	93.0	0	0.0	43	45.677	0.000
	H.S.C	18	26.9	49	73.1	0	0.0	67		
	Graduation	132	44.1	164	54.8	3	1.0	299		
	Post Graduation	120	47.4	131	51.8	2	0.8	253		
	PG & Above	75	54.3	60	43.5	3	2.2	138		
Occupation	Business	83	34.4	153	63.5	5	2.1	241	35.296	0.000
	Professional	138	57.5	99	41.3	3	1.3	240		
	Service	127	39.8	192	60.2	0	0.0	319		
Four Wheeler	Yes	208	55.5	164	43.7	3	0.8	375	41.129	0.000
	No	140	32.9	280	65.9	5	1.2	425		
Two Wheeler	Yes	347	43.5	443	55.5	8	1.0	798	0.500	0.975
	No	1	50.0	1	50.0	0	0.0	2		
Bicycle	Yes	289	45.2	346	54.1	5	0.8	640	7.277	0.122
	No	59	36.9	98	61.3	3	1.9	160		
Income Groups	<=40000	37	22.8	124	76.5	1	0.6	162	74.818	0.000
	40001-60000	63	34.8	116	64.1	2	1.1	181		
	60001-80000	64	41.3	88	56.8	3	1.9	155		
	80001-135000	87	60.4	57	39.6	0	0.0	144		
	>135000	97	61.4	59	37.3	2	1.3	158		
Per Capita Income	<=9167	46	28.0	118	72.0	0	0.0	164	58.689	0.000
	9168-13000	54	33.1	106	65.0	3	1.8	163		
	13001-17800	60	39.2	91	59.5	2	1.3	153		
	17801-30000	98	58.0	70	41.4	1	0.6	169		
	>30000	90	59.6	59	39.1	2	1.3	151		
Total		348	43.5	444	55.5	8	1.0	800		

Table 5.4.9 Comparisons And Association, Regarding Respondents Bought Staples Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.

From the above table, it was observed that, out of total respondents, 55.5%, 43.5% and 1.0% respondents respectively bought staples items from unorganized, organized and both retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 54.3% and 58.6% male and female respondents respectively bought staples items from unorganized retail outlets, while 0.9% and 1.4% male and female respondents respectively bought staples items from both retail outlets.

- According to **Age,** out of total respondents, 68.0% respondents belonged to less than or equal to 33 years age groups; they bought staples items from unorganized retail outlets, while 2.7% respondents belonged to more than 45 years age groups, they bought staples items from both retail outlets.

- According to **Marital Status,** out of total respondents, 66.7% and 55.0% unmarried and married respondents respectively bought staples items from unorganized retail outlets, while 1.0% married respondents bought staples items from both retail outlets. Unmarried respondents did not buy staples items from both retail outlets.

- According to **Family Type,** out of total respondents, 57.8% and 53.6% respondents were from nuclear and joint family groups respectively; they bought staples items from unorganized retail outlets, while 1.1% and 0.9% were from nuclear and joint family groups respectively, they bought staples items from both retail outlets.

- According to **Family Size,** out of total respondents, 58.0% respondents have less than 5 members in family; they bought staples items from unorganized retail outlets, while 1.6% respondents have more than 6 members in family; they bought staples items from both retail outlets.

- According to **Education,** out of total respondents, 93.0% respondents had studied SSC; they bought staples items from unorganized retail outlets, while 2.2% respondents had studied post graduation and above, they bought staples items from both retail outlets.

- According to **Occupation,** out of total respondents, 63.5% respondents belonged to business class; they bought staples items from unorganized retail outlets, while 2.1% respondents belonged to business class, they bought staples items from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 375 respondents have four wheeler, who having four wheeler, 55.5 %, 43.7% and 0.8% respondents respectively bought staples items from organized , unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two wheeler, who having two wheeler and 55.5 %, 43.5% and 1.0 %

respondents respectively bought staples items from unorganized, organized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle and 54.1 %, 45.2% and 0.8 % respondents respectively bought staples items from unorganized , organized and both retail outlets.

- According to **Income Groups,** out of total respondents, 76.5% respondents belonged to less than or equal to 40000 income groups, they bought staples items from unorganized retail outlets, while 1.9% respondents belonged to 60001-80000 income groups, they bought staples items from both retail outlets.

- According to **Per Capita Income Group,** out of total respondents, 72.0%respondents belonged to less than or equal to 9167 per capita income groups; they bought staples items from unorganized retail outlets, while 1.8% respondents belonged to 9168-13000 per capita income groups, they bought staples items from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought staples products from different categories of retail outlets with respect to their age (chi-square=39.219 and p-value=0.000), education (chi-square=45.677 and p-value=0.000), occupation (chi-square=35.296 and p-value=0.000), income groups (chi-square=74.818 and p-value=0.000), per capita income groups of the respondents (chi-square=58.689 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=41.129 and p-value=0.000). Hence null hypothesis was rejected. Therefore, it could be said that, age, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about staples products bought from different categories of retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents bought staples products from different categories of retail outlets with respect to their gender (chi-square=1.794 and p-value=0.408), marital status (chi-square=1.935 and p-value=0.380), family type (chi-square=1.547 and p-value=0.461), family size of the respondents (chi-square=4.223 and

p-value=0.377), respondents own vehicle like two wheeler (chi-square=0.500 and p-value=0.975) and respondents own vehicle like bicycle (chi-square=7.277 and p-value=0.122). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size of respondents, respondents own vehicle like two wheeler and bicycle had similar perception about staples products bought from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.10 Comparisons And Association, Regarding Respondents Bought Staples Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.								
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Staples Products From Different Retail Outlets**						
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	55	39.9	81	58.7	2	1.4	138	1.054	0.591
	Female	20	32.3	41	66.1	1	1.6	62		
Age	Less than 33	15	29.4	35	68.6	1	2.0	51	6.921	0.545
	33-35	17	45.9	20	54.1	0	0.0	37		
	36-40	15	37.5	25	62.5	0	0.0	40		
	41-45	11	39.3	17	60.7	0	0.0	28		
	More than 45	17	38.6	25	56.8	2	4.5	44		
Marital Status	Married	67	37.9	107	60.5	3	1.7	177	0.517	0.772
	Unmarried	8	34.8	15	65.2	0	0.0	23		
Family Type	Nuclear	33	34.7	61	64.2	1	1.1	95	0.916	0.633
	Joint	42	40.0	61	58.1	2	1.9	105		
Family Size	<5	36	35.6	65	64.4	0	0.0	101	4.828	0.305
	5-6	32	39.0	48	58.5	2	2.4	82		
	>6	7	41.2	9	52.9	1	5.9	17		
Education	S.S.C	0	0.0	3	100.0	0	0.0	3	20.389	0.009
	H.S.C	3	14.3	18	85.7	0	0.0	21		
	Graduation	24	33.8	47	66.2	0	0.0	71		
	Post Graduation	27	49.1	28	50.9	0	0.0	55		
	PG & Above	21	42.0	26	52.0	3	6.0	50		
Occupation	Business	21	34.4	40	67.1	0	0.0	61	11.209	0.024
	Professional	28	46.7	29	48.3	3	5.0	60		
	Service	26	32.9	53	65.6	0	0.0	79		
Four Wheeler	Yes	51	56.7	36	40.0	3	3.3	90	31.527	0.000
	No	24	21.8	86	78.2	0	0.0	110		
	No	0	0.0	0	0.0	0	0.0	0		
Bicycle	Yes	20	34.5	38	65.5	0	0.0	58	1.697	0.428
	No	55	38.7	84	59.2	3	2.1	142		
Income Groups	<=40000	11	19.6	45	80.4	0	0.0	56	43.139	0.000
	40001-60000	4	12.1	29	87.9	0	0.0	33		
	60001-80000	17	40.5	24	57.1	1	2.4	42		
	80001-135000	21	63.6	12	36.4	0	0.0	33		
	>135000	22	61.1	12	33.3	2	5.6	36		
Per Capita Income	<=9167	10	18.9	43	81.1	0	0.0	53	39.249	0.000
	9168-13000	6	15.8	31	81.6	1	2.6	38		
	13001-17800	12	41.4	17	58.6	0	0.0	29		
	17801-30000	26	56.5	20	43.5	0	0.0	46		
	>30000	21	61.8	11	32.4	2	5.9	34		
Total		75	37.5	122	61.0	3	1.5	200		

From the above table, it was observed that, out of total respondents, 61.0%, 37.5% and 1.5% respondents respectively bought staples items from unorganized, organized and both retail outlets .

- According to **Gender,** out of total respondents, 66.1% and 58.7% female and male respondents respectively bought staples items from unorganized retail outlets, while 1.6% and 1.4% female and male respondents respectively bought staples items from both retail outlets.

- According to **Age,** out of total respondents, 68.0% respondents belonged to less than or equal to 33 years age groups; they bought staples items from unorganized retail outlets, while 2.7% respondents belonged to more than 45 years age groups, they bought staples items from both retail outlets.

- According to **Marital Status,** out of total respondents, 65.2% and 60.5% unmarried and married respondents respectively bought staples items from unorganized retail outlets, while 1.7% married respondents bought staples items from both retail outlets. Unmarried respondents did not buy staples items from both retail outlets.

- According to **Family Type,** out of total respondents, 64.2% and 58.1% respondents were from nuclear and joint family groups respectively; they bought staples items from unorganized retail outlets, while 1.9% and 1.1% were from joint and nuclear family groups respectively, they bought staples items from both retail outlets.

- According to **Family Size,** out of total respondents, 64.4% respondents have less than 5 members in family; they bought staples items from unorganized retail outlets, while 5.9% respondents have more than 6 members in family, they bought staples items from both retail outlets.

- According to **Education,** out of total respondents, Majority of the respondents had studied SSC, they bought staples items from unorganized retail outlets, while 6.0% respondents had studied post graduation and above, they bought staples items from both retail outlets.

- According to **Occupation,** out of total respondents, 67.1% respondents belonged to service class; they bought staples items from unorganized retail outlets, while 5.0% respondent's belonged to professional class respectively, they bought staples items from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four wheeler, who having four wheeler, 56.7 %, 40.0% and 3.3 %

respondents respectively bought staples items from organized , unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 58 respondents have bicycle, who having bicycle, 65.5 % and 34.5 % respondents respectively bought staples items from unorganized and organized retail outlets.

- According to **Income Groups,** out of total respondents, 87.9% respondents belonged to 40001-60000 income groups, they bought staples items from unorganized retail outlets, while 5.6% respondents belonged to more than 135000; they bought staples items from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 81.6% respondents belonged to 9168-13000 per capita income groups respectively; they bought staples items from unorganized retail outlets, while 5.8% respondents belonged to more than 30000 per capita income groups, they bought staples items from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought staples products from different categories of retail outlets with respect to their education (chi-square=20.389 and p-value=0.000), occupation (chi-square=11.209 and p-value=0.024), income groups (chi-square=43.139 and p-value=0.000) per capita income groups (chi-square=43.139 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=31.527 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about staples products bought from different categories of retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents bought staples products from different categories of retail outlets with respect to their gender (chi-square=1.054 and p-value=0.591), age (chi-square=6.921 and p-value=0.545), marital status (chi-square=0.517 and p-value=0.772), family type (chi-square=0.916 and p-value=0.633), family size (chi-square=4.828 and p-value=0.305) and respondents own vehicle like bicycle (chi-square=1.697 and p-value=0.428). Hence, null hypothesis was not rejected.

Therefore, it could be said that, gender, age, marital status, family type, family size and respondents own vehicle like bicycle had similar perception about staples products bought from different categories of retail outlets in Vadodara city.

Table 5.4.11 Comparisons And Association, Regarding Respondents Bought Staples Products From Different Retail Outlets In Their Visit With Respect To Demographics Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad Of Gujarat.

Respondent's Demographics Characteristics And It's Category		Respondents Bought Staples Products From Different Retail Outlets						
		Organized Retail Outlets		Unorganized Retail Outlets		Total	Chi-Square	p- Value
		N	%	N	%			
Gender	Male	83	57.6	61	42.4	144	0.086	0.770
	Female	31	55.4	25	44.6	56		
Age	Less than <=33	18	46.2	21	53.8	39	5.644	0.227
	33-35	14	50.0	14	50.0	28		
	36-40	27	58.7	19	41.3	46		
	41-45	26	56.5	20	43.5	46		
	More than 45	29	70.7	12	29.3	41		
Marital Status	Married	114	57.3	85	42.7	199	1.332	0.248
	Unmarried	0	0.0	1	100.0	1		
Family Type	Nuclear	60	56.1	47	43.9	107	0.080	0.777
	Joint	54	58.1	39	41.9	93		
Family Size	<5	59	59.6	40	40.4	99	1.139	0.566
	5-6	42	52.5	38	47.5	80		
	>6	13	61.9	8	38.1	21		
Education	S.S.C	0	0.0	0	0.0	0	12.672	0.005
	H.S.C	4	36.4	7	63.6	11		
	Graduation	46	49.5	47	50.5	93		
	Post Graduation	39	59.1	27	40.9	66		
	PG & Above	25	83.3	5	16.7	30		
Occupation	Business	27	45.0	33	55.0	60	16.265	0.000
	Professional	47	78.3	13	21.7	60		
	Service	40	50.0	40	50.0	80		
Four Wheeler	Yes	66	70.2	28	29.8	94	12.633	0.000
	No	48	45.3	58	54.7	106		
	No	0	0.0	0	0.0	0		
Income Groups	<=40000	10	34.5	19	65.5	29	14.992	0.005
	40001-60000	30	52.6	27	47.4	57		
	60001-80000	20	50.0	20	50.0	40		
	80001-135000	26	74.3	9	25.7	35		
	>135000	28	71.8	11	28.2	39		
Per Capita Income	<=9167	16	43.2	21	56.8	37	17.938	0.001
	9168-13000	21	50.0	21	50.0	42		
	13001-17800	17	42.5	23	57.5	40		
	17801-30000	35	79.5	9	20.5	44		
	>30000	25	67.6	12	32.4	37		
Total		114	57.0	86	43.0	200		

From the above table, it was observed that, 57.0% and 43.0% respondents respectively bought staples items from unorganized, organized and both retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 57.6% and 55.4% male and female respondents respectively bought staples items from organized retail outlets, while 44.6% and 42.4% female and male respondents respectively bought staples items from unorganized retail outlets.

- According to **Age,** out of total respondents, 70.7%, respondents belonged to more than 45 years age groups, they bought staples items from organized retail outlets, while 53.8% respondents belonged to less than or equal to 33 years age groups, they bought staples items from organized retail outlets.

- According to **Marital Status,** out of total respondents, majority of the respondents and 42.7% married and unmarried respondents respectively bought staples items from unorganized retail outlets, while 57.3% married respondents bought staples items from organized retail outlets. Unmarried respondents did not buy staples items from organized retail outlets.

- According to According to **Family Type,** out of total respondents, 58.1% and 56.1% respondents were from joint and nuclear family groups respectively; they bought staples items from organized retail outlets, while 43.9% and 41.9% respondents were from nuclear and joint family groups respectively, they bought staples items from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 61.9% respondents have more than 6 members in family; they bought staples items from organized retail outlets, while 47.5% respondents have more than 6 members in family, they bought staples items from unorganized retail outlets.

- According to **Education,** out of total respondents, 83.3% respondents had studied post graduation and above, they bought staples items from organized retail outlets, while 63.6% respondents had studied HSC, they bought staples items from unorganized retail outlets.

- According to **Occupation,** out of total respondents, 78.3% respondents belonged to professional class; they bought staples items from organized retail outlets, while 55.0% respondents belonged to business class, they bought staples items from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four-wheeler, who having four-wheeler, 70.2 % and 29.8% respondents respectively bought staples items from organized and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 74.3% respondents belonged to 80001-135000 income groups; they bought staples items from organized retail outlets, while 65.5% respondents belonged to less than or equal to 40000 income groups, they bought staples items from unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 79.5% respondents belonged to 17801-30000 per capita income groups; they bought staples items from organized retail outlets, while 57.5% respondents belonged to 13001-17800 per capita income groups, they bought staples items from unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought staples products from different categories of retail outlets with respect to their education (chi-square=12.672 and p-value=0.005), occupation (chi-square=16.265 and p-value=0.024), income groups (chi-square=14.992 and p-value=0.005) per capita income groups (chi-square=17.938 and p-value=0.001) and respondents own vehicle like four wheeler (chi-square=12.233 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about staples products bought from different categories of retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between respondents bought staples products from different categories of retail outlets with respect to their gender (chi-square=0.086 and p-value=0.770), age (chi-square=5.644 and p-value=0.227), marital status (chi-square=1.332 and p-value=0.248), family type (chi-square=0.080 and p-value=0.777) and family size (chi-square=1.139 and p-value=0.566). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, and family size had similar perception about staples products bought from different categories of retail outlets.

Table 5.4.12 Comparisons And Association, Regarding Respondents Bought Staples Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.

Respondent's Demographic Characteristics and It's Category		Respondents Bought Staples Products From Different Retail Outlets								
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	54	36.7	90	61.2	3	2.0	147	1.089	0.580
	Female	16	30.2	35	66.0	2	3.8	53		
Age	Less than<= 33	15	26.3	41	71.9	1	1.8	57	12.036	0.150
	33-35	13	31.7	27	65.9	1	2.4	41		
	36-40	12	31.6	25	65.8	1	2.6	38		
	41-45	16	42.1	22	57.9	0	0.0	38		
	More than 45	14	53.8	10	38.5	2	7.7	26		
	Unmarried	0	0.0	0	0.0	0	0.0	0		
Family Type	Nuclear	26	32.5	51	63.8	3	3.8	80	1.105	0.576
	Joint	44	36.7	74	61.7	2	1.7	120		
Family Size	<5	24	30.8	51	65.4	3	3.8	78	2.368	0.668
	5-6	42	36.8	70	61.4	2	1.8	114		
	>6	4	50.0	4	50.0	0	0.0	8		
Education	S.S.C	0	0.0	1	100.0	0	0.0	1	10.811	0.213
	H.S.C	9	56.3	7	43.8	0	0.0	16		
	Graduation	34	41.0	46	55.4	3	3.6	83		
	Post Graduation	21	30.0	47	67.1	2	2.9	70		
	PG & Above	6	20.0	24	80.0	0	0.0	30		
Occupation	Business	29	48.3	26	43.3	5	8.3	60	22.587	0.000
	Professional	21	35.0	39	65.0	0	0.0	60		
	Service	20	25.0	60	75.0	0	0.0	80		
Four Wheeler	Yes	42	42.9	56	57.1	0	0.0	98	9.076	0.011
	No	28	27.5	69	67.6	5	4.9	102		
	No	0	.0	0	.0	0	.0	0		
Income Groups	<=40000	4	22.2	13	72.2	1	5.6	18	10.525	0.230
	40001-60000	13	26.5	34	69.4	2	4.1	49		
	60001-80000	12	29.3	27	65.9	2	4.9	41		
	80001-135000	20	43.5	26	56.5	0	0.0	46		
	>135000	21	45.7	25	54.3	0	0.0	46		
Per Capita Income	<=9167	4	22.2	14	77.8	0	0.0	18	7.199	0.515
	9168-13000	12	31.6	24	63.2	2	5.3	38		
	13001-17800	15	29.4	34	66.7	2	3.9	51		
	17801-30000	19	41.3	26	56.5	1	2.2	46		
	>30000	20	42.6	27	57.4	0	0.0	47		
Total		70	35.0	125	62.5	5	2.5	200		

From the above table, it was observed that, 62.5%, 35.0% and 2.5% respondents respectively bought staples items from unorganized, organized and both retail outlets in Surat city.

- According to **Gender,** out of total respondents, 66.0% and 61.2% female and male respondents respectively bought staples items from unorganized retail outlets, while 3.8% and 2.0% female and male respondents respectively bought staples items from both retail outlets.

- According to **Age,** out of total respondents, 71.9% respondents belonged to less than or equal to 33 years age groups; they bought staples items from unorganized retail outlets, while 7.7% respondents belonged to more than 45 years age groups, they bought staples items from both retail outlets.

- According to **Family Type,** out of total respondents, 63.8% and 61.7% respondents were from nuclear and joint family groups respectively; they bought staples items from unorganized retail outlets, while 3.8% and 1.7% were from nuclear and joint family groups respectively, they bought staples items from both retail outlets.

- According to **Family Size,** out of total respondents, 65.4% respondents have less than 5 members in family; they bought staples items from unorganized retail outlets, while 3.8% respondents have between 5-6 members in family, they bought staples items from both retail outlets.

- According to **Education,** out of total respondents, Majority of the respondents had studied SSC, they bought staples items from unorganized retail outlets, while 3.6% respondents had studied graduation, they bought staples items from both retail outlets.

- According to **Occupation,** out of total respondents, 75.0% respondents belonged to service class; they bought staples items from unorganized retail outlets, while 8.3% respondents belonged to business class, they bought staples items from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 98 respondents have four-wheeler, who having four-wheeler, 57.1% and 42.9% respondents respectively bought staples items from organized and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 76.5% respondents belonged to less than or equal to 40000, income groups; they bought staples items from unorganized retail outlets, while 1.9% respondents belonged to 60001-80000 income groups, they bought staples items from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 77.8% respondents belonged to less than or equal to 9167, per capita income groups; they bought staples items from unorganized retail outlets, while 5.3% respondents belonged to 9168-13000 per capita income groups, they bought staples items from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought staples products from different categories of retail outlets with respect to their occupation (chi-square=22.587 and p-value=0.000)

and respondents own vehicle like four wheeler (chi-square=9.076 and p-value=0.011). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation and respondents own vehicle like four wheeler had different perception about staples products bought from different categories of retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant association between respondents bought staples products from different categories of retail outlets with respect to their gender (chi-square=1.089 and p-value=0.580), age (chi-square=12.036 and p-value=0.150) family type (chi-square=1.105 and p-value=0.576) and family size (chi-square=2.368 and p-value=0.668), education (chi-square=10.811 and p-value=0.213), income groups (chi-square=10.525 and p-value=0.230) and per capita income groups (chi-square=7.199 and p-value=0.515). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, income groups, per capita income groups had similar perception about staples products bought from different categories of retail outlets in Surat city.

Table 5.4.13 Comparisons And Association, Regarding Respondents Bought Staples Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Gujarat.							
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Staples Products From Different Retail Outlets**					
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**			
Gender	Male	68	45.0	83	55.0	151	0.071	0.790
	Female	21	42.9	28	57.1	49		
Age	Less than <=33	15	26.8	41	73.2	56	27.834	0.000
	33-35	11	28.2	28	71.8	39		
	36-40	14	42.4	19	57.6	33		
	41-45	22	64.7	12	35.3	34		
	More than 45	27	71.1	11	28.9	38		
Marital Status	Married	86	45.0	105	55.0	191	0.476	0.490
	Unmarried	3	33.3	6	66.7	9		
Family Type	Nuclear	32	37.6	53	62.4	85	2.811	0.094
	Joint	57	49.6	58	50.4	115		
Family Size	<5	31	36.0	55	64.0	86	4.948	0.084
	5-6	49	49.5	50	50.5	99		
	>6	9	60.0	6	40.0	15		
Education	S.S.C	3	7.7	36	92.3	39	50.088	0.000
	H.S.C	2	10.5	17	89.5	19		
	Graduation	28	53.8	24	46.2	52		
	Post Graduation	33	53.2	29	46.8	62		
	PG & Above	23	82.1	5	17.9	28		
Occupation	Business	6	10.0	54	90.0	60	46.189	0.000
	Professional	42	70.0	18	30.0	60		
	Service	41	51.3	39	48.8	80		
Four Wheeler	Yes	49	52.7	44	47.3	93	4.719	0.030
	No	40	37.4	67	62.6	107		
Two Wheeler	Yes	88	44.4	110	55.6	198	0.025	0.875
	No	1	50.0	1	50.0	2		
Bicycle	Yes	85	46.7	97	53.3	182	3.975	0.046
	No	4	22.2	14	77.8	18		
Income Groups	<=40000	12	20.3	47	79.7	59	30.634	0.000
	40001-60000	16	38.1	26	61.9	42		
	60001-80000	15	46.9	17	53.1	32		
	80001-135000	20	66.7	10	33.3	30		
	>135000	26	70.3	11	29.7	37		
Per Capita Income	<=9167	16	28.6	40	71.4	56	20.232	0.000
	9168-13000	15	33.3	30	66.7	45		
	13001-17800	16	48.5	17	51.5	33		
	17801-30000	18	54.5	15	45.5	33		
	>30000	24	72.7	9	27.3	33		
Total		89	44.5	111	55.5	200		

From the above table, it was observed that, 55.5% and 44.5% respondents respectively bought staples items from unorganized and organized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 57.1% and 55.0% female and male respondents respectively bought staples items from unorganized retail outlets, while 45.0% and 42.9% male and female respondents respectively bought staples items from organized retail outlets.

- According to **Age**, out of total respondents, 73.2% respondents belonged to Less than or equal to 33 years age groups; they bought staples items from unorganized

retail outlets, while 71.1% respondents belonged to more than 45 years age groups, they bought staples items from organized retail outlets.

- According to **Marital Status,** out of total respondents, 66.7% and 55.0% unmarried and married respondents bought staples items from unorganized retail outlets, while 45.0% and 33.3% married and unmarried respondents respectively bought staples items from organized retail outlets.

- According to **Family Type,** out of total respondents, 62.4% and 50.4% respondents were from nuclear and joint family groups respectively; they bought staples items from unorganized retail outlets, while 49.6% and 37.6% respondents were from joint and nuclear family groups respectively, they bought staples items from organized retail outlets.

- According to **Family Size,** out of total respondents, 64.0% respondents have less than 5 members in family; they bought staples items from unorganized retail outlets, while 60.0% respondents have less than 5 members in family, they bought staples items from organized retail outlets.

- According to **Education,** out of total respondents, 92.3% respondents had studied SSC, they bought staples items from unorganized retail outlets, while 82.1% respondents had studied post graduation and above, they bought staples items from organized retail outlets.

- According to **Occupation,** out of total respondents, 90.0% respondents belonged to business class; they bought staples items from unorganized retail outlets, while 70.0% respondents belonged to professional class, they bought staples items from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents have four- wheeler, who having four- wheeler 52.7 % and 47.3% respondents respectively bought staples items from organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 88 respondents have two- wheeler, who having two- wheeler 55.6 % and 44.4% respondents respectively bought staples items from unorganized and organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle 53.3 % and 46.7 % respondents respectively bought staples items from unorganized and organized retail outlets.

- According to **Income Groups,** out of total respondents, 79.7% respondents belonged to less than or equal to 40000 income groups, they bought staples items from unorganized retail outlets, while 70.3% respondents belonged to more than 135000 income groups, they bought staples items from organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 72.7% respondents belonged to more than 30000, per capita income groups; they bought staples items from organized retail outlets, while 71.4% respondents belonged to less than or equal to 9167 per capita income groups; they bought staples items from unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought staples products from different categories of retail outlets with respect to their age (chi-square=27.834 and p-value=0.000), occupation (chi-square=22.587 and p-value=0.000), education (chi-square=50.088 and p-value=0.000) income groups (chi-square=10.525 and p-value=0.230), per capita income groups (chi-square=20.232 and p-value=0.000), respondents own vehicle like four wheeler (chi-square=4.719 and p-value=0.030) and respondents own vehicle like bicycle (chi-square=3.975 and p-value=0.036). Hence, null hypothesis was rejected. Therefore, it could be said that, age, education, occupation, income groups, per capita incomes, respondents own vehicle like four wheeler and bicycle had different perception about staples products bought from different categories of retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents bought staples products from different categories of retail outlets with respect to their gender (chi-square=0.071 and p-value=0.790), marital status (chi-square=0.476 and p-value=0.490), family type (chi-square=2.811 and p-value=0.094), family size (chi-square=4.948 and p-value=0.084) and respondents own vehicle like two wheeler (chi-square=0.025 and p-value=0.875). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size and respondents own vehicle like two wheeler had similar perception about staples products bought from different categories of retail outlets in Rajkot city.

Table 5.4.14 Comparisons And Association, Regarding Respondents Bought Other Food Grains Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.

Respondent's Demographic Characteristics and It's category		Respondents Bought Other Food Grains Products From Different Retail Outlets								
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p-Value
		N	%	N	%	N	%			
Gender	Male	219	37.8	169	29.1	192	33.1	580	5.234	0.073
	Female	80	36.4	50	22.7	90	40.9	220		
Age	Less than <=33	60	29.6	72	35.5	71	35.0	203	30.050	0.000
	33-35	46	31.7	48	33.1	51	35.2	145		
	36-40	59	37.6	42	26.8	56	35.7	157		
	41-45	63	43.2	38	26.0	45	30.8	146		
	More than 45	71	47.7	19	12.8	59	39.6	149		
Marital Status	Married	291	37.9	204	26.6	272	35.5	767	5.937	0.051
	Unmarried	8	24.2	15	45.5	10	30.3	33		
Family Type	Nuclear	128	34.9	111	30.2	128	34.9	367	3.199	0.202
	Joint	171	39.5	108	24.9	154	35.6	433		
Family Size	<5	130	35.7	112	30.8	122	33.5	364	5.561	0.234
	5-6	142	37.9	91	24.3	142	37.9	375		
	>6	27	44.3	16	26.2	18	29.5	61		
Education	S.S.C	2	4.7	32	74.4	9	20.9	43	78.085	0.000
	H.S.C	14	20.9	32	47.8	21	31.3	67		
	Graduation	118	39.5	74	24.7	107	35.8	299		
	Post Graduation	109	43.1	56	22.1	88	34.8	253		
	PG & Above	56	40.6	25	18.1	57	41.3	138		
Occupation	Business	70	29.1	97	40.2	74	30.7	241	46.994	0.000
	Professional	122	50.8	40	16.7	78	32.5	240		
	Service	107	33.5	82	25.7	130	40.8	319		
Four Wheeler	Yes	171	45.6	73	19.5	131	34.9	375	28.924	0.000
	No	128	30.1	146	34.4	151	35.5	425		
Two Wheeler	Yes	299	37.5	218	27.6	281	35.2	798	1.248	0.536
	No	0	0.0	1	50.0	221	50.0	2		
Bicycle	Yes	261	40.8	158	24.7	221	34.5	640	19.840	0.001
	No	38	23.8	61	38.1	61	38.0	160		
Income Groups	<=40000	37	22.8	76	46.9	49	30.2	162	63.921	0.000
	40001-60000	60	33.1	51	28.2	70	38.7	181		
	60001-80000	51	32.9	44	28.4	60	38.7	155		
	80001-135000	69	47.9	25	17.4	50	34.7	144		
	>135000	82	51.9	23	14.6	53	33.5	158		
Per Capita Income	<=9167	45	27.4	63	41.5	51	31.1	164	46.587	0.000
	9168-13000	51	31.3	54	33.1	58	35.6	163		
	13001-17800	48	31.4	42	27.5	63	41.2	153		
	17801-30000	80	47.3	31	18.3	58	34.3	169		
	>30000	75	49.7	24	15.9	52	34.4	151		
Total		299	37.4	219	27.4	282	35.3	800		

From the above table, it was observed that, 37.4%, 35.3% and 27.4% respondents respectively bought other food grains products from organized, both and unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 40.9%and 33.1% female and male respondents respectively bought other food grains products from both retail outlets, while 29.1% and 22.7% male and female respondents respectively bought other food grains products from unorganized retail outlets.

- According to **Age**, out of total respondents, 47.7% respondents belonged to more than 45 years age groups, they bought other food grains products from organized

retail outlets, while 35.5% respondents belonged to less than or equal to 33 years age groups, they bought other food grains products from unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 45.5% and 26.6% unmarried and married respondents respectively bought other food grains products from unorganized retail outlets, while 35.5% and 30.3% married and unmarried respondents bought other food grains products from both retail outlets.

- According to **Family Type,** out of total respondents, 39.5% they bought other food grains products from organized retail outlets, while 30.2% and 24.9% were from nuclear and joint family groups respectively, they bought other food grains products from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 64.4% respondents have less than 5 members in family; they bought staples items from unorganized retail outlets, while 5.9% respondents have more than 6 members in family, they bought staples items from both retail outlets.

- According to **Education,** out of total respondents, 74.4% respondents had studied SSC; they bought other food grains products from unorganized retail outlets, while 41.3%, respondents had studied post graduation and above, they bought other food grains products from both retail outlets.

- According to **Occupation,** out of total respondents, 50.8% respondents belonged to professional class; they bought other food grains products from organized retail outlets, while 40.2% respondents belonged to business class, they bought other food grains products from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 375 respondents have four wheeler, who having four wheeler 45.6 %, 34.9% and 19.5 % respondents respectively bought other food grains products from organized, both and unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two wheeler, who having two wheeler 37.5 %, 35.2% and 27.6 % respondents respectively bought other food grains products from organized , both and organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle 40.8 %, 34.5% and 24.7% respondents respectively

bought other food grains products from organized, both and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 51.9% respondents belonged to more than 135000; they bought other food grains products from organized retail outlets, while 38.7%, respondents belonged to 60001-80000; they bought other food grains products from both retail outlets.

- According to **Per Capita Income Groups**, out of total respondents, 49.7% respondents belonged to more than 30000 they bought other food grains products from organized retail outlets, while 41.2% respondents belonged to 13001-17800, they bought other food grains products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other food grains products from different categories of retail outlets with respect to their age (chi-square=30.050 and p-value=0.000), marital status (chi-square=5.937 and p-value=0.051),education (chi-square=78.085 and p-value=0.000), occupation (chi-square=46.994 and p-value=0.000), income groups (chi-square=63.921 and p-value=0.000), per capita income groups (chi-square=46.587 and p-value=0.000), respondents own vehicle like four wheeler (chi-square=28.924 and p-value=0.000) and respondents own vehicle like bicycle (chi-square=19.840 and p-value=0.001). Hence, null hypothesis was rejected. Therefore, it could be said that, age, marital status, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had different perception about other food grains products bought from different categories of retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents bought other food grains products from different categories of retail outlets with respect to their gender (chi-square=5.234 and p-value=0.073), family type (chi-square=3.199 and p-value=0.202), family size (chi-square=5.561 and p-value=0.234) and respondents own vehicle like two wheeler (chi-square=1.248 and p-value=0.536). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, family type, family size and respondents own vehicle like two wheeler had similar perception about other food grains

products bought from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.15 Comparisons And Association, Regarding Respondents Bought Other Food Grains Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's category		Respondents Bought Other Food Grains Products From Different Retail Outlets							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	35	25.4	47	34.1	56	40.6	138	3.515	0.173
	Female	12	19.4	16	25.8	34	54.8	42		
Age	Less than <=33	12	23.5	22	43.1	17	33.3	51	8.645	0.373
	33-35	11	29.7	11	29.7	15	40.5	37		
	36-40	8	20.0	11	27.5	21	52.5	40		
	41-45	5	17.9	10	35.7	13	46.4	28		
	More than 45	11	25.0	9	20.5	24	54.5	44		
Marital Status	Married	41	23.2	53	29.9	83	46.9	177	2.483	0.289
	Unmarried	6	26.1	10	43.5	7	30.4	23		
Family Type	Nuclear	19	20.0	35	36.8	41	43.2	95	2.719	0.257
	Joint	28	26.7	28	26.7	49	46.7	105		
Family Size	<5	23	22.8	37	36.6	41	40.6	101	4.064	0.397
	5-6	18	22.0	22	26.8	42	51.2	82		
	>6	6	35.3	4	23.5	7	41.2	17		
Education	S.S.C	0	0.0	3	100.0	0	0	3	15.292	0.054
	H.S.C	4	19.0	8	38.1	9	42.9	21		
	Graduation	12	16.9	21	29.6	38	53.5	71		
	Post Graduation	19	34.5	12	21.8	24	43.6	55		
	PG & Above	12	24.0	19	38.0	19	38.0	50		
Occupation	Business	14	23.0	18	29.5	29	47.5	61	3.665	0.453
	Professional	17	28.3	22	36.7	21	35.0	60		
	Service	16	20.3	23	29.1	40	50.6	79		
Four Wheeler	Yes	34	37.8	12	13.3	44	48.9	90	31.889	0.000
	No	13	11.8	51	46.4	46	41.8	110		
Bicycle	Yes	11	19.0	13	22.4	34	58.6	58	6.224	0.045
	No	36	25.4	50	35.2	56	39.4	142		
Income Groups	<=40000	7	12.5	31	55.4	18	32.1	56	48.674	0.000
	40001-60000	3	9.1	12	36.4	18	54.5	33		
	60001-80000	5	11.9	9	21.4	28	66.7	42		
	80001-135000	16	48.5	5	15.2	12	36.4	33		
	>135000	16	44.4	6	16.7	14	38.9	36		
Per Capita Income	<=9167	8	15.1	28	52.8	17	32.1	53	40.032	0.000
	9168-13000	3	7.9	16	42.1	19	50.0	38		
	13001-17800	3	10.3	7	24.1	19	65.5	29		
	17801-30000	18	39.1	7	15.2	21	45.7	46		
	>30000	15	44.1	5	14.7	14	41.2	34		
Total		103	51.5	54	27.0	43	21.5	200		

From the table, it was observed that, 37.4%, 35.3% and 27.4% respondents respectively bought other food grains products from organized, both and unorganized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 54.8% and 40.6% female and male respondents respectively bought other food grains products from both retail outlets, while 25.4% and 19.4% male and female respondents respectively bought other food grains products from organized retail outlets.

- According to **Age,** out of total respondents, 54.5% respondents belonged to more than 45 years age groups, they bought other food grains products from both retail outlets, while 29.7% respondents belonged to 33-35 years age groups, they bought other food grains products from organized retail outlets.

- According to **Marital Status,** out of total respondents, 46.9% and 30.4% married and unmarried respondents respectively bought other food grains products from both retail outlets, while 26.1% and 23.2% unmarried and married respondents bought other food grains products from organized retail outlets.

- According to **Family Type,** out of total respondents, 46.7% and 43.2% respondents were from joint and nuclear family groups respectively, they bought other food grains products from both retail outlets, while 1.9% and 1.1% were from joint and nuclear family groups respectively, they bought other food grains products from both retail outlets.

- According to **Family Size,** out of total respondents, 51.2% respondents have between 5-6 members in family; they bought other food grains products from both retail outlets, while 35.3% respondents have more than 6 members in family, they bought other food grains products from organized retail outlets.

- According to **Education,** out of total respondents, 38.1% respondents had studied HSC; they bought other food grains products from unorganized retail outlets, while 34.5% respondents had studied post graduation, they bought other food grains products from organized retail outlets.

- According to **Occupation,** out of total respondents, 50.6% respondent's belonged to service class; they bought other food grains products from both retail outlets, while 28.3% respondents belonged to professional class, they bought other food grains products from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four-wheeler, who having four-wheeler 48.9 %, 37.8% and 13.3% respondents respectively bought other food grains products from both, organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 58 respondents have bicycle, who having bicycle 58.6 %, 22.4% and 19.0% respondents respectively bought other her food grains from both, unorganized and organized retail outlets.

- According to **Income Groups,** out of total respondents, 66.7% respondents belonged to 60001-80000 income groups, they bought other food grains products from both retail outlets, while 48.5% respondents belonged to 80001-135000 income groups, they bought other food grains products from organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 65.5%, respondents belonged to 13001-17800 per capita income groups, they bought other food grains products from both retail outlets, while 44.1% respondents belonged to more than 30000 per capita income groups, they bought other food grains products from organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other food grains products from different categories of retail outlets with respect to their education (chi-square=15.292 and p-value=0.054), income groups (chi-square=48.674 and p-value=0.000), per capita income groups (chi-square=40.032 and p-value=0.000), respondents own vehicle like four wheeler (chi-square=31.889 and p-value=0.000) and respondents own vehicle like bicycle (chi-square=6.224 and p-value=0.045). Hence, null hypothesis was rejected. Therefore, it could be said that, education, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had different perception about other food grains products bought from different categories of retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents bought other food grains products from different categories of retail outlets with respect to their gender (chi-square=3.515 and p-value=0.173), age (chi-square=8.645 and p-value=0.373), marital status (chi-square=2.483 and p-value=0.289), family type (chi-square=2.719 and p-value=0.257), family size (chi-square=4.064 and p-value=0.397) and occupation (chi-square=3.665 and p-value=0.453) in Vadodara city of Gujarat. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size and occupation had similar perception about other food grains products bought from different categories of retail outlets in Vadodara city.

Table 5.4.16 Comparisons And Association, Regarding Respondents Bought Other Food Grains Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's category		**Respondents Bought Other Food Grains Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	86	59.7	23	16.0	35	24.3	144	0.089	0.957
	Female	34	60.7	8	14.3	14	25.0	56		
Age	Less than<= 33	20	51.3	10	25.6	9	23.1	39	10.438	0.236
	33-35	16	57.1	5	17.9	7	25.0	28		
	36-40	29	63.0	3	6.5	14	30.4	46		
	41-45	26	56.5	10	21.7	10	21.7	46		
	More than 45	29	70.7	3	7.3	9	22.0	41		
Marital Status	Married	120	60.3	31	15.6	48	24.1	199	3.097	0.213
	Unmarried	0	0.0	0	0.0	1	100.0	1		
Family Type	Nuclear	62	57.9	15	14.0	30	28.0	107	1.663	0.435
	Joint	58	62.4	16	17.2	19	20.4	93		
Family Size	<5	60	60.6	13	13.1	26	26.3	99	6.690	0.153
	5-6	46	57.5	12	15.0	22	27.5	80		
	>6	14	66.7	6	28.6	1	4.8	21		
Education	S.S.C	0	.0	0	.0	0	.0	0	13.951	0.030
	H.S.C	4	36.4	4	36.4	3	27.3	11		
	Graduation	49	52.7	18	19.4	26	28.0	93		
	Post Graduation	43	65.2	9	13.6	14	21.2	66		
	PG & Above	24	80.0	0	.0	6	20.0	30		
Occupation	Business	42	52.5	14	17.5	24	30.0	80	24.640	0.000
	Professional	49	81.7	0	0.0	11	18.3	60		
	Service	42	52.5	14	17.5	24	30.0	80		
Four Wheeler	Yes	67	71.3	9	9.6	18	19.1	94	9.849	0.007
	No	53	50.0	22	20.8	31	29.2	106		
Income Groups	<=40000	15	51.7	6	20.7	8	27.6	29	11.178	0.192
	40001-60000	30	52.6	9	15.8	18	31.6	57		
	60001-80000	24	60.0	10	25.0	6	15.0	40		
	80001-135000	22	62.9	4	11.4	9	25.7	35		
	>135000	29	74.4	2	5.1	8	20.5	39		
Per Capita Income	<=9167	19	51.4	7	18.9	11	29.7	37	10.606	0.225
	9168-13000	26	61.9	6	14.3	10	23.8	42		
	13001-17800	19	47.5	11	27.5	10	25.0	40		
	17801-30000	32	72.7	4	9.1	8	18.2	44		
	>30000	24	64.9	3	8.1	10	27.0	37		
Total		120	60.0	31	15.5	49	24.5	200		

From the above table, it was observed that, 60.0%, 24.5% and 15.5% respondents respectively bought other food grains products from organized, both and unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 60.7% and 59.7% female and male respondents respectively bought other food grains products from organized retail outlets, while 16.0% and 14.3% male and female respondents respectively bought other food grains products from unorganized retail outlets.

- According to **Age,** out of total respondents, 70.7% respondents belonged to more than 45 years age groups, they bought other food grains products from organized retail outlets, while 25.6% respondents belonged to less than or equal to 33 years

age groups, they bought other food grains products from unorganized retail outlets.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 24.1% married respondents bought other food grains products from both retail outlets, while 60.3% and 15.6% married respondents respectively bought other food grains products from organized and unorganized retail outlets.

- According to **Family Type,** out of total respondents, 62.4% and 57.9% respondents were from joint and nuclear family groups respectively, they bought other food grains products from organized retail outlets, while 17.2% and 14.0% respondents were from joint and nuclear family groups respectively, they bought other food grains products from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 66.7% respondents have more than 6 members in family; they bought other food grains products from organized retail outlets, while 27.5% respondents have between 5-6 members in family, they bought other food grains products from both retail outlets.

- According to **Education,** out of total respondents, 80.0% respondents had studied post graduation and above, they bought other food grains products from organized retail outlets, while 36.4% respondents had studied HSC, they bought other food grains products from unorganized retail outlets.

- According to **Occupation,** out of total respondents, 81.7% respondents belonged to professional class; they bought other food grains products from organized retail outlets, while 17.5% respondents belonged to business class, they bought other food grains products from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four-wheeler, who having four-wheeler 71.3 %, 19.1% and 9.6% respondents respectively bought other food grains products from organized, both and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 74.4% respondents belonged to more than 135000 income groups; they bought other food grains products from organized retail outlets, while 25.0% respondents belonged to 60001-80000 income groups; they bought other food grains products from unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 72.7% respondents belonged to 17801-30000 per capita income groups; they bought other food grains products from organized retail outlets, while 27.5% respondents belonged to 13001-17800 per capita income groups; they bought other food grains products from unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other food grains products from different categories of retail outlets with respect to their education (chi-square=13.951 and p-value=0.030), occupation (chi-square=24.640 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=9.849 and p-value=0.007). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, and respondents own vehicle like four wheeler had different perception about other food grains products bought from different categories of retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between respondents bought other food grains products from different categories of retail outlets with respect to their gender (chi-square=0.089 and p-value=0.957), age (chi-square=10.438 and p-value=0.236), marital status (chi-square=3.097 and p-value=0.213), family type (chi-square=1.663 and p-value=0.435), family size (chi-square=6.690 and p-value=0.153), income groups (chi-square=11.178 and p-value=0.192) and per capita income groups (chi-square=10.606 and p-value=0.225). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, income groups and per capita income groups had similar perception about other food grains products bought from different categories of retail outlets in Ahmedabad city.

Table 5.4.17 Comparisons And Association, Regarding Respondents Bought Other Food Grains Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's category		**Respondents Bought Other Food Grains Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	44	29.9	38	25.9	65	44.2	147	0.396	0.820
	Female	15	28.3	12	22.6	26	49.1	53		
Age	Less than <=33	12	21.1	11	19.3	34	59.6	57	13.561	0.094
	33-35	10	24.4	14	34.1	17	41.5	41		
	36-40	12	31.6	13	34.2	13	34.2	38		
	41-45	15	39.5	9	23.7	14	36.8	38		
	More than 45	10	38.5	3	11.5	13	50.0	26		
Family Type	Nuclear	21	26.3	22	27.5	37	46.3	80	0.827	0.661
	Joint	38	31.7	28	23.3	54	45.0	120		
Family Size	<5	20	25.6	21	26.9	37	47.4	78	1.120	0.891
	5-6	36	31.6	27	23.7	51	44.7	114		
	>6	3	37.5	2	25.0	3	37.5	8		
Education	S.S.C	0	0.0	0	0.0	1	100.0	1	16.044	0.042
	H.S.C	5	31.3	5	31.3	6	37.5	16		
	Graduation	30	36.1	24	28.9	29	34.9	83		
	Post Graduation	18	25.7	19	27.1	33	47.1	70		
	PG & Above	6	20.0	2	6.7	22	73.3	30		
Occupation	Business	23	38.3	19	31.7	18	30.0	60	10.081	0.039
	Professional	16	26.7	10	16.7	34	56.7	60		
	Service	20	25.0	21	26.3	39	48.8	80		
Four Wheeler	Yes	32	32.7	21	21.4	45	45.9	98	1.635	0.441
	No	27	26.5	29	28.4	46	45.1	102		
	No	0	0.0	0	0.0	0	0.0	0		
Income Groups	<=40000	4	22.2	6	33.3	8	44.4	18	3.043	0.932
	40001-60000	12	24.5	12	24.5	25	51.0	49		
	60001-80000	12	29.3	12	29.3	17	41.5	41		
	80001-135000	16	34.8	10	21.7	20	43.5	46		
	>135000	15	32.6	10	21.7	21	45.7	46		
Per Capita Income	<=9167	3	16.7	6	33.3	9	50.0	18	3.365	0.909
	9168-13000	12	31.6	11	28.9	15	39.5	38		
	13001-17800	14	27.5	11	21.6	26	51.0	51		
	17801-30000	15	32.6	10	21.7	21	45.7	46		
	>30000	15	31.9	12	25.5	20	42.6	47		
Total		59	29.5	50	25.0	91	45.5	200		

From the above table, it was observed that, 45.5%, 29.5% and 25.0% respondents respectively bought other food grains products from both, unorganized and organized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 49.1% and 44.2% female and male respondents respectively bought other food grains products from both retail outlets, while 25.9% and 22.6% male and female respondents respectively bought other food grains products from unorganized retail outlets.

- According to **Age,** out of total respondents, 59.6% respondents belonged to less than or equal to 33 years age groups; they bought other food grains products from both retail outlets, while 34.2% respondents belonged to 36-40 years age groups, they bought other food grains products from unorganized retail outlets.

- According to **Family Type,** out of total respondents, 46.3% and 45.0% respondents were from nuclear and joint family groups respectively; they bought other food grains products from both retail outlets, while 27.5% and 23.3% were from nuclear and joint family groups respectively, they bought other food grains products from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 47.4% respondents have less than 5 members in family; they bought other food grains products from both retail outlets, while 26.9% respondents have less than 5 members in family, they bought other food grains products from unorganized retail outlets.

- According to **Education,** out of total respondents, 73.3% respondents had studied post graduation and above, they bought other food grains products from both retail outlets, while 31.3% respondents had studied HSC, they bought other food grains products from organized retail outlets.

- According to **Occupation,** out of total respondents, 56.7% respondents belonged to professional class; they bought other food grains products from both retail outlets, while 31.7% respondents belonged to business class, they bought other food grains products from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 98 respondents have four-wheeler, who having four wheeler 45.9%, 32.7% and 21.4 % respondents respectively bought other food grains products from unorganized, organized and both retail outlets.

- According to **Income Groups,** out of total respondents, 51.0% respondents belonged to 40001-60000 income groups, they bought other food grains products from both retail outlets, while 33.3 respondents belonged to less than income groups, they bought other food grains products from unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 51.0% respondents belonged to 13001-17800 per capita income groups; they bought other food grains products from both retail outlets, while 32.6% respondents belonged to 17801-30000 per capita income groups, they bought other food grains products from organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other food grains products from different categories

of retail outlets with respect to their education (chi-square=16.044 and p-value=0.042) and occupation (chi-square=10.081 and p-value=0.039). Hence, null hypothesis was rejected. Therefore, it could be said that, education and occupation had different perception about other food grains products bought from different categories of retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant association between respondents bought other food grains products from different categories of retail outlets with respect to their gender (chi-square=0.396 and p-value=0.820), age (chi-square=13.561 and p-value=0.094), family type (chi-square=0.827 and p-value=0.661), family size (chi-square=1.120 and p-value=0.891), income groups (chi-square=3.043 and p-value=0.932), per capita income groups (chi-square=3.365 and p-value=0.909) and respondents own vehicle like four wheeler (chi-square=1.635 and p-value=0.441). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about other food grains products bought from different categories of retail outlets in Surat city.

Table 5.4.18 Comparisons And Association, Regarding Respondents Bought Other Food Grains Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Gujarat.

Respondent's Demographic Characteristics and It's category		Respondents Bought Other Food Grains Products From Different Retail Outlets								
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	54	35.8	61	40.4	36	23.8	151	2.577	0.276
	Female	19	38.8	14	28.6	16	32.7	49		
Age	Less than<= 33	16	28.6	29	51.8	11	19.6	56	23.775	0.002
	33-35	9	23.1	18	46.2	12	30.8	39		
	36-40	10	30.3	15	45.5	8	24.2	33		
	41-45	17	50.0	9	26.5	8	23.5	34		
	More than 45	21	55.3	4	10.5	13	34.2	38		
Marital Status	Married	71	37.2	70	36.6	50	26.2	191	1.397	0.497
	Unmarried	2	22.2	5	55.6	2	22.2	9		
Family Type	Nuclear	26	30.6	39	45.9	20	23.5	85	4.532	0.104
	Joint	47	40.9	36	31.3	32	27.8	115		
Family Size	<5	27	31.4	41	47.7	18	20.9	86	9.550	0.049
	5-6	42	42.4	30	30.3	27	27.3	99		
	>6	4	26.7	4	26.7	7	46.7	15		
Education	S.S.C	2	5.1	29	74.4	8	20.5	39	57.293	0.000
	H.S.C	1	5.3	15	78.9	3	15.8	19		
	Graduation	27	51.9	11	21.2	14	26.9	52		
	Post Graduation	29	46.8	16	25.8	17	27.4	62		
	PG & Above	14	50.0	4	14.3	10	35.7	28		
Occupation	Business	4	6.7	43	71.7	13	21.7	60	61.926	0.000
	Professional	40	66.7	8	13.3	12	20.0	60		
	Service	29	36.3	24	30.0	27	33.8	80		
Four Wheeler	Yes	38	40.9	31	33.3	24	25.8	93	1.713	0.425
	No	35	32.7	44	41.1	28	26.2	107		
Two Wheeler	Yes	73	36.9	74	37.4	51	25.8	198	1.269	0.530
	No	0	0.0	1	50.0	1	50.0	2		
Bicycle	Yes	71	39.0	64	35.2	47	25.8	182	6.458	0.040
	No	2	11.1	11	61.1	5	27.8	18		
Income Groups	<=40000	11	18.6	33	55.9	15	25.4	59	26.721	0.001
	40001-60000	15	35.7	18	42.9	9	21.4	42		
	60001-80000	10	31.3	13	40.6	9	28.1	32		
	80001-135000	15	50.0	6	20.0	9	30.0	30		
	>135000	22	59.5	5	13.5	10	27.0	37		
Per Capita Income	<=9167	15	26.8	27	48.2	14	25.0	56	20.813	0.008
	9168-13000	10	22.2	21	46.7	14	31.1	45		
	13001-17800	12	36.4	13	39.4	8	24.2	33		
	17801-30000	15	45.5	10	30.3	8	24.2	33		
	>30000	21	63.6	4	12.1	8	24.2	33		
Total		73	36.5	75	37.5	52	26.0	200		

From the above table, it was observed that, 37.5%, 36.5% and 26.0% respondents respectively bought other food grains products from unorganized, organized and both retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 40.4% and 28.6% male and female respondents respectively bought other food grains products from unorganized retail outlets, while 32.7% and 23.8% female and male respondents respectively bought other food grains products from both retail outlets.

- According to **Age,** out of total respondents, 55.5% respondents belonged to more than 45 years age groups, they bought other food grains products from organized

retail outlets, while 34.2% respondents belonged to more than 45 years age groups, they bought other food grains products from both retail outlets.

- According to **Marital Status,** out of total respondents, 55.6% and 36.6% unmarried and married respondents bought other food grains products from unorganized retail outlets, while 26.2% and 22.2% married and unmarried respondents respectively bought other food grains products from both retail outlets.

- According to **Family Type,** out of total respondents, 45.9% and 31.3% respondents were from nuclear and joint family groups respectively, they bought other food grains products from unorganized retail outlets, while 27.8% and 23.5% respondents were from joint and nuclear family groups respectively, they bought other food grains products from both retail outlets.

- According to **Family Size,** out of total respondents, 47.7% respondents have less than 5 members in family; they bought other food grains products from unorganized retail outlets, while 42.4% respondents have between 5-6 members in family, they bought other food grains products from organized retail outlets.

- According to **Education,** out of total respondents, 78.9%, respondents had studied HSC; they bought other food grains products from unorganized retail outlets, while 35.7%, respondents had studied post graduation and above, they bought other food grains products from both retail outlets.

- According to **Occupation,** out of total respondents, 71.7% respondents belonged to business class; they bought other food grains products from unorganized retail outlets, while 33.8% respondents belonged to service class, they bought other food grains products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents have four-wheeler, who having four-wheeler 40.9%, 33.3% and 25.8 % respondents respectively bought other food grains products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 88 respondents have two-wheeler, who having two wheeler and 37.4%, 36.9% and 25.8 % respondents respectively bought other food grains products from unorganized, organized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle and 39.0 %, 35.2% and 25.8 % respondents respectively bought other food grains products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 59.5% respondents belonged to more than 135000 income groups, they bought other food grains products from organized retail outlets, while 30.0% respondents belonged to 80001-135000 income groups, they bought other food grains products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 63.6%, respondents belonged to more than 30000 per capita income groups; they bought other food grains products from organized retail outlets, while 31.1% respondents belonged to 9168-13000 per capita income groups; they bought other food grains products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other food grains products from different categories of retail outlets with respect to their age (chi-square=23.775 and p-value=0.002), family size (chi-square=9.550 and p-value=0.049), education (chi-square=57.293 and p-value=0.000), occupation (chi-square=61.926 and p-value=0.000), income groups (chi-square=26.721 and p-value=0.001), per capita income groups (chi-square=20.813 and p-value=0.008) and respondents own vehicle like bicycle (chi-square=6.458 and p-value=0.040). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like bicycle had different perception about other food grains products bought from different categories of retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents bought other food grains products from different categories of retail outlets with respect to their gender (chi-square=2.577 and p-value=0.276), marital status (chi-square=1.397 and p-value=0.497), family type (chi-square=4.532 and p-value=0.104), and respondents own vehicle like four wheeler (chi-square=1.713 and p-value=0.425). Hence, null hypothesis was not

rejected. Therefore, it could be said that, gender, marital status, family type and respondents own vehicle like four- wheeler and two-wheeler had similar perception about other food grains products bought from different categories of retail outlets in Rajkot city.

Table 5.4.19 Comparisons And Association, Regarding Cooking Oil Respondents Bought From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.										
Respondent's Demographic Characteristics and It's category		**Respondents Bought Cooking Oil Products From Different Retail Outlets**								
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	294	50.7	190	32.8	96	16.6	580	0.238	0.888
	Female	108	49.1	76	34.5	36	16.4	220		
Age	Less than< =33	75	36.9	87	42.9	41	20.2	203	37.376	0.000
	33-35	69	47.6	52	35.9	24	16.6	145		
	36-40	77	49.0	54	34.4	26	16.6	157		
	41-45	78	53.4	45	30.8	23	15.8	146		
	More than 45	103	69.1	28	18.8	18	12.1	149		
Marital Status	Married	393	51.2	243	31.7	131	17.1	767	21.152	0.000
	Unmarried	9	27.3	23	69.7	1	3.0	33		
Family Type	Nuclear	158	43.1	142	38.7	67	18.3	367	14.299	0.001
	Joint	244	56.4	124	28.6	65	15.0	433		
Family Size	<5	159	43.7	141	38.7	64	17.6	364	16.731	0.002
	5-6	204	54.4	107	28.5	64	17.1	375		
	>6	39	63.9	18	29.5	4	6.6	61		
Education	S.S.C	6	14.0	33	76.7	4	9.3	43	81.723	0.000
	H.S.C	23	34.3	41	61.2	3	4.5	67		
	Graduation	158	52.8	97	32.4	44	14.7	299		
	Post Graduation	134	53.0	68	26.9	51	20.2	253		
	PG & Above	81	58.7	27	19.6	30	21.7	138		
Occupation	Business	103	42.7	116	48.1	22	9.1	241	52.970	0.000
	Professional	148	61.7	44	18.3	48	20.0	240		
	Service	151	47.3	106	33.2	62	19.4	319		
Four Wheeler	Yes	228	60.8	87	23.2	60	16.0	375	37.184	0.000
	No	174	40.9	179	42.1	72	16.9	425		
Two Wheeler	Yes	401	50.3	265	33.2	132	16.5	798	0.500	0.779
	No	1	50.0	1	50.0	0	0.0	2		
Bicycle	Yes	337	52.7	187	29.2	116	18.1	640	29.207	0.000
	No	65	40.6	79	49.4	16	10.0	160		
Income Groups	<=40000	54	33.3	91	56.2	17	10.5	162	89.094	0.000
	40001-60000	71	39.2	69	38.1	41	22.7	181		
	60001-80000	79	51.0	55	35.5	21	13.5	155		
	80001-135000	90	62.5	26	18.1	28	19.4	144		
	>135000	108	68.5	25	15.8	25	15.8	158		
Per Capita Income	<=9167	60	36.6	83	50.6	21	12.8	164	56.961	0.000
	9168-13000	74	45.4	67	41.1	22	13.5	163		
	13001-17800	71	46.4	51	33.3	31	20.3	153		
	17801-30000	96	56.8	41	24.3	32	18.9	169		
	>30000	101	66.9	24	15.9	26	17.2	151		
Total		402	50.3	266	33.3	132	16.5	800		

From the above table, it was observed that, 50.3%, 33.3% and 16.5% respondents respectively bought cooking oil from organized, unorganized and both retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 50.7% and 49.1% male and female respondents respectively bought cooking oil from organized retail outlets, while

16.6% and 16.4% male and female respondents respectively bought cooking oil from both retail outlets.

- According to **Age,** out of total respondents, 69.1% respondents belonged to more than 45 years age groups, they bought cooking oil from organized retail outlets, while 20.2% respondents belonged to less than or equal to 33 years age groups, they bought cooking oil from both retail outlets.

- According to **Marital Status,** out of total respondents, 69.7% and 31.7% unmarried and married respondents respectively bought cooking oil from unorganized retail outlets, while 17.1% and 3.0% married and unmarried respondents bought cooking oil from both retail outlets.

- According to **Family Type,** out of total respondents, 56.4% and 43.1% respondents were from joint and nuclear family groups respectively, they bought cooking oil from organized retail outlets, while 18.3% and 15.0% were from nuclear and joint family groups respectively, they bought cooking oil from both retail outlets.

- According to **Family Size,** out of total respondents, 63.9% respondents have more than 6 members in family; they bought cooking oil from organized retail outlets, while 17.6% respondents have less than 5 members in family, they bought cooking oil from both retail outlets.

- According to **Education,** out of total respondents, 76.7% respondents had studied SSC; they bought cooking oil from unorganized retail outlets, while 21.7% respondents had studied post graduation and above, they bought cooking oil from both retail outlets.

- According to **Occupation,** out of total respondents, 61.7% respondents belonged to professional class; they bought cooking oil from organized retail outlets, while 20.0% respondents belonged to professional class, they bought cooking oil from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 375 respondents have four-wheeler, who having four wheeler 60.8%, 23.2% and 16.0% respondents respectively bought cooking oil from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two-wheeler, who having two wheeler 50.3 %, 33.2% and 16.5 %

respondents respectively bought cooking oil from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle and 52.7%, 29.2% and 18.1% respondents respectively bought cooking oil from organized, unorganized and both retail outlets.

- According to **Income Group,** out of total respondents, 68.5% respondents belonged to more than 135000 income groups; they bought cooking oil from organized retail outlets, while 22.7% respondents belonged to 40001-60000 income groups, they bought cooking oil from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 66.9% respondents belonged to more than 30000 per capita income groups; they bought cooking oil from organized retail outlets, while 20.3% respondents belonged to 13001-17800 per capita income groups, they bought cooking oil from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cooking oil from different categories of retail outlets with respect to their, age (chi-square=37.376 and p-value=0.000), marital status (chi-square=21.152 and p-value=0.000), family type (chi-square=14.299 and p-value=0.001), family size (chi-square=16.731 and p-value=0.002), education (chi-square=81.723 and p-value=0.000), occupation (chi-square=52.970 and p-value=0.000), income groups (chi-square=89.094 and p-value=0.000), per capita income groups of the respondents (chi-square=56.961 and p-value=0.000), respondents own vehicle like four wheeler (chi-square=37.184 and p-value=0.030) and respondents own vehicle like bicycle (chi-square=29.207 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, marital status, family type, family size, education, occupation, income groups, per capita incomes of respondents, respondents own vehicle like four wheeler and bicycle had different perception about cooking oil bought from different categories of retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents bought staples products from different categories of retail

outlets with respect to their gender of respondents (chi-square=0.238 and p-value=0.888) and respondents own vehicle like two wheeler (chi-square=0.500 and p-value=0.779). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender and respondents own vehicle like two wheeler had similar perception about staples products bought from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.20 Comparisons and Association, Regarding Cooking Oil Respondents Bought From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Respondents Bought Cooking Oil Products From Different Retail Outlets							
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	60	43.5	64	46.4	14	10.1	138	3.841	0.147
	Female	18	29.0	37	59.7	7	11.3	62		
Age	Less than <=33	13	25.5	33	64.7	5	9.8	51	12.605	0.126
	33-35	17	45.9	15	40.5	5	13.5	37		
	36-40	16	40.0	22	55.0	2	5.0	40		
	41-45	9	32.1	16	57.1	3	10.7	28		
	More than 45	23	52.3	15	34.1	6	13.6	44		
Marital Status	Married	73	41.2	84	47.5	20	11.3	177	5.743	0.057
	Unmarried	5	21.7	17	73.9	1	4.3	23		
Family Type	Nuclear	28	29.5	54	56.8	13	13.7	95	7.399	0.025
	Joint	50	47.6	47	44.8	8	7.6	105		
Family Size	<5	33	32.7	56	55.4	12	11.9	101	4.024	0.403
	5-6	36	43.9	38	46.3	8	9.8	82		
	>6	9	52.9	7	41.2	1	5.9	17		
Education	S.S.C	0	0.0	3	100.0	0	0.0	3	14.750	0.064
	H.S.C	8	38.1	12	57.1	1	4.8	21		
	Graduation	19	26.8	43	60.6	9	12.7	71		
	Post Graduation	25	45.5	22	40.0	8	14.5	55		
	PG & Above	26	52.0	21	42.0	3	6.0	50		
Occupation	Business	23	26.6	32	52.5	6	9.8	79	14.100	0.007
	Professional	34	56.7	23	38.3	3	5.0	60		
	Service	21	26.6	46	58.2	12	15.2	61		
Four Wheeler	Yes	59	65.6	24	26.7	7	7.8	90	49.150	0.000
	No	19	17.3	77	70.0	14	12.7	110		
Bicycle	No	0	0.0	0	0.0	0	0.0	0	3.536	0.171
	Yes	17	29.3	35	60.3	6	10.3	58		
	No	61	43.0	66	46.5	15	10.6	142		
Income Groups	<=40000	10	17.9	43	76.8	3	5.4	56	75.755	0.000
	40001-60000	4	12.1	25	75.8	4	12.1	33		
	60001-80000	12	28.6	19	45.2	11	26.2	42		
	80001-135000	24	72.7	7	21.2	2	6.1	33		
	>135000	28	77.8	7	19.4	1	2.8	36		
Per Capita Income	<=9167	11	20.8	41	77.4	1	1.9	53	59.889	0.000
	9168-13000	6	15.8	25	65.8	7	18.4	38		
	13001-17800	8	27.6	15	51.7	6	20.7	29		
	17801-30000	26	56.5	14	30.4	6	13.0	46		
	>30000	27	79.4	6	17.6	1	2.9	34		
Total		78	39.0	101	50.5	21	10.5	200		

From the above table, it was observed that, overall 50.5%, 39.0% and 10.5% respondents respectively bought cooking oil from unorganized, organized and both retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 59.7% and 46.4% female and male respondents respectively bought cooking oil from unorganized retail outlets, while 11.3% and 10.1% female and male respondents respectively bought cooking oil from both retail outlets.

- According to **Age,** out of total respondents, 64.7% respondents belonged to less than or equal to 33 years age groups, they bought cooking oil from unorganized retail outlets, while 13.6% respondents belonged to more than 45 years age groups, they bought cooking oil from both retail outlets.

- According to **Marital Status,** out of total respondents, 73.9% and 47.5% unmarried and married respondents respectively bought cooking oil from unorganized retail outlets, while 11.3% and 4.3% married and unmarried respondents bought cooking oil from both retail outlets.

- According to **Family Type,** out of total respondents, 56.8% and 44.8% respondents were from nuclear and joint family groups respectively, they bought cooking oil from unorganized retail outlets, while 13.7% and 7.6% were from nuclear and joint family groups respectively, they bought cooking oil from both retail outlets.

- According to **Family Size,** out of total respondents, 55.4% respondents have less than 5 members in family; they bought cooking oil from unorganized retail outlets, while 11.9% respondents have less than 5 members in family, they bought cooking oil from both retail outlets.

- According to **Education,** out of total respondents, Majority of the respondents had studied SSC, they bought cooking oil from unorganized retail outlets, while 14.5% respondents had studied post graduation, they bought cooking oil from both retail outlets.

- According to **Occupation,** out of total respondents, 58.2% respondents belonged to service class; they bought cooking oil from unorganized retail outlets, while 15.2% respondents belonged to service class, they bought cooking oil from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four-wheeler, who having four wheeler 65.6%, 26.7% and 7.8 % respondents respectively bought cooking oil from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 58 respondents have bicycle, who having bicycle 60.3%, 29.3% and 10.3% respondents respectively bought cooking oil from unorganized, organized and both retail outlets.

- According to **Income Group,** out of total respondents, 77.8 % respondents belonged to more than 135000 income groups; they bought cooking oil from organized retail outlets, while 26.2% respondents belonged to 60001-80000, they bought cooking oil from organized retail outlets

- According to **Per Capita Income Groups,** out of total respondents, 79.4% respondents belonged to more than 30000 per capita income groups; they bought cooking oil from organized retail outlets, while 20.7% respondents belonged to 13001-17800 per capita income groups, they bought cooking oil from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cooking oil from different categories of retail outlets with respect to their family type (chi-square=7.399 and p-value=0.025), occupation (chi-square=14.100 and p-value=0.007), income groups (chi-square=75.755 and p-value=0.000), per capita income groups of the respondents (chi-square=59.889 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=49.150 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, family type, occupation, income groups, per capita incomes and respondents own vehicle like four wheeler had different perception about cooking oil bought from different categories of retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents bought cooking oil from different categories of retail outlets with respect to their gender (chi-square=3.841 and p-value=0.147), age (chi-square=12.605 and p-value=0.126), marital status (chi-square=5.743 and p-value=0.057), family size (chi-square=4.024 and p-value=0.403), education (chi-square=14.750 and p-value=0.064) and respondents own vehicle like bicycle (chi-square=3.536 and p-value=0.171)in Vadodara city of Gujarat. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family size, education and respondents own vehicle like bicycle had similar

perception about cooking oil bought from different categories of retail outlets in Vadodara city.

Table 5.4.21 Comparisons And Association, Regarding Cooking Oil Respondents Bought From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Cooking Oil Products From Different Retail Outlets**						**Chi-Square**	**p- Value**
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	
		N	**%**	**N**	**%**	**N**	**%**		
Gender	Male	94	65.3	24	16.7	26	18.1	144	0.128	0.938
	Female	37	66.1	10	17.9	9	16.1	56		
Age	Less than <=33	24	61.5	10	25.6	5	12.8	39	7.372	0.497
	33-35	20	71.4	4	14.3	4	14.3	28		
	36-40	30	65.2	6	13.0	10	21.7	46		
	41-45	26	56.5	10	21.7	10	21.7	46		
	More than 45	31	75.6	4	9.8	6	14.6	41		
Marital Status	Married	131	65.8	33	16.6	35	17.6	199	4.907	0.086
	Unmarried	0	.0	1	100.0	0	.0	1		
Family Type	Nuclear	65	60.7	21	19.6	21	19.6	107	2.321	0.313
	Joint	66	71.0	13	14.0	14	15.1	93		
Family Size	<5	63	63.6	17	17.2	19	19.2	99	5.307	0.257
	5-6	52	65.0	12	15.0	16	20.0	80		
	>6	16	76.2	5	23.8	0	0.0	21		
Education	S.S.C	0	0.0	0	0.0	0	0.0	0	15.180	0.019
	H.S.C	5	45.5	5	45.5	1	9.1	11		
	Graduation	60	64.5	19	20.4	14	15.1	93		
	Post Graduation	41	62.1	10	15.2	15	22.7	66		
	PG & Above	25	83.3	0	0.0	5	16.7	30		
Occupation	Business	36	60.0	18	30.0	6	10.0	60	17.819	0.001
	Professional	47	78.3	2	3.3	11	18.3	60		
	Service	48	60.0	14	17.5	18	22.5	80		
Four Wheeler	Yes	70	74.5	9	9.6	15	16.0	94	8.171	0.017
	No	61	57.5	25	23.6	20	18.9	106		
Income Groups	<=40000	17	58.6	6	20.7	6	20.7	29	15.890	0.044
	40001-60000	35	61.4	10	17.5	12	21.1	57		
	60001-80000	24	60.0	13	32.5	3	7.5	40		
	80001-135000	25	71.4	4	11.4	6	17.1	35		
	>135000	30	76.9	1	2.6	8	20.5	39		
Per Capita Income	<=9167	21	56.8	7	18.9	9	24.3	37	12.822	0.118
	9168-13000	31	73.8	7	16.7	4	9.5	42		
	13001-17800	22	55.0	12	30.0	6	15.0	40		
	17801-30000	31	70.5	6	13.6	7	15.9	44		
	>30000	26	70.3	2	5.4	9	24.3	37		
Total		131	65.5	34	17.0	35	17.5	200		

From the above table, it was observed that, 65.5%, 17.5% and 17.0% respondents respectively bought cooking oil from organized, both and unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 66.1% and 65.3% female and male respondents respectively bought cooking oil from organized retail outlets, while 17.9% and 16.7% female and male respondents respectively bought cooking oil from unorganized retail outlets.

- According to **Age,** out of total respondents, 75.6% respondents belonged to more than 45 years age groups; they bought cooking oil from organized retail outlets,

while 21.7% respondents belonged to 36-40 years age groups, they bought cooking oil from both retail outlets.

- According to **Marital Status,** out of total respondents, majority of the respondents and 16.6% married and unmarried respondents bought cooking oil from unorganized retail outlets. Unmarried respondents did not buy cooking oil from organized and unorganized retail outlets.

- According to **Family Type,** out of total respondents, 71.0% and 60.7% respondents were from joint and nuclear family groups respectively, they bought cooking oil from organized retail outlets, while 19.6% and 14.0% respondents were from nuclear and joint family groups respectively, they bought cooking oil from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 76.2% respondents have more than 6 members in family; they bought cooking oil from organized retail outlets, while 20.0% respondents have between 5-6 members, they bought cooking oil from both retail outlets.

- According to **Education,** out of total respondents, 83.3% respondents had studied post graduation and above; they bought cooking oil from organized retail outlets, while 52.0% respondents had studied HSC, they bought cooking oil from unorganized retail outlets.

- According to **Occupation,** out of total respondents, 78.3% respondents belonged to professional class; they bought cooking oil from organized retail outlets, while 22.5% respondents belonged to service class, they bought cooking oil from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four-wheeler, who having four wheeler 74.5 %, 16.0% and 9.6% respondents respectively bought cooking oil from organized, both and unorganized retail outlets.

- According to **Income Group,** out of total respondents, 76.9% respondents belonged to more than 135000 income groups; they bought cooking oil from organized retail outlets, while 21.1% respondents belonged to 40001-60000 income group; they bought cooking oil from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 73.8% respondents belonged to 9168-13000 per capita income groups; they bought

cooking oil from organized retail outlets, while 24.3% respondents belonged to more than 30000 per capita income groups, they bought cooking oil from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cooking oil from different categories of retail outlets with respect to their education (chi-square=15.180 and p-value=0.019), occupation (chi-square=17.819 and p-value=0.001), income groups of respondents (chi-square=15.890 and p-value=0.044) and respondents own vehicle like four wheeler (chi-square=8.171 and p-value=0.017). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income groups and respondents own vehicle like four wheeler had different perception about cooking oil bought from different categories of retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between respondents bought cooking oil from different categories of retail outlets with respect to their gender (chi-square=0.128 and p-value=0.938), age (chi-square=7.372 and p-value=0.126), marital status (chi-square=4.907 and p-value=0.086), family type (chi-square=2.321 and p-value=0.313), family size (chi-square=5.307 and p-value=0.257) and per capita income groups of respondents (chi-square=12.822 and p-value=0.118). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size and per capita income groups had similar perception about cooking oil bought from different categories of retail outlets in Ahmedabad city.

Table 5.4.22 Comparisons And Association, Regarding Cooking Oil Respondents Bought From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.

Respondent's Demographic Characteristics and It's Category		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	58	39.5	39	26.5	50	34.0	147	0.310	0.856
	Female	22	41.5	12	22.6	19	35.8	53		
Age	Less than <=33	18	31.6	12	21.1	27	47.4	57	10.117	0.257
	33-35	14	34.1	13	31.7	14	34.1	41		
	36-40	15	39.5	11	28.9	12	31.6	38		
	41-45	18	47.4	10	26.3	10	26.3	38		
	More than 45	15	57.7	5	19.2	6	23.1	26		
Family Type	Nuclear	27	33.8	24	30.0	29	36.3	80	2.479	0.289
	Joint	53	44.2	27	22.5	40	33.3	120		
Family Size	<5	26	33.3	23	29.5	29	37.2	78	2.651	0.618
	5-6	51	44.7	26	22.8	37	32.5	114		
	>6	3	37.5	2	25.0	3	37.5	8		
Education	S.S.C	1	100.0	0	0.0	0	0.0	1	32.670	0.000
	H.S.C	8	50.0	7	43.8	1	6.3	16		
	Graduation	40	48.2	23	27.7	20	24.1	83		
	Post Graduation	25	35.7	19	27.1	26	37.1	70		
	PG & Above	6	20.0	2	6.7	22	73.3	30		
Occupation	Business	35	58.3	20	33.3	5	8.3	60	31.949	0.000
	Professional	16	26.7	10	16.7	34	56.7	60		
	Service	29	36.3	21	26.3	30	37.5	80		
Four Wheeler	Yes	40	40.8	23	23.5	35	35.7	98	0.425	0.809
	No	40	39.2	28	27.5	34	33.3	102		
Income Groups	<=40000	7	38.9	6	33.3	5	27.8	18	15.329	0.053
	40001-60000	13	26.5	13	26.5	23	46.9	49		
	60001-80000	25	61.0	10	24.4	6	14.6	41		
	80001-135000	17	37.0	10	21.7	19	41.3	46		
	>135000	18	39.1	12	26.1	16	34.8	46		
Per Capita Income	<=9167	5	27.8	5	27.8	8	44.4	18	5.231	0.733
	9168-13000	15	39.5	13	34.2	10	26.3	38		
	13001-17800	24	47.1	9	17.6	18	35.3	51		
	17801-30000	18	39.1	11	23.9	17	37.0	46		
	>30000	18	38.3	13	27.7	16	34.0	47		
Total		80	40.0	51	25.5	69	34.5	200		

From the above that, it was observed that, overall 40.0%, 34.5% and 25.5% respondents respectively bought cooking oil from organized, both and unorganized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 41.5% and 39.5% female and male respondents respectively bought cooking oil from organized retail outlets, while 26.5% and 22.6% male and female respondents respectively bought cooking oil from organized retail outlets.

- According to **Age,** out of total respondents, 57.7% respondents belonged to more than 45 years age groups, they bought cooking oil from organized retail outlets, while 31.7% respondents belonged to 33-35 years age groups, they bought cooking oil from unorganized retail outlets.

- According to **Family Type,** out of total respondents, 44.2% and 33.8% respondents were from joint and nuclear family groups respectively, they bought cooking oil from organized retail outlets, while 30.0% and 25.5% were from nuclear and joint family groups respectively, they bought cooking oil from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 44.7% respondents have between 5-6 members in family; they bought cooking oil from organized retail outlets, while 29.5% respondents have less than 5 members in family, they bought cooking oil from unorganized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they bought cooking oil from organized retail outlets, while 43.8% respondents had studied HSC, they bought cooking oil from unorganized retail outlets.

- According to **Occupation,** out of total respondents, 58.3% respondents belonged to business class; they bought cooking oil from organized retail outlets, while 33.3% respondents belonged to business class, they bought cooking oil from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 98 respondents have four-wheeler, who having four wheeler 40.8%, 35.7% and 23.5% respondents respectively bought cooking oil from organized, both and unorganized retail outlets.

- According to **Income Group,** out of total respondents, 61.0% respondents belonged to 60001-80000income groups; they bought cooking oil from organized retail outlets, while 33.3% respondents belonged to less than or equal to 40000 income groups, they bought cooking oil from unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 86.5% respondents belonged to more than 135000 per capita income groups; they bought cooking oil from organized retail outlets, while 5.1%respondents belonged to less than or equal to 40000 per capita income groups, they bought cooking oil from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cooking oil from different categories of retail outlets

with respect to their education (chi-square=32.630 and p-value=0.000), occupation (chi-square=31.949 and p-value=0.000) and income groups of respondents (chi-square=15.329 and p-value=0.053). Hence, null hypothesis was rejected. Therefore, it could be said that, marital status, family type, occupation, income groups, per capita incomes and respondents own vehicle like four wheeler had different perception about cooking oil bought from different categories of retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant association between respondents bought cooking oil from different categories of retail outlets with respect to their gender (chi-square=0.310 and p-value=0.856), age (chi-square=10.117 and p-value=0.257), family type (chi-square=2.479 and p-value=0.289), family size (chi-square=2.651 and p-value=0.618), per capita income groups of respondents (chi-square=5.231 and p-value=0.733) and respondents own vehicle like four wheeler (chi-square=0.425 and p-value=0.809). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family size, education and respondents own vehicle like bicycle had similar perception about cooking oil bought from different categories of retail outlets in Surat city.

Table 5.4.23 Comparisons And Association, Regarding Cooking Oil Respondents Bought From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Gujarat.									
Respondent's Demographic Characteristics and It's Category		Respondents Bought Cooking Oil Products From Different Retail Outlets							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	82	54.3	63	41.7	6	4.0	151	1.377	0.502
	Female	31	63.3	17	34.7	1	2.0	49		
Age	Less than <=33	20	35.7	32	57.1	4	7.1	56	35.222	0.000
	33-35	18	46.2	20	51.3	1	2.6	39		
	36-40	16	48.5	15	45.5	2	6.1	33		
	41-45	25	73.5	9	26.5	0	0.0	34		
	More than 45	34	89.5	4	10.5	0	0.0	38		
Marital Status	Married	109	57.1	75	39.3	7	3.7	191	1.142	0.565
	Unmarried	4	44.4	5	55.6	0	.0	9		
Family Type	Nuclear	38	44.7	43	50.6	4	4.7	85	8.397	0.015
	Joint	75	65.2	37	32.2	3	2.6	115		
Family Size	<5	37	43.0	45	52.3	4	4.7	86	11.700	0.020
	5-6	65	65.7	31	31.3	3	3.0	99		
	>6	11	73.3	4	26.7	0	.0	15		
Education	S.S.C	5	12.8	30	76.9	4	10.3	39	72.308	0.000
	H.S.C	2	10.5	17	89.5	0	0.0	19		
	Graduation	39	75.0	12	23.1	1	1.9	52		
	Post Graduation	43	69.4	17	27.4	2	3.2	62		
	PG & Above	24	85.7	4	14.3	0	.0	28		
Occupation	Business	9	15.0	46	76.7	5	8.3	60	65.667	0.000
	Professional	51	85.0	9	15.0	0	0.0	60		
	Service	53	66.3	25	31.3	2	2.5	80		
Four Wheeler	Yes	59	63.4	31	33.3	3	3.2	93	3.451	0.178
	No	54	50.5	49	45.8	4	3.7	107		
Two Wheeler	Yes	112	56.6	79	39.9	7	3.5	198	0.136	0.934
	No	1	50.0	1	50.0	0	.0	2		
Bicycle	Yes	109	59.9	67	36.8	6	3.3	182	9.487	0.009
	No	4	22.2	13	72.2	1	5.6	18		
Income Groups	<=40000	20	33.9	36	61.0	3	5.1	59	35.164	0.000
	40001-60000	19	45.2	21	50.0	2	4.8	42		
	60001-80000	18	56.3	13	40.6	1	3.1	32		
	80001-135000	24	80.0	5	16.7	1	3.3	30		
	>135000	32	86.5	5	13.5	0	.0	37		
Per Capita Income	<=9167	23	41.1	30	53.6	3	5.4	56	25.105	0.001
	9168-13000	22	48.9	22	48.9	1	2.2	45		
	13001-17800	17	51.5	15	45.5	1	3.0	33		
	17801-30000	21	63.6	10	30.3	2	6.1	33		
	>30000	30	90.9	3	9.1	0	.0	33		
Total		113	56.5	80	40.0	7	3.5	200		

From the above table, it was observed that, 56.5%, 40.0% and 3.5% respondents respectively bought cooking oil from organized, unorganized and both retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 63.3% and 54.3% female and male respondents respectively bought cooking oil from organized retail outlets, while 4.0% and 2.0% male and female respondents respectively bought cooking oil from both retail outlets.

- According to **Age,** out of total respondents, 89.5% respondents belonged to more than 45 years age groups, they bought cooking oil from organized retail outlets,

while 7.1% respondents belonged to less than or equal to 33 years age groups, they bought cooking oil from both retail outlets.

- According to **Marital Status,** out of total respondents, 57.1% and 44.4% married and unmarried respondents bought cooking oil from organized retail outlets, while 3.7% married respondents bought cooking oil from both retail outlets. Unmarried respondents did not buy cooking oil from both retail outlets.

- According to **Family Type,** out of total respondents, 65.2% and 44.7% respondents were from joint and nuclear family groups respectively, they bought cooking oil from organized retail outlets, while 4.7% and 2.6% respondents were from nuclear and joint family groups respectively, they bought cooking oil from both retail outlets.

- According to **Family Size,** out of total respondents, 73.3% respondents have more than 6 members in family; they bought cooking oil from organized retail outlets, while 4.7% respondents have less than 5 members in family, they bought cooking oil from organized retail outlets

- According to **Education,** out of total respondents, 89.5% respondents had studied HSC, they bought cooking oil from unorganized retail outlets, while 10.3% respondents had studied SSC, they bought cooking oil from both retail outlets.

- According to **Occupation,** out of total respondents, 85.0% respondents belonged to professional class; they bought cooking oil from organized retail outlets, while 8.3% respondents belonged to business class, they bought cooking oil from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents have four-wheeler, who having four wheeler 63.4%, 33.3% and 3.2 % respondents respectively bought cooking oil from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 198 respondents have two-wheeler, who having two wheeler 56.6%, 39.9% and 3.5 % respondents respectively bought cooking oil from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle and 59.9%, 36.8% and 3.3% respondents respectively bought cooking oil from organized, unorganized and both retail outlets.

- According to **Income Group,** out of total respondents, 86.5% respondents belonged to more than 135000 income groups; they bought cooking oil from organized retail outlets, while 5.1% respondents belonged to less than or equal to 40000 income groups, they bought cooking oil from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 90.9% respondents belonged to more than 30000per capita income groups; they bought cooking oil from organized retail outlets, while 6.1% respondents belonged to 17801-30000 per capita income groups, they bought cooking oil from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cooking oil from different categories of retail outlets with respect to their age (chi-square=35.222 and p-value=0.000), family type (chi-square=8.397 and p-value=0.015), family size (chi-square=11.700 and p-value=0.020), education (chi-square=72.308 and p-value=0.000), occupation (chi-square=65.667 and p-value=0.000), income groups (chi-square=35.164 and p-value=0.000), per capita income groups of respondents (chi-square=25.105 and p-value=0.000) and respondents own vehicle like bicycle (chi-square=9.487 and p-value=0.009). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, family size, education, occupation, income groups, per capita incomes and respondents own vehicle like bicycle had different perception about cooking oil bought from different categories of retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents bought cooking oil from different categories of retail outlets with respect to their gender (chi-square=1.377 and p-value=0.502), marital status (chi-square=1.142 and p-value=0.562), respondents own vehicle like four wheeler (chi-square=3.451 and p-value=0.178) and respondents own vehicle like two wheeler (chi-square=0.136 and p-value=0.934). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status and respondents own vehicle like four-wheeler and two-wheeler had similar perception about cooking oil bought from different categories of retail outlets in Rajkot city.

Table 5.4.24 Comparisons And Association, Regarding Respondents Bought Other Packaged Foods Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Other Packaged Foods Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	330	56.9	158	27.2	92	15.9	580	3.767	0.152
	Female	132	60.0	46	20.9	42	19.1	220		
Age	Less than <=33	96	47.3	68	33.5	39	19.2	203	30.902	0.000
	33-35	78	53.8	42	29.0	25	17.2	145		
	36-40	94	59.9	37	23.6	26	16.6	157		
	41-45	83	56.8	40	27.4	23	15.8	146		
	More than 45	111	74.5	17	11.4	21	14.1	149		
Marital Status	Married	446	58.1	193	25.2	128	16.7	767	1.382	0.501
	Unmarried	16	48.5	11	33.3	6	18.2	33		
Family Type	Nuclear	191	52.0	111	30.2	65	17.7	367	10.185	0.006
	Joint	271	62.6	93	21.5	69	15.9	433		
Family Size	<5	188	51.6	112	30.8	64	17.6	364	12.978	0.011
	5-6	233	62.1	79	21.1	63	16.8	375		
	>6	41	67.2	13	21.3	7	11.5	61		
Education	S.S.C	13	30.2	29	67.4	1	2.3	43	66.381	0.000
	H.S.C	37	55.2	28	41.8	2	3.0	67		
	Graduation	181	60.5	67	22.4	51	17.1	299		
	Post Graduation	144	56.9	56	22.1	53	20.9	253		
	PG & Above	87	63.0	24	17.4	27	19.6	138		
Occupation	Business	132	54.8	86	35.7	23	9.5	241	34.334	0.000
	Professional	159	66.3	39	16.3	42	17.5	240		
	Service	171	53.6	79	24.8	69	21.6	319		
Four Wheeler	Yes	251	66.9	67	17.9	57	15.2	375	27.450	0.000
	No	211	49.6	137	32.2	77	18.1	425		
Two Wheeler	Yes	461	57.8	203	25.4	134	16.8	798	0.829	0.661
	No	1	50.0	1	50.0	0	0.0	2		
Bicycle	Yes	388	60.6	148	23.1	104	16.3	640	16.326	0.003
	No	74	46.3	56	35.0	30	18.8	160		
Income Groups	<=40000	74	45.7	70	43.2	18	11.1	162	62.999	0.000
	40001-60000	86	47.5	53	29.3	42	23.2	181		
	60001-80000	87	56.1	37	23.9	31	20.0	155		
	80001-135000	100	69.4	20	13.9	24	16.7	144		
	>135000	115	72.8	24	15.2	19	12.0	158		
Per Capita Income	<=9167	82	50.0	61	37.2	21	12.8	164	41.050	0.000
	9168-13000	81	49.7	54	33.1	28	17.2	163		
	13001-17800	80	52.3	38	24.8	35	22.9	153		
	17801-30000	113	66.9	26	15.4	30	17.8	169		
	>30000	106	70.2	25	16.6	20	13.2	151		
Total		462	57.8	204	25.5	134	16.8	800		

From the above table, it was observed that, 57.8%, 25.5% and 16.4% respondents respectively bought other packaged food products from organized, unorganized and both retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 60.0% and 56.9% female and male respondents respectively bought other packaged food products from organized retail outlets, while 19.1% and 15.9% female and male respondents respectively bought other packaged foods products from both retail outlets.

- According to **Age,** out of total respondents, 74.5% respondents belonged to more than 45 years age group; they bought other packaged food products from

organized retail outlets, while 19.2% respondents belonged to less than or equal to 33 years age group, they bought other packaged food products from both retail outlets.

- According to **Marital Status,** out of total respondents, 58.1% and 48.5% married and unmarried respondents respectively bought other packaged food products from organized retail outlets, while 18.2% and 16.7% unmarried and married respondents bought other packaged food products from both retail outlets.

- According to **Family Type,** out of total respondents, 62.6% and 52.0% respondents were from joint and nuclear family groups respectively, they bought other packaged food products from organized retail outlets, while 17.7% and 15.9% were from nuclear and joint family groups respectively, they bought other packaged food products from both retail outlets.

- According to **Family Size,** out of total respondents, 67.2% respondents have more than 6 members in family; they bought other packaged food products from organized retail outlets, while 17.6% respondents have less than 5 members in family, they bought other packaged food products from both retail outlets.

- According to **Education,** out of total respondents, 67.4% respondents had studied SSC; they bought other packaged food products from unorganized retail outlets, while 20.9% respondents had studied post graduation, they bought other packaged food products from both retail outlets.

- According to **Occupation,** out of total respondents, 66.3% respondents belonged to professional class; they bought other packaged food products from organized retail outlets, while 21.6% respondents belonged to service class, they bought other packaged food products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 375 respondents have four-wheeler, who having four-wheeler 66.9 %, 17.9% and 15.2 % respondents respectively bought other packaged food products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two-wheeler, who having two-wheeler 57.8 %, 25.4% and 16.8% respondents respectively bought other packaged food products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle 60.6 %, 23.1% and 16.3% respondents respectively bought other packaged food products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 72.8% respondents belonged to more than 135000 income group; they bought other packaged food products from organized retail outlets, while 23.2% respondents belonged to 40001-60000 income groups, they bought other packaged food products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 70.2% respondents belonged to more than 30000 per capita income group, they bought other packaged food products from organized retail outlets, hile 22.9% respondents belonged to 13001-17800 per capita income group, they bought other packaged food products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their age (chi-square=30.902 and p-value=0.000), family type (chi-square=10.185 and p-value=0.006), family size (chi-square=12.978 and p-value=0.011), education (chi-square=66.381 and p-value=0.000), occupation (chi-square=34.334 and p-value=0.000), income groups (chi-square=62.999 and p-value=0.000), per capita income groups (chi-square=41.050 and p-value=0.000) respondents own vehicle like four wheeler (chi-square=27.450 and p-value=0.000) and respondents own vehicle like bicycle (chi-square=16.326 and p-value=0.003). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, family size, education, occupation, income groups, per capita incomes, respondents own vehicle like four wheeler and bicycle had different perception about other packaged food products bought from different categories of retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their gender (chi-square=3.767 and p-value=0.152), marital status (chi-square=1.382 and p-value=0.501) and

respondents own vehicle like two wheeler (chi-square=0.829 and p-value=0.661). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status and respondents own vehicle like four-wheeler and two- wheeler had similar perception about other packaged food products bought from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.25 Comparisons And Association, Regarding Respondents Bought Other Packaged Foods Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.

Respondent's Demographic Characteristics and It's Category		Respondents Bought Other Packaged Foods Products From Different Retail Outlets								
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	71	51.4	42	30.4	12	18.1	138	4.316	0.116
	Female	32	51.6	12	19.4	18	29.0	62		
Age	Less than <=33	23	45.1	18	35.3	10	19.6	51	5.510	0.702
	33-35	20	54.1	9	24.3	8	21.6	37		
	36-40	23	57.5	9	22.5	8	20.0	40		
	41-45	12	42.9	10	35.7	6	21.4	28		
	More than 45	25	56.8	8	18.2	11	25.0	44		
Marital Status	Married	92	52.0	48	27.1	37	20.9	177	0.330	0.848
	Unmarried	11	47.8	6	26.1	6	26.1	23		
Family Type	Nuclear	43	45.3	31	32.6	21	22.1	95	3.523	0.172
	Joint	60	57.1	23	21.9	22	21.0	105		
Family Size	<5	48	47.5	33	32.7	20	19.8	101	3.472	0.482
	5-6	45	54.9	18	22.0	19	23.2	82		
	>6	10	58.8	3	17.6	4	23.5	17		
Education	S.S.C	1	33.3	2	66.7	0	0.0	3	11.007	0.201
	H.S.C	14	66.7	6	28.6	1	4.8	21		
	Graduation	32	45.1	18	25.4	21	29.6	71		
	Post Graduation	30	54.5	12	21.8	13	23.6	55		
	PG & Above	26	52.0	16	32.0	8	16.0	50		
Occupation	Business	37	60.7	15	24.6	9	14.8	61	9.081	0.059
	Professional	32	53.3	19	31.7	9	15.0	60		
	Service	34	43.0	20	25.3	25	31.6	79		
Four Wheeler	Yes	61	67.8	11	12.2	18	20.0	90	21.826	0.000
	No	42	38.2	43	39.1	25	22.7	110		
Bicycle	Yes	36	62.1	9	15.5	13	22.4	58	5.793	0.055
	No	67	47.2	45	31.7	30	21.1	142		
Income Groups	<=40000	21	37.5	26	46.4	9	16.1	56	59.900	0.000
	40001-60000	16	48.5	12	36.4	5	15.2	33		
	60001-80000	12	28.6	7	16.7	23	54.8	42		
	80001-135000	26	78.8	4	12.1	3	9.1	33		
	>135000	28	77.8	5	13.9	3	8.3	36		
Per Capita Income	<=9167	22	41.5	23	43.4	8	15.1	53	38.499	0.000
	9168-13000	12	31.6	15	39.5	11	28.9	38		
	13001-17800	10	34.5	7	24.1	12	41.4	29		
	17801-30000	32	69.6	5	10.9	9	19.6	46		
	>30000	27	79.4	4	11.8	3	8.8	34		
Total		103	51.5	54	27.0	43	21.5	200		

From the above table, it was observed that, 57.8%, 25.5% and 16.4% respondents respectively bought other packaged food products from organized, unorganized and both retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 51.6% and 51.4% female and male respondents respectively bought other packaged food products from organized

retail outlets, While 29.0% and 18.1% female and male respondents respectively bought other packaged food products from both retail outlets.

- According to **Age,** out of total respondents, 57.5% respondents belonged to 36- 40 years age group, they bought other packaged food products from organized retail outlets, while 25.0% respondents belonged to more than 45 years age group, they bought other packaged food products from both retail outlets.

- According to **Marital Status,** out of total respondents, 52.0% and 47.8% married and unmarried respondents respectively bought other packaged food products from organized retail outlets, while 26.1% and 20.9% unmarried and married respondents bought other packaged food products from both retail outlets.

- According to **Family Type,** out of total respondents, 57.1% and 45.3% respondents were from joint and nuclear family groups respectively, they bought other packaged food products from organized retail outlets, while 22.1% and 21.0% were from nuclear and joint family groups respectively, they bought other packaged food products from both retail outlets.

- According to **Family Size,** out of total respondents, 58.8% respondents have more than 6 members in family; they bought other packaged food products from organized retail outlets, while 23.5% respondents have more than 6 members in family, they bought other packaged food products from both retail outlets.

- According to **Education,** out of total respondents, 66.7% respondents had studied HSC; they bought other packaged food products from organized retail outlets, while 29.6% respondents had studied graduation, they bought other packaged food products from both retail outlets.

- According to **Occupation,** out of total respondents, 60.3% respondents belonged to business class; they bought other packaged food products from both retail outlets, while 31.6% respondents belonged to service class, they bought other packaged food products from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four- wheeler, who having four wheeler 67.9 %, 20.0% and 12.2% respondents respectively bought other packaged food products from organized, both and unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 58 respondents have bicycle, who having bicycle and 62.1 %, 22.4% and 15.5% respondents

respectively bought other packaged food products from organized, both and unorganized retail outlets.

- According to **Income Groups, o**ut of total respondents, 78.8% respondents belonged to 80001-135000 income group, they bought other packaged food products from organized retail outlets, while 46.4% respondents belonged to less than or equal to 40000, they bought other packaged food products from unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 79.4% respondents belonged to more than 30000 per capita income group, they bought other packaged food products from organized retail outlets, while 41.4% respondents belonged to 13001-17800 per capita income groups, they bought other packaged food products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their income groups (chi-square=59.900 and p-value=0.000), per capita income groups (chi-square=38.499 and p-value=0.000) respondents own vehicle like four wheeler (chi-square=21.826 and p-value=0.000) and respondents own vehicle like bicycle (chi-square=5.793 and p-value=0.055). Hence, null hypothesis was rejected. Therefore, it could be said that, income groups, per capita incomes, respondents own vehicle like four wheeler and bicycle had different perception about other packaged food products bought from different categories of retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their gender (chi-square=4.316 and p-value=0.116), age (chi-square=5.510 and p-value=0.702), marital status (chi-square=0.330 and p-value=0.848), family type (chi-square=3.523 and p-value=0.172), family size (chi-square=3.472 and p-value=0.482), education (chi-square=11.007 and p-value=0.201) and occupation (chi-square=9.081 and p-value=0.059). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education and

occupation had similar perception about other packaged food products bought from different categories of retail outlets in Vadodara city.

		Respondents Bought Other Packaged Foods Products From Different Retail Outlets								
Respondent's Demographic Characteristics and It's Category		**Organized Retail Outlets**		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	105	72.9	24	16.7	15	10.4	144	0.545	0.761
	Female	43	76.8	9	16.1	4	7.1	56		
Age	Less than <=33	25	64.1	10	25.6	4	10.3	39	17.440	0.026
	33-35	23	82.1	4	14.3	1	3.6	28		
	36-40	35	76.1	3	6.5	8	17.4	46		
	41-45	29	63.0	12	26.1	5	10.9	46		
	More than 45	36	87.8	4	9.8	1	2.4	41		
Marital Status	Married	147	73.9	33	16.6	19	9.5	199	0.353	0.838
	Unmarried	1	100.0	0	.0	0	.0	1		
Family Type	Nuclear	76	71.0	18	16.8	13	12.1	107	1.990	0.370
	Joint	72	77.4	15	16.1	6	6.5	93		
Family Size	<5	70	70.7	16	16.2	13	13.1	99	4.793	0.309
	5-6	62	77.5	12	15.0	6	7.5	80		
	>6	16	76.2	5	23.8	0	.0	21		
Education	S.S.C	0	.0	0	.0	0	.0	0	12.474	0.052
	H.S.C	8	72.7	3	27.3	0	.0	11		
	Graduation	67	72.0	18	19.4	8	8.6	93		
	Post Graduation	45	68.2	10	15.2	11	16.7	66		
	PG & Above	28	93.3	2	6.7	0	.0	30		
Occupation	Business	42	70.0	15	25.0	3	5.0	60	18.343	0.001
	Professional	54	90.0	4	6.7	2	3.3	60		
	Service	52	65.0	14	17.5	14	17.5	80		
Four Wheeler	Yes	77	81.9	12	12.8	5	5.3	94	6.263	0.044
	No	71	67.0	21	19.8	14	13.2	106		
Income Groups	<=40000	22	75.9	4	13.8	3	10.3	29	11.047	0.199
	40001-60000	37	64.9	10	17.5	10	17.5	57		
	60001-80000	28	70.0	10	25.0	2	5.0	40		
	80001-135000	28	80.0	4	11.4	3	8.6	35		
	>135000	33	84.6	5	12.8	1	2.6	39		
Per Capita Income	<=9167	27	73.0	5	13.5	5	13.5	37	6.931	0.544
	9168-13000	31	73.8	7	16.7	4	9.5	42		
	13001-17800	26	65.0	11	27.5	3	7.5	40		
	17801-30000	35	79.5	4	9.1	5	11.4	44		
	>30000	29	78.4	6	16.2	2	5.4	37		
Total		148	74.0	33	16.5	19	9.5	200		

Table 5.4.26 Comparisons And Association, Regarding Respondents Bought Other Packaged Foods Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.

From the above table, it was observed that, 74.0%, 16.5% and 9.5% respondents respectively bought other packaged food products from organized, unorganized and both retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 76.8% and 72.9% female and male respondents respectively bought other packaged food products from organized retail outlets, while 10.4% and 7.1% male and female respondents respectively bought other packaged food products from both retail outlets.

- According to **Age,** out of total respondents, 87.8% respondents belonged to more than 45 years age group, they bought other packaged food products from

organized retail outlets, while 17.4% respondents belonged to 36-40 years age group, they bought other packaged food products from both retail outlets.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 73.9% married respondents bought other packaged food products from organized retail outlets, while 9.5% married respondents bought other packaged food products from both retail outlets.

- According to **Family Type,** out of total respondents, 77.4% and 71.0% respondents were from joint and nuclear family groups respectively, they bought other packaged food products from organized retail outlets, while 12.1% and 6.5% respondents were from nuclear and joint family groups respectively, they bought other packaged food products from both retail outlets.

- According to **Family Size,** out of total respondents, 77.5% respondents have between 5-6 members in family; they bought other packaged food products from organized retail outlets, while 13.1% respondents have less than 5 members, they bought other packaged food products from both retail outlets.

- According to **Education,** out of total respondents, 93.3% respondents had studied post graduation and above, they bought other packaged food products from organized retail outlets, while 16.7% respondents had studied post graduation, they bought other packaged food products from both retail outlets.

- According to **Occupation,** out of total respondents, 90.0% respondents belonged to professional class; they bought other packaged food products from organized retail outlets, while 17.5% respondents belonged to service class, they bought other packaged food products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four- wheeler, who having four wheeler 81.9 %, 12.8% and 5.3% respondents respectively bought other packaged food products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 84.6% respondents belonged to more than 135000 income group; they bought other packaged food products from organized retail outlets, while 17.5% respondents belonged to less than or equal to 40000 income group, they bought other packaged food products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 79.5% respondents belonged to 17801-30000 per capita income group, they bought other packaged food products from organized retail outlets, while 13.5% respondents belonged to less than or equal to 9167 per capita income group, they bought other packaged food products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their age (chi-square=17.440 and p-value=0.026), education (chi-square=12.474 and p-value=0.052), occupation (chi-square=18.343 and p-value=0.001) and respondents own vehicle like four wheeler (chi-square=6.263 and p-value=0.044). Hence, null hypothesis was rejected. Therefore, it could be said that, age, education, occupation and respondents own vehicle like four wheeler had different perception about other packaged food products bought from different categories of retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their gender (chi-square=0.545 and p-value=0.761), marital status (chi-square=0.353 and p-value=0.838), family type (chi-square=1.990 and p-value=0.370), family size (chi-square=4.793 and p-value=0.309), income groups (chi-square=11.047 and p-value=0.199) and per capita income groups (chi-square=6.931 and p-value=0.544). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size, income groups and per capita income groups had similar perception about other packaged food products bought from different categories of retail outlets in Ahmedabad city.

Table 5.4.27 Comparisons And Association, Regarding Respondents Bought Other Packaged Foods Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Other Packaged Foods Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	59	40.1	37	25.2	51	34.7	147	0.206	0.902
	Female	21	39.6	12	22.6	20	37.7	53		
Age	Less than <=33	20	35.1	12	21.1	25	43.9	57	6.679	0.572
	33-35	13	31.7	13	31.7	15	36.6	41		
	36-40	17	44.7	11	28.9	10	26.3	38		
	41-45	17	44.7	9	23.7	12	31.6	38		
	More than 45	13	50.0	4	15.4	9	34.6	26		
Family Type	Nuclear	26	32.5	24	30.0	30	37.5	80	3.671	0.159
	Joint	54	45.0	25	20.8	41	34.2	120		
Family Size	<5	25	32.1	23	29.5	30	38.5	78	3.841	0.428
	5-6	52	45.6	24	21.1	38	33.3	114		
	>6	3	37.5	2	25.0	3	37.5	8		
Education	S.S.C	1	100.0	0	.0	0	.0	1	23.926	0.002
	H.S.C	9	56.3	6	37.5	1	6.3	16		
	Graduation	39	47.0	22	26.5	22	26.5	83		
	Post Graduation	22	31.4	19	27.1	29	41.4	70		
	PG & Above	9	30.0	2	6.7	19	63.3	30		
Occupation	Business	32	53.3	18	30.0	10	16.7	60	16.835	0.002
	Professional	19	31.7	10	16.7	31	51.7	60		
	Service	29	36.3	21	26.3	30	37.5	80		
Four Wheeler	Yes	43	43.9	22	22.4	33	33.7	98	1.233	0.540
	No	37	36.3	27	26.5	38	37.3	102		
Income Groups	<=40000	6	33.3	6	33.3	6	33.3	18	19.188	0.014
	40001-60000	11	22.4	12	24.5	26	53.1	49		
	60001-80000	25	61.0	10	24.4	6	14.6	41		
	80001-135000	19	41.3	9	19.6	18	39.1	46		
	>135000	19	41.3	12	26.1	15	32.6	46		
Per Capita Income	<=9167	5	27.8	5	27.8	8	44.4	18	5.195	0.737
	9168-13000	13	34.2	12	31.6	13	34.2	38		
	13001-17800	23	45.1	9	17.6	19	37.3	51		
	17801-30000	21	45.7	9	19.6	16	34.8	46		
	>30000	18	38.3	14	29.8	15	31.9	47		
Total		80	40.0	49	24.5	71	35.5	200		

From the above, it was observed that, 40.0%, 35.5% and 24.5% respondents respectively bought other packaged food products from organized, both and unorganized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 40.1% and 39.6% male and female respondents respectively bought other packaged food products from organized retail outlets, while 25.2% and 22.6% male and female respondents respectively bought other packaged food products from unorganized retail outlets.

- According to **Age,** out of total respondents, 50.0% respondents belonged to more than 45 years age group; they bought other packaged food products from organized retail outlets, while 31.7% respondents belonged to 33-35 years age group, they bought other packaged food products from unorganized retail outlets.

- According to **Family Type,** out of total respondents, 45.0% and 32.5% respondents were from joint and nuclear family groups respectively, they bought other packaged food products from organized retail outlets, while 30.0% and 20.8% were from nuclear and joint family groups respectively, they bought other packaged food products from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 45.6% respondents have between 5-6 members in family; they bought other packaged food products from organized retail outlets, while 29.5% respondents have less than 5 members in family, they bought other packaged food products from unorganized retail outlets.

- According to **Education,** out of total respondents, Majority of the respondents had studied SSC, they bought other packaged food products from organized retail outlets, while 37.5% respondents had studied HSC, they bought other packaged food products from unorganized retail outlets.

- According to **Occupation,** out of total respondents, 53.3% respondents belonged to business class; they bought other packaged food products from organized retail outlets, while 30.0% respondents belonged to business class, they bought other packaged food products from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 98 respondents have four- wheeler, who having four wheeler 43.9%, 33.7% and 22.4 % respondents respectively bought other packaged food products from organized, both and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 61.0% respondents belonged to 60001-80000 income group; they bought other packaged food products from organized retail outlets, while 53.1% respondents belonged to 40001-60000 income group, they bought other packaged food products from unorganized retail outlets

- According to **Per Capita Income Groups,** out of total respondents, 45.7% respondents belonged to 17801-30000 per capita income groups, they bought other packaged food products from organized retail outlets, while 31.6% respondents belonged to 9168-13000 per capita income group, they bought other packaged food products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their education (chi-square=23.926 and p-value=0.002), occupation (chi-square=16.835 and p-value=0.002) and income groups (chi-square=19.188 and p-value=0.014). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation and income groups had different perception about other packaged food products bought from different categories of retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their gender (chi-square=0.206 and p-value=0.902), age (chi-square=6.679 and p-value=0.572), family type (chi-square=3.671 and p-value=0.159), family size (chi-square=3.841 and p-value=0.428), per capita income groups (chi-square=5.195 and p-value=0.737) and respondents own vehicle like four wheeler (chi-square=1.233 and p-value=0.540). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, per capita income groups and respondents own vehicle like four wheeler had similar perception about other packaged food products bought from different categories of retail outlets in Surat city.

Table 5.4.28 Comparisons And Association, Regarding Respondents Bought Other Packaged Foods Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.

Respondent's Demographic Characteristics and It's Category		Respondents Bought Other Packaged Foods Products From Different Retail Outlets						Chi-Square	p- Value
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	
		N	%	N	%	N	%		
Gender	Male	95	62.9	55	36.4	1	0.7	151	2.019	0.364
	Female	36	73.5	13	26.5	0	0.0	49		
Age	Less than <=33	28	50.0	28	50.0	0	0.0	56	30.253	0.000
	33-35	22	56.4	16	41.0	1	2.6	39		
	36-40	19	57.6	14	42.4	0	0.0	33		
	41-45	25	73.5	9	26.5	0	0.0	34		
	More than 45	37	97.4	1	2.6	0	0.0	38		
Marital Status	Married	127	66.5	63	33.0	1	0.5	191	1.973	0.373
	Unmarried	4	44.4	5	55.6	0	0.0	9		
Family Type	Nuclear	46	54.1	38	44.7	1	1.2	85	9.260	0.010
	Joint	85	73.9	30	26.1	0	0.0	115		
Family Size	<5	45	52.3	40	46.5	1	1.2	86	12.431	0.014
	5-6	74	74.7	25	25.3	0	0.0	99		
	>6	12	80.0	3	20.0	0	0.0	15		
Education	S.S.C	11	28.2	27	69.2	1	2.6	39	50.921	0.000
	H.S.C	6	31.6	13	68.4	0	0.0	19		
	Graduation	43	82.7	9	17.3	0	0.0	52		
	Post Graduation	47	75.8	15	24.2	0	0.0	62		
	PG & Above	24	85.7	4	14.3	0	0.0	28		
Occupation	Business	21	35.0	38	63.3	1	1.7	60	42.326	0.000
	Professional	54	90.0	6	10.0	0	0.0	60		
	Service	56	70.0	24	30.0	0	0.0	80		
Four Wheeler	Yes	70	75.3	22	23.7	1	1.1	93	9.154	0.010
	No	61	57.0	46	43.0	0	0.0	107		
Two Wheeler	Yes	130	65.7	67	33.8	1	0.5	198	0.236	0.889
	No	1	50.0	1	50.0	0	0.0	2		
Bicycle	Yes	124	68.1	57	31.3	1	0.5	182	6.514	0.039
	No	7	38.9	11	61.1	0	0.0	18		
Income Groups	<=40000	25	42.4	34	57.6	0	0.0	59	42.565	0.000
	40001-60000	22	52.4	19	45.2	1	2.4	42		
	60001-80000	22	68.8	10	31.3	0	0.0	32		
	80001-135000	27	90.0	3	10.0	0	0.0	30		
	>135000	35	94.6	2	5.4	0	0.0	37		
Per Capita Income	<=9167	28	50.0	28	50.0	0	0.0	56	29.229	0.000
	9168-13000	25	55.6	20	44.4	0	0.0	45		
	13001-17800	21	63.6	11	33.3	1	3.1	33		
	17801-30000	25	75.8	8	24.2	0	0.0	33		
	>30000	32	97.0	1	3.0	0	0.0	33		
Total		131	65.5	68	34.0	1	0.5	200		

From the above table, it was observed that, 65.5%, 34.0% and 0.5% respondents respectively bought other packaged food products from organized, unorganized and both retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 73.5% and 62.9% female and male respondents respectively bought other packaged food products from organized retail outlets, while 0.7% male respondents bought other packaged food products from both retail outlets.

- According to **Age,** out of total respondents, 97.4% respondents belonged to more than 45 years age group, they bought other packaged food products from

organized retail outlets, while 2.6% respondents belonged to 33-35 years age groups, they bought other packaged food products from both retail outlets.

- According to **Marital Status,** out of total respondents, 66.5% and 44.4% married and unmarried respondents bought other packaged food products from organized retail outlets, while 0.5% married respondents bought other packaged food products from both retail outlets.

- According to **Family Type,** out of total respondents, 73.9% and 54.1% respondents were from joint and nuclear family groups respectively, they bought other packaged food products from organized retail outlets, while 1.2% respondents were from nuclear family groups, they bought other packaged food products from both retail outlets.

- According to **Family Size,** out of total respondents, 80.0% respondents have more than 6 members in family; they bought other packaged food products from organized retail outlets, while 1.2% respondents have more than 5 members in family, they bought other packaged food products from organized retail outlets.

- According to **Education,** out of total respondents, 85.7% respondents had studied post graduation and above, they bought other packaged food products from organized retail outlets, while 2.6% respondents had studied SSC, they bought other packaged food products from both retail outlets.

- According to **Occupation,** out of total respondents, 90.0% respondents belonged to professional class; they bought other packaged food products from organized retail outlets, while 1.7% respondents belonged to business class, they bought other packaged food products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents have four- wheeler, who having four wheeler 75.3%, 23.7% and 1.1% respondents respectively bought other packaged food products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 88 respondents have two- wheeler, who having two wheeler 65.7%, 33.8% and 0.5 % respondents respectively bought other packaged food products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle 68.1%, 31.3% and 0.5 % respondents respectively

bought other packaged food products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 94.6% respondents belonged to more than 135000 income group; they bought other packaged food products from organized retail outlets, while 2.4% respondents belonged to 40001-60000 income groups, they bought other packaged food products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 97.0% respondents belonged to more than 30000 per capita income group, they bought other packaged food products from organized retail outlets, while 3.1% respondents belonged to 13001-17800 per capita income groups, they bought other packaged food products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their age (chi-square=30.253 and p-value=0.000), family type (chi-square=9.260 and p-value=0.010), family size (chi-square=12.431 and p-value=0.014), education (chi-square=50.921 and p-value=0.000), occupation (chi-square=42.326 and p-value=0.000), income groups (chi-square=42.565 and p-value=0.000), per capita income groups (chi-square=29.229 and p-value=0.000), respondents own vehicle like four wheeler (chi-square=9.154 and p-value=0.010) and respondents own vehicle like bicycle (chi-square=6.514 and p-value=0.039). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, family size, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had different perception about other packaged food products bought from different categories of retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents bought other packaged food products from different categories of retail outlets with respect to their gender (chi-square=2.019 and p-value=0.902), marital status (chi-square=1.973 and p-value=0.373) and respondents own vehicle like two wheeler (chi-square=0.236 and p-value=0.889). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender,

marital status and respondents own vehicle like two wheeler had similar perception about other packaged food products bought from different categories of retail outlets in Rajkot city.

Table 5.4.29 Comparisons And Association, Regarding Respondents Bought Cosmetics Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Cosmetics Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	400	69.0	158	27.2	22	3.8	580	4.856	0.088
	Female	152	69.1	52	23.6	16	7.3	220		
Age	Less than <=33	126	62.1	69	34.0	8	3.9	203	26.703	0.001
	33-35	91	62.8	45	31.0	9	6.2	145		
	36-40	110	70.1	40	25.5	7	4.5	157		
	41-45	102	69.9	39	26.7	5	3.4	146		
	More than 45	123	82.6	17	11.4	9	6.0	149		
Marital Status	Married	536	69.9	197	25.7	34	4.4	767	8.302	0.016
	Unmarried	16	48.5	13	39.4	4	12.1	33		
Family Type	Nuclear	238	64.6	112	30.5	18	4.9	367	6.661	0.036
	Joint	315	72.7	98	22.6	20	4.6	433		
Family Size	<5	234	64.3	113	31.0	17	4.7	364	8.040	0.090
	5-6	273	72.8	84	22.4	18	4.8	375		
	>6	45	73.8	13	21.3	3	4.9	61		
Education	S.S.C	13	30.2	29	67.4	1	2.3	43	56.903	0.000
	H.S.C	40	59.7	26	38.8	1	1.5	67		
	Graduation	209	69.9	69	23.1	21	7.0	299		
	Post Graduation	182	71.9	62	24.5	9	3.6	253		
	PG & Above	108	78.3	24	17.4	6	4.3	138		
Occupation	Business	144	59.8	88	36.5	9	3.7	241	35.607	0.000
	Professional	196	81.7	38	15.8	6	2.5	240		
	Service	212	66.5	84	26.3	23	7.2	319		
Four Wheeler	Yes	291	77.6	69	18.4	15	4.0	375	24.973	0.000
	No	261	61.4	141	33.2	23	5.4	425		
Two Wheeler	Yes	551	69.0	209	26.2	38	4.8	798	0.631	0.729
	No	1	50.0	1	50.0	0	0.0	2		
Bicycle	Yes	479	74.8	150	23.4	11	1.7	640	91.387	0.000
	No	73	46.6	60	37.5	27	16.9	160		
Income Groups	<=40000	81	50.0	72	44.4	9	5.6	162	73.566	0.000
	40001-60000	121	66.9	54	29.8	6	3.3	181		
	60001-80000	99	63.9	39	25.2	17	11.0	155		
	80001-135000	117	81.3	25	17.4	2	1.4	144		
	>135000	134	84.8	20	12.7	4	2.5	158		
Per Capita Income	<=9167	91	55.5	63	38.4	10	6.1	164	38.105	0.000
	9168-13000	101	62.0	54	33.1	8	4.9	163		
	13001-17800	104	68.0	40	26.1	9	5.9	153		
	17801-30000	131	77.5	31	18.3	7	4.1	169		
	>30000	125	82.8	22	14.6	4	2.6	151		
Total		552	69.0	210	26.3	148	4.8	800		

From the above table, it was observed that, 69.0%, 26.3% and 4.8% respondents respectively bought cosmetics products from organized, unorganized and both retail outlets in selected cities in Gujarat.

- According to **Gender,** out of total respondents, 69.1% and 69.0% female and male respondents respectively bought cosmetics products from organized retail outlets,

while 7.3% and 3.8% female and male respondents respectively bought cosmetics products from both retail outlets.

- According to **Age,** out of total respondents, 82.6% respondents belonged to more than 45 years age groups; they bought cosmetics products from organized retail outlets, while 6.2% respondents belonged to 33-35 years age groups, they bought cosmetics products from both retail outlets.

- According to **Marital Status,** out of total respondents, 69.9% and 48.5% married and unmarried respondents respectively bought cosmetics products from organized retail outlets, while 12.1% and 4.4% unmarried and married respondents bought cosmetics products from both retail outlets.

- According to **Family Type,** out of total respondents, 72.7% and 64.6% respondents were from nuclear and joint family groups respectively; they bought cosmetics products from organized retail outlets, while 4.9% and 4.6% were from nuclear and joint family groups respectively, they bought cosmetics products from both retail outlets.

- According to **Family Size,** out of total respondents, 73.8% respondents have more than 6 members in family; they bought cosmetics products from organized retail outlets, while 4.9% respondents have more than 6 members in family, they bought cosmetics products from both retail outlets.

- According to **Education,** out of total respondents, 78.3% respondents had studied post graduation and above, they bought cosmetics products from organized retail outlets, while 7.0% respondents had studied graduation, they bought cosmetics products from both retail outlets.

- According to **Occupation,** out of total respondents, 81.7% respondents belonged to professional class; they bought cosmetics products from organized retail outlets, while 7.2% respondents belonged to service class, they bought cosmetics products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 375 respondents have four- wheeler, who having four wheeler and 77.6%, 18.4% and 4.0% respondents respectively bought cosmetics products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two- wheeler, who having two wheeler and 69.0%, 26.2% and 4.8%

respondents respectively bought cosmetics products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle and 74.8%, 23.4% and 1.7% respondents respectively bought cosmetics products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 84.8% respondents belonged to more than 135000 income groups; they bought cosmetics products from organized retail outlets, while 11.0% respondents belonged to 60001-80000 income groups, they bought cosmetics products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 82.8% respondents belonged to more than 30000 per capita income groups; they bought cosmetics products from organized retail outlets, while 6.1% respondents belonged to less than or equal to 9167per capita income groups, they bought cosmetics products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their age (chi-square=26.703 and p-value=0.001), marital status (chi-square=8.302 and p-value=0.016), family type (chi-square=6.661 and p-value=0.036), education (chi-square=56.903 and p-value=0.000), occupation (chi-square=35.607 and p-value=0.000), income groups (chi-square=73.566 and p-value=0.000), per capita income groups (chi-square=38.105 and p-value=0.000), respondents own vehicle like four wheeler (chi-square=24.973 and p-value=0.000) and respondents own vehicle like bicycle (chi-square=91.387 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, marital status, family type, education, occupation, income groups, per capita incomes, respondents own vehicle like four wheeler and bicycle had different perception about cosmetics products bought from different categories of retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their gender (chi-square=4.856 and p-value=0.088), family size (chi-square=8.040 and p-value=0.090) and respondents own vehicle like two

wheeler (chi-square=0.631 and p-value=0.729). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, family size and respondents own vehicle like two-wheeler had similar perception about cosmetics products bought from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.30 Comparisons And Association, Regarding Respondents Bought Cosmetics Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Cosmetics Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	75	54.3	43	31.2	20	14.5	138	3.807	0.149
	Female	28	45.2	18	29.0	16	25.8	62		
Age	Less than <=33	22	43.1	21	41.2	8	15.7	51	6.853	0.553
	33-35	20	54.1	10	27.0	7	18.9	37		
	36-40	23	57.5	10	25.0	7	17.5	40		
	41-45	12	42.9	11	39.3	5	17.9	28		
	More than 45	26	59.1	9	20.5	9	20.5	44		
Marital Status	Married	92	52.0	53	29.9	32	18.1	177	0.230	0.891
	Unmarried	11	47.8	8	34.8	4	17.4	23		
Family Type	Nuclear	44	46.3	34	35.8	17	17.9	95	2.605	0.272
	Joint	59	56.2	27	25.7	19	18.1	105		
Family Size	<5	49	48.5	36	35.6	16	15.8	101	4.878	0.300
	5-6	42	51.2	22	26.8	18	22.0	82		
	>6	12	70.6	3	17.6	2	11.8	17		
Education	S.S.C	1	33.3	2	66.7	0	0.0	3	11.716	0.164
	H.S.C	14	66.7	6	28.6	1	4.8	21		
	Graduation	32	45.1	19	26.8	20	28.2	71		
	Post Graduation	30	54.5	16	29.1	9	16.4	55		
	PG & Above	26	52.0	18	36.0	6	12.0	50		
Occupation	Business	38	62.3	15	24.6	8	13.1	61	11.707	0.020
	Professional	33	55.0	21	35.0	6	10.0	60		
	Service	32	40.5	25	31.6	22	27.8	79		
Four Wheeler	Yes	62	68.9	14	15.6	14	15.6	90	22.133	0.000
	No	41	37.3	47	42.7	22	20.0	110		
Bicycle	Yes	37	63.8	12	20.7	9	15.5	58	5.255	0.072
	No	66	46.5	49	34.5	27	19.0	138		
Income Groups	<=40000	19	33.9	28	50.0	9	16.1	56	43.589	0.000
	40001-60000	15	45.5	14	42.4	4	12.1	33		
	60001-80000	17	40.5	8	19.0	17	40.5	42		
	80001-135000	26	78.8	5	15.2	2	6.1	33		
	>135000	26	72.2	6	16.7	4	11.1	36		
Per Capita Income	<=9167	18	34.0	26	49.1	9	17.0	53	27.918	0.000
	9168-13000	14	36.8	16	42.1	8	21.1	38		
	13001-17800	14	48.3	7	24.1	8	27.6	29		
	17801-30000	32	69.6	7	15.2	7	15.2	46		
	>30000	25	73.5	5	14.7	4	11.8	34		
Total		103	51.5	61	30.5	36	18.0	200		

From the above table, it was observed that, 51.5%, 30.5% and 18.0% respondents respectively bought cosmetics products from organized, unorganized and both retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 54.3% and 45.2% male and female respondents respectively bought cosmetics products from organized products

retail outlets, while 25.8% and 14.5% female and male respondents respectively bought cosmetics products from both retail outlets.

- According to **Age,** out of total respondents, 59.1% respondents belonged to more than 45 years age groups; they bought cosmetics products from organized retail outlets, while 20.5% respondents belonged to more than 45 years age groups, they bought cosmetics products from organized retail outlets.

- According to **Marital Status,** out of total respondents, 56.2% and 46.3% respondents were from joint and nuclear family groups respectively; they bought cosmetics products from organized retail outlets, while 18.1% and 17.9% were from joint and nuclear family groups respectively, they bought cosmetics products from both retail outlets.

- According to **Family Type,** out of total respondents, 72.7% and 64.6% respondents were from nuclear and joint family groups respectively; they bought cosmetics products from organized retail outlets, while 4.9% and 4.6% were from nuclear and joint family groups respectively, they bought cosmetics products from both retail outlets.

- According to **Family Size,** out of total respondents, 70.6% respondents have less than 5 members in family; they bought cosmetics products from organized retail outlets, while 22.0% respondents have between 5-6 members in family, they bought cosmetics products from both retail outlets.

- According to **Education,** out of total respondents, 66.7% respondents had studied HSC; they bought cosmetics products from organized retail outlets, while 28.2% respondents had studied graduation, they bought cosmetics products from both retail outlets.

- According to **Occupation,** out of total respondents, 62.3% respondents belonged to business class; they bought cosmetics products from organized retail outlets, while 27.8% respondents belonged to service class, they bought cosmetics products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four- wheeler, who having four wheeler 68.9 %, 15.6% and 15.6% respondents respectively bought cosmetics products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** Out of 200 respondents have bicycle, who having bicycle and 51.5%, 30.5% and 18.0% respondents respectively bought cosmetics products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 78.8% respondents belonged to 80001-135000 income groups; they bought cosmetics products from organized retail outlets, while 40.5% respondents belonged to 60001-80000 income groups, they bought cosmetics products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 73.5% respondents belonged to more than 30000 per capita income groups; they bought cosmetics products from organized retail outlets, while 27.6% respondents belonged to 13001-17800 per capita income groups, they bought cosmetics products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their occupation (chi-square=11.707 and p-value=0.020), income groups (chi-square=43.589 and p-value=0.000), per capita income groups (chi-square=27.918 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=22.133 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler had different perception about cosmetics products bought from different categories of retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their gender (chi-square=3.807 and p-value=0.149), age (chi-square=6.853 and p-value=0.553), marital status (chi-square=0.230 and p-value=0.891), family type (chi-square=2.605 and p-value=0.272), family size (chi-square=4.878 and p-value=0.300), education (chi-square=11.716 and p-value=0.164) and respondents own vehicle like bicycle (chi-square=5.255 and p-value=0.072). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education and

respondents own vehicle like bicycle had similar perception about cosmetics products bought from different categories of retail outlets in Vadodara city.

Table 5.4.31 Comparisons And Association, Regarding Respondents Bought Cosmetics Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.							
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Cosmetics Products From Different Retail Outlets**					
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**			
Gender	Male	123	85.4	21	14.6	144	0.003	0.957
	Female	48	85.7	8	14.3	56		
Age	Less than <=33	29	74.4	10	25.6	39	10.241	0.037
	33-35	25	89.3	3	10.7	28		
	36-40	43	93.5	3	6.5	46		
	41-45	36	78.3	10	21.7	46		
	More than 45	38	92.7	3	7.3	41		
Marital Status	Married	170	85.4	29	14.6	199	0.170	0.680
	Unmarried	1	100.0	0	.0	1		
Family Type	Nuclear	92	86.0	15	14.0	107	0.043	0.836
	Joint	79	84.9	14	15.1	93		
Family Size	<5	86	86.9	13	13.1	99	1.654	0.437
	5-6	69	86.3	11	13.8	80		
	>6	16	76.2	5	23.8	21		
Education	S.S.C	0	0.0	0	0.0	0	7.647	0.054
	H.S.C	8	72.7	3	27.3	11		
	Graduation	76	81.7	17	18.3	93		
	Post Graduation	57	86.4	9	13.6	66		
	PG & Above	30	100.0	0	.0	30		
Occupation	Business	45	75.0	15	25.0	60	16.092	0.000
	Professional	60	100.0	0	.0	60		
	Service	66	82.5	14	17.5	80		
Four Wheeler	Yes	85	90.4	9	9.6	94	3.471	0.062
	No	86	81.1	20	18.9	106		
	No	0	0.0	0	0.0	0		
Income Groups	<=40000	25	86.2	4	13.8	29	6.675	0.154
	40001-60000	48	84.2	9	15.8	57		
	60001-80000	30	75.0	10	25.0	40		
	80001-135000	31	88.6	4	11.4	35		
	>135000	37	94.9	2	5.1	39		
Per Capita Income	<=9167	32	86.5	5	13.5	37	7.741	0.102
	9168-13000	36	85.7	6	14.3	42		
	13001-17800	29	72.5	11	27.5	40		
	17801-30000	40	90.9	4	9.1	44		
	>30000	34	91.9	3	8.1	37		
Total		171	85.5	29	14.5	200		

From the above table, it was observed that, 85.5% and 14.5% respondents respectively bought cosmetics products from organized and unorganized retail in Ahmedabad city.

- According to **Gender,** out of total respondents, 85.7% and 85.4% female and male respondents respectively bought cosmetics products from organized retail outlets, while 14.6% and 14.3% male and female respondents respectively bought cosmetics products from unorganized retail outlets.

- According to **Age,** out of total respondents, 93.5% respondents belonged to 36- 40 years age groups, they bought cosmetics products from organized retail outlets, while 25.6% respondents belonged to less than or equal to 33 years age groups, they bought cosmetics products from unorganized retail outlets.

- According to **Marital Status,** out of total respondents, 73.9% married respondents bought cosmetics products from organized retail outlets; majority of the unmarried respondents bought cosmetics products from organized retail outlets, while 14.6% married respondents bought cosmetics products from unorganized retail outlets. Unmarried respondents did not buy cosmetics products from unorganized retail outlets.

- According to **Family Type,** out of total respondents, 86.0% and 84.9% respondents were from nuclear and joint family groups respectively; they bought cosmetics products from organized retail outlets, while 15.1% and 14.0% respondents were from joint and nuclear family groups respectively, they bought cosmetics products from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 86.9% respondents have less than 5 members in family; they bought cosmetics products from organized retail outlets, while 23.8% respondents have more than 6 members in family; they bought cosmetics products from unorganized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied post graduation and above, they bought cosmetics products from organized retail outlets, while 27.3% respondents had studied HSC, they bought cosmetics products from unorganized retail outlets.

- According to **Occupation¸** out of total respondents, majority of the respondents belonged to professional class; they bought cosmetics products from organized retail outlets, while 25.0% respondents belonged to professional class; they bought cosmetics products from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four-wheeler, who having four wheeler 90.4% and 9.6% respondents respectively bought cosmetics products from organized and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 94.9% respondents belonged to more than 135000 income groups; they bought cosmetics products

from organized retail outlets, while 25.0% respondents belonged to 60001-80000 income groups, they bought cosmetics products from unorganized retail outlets.

- According to **Per Capita Income Groups,** Out of total respondents, 91.9% respondents belonged to more than 30000 per capita income groups; they bought cosmetics products from organized retail outlets, while 27.5% respondents belonged to 13001-17800 per capita income groups, they bought cosmetics products from unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their age (chi-square=10.241 and p-value=0.037), education (chi-square=7.647 and p-value=0.054) and occupation (chi-square=16.092 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age education and occupation had different perception about cosmetics products bought from different categories of retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their gender (chi-square=0.003 and p-value=0.957), marital status (chi-square=0.170 and p-value=0.680), family type (chi-square=0.043 and p-value=0.836), family size (chi-square=1.654 and p-value=0.437), income groups (chi-square=6.675 and p-value=0.154), per capita income groups (chi-square=7.741 and p-value=0.102), respondents own vehicle like four wheeler (chi-square=3.471 and p-value=0.062). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size, income groups, per capita income group and respondents own vehicle like four wheeler had similar perception about cosmetics products bought from different categories of retail outlets in Ahmedabad city.

Table 5.4.32 Comparisons And Association, Regarding Respondents Bought Cosmetics Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Cosmetics Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	108	73.5	38	25.9	1	0.7	147	0.408	0.815
	Female	40	75.5	13	24.5	0	0.0	53		
Age	Less than <=33	46	80.7	11	19.3	0	0.0	57	12.275	0.139
	33-35	25	61.0	15	36.6	1	2.4	41		
	36-40	25	65.8	13	34.2	0	0.0	38		
	41-45	29	76.3	9	23.7	0	0.0	38		
	More than 45	23	88.5	3	11.5	0	0.0	26		
Family Type	Nuclear	55	68.8	25	31.3	0	0.0	80	2.892	0.236
	Joint	93	77.5	26	21.7	1	0.8	120		
Family Size	<5	54	69.2	24	30.8	0	0.0	78	26.058	0.000
	5-6	89	78.1	25	21.9	0	0.0	114		
	>6	5	62.5	2	25.0	1	12.5	8		
Education	S.S.C	1	100.0	0	.0	0	0.0	1	8.725	0.366
	H.S.C	12	75.0	4	25.0	0	0.0	16		
	Graduation	58	69.9	24	28.9	1	1.2	83		
	Post Graduation	49	70.0	21	30.0	0	0.0	70		
	PG & Above	28	93.3	2	6.7	0	0.0	30		
Occupation	Business	40	66.7	20	33.3	0	0.0	60	5.964	0.202
	Professional	50	83.3	10	16.7	0	0.0	60		
	Service	58	72.5	21	26.3	1	1.3	80		
Four Wheeler	Yes	76	77.6	22	22.4	0	0.0	98	1.990	0.370
	No	72	70.6	29	28.4	1	1.0	102		
Income Groups	<=40000	11	61.1	7	38.9	0	0.0	18	5.245	0.731
	40001-60000	36	73.5	12	24.5	1	2.0	49		
	60001-80000	30	73.2	11	26.8	0	0.0	41		
	80001-135000	35	76.1	11	23.9	0	0.0	46		
	>135000	36	78.3	10	21.7	0	0.0	46		
Per Capita Income	<=9167	12	66.7	5	27.8	1	5.6	18	11.507	0.175
	9168-13000	26	68.4	12	31.6	0	0.0	38		
	13001-17800	40	78.4	11	21.6	0	0.0	51		
	17801-30000	35	76.1	11	23.9	0	0.0	46		
	>30000	35	74.5	12	25.5	0	0.0	47		
Total		148	74.0	51	25.5	1	0.5	200		

From the above table, it was observed that, 74.0%, 25.5% and 0.5% respondents respectively bought cosmetics products from organized, unorganized and both retail outlets in Surat city.

- According to **Gender,** out of total respondents, 75.5% and 73.5% female and male respondents respectively bought cosmetics products from organized retail outlets, while 0.7% male respondents bought cosmetics products from both retail outlets. Female respondents did not buy cosmetics products from both retail outlets.

- According to **Age,** out of total respondents, 88.5% respondents belonged to more than 45 years age groups, they bought cosmetics products from organized retail outlets, while 2.4% respondents belonged to 33-35 years age groups, they bought cosmetics products from both retail outlets.

- According to **Family Type,** out of total respondents, 77.5% and 68.8% respondents were from joint and nuclear family groups respectively; they bought cosmetics products from organized retail outlets, while 0.8% was from joint family groups, they bought cosmetics products from both retail outlets. Respondents were from nuclear family groups; they did not buy cosmetics products from both retail outlets.

- According to **Family Size,** out of total respondents, 78.1% respondents have between 5-6 members in family; they bought cosmetics products from organized retail outlets, while 12.5% respondents have more than 6 members, they bought cosmetics products from both retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they bought cosmetics products from organized retail outlets, while 1.2% respondents had studied graduation, they bought cosmetics products from organized retail outlets.

- According to **Occupation,** out of total respondents, 83.3% respondents belonged to professional class; they bought cosmetics products from organized retail outlets, while 1.3% respondents belonged to service class, they bought cosmetics products from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 98 respondents have four-wheeler, who having four wheeler 77.6% and 22.4% respondents respectively bought cosmetics products from organized and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 78.3% respondents belonged to more than 135000 income groups; they bought cosmetics products from organized retail outlets, while 2.0% respondents belonged to 40001-60000 income groups, they bought cosmetics products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 78.4% respondents belonged to 13001-17800 per capita income groups; they bought cosmetics products from organized retail outlets, while 5.6% respondents belonged to less than or equal to 9167 per capita income groups, they bought cosmetics products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their family size (chi-square=26.058 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, family size had different perception about cosmetics products bought from different categories of retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their gender (chi-square=0.408 and p-value=0.815), age (chi-square=12.275 and p-value=0.139), family type (chi-square=2.892 and p-value=0.236), education (chi-square=8.725 and p-value=0.366), occupation (chi-square=5.964 and p-value=0.202), income groups (chi-square=5.245 and p-value=0.731), per capita income groups (chi-square=11.507 and p-value=0.175) and respondents own vehicle like four wheeler (chi-square=1.990 and p-value=0.370). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, education, occupation, income groups, per capita incomes and respondents own vehicle like four wheeler had similar perception about cosmetics products bought from different categories of retail outlets in Surat city.

Respondent's Demographic Characteristics and It's Category		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
Table 5.4.33 Comparisons And Association, Regarding Respondents Bought Cosmetics Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution and Chi-Square Statistics In Rajkot City Of Gujarat.										
		Respondents Bought Cosmetics Products From Different Retail Outlets								
		N	%	N	%	N	%			
Gender	Male	94	62.3	56	37.1	1	0.7	151	2.235	0.327
	Female	36	73.5	13	26.5	0	0.0	49		
Age	Less than <=33	29	51.8	27	48.2	0	0.0	56	26.847	0.001
	33-35	21	53.8	17	43.6	1	2.6	39		
	36-40	19	57.6	14	42.4	0	0.0	33		
	41-45	25	73.5	9	26.5	0	0.0	34		
	More than 45	36	94.7	2	5.3	0	0.0	38		
Marital Status	Married	126	66.0	64	33.5	1	0.5	191	1.871	0.392
	Unmarried	4	44.4	5	55.6	0	0.0	9		
Family Type	Nuclear	46	54.1	38	44.7	1	1.2	85	8.509	0.014
	Joint	84	73.0	31	27.0	0	0.0	115		
Family Size	<5	45	52.3	40	46.5	1	1.2	86	11.591	0.021
	5-6	73	73.7	26	26.3	0	0.0	99		
	>6	12	80.0	3	20.0	0	0.0	15		
Education	S.S.C	11	28.2	27	69.2	1	2.6	39	49.777	0.000
	H.S.C	6	31.6	13	68.4	0	0.0	19		
	Graduation	43	82.7	9	17.3	0	0.0	52		
	Post Graduation	46	74.2	16	25.8	0	0.0	62		
	PG & Above	24	85.7	4	14.3	0	0.0	28		
Occupation	Business	21	35.0	38	63.3	1	1.7	60	39.970	0.000
	Professional	53	88.3	7	11.7	0	0.0	60		
	Service	56	70.0	24	30.0	0	0.0	80		
Four Wheeler	Yes	68	73.1	24	25.8	1	1.1	93	6.721	0.035
	No	62	57.9	45	42.1	0	0.0	107		
Two Wheeler	Yes	129	65.2	68	34.3	1	0.5	198	0.221	0.896
	No	1	50.0	1	50.0	0	0.0	2		
Bicycle	Yes	123	67.6	58	31.9	1	0.5	182	6.234	0.044
	No	7	38.9	11	61.1	0	0.0	18		
Income Groups	<=40000	26	44.1	33	55.9	0	0.0	59	36.575	0.000
	40001-60000	22	52.4	19	45.2	1	2.4	42		
	60001-80000	22	68.8	10	31.3	0	0.0	32		
	80001-135000	25	83.3	5	16.7	0	0.0	30		
	>135000	35	94.6	2	5.4	0	0.0	37		
Per Capita Income	<=9167	29	51.8	27	48.2	0	0.0	56	24.339	0.002
	9168-13000	25	55.6	20	44.4	0	0.0	45		
	13001-17800	21	63.6	11	33.3	1	3.0	33		
	17801-30000	24	72.7	9	27.3	0	0.0	33		
	>30000	31	93.9	2	6.1	0	0.0	33		
Total		130	65.0	69	34.5	1	0.5	200		

From the above table, it was observed that, 65.0%, 34.5% and 0.5% respondents respectively bought cosmetics products from organized, unorganized and both retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 73.5% and 62.3% female and male respondents respectively bought cosmetics products from organized retail outlets, while 0.7% male respondents bought cosmetics products from both retail outlets.

- According to **Age,** out of total respondents, 94.7% respondents belonged to more than 45 years age groups; they bought cosmetics products from organized retail

outlets, while 2.6% respondents belonged to 33-35 years age groups, they bought cosmetics products from both retail outlets.

- According to **Marital Status,** out of total respondents, 66.0% and 44.4% married and unmarried respondents bought cosmetics products from organized retail outlets, while 0.5% married respondents bought cosmetics products from both retail outlets.

- According to **Family Type,** out of total respondents, 73.0% and 54.1% respondents were from joint and nuclear family groups respectively; they bought cosmetics products from organized retail outlets, while 1.2% respondents were from nuclear family, they bought cosmetics products from both retail outlets.

- According to **Family Size,** out of total respondents, 80.0% respondents have more than 6 members in family; they bought cosmetics products from organized retail outlets, while 1.2% respondents have less than 5 members in family, they bought cosmetics products from both retail outlets.

- According to **Education,** out of total respondents, 85.7% respondents had studied post graduation and above, they bought cosmetics products from organized retail outlets, while 2.6% respondents had studied SSC, they bought cosmetics products from both retail outlets.

- According to **Occupation,** out of total respondents, 88.3% respondents belonged to professional class; they bought cosmetics products from organized retail outlets, while 1.7% respondents belonged to business class, they bought cosmetics products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents have four-wheeler, who having four wheeler 73.1%, 25.8% and 1.1 % respondents respectively bought cosmetics products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 198 respondents have two-wheeler, who having two wheeler 65.2%, 34.3% and 0.5% respondents respectively bought cosmetics from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle 67.6 %, 31.9% and 0.5% respondents respectively bought cosmetics products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 94.6% respondents belonged to more than 135000 income groups; they bought cosmetics products from organized retail outlets, while 2.4% respondents belonged to 40001-60000 income groups, they bought cosmetics products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 93.9% respondents belonged to more than 30000 per capita income groups; they bought cosmetics products from organized retail outlets, while 3.0% respondents belonged to 13001-17800 per capita income groups, they bought cosmetic products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their age (chi-square=26.847 and p-value=0.001), family type (chi-square=8.509 and p-value=0.014), family size (chi-square=11.591 and p-value=0.021), education (chi-square=49.777 and p-value=0.000), occupation (chi-square=39.970 and p-value=0.000), income groups (chi-square=36.575 and p-value=0.000), per capita income groups (chi-square=24.339 and p-value=0.002), respondents own vehicle like four wheeler (chi-square=6.721 and p-value=0.035) and respondents own vehicle like bicycle (chi-square=6.234 and p-value=0.044). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, family size, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had different perception about respondents bought cosmetics products from different categories of retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents bought cosmetics products from different categories of retail outlets with respect to their gender (chi-square=2.235 and p-value=0.327), marital status (chi-square=1.871 and p-value=0.392) and respondents own vehicle like two wheeler (chi-square=0.221 and p-value=0.896). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status and respondents own vehicle like two wheeler had similar perception about cosmetics products bought from different categories of retail outlets in Rajkot city.

Table 5.4.34 Comparisons And Association, Regarding Respondents Bought Household Cleaning Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Respondents Bought Household Cleaning Products From Different Retail Outlets							
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	356	61.4	163	28.1	61	10.5	580	0.731	0.694
	Female	136	61.8	57	25.9	27	12.3	220		
Age	Less than <=33	115	56.7	68	33.5	20	9.9	203	18.938	0.015
	33-35	87	60.0	45	31.0	13	9.0	145		
	36-40	90	57.3	46	29.3	21	13.4	157		
	41-45	93	63.7	39	26.7	14	9.6	146		
	More than 45	107	71.8	22	14.8	20	13.4	149		
Marital Status	Married	478	62.3	207	27.0	82	10.7	767	5.421	0.066
	Unmarried	14	42.4	13	39.4	6	18.2	33		
Family Type	Nuclear	207	56.4	117	31.9	43	11.7	367	7.911	0.019
	Joint	285	65.8	103	23.8	45	10.4	433		
Family Size	<5	205	56.3	118	32.4	41	11.3	364	9.372	0.052
	5-6	245	65.3	88	23.5	42	11.2	375		
	>6	42	68.9	14	23.0	5	8.2	61		
Education	S.S.C	7	16.3	32	74.4	4	9.3	43	70.411	0.000
	H.S.C	34	50.7	29	43.3	4	6.0	67		
	Graduation	190	63.5	74	24.7	35	11.7	299		
	Post Graduation	151	63.6	59	23.3	33	13.0	253		
	PG & Above	100	72.5	26	18.8	12	8.7	138		
Occupation	Business	123	51.0	93	38.6	25	10.4	241	38.983	0.000
	Professional	182	75.8	39	16.3	19	7.9	240		
	Service	187	58.6	88	27.6	44	13.8	319		
Four Wheeler	Yes	266	70.9	75	20.0	34	9.1	375	27.051	0.000
	No	226	53.2	145	34.1	54	12.7	425		
Two Wheeler	Yes	491	61.5	219	27.4	88	11.0	798	0.633	0.729
	No	1	50.0	1	50.0	0	0.0	2		
Bicycle	Yes	428	66.9	152	23.8	60	9.4	640	46.220	0.000
	No	64	40.0	68	42.5	28	17.5	160		
Income Groups	<=40000	70	43.2	72	44.4	20	12.3	162	60.842	0.000
	40001-60000	107	59.1	52	28.7	22	12.2	181		
	60001-80000	84	54.2	48	31.0	23	14.8	155		
	80001-135000	111	77.1	25	17.4	8	5.6	144		
	>135000	120	75.9	23	14.6	15	9.5	158		
Per Capita Income	<=9167	80	48.8	65	39.6	19	11.6	164	30.944	0.000
	9168-13000	91	55.8	52	31.9	20	12.3	163		
	13001-17800	92	60.1	42	27.5	19	12.4	153		
	17801-30000	118	69.8	36	21.3	15	8.9	169		
	>30000	111	73.5	25	16.6	15	9.9	151		
Total		492	61.5	220	27.5	88	11.0	800		

From the above table, it was observed that, 61.5%, 27.5% and 11.0% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 61.8% and 61.4% female and male respondents respectively bought household cleaning products from organized retail outlets, while 12.3% and 10.5% female and male respondents respectively bought household cleaning products from both retail outlets.

- According to **Age,** out of total respondents, 71.8% respondents belonged to more than 45 years age group, they bought household cleaning products from organized

retail outlets, while 13.4% respondents belonged to more than 45 years age group, they bought household cleaning products from both retail outlets. In another 13.4% respondents belonged to 36-40 years age group, they agree with opinion.

- According to **Marital Status,** out of total respondents, 62.3% and 42.4% married and unmarried respondents respectively bought household cleaning products from organized retail outlets, while 18.2% and 10.7% unmarried and married respondents bought household cleaning products from both retail outlets.

- According to **Family Type,** out of total respondents, 65.8% and 56.4% respondents were from joint and nuclear family groups respectively, they bought household cleaning products from organized retail outlets, while 11.7% and 10.4% were from nuclear and joint family groups respectively, they bought household cleaning products from both retail outlets.

- According to **Family Size,** out of total respondents, 68.9% respondents have more than 6 members in family; they bought household cleaning products from organized retail outlets, while 11.3% respondents have less than 5 members in family, they bought household cleaning products from both retail outlets.

- According to **Education,** out of total respondents, 74.4% respondents had studied SSC; they bought household cleaning products from unorganized retail outlets, while 13.0% respondents had studied post graduation, they bought household cleaning products from both retail outlets.

- According to **Occupation,** out of total respondents, 75.8% respondents belonged to professional class; they bought household cleaning products from organized retail outlets, while 13.8% respondents belonged to service class, they bought household cleaning products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 375 respondents have four-wheeler, who having four wheeler 70.9%, 20.0% and 9.1% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two-wheeler, who having two wheeler 61.5%, 27.4% and 11.0% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle 66.9%, 23.8% and 9.4% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 77.1% respondents belonged to 80001-135000 income group; they bought household cleaning products from organized retail outlets, while 14.8% respondents belonged to 60001-80000 income group, they bought household cleaning products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 73.5% respondents belonged to more than 30000 per capita income group, they bought household cleaning products from organized retail outlets, while 12.4% respondents belonged to 13001-17800 per capita income group, they bought household cleaning products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their age (chi-square=18.938 and p-value=0.015), family type (chi-square=7.911 and p-value=0.019), family size (chi-square=9.372 and p-value=0.52), education (chi-square=70.411 and p-value=0.000), occupation (chi-square=38.983 and p-value=0.000), income groups (chi-square=60.842 and p-value=0.000), per capita income groups (chi-square=30.944 and p-value=0.000), respondents own vehicle like four wheeler (chi-square=27.051 and p-value=0.000) and respondents own vehicle like bicycle (chi-square=46.220 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, family size, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had different perception about respondents bought household cleaning products from different categories of retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their gender (chi-square=0.731 and

p-value=0.694), marital status (chi-square=5.421 and p-value=0.066) and respondents own vehicle like two wheeler (chi-square=0.633 and p-value=0.729). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status and respondents own vehicle like and two wheeler had similar perception about household cleaning products bought from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.35 Comparisons And Association, Regarding Respondents Bought Household Cleaning Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Household Cleaning Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	60	43.5	51	37.0	27	19.6	138	2.210	0.331
	Female	21	33.9	24	38.7	17	27.4	62		
Age	Less than <=33	19	37.3	20	39.2	12	23.5	51	3.527	0.897
	33-35	17	45.9	11	29.7	9	24.3	37		
	36-40	14	35.0	18	45.0	8	20.0	40		
	41-45	10	35.7	12	42.9	6	21.4	28		
	More than 45	21	47.7	14	31.8	9	20.5	44		
Marital Status	Married	72	40.7	67	37.9	38	21.5	177	0.261	0.878
	Unmarried	9	39.1	8	34.8	6	26.1	23		
Family Type	Nuclear	37	38.9	39	41.1	19	20.0	95	1.046	0.593
	Joint	44	41.9	36	34.3	25	23.8	105		
Family Size	<5	41	40.6	41	40.6	19	18.8	101	3.948	0.413
	5-6	31	37.8	31	37.8	20	24.4	82		
	>6	9	52.9	3	17.6	5	29.4	17		
Education	S.S.C	0	0.0	3	100.0	0	0.0	3	13.053	0.110
	H.S.C	11	52.4	9	42.9	1	4.8	21		
	Graduation	25	35.2	28	39.4	18	25.4	71		
	Post Graduation	24	43.6	15	27.3	16	29.1	55		
	PG & Above	21	42.0	20	40.0	9	18.0	50		
Occupation	Business	29	47.5	23	38.0	9	14.8	61	6.937	0.139
	Professional	27	45.0	22	37.7	11	18.3	60		
	Service	25	31.6	30	36.7	24	30.4	79		
Four Wheeler	Yes	52	57.8	23	25.6	15	16.7	90	20.403	0.000
	No	29	26.4	52	47.3	29	26.4	110		
Bicycle	Yes	24	41.4	17	29.3	17	29.3	58	3.461	0.177
	No	57	40.1	58	40.8	27	19.0	142		
Income Groups	<=40000	19	33.9	27	48.2	10	17.9	56	32.537	0.000
	40001-60000	9	27.3	15	45.5	9	27.3	33		
	60001-80000	9	21.4	16	38.1	17	40.5	42		
	80001-135000	23	69.7	8	24.2	2	6.1	33		
	>135000	21	58.3	9	25.0	6	16.7	36		
Per Capita Income	<=9167	17	32.1	26	49.1	10	18.9	53	24.276	0.002
	9168-13000	9	23.7	17	44.7	12	31.6	38		
	13001-17800	8	27.6	10	34.5	11	37.9	29		
	17801-30000	27	58.7	14	30.4	5	10.9	46		
	>30000	20	58.8	8	23.5	6	17.6	34		
Total		81	40.5	75	37.5	44	22.0	200		

From the above table, it was observed that, 40.5%, 37.5% and 22.0% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 43.5% and 33.9% male and female respondents respectively bought household cleaning products from organized retail outlets, while 27.4% and 19.6% female and male respondents respectively bought household cleaning products from both retail outlets.

- According to **Age,** out of total respondents, 47.7% respondents belonged to more than 45 years age group; they bought household cleaning products from organized retail outlets, while 24.3% respondents belonged to 33-35 years age group, they bought household cleaning products from both retail outlets.

- According to **Marital Status,** out of total respondents, 40.7% and 39.1% married and unmarried respondents respectively bought household cleaning products from organized retail outlets, while 26.1% and 21.5% unmarried and married respondents bought household cleaning products from both retail outlets.

- According to **Family Type,** out of total respondents, 41.9% and 38.9% respondents were from joint and nuclear family groups respectively, they bought household cleaning products from organized retail outlets, while 23.8% and 20.0% were from joint and nuclear family groups respectively, they bought household cleaning products from both retail outlets.

- According to **Family Size,** out of total respondents, 52.9% respondents have more than 6 members in family; they bought household cleaning products from organized retail outlets, while 29.4% respondents have more than 6 members in family, they bought household cleaning products from both retail outlets.

- According to **Education,** out of total respondents, Majority of the respondents had studied SSC; they bought household cleaning products from unorganized retail outlets, while 29.1% respondents had studied post graduation, they bought household cleaning products from both retail outlets.

- According to **Occupation,** out of total respondents, 47.5% respondents belonged to business class; they bought household cleaning products from organized retail outlets, while 30.4% respondents belonged to service class, they bought household cleaning products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four-wheeler, who having four wheeler and 57.8 %, 25.6% and 16.7% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 58 respondents have bicycle, who having bicycle and 41.4%, 29.3% and 29.3% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 69.7% respondents belonged to 80001-135000 income group; they bought household cleaning products from organized retail outlets, while 40.5% respondents belonged to 60001-80000 income groups, they bought household cleaning products from both retail outlets

- According to **Per Capita Income Groups,** out of total respondents, 58.8% respondents belonged to more than 30000 per capita income group, they bought household cleaning products from organized retail outlets, while 37.9% respondents belonged to 13001-17800 per capita income groups, they bought household cleaning products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their income groups (chi-square=32.537 and p-value=0.000), per capita income groups (chi-square=24.276 and p-value=0.002) and respondents own vehicle like four wheeler (chi-square=20.403 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about respondents bought household cleaning products from different categories of retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their gender (chi-square=2.210 and p-value=0.331), age (chi-square=3.527 and p-value=0.897), marital status (chi-square=0.261 and p-value=0.878), family type (chi-square=1.046 and p-value=0.593), family size (chi-square=3.948 and p-value=0.413), education (chi-square=13.053 and p-value=0.110), occupation (chi-square=6.937 and p-value=0.139) and respondents own vehicle like bicycle (chi-square=3.461 and

p-value=0.177). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation and respondents own vehicle like and bicycle had similar perception about household cleaning products bought from different categories of retail outlets in Vadodara city.

Table 5.4.36 Comparisons And Association, Regarding Respondents Bought Household Cleaning Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Respondents Bought Household Cleaning Products From Different Retail Outlets							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	112	77.8	17	11.8	15	10.4	144	0.242	0.886
	Female	42	75.0	8	14.3	6	10.7	56		
Age	Less than <=33	28	71.8	8	20.5	3	7.7	39	11.734	0.163
	33-35	24	85.7	3	10.7	1	3.6	28		
	36-40	34	73.9	3	6.5	9	19.6	46		
	41-45	33	71.7	8	17.4	5	10.9	46		
	More than 45	35	85.4	3	7.3	3	7.3	41		
Marital Status	Married	153	76.9	25	12.6	21	10.6	199	0.300	0.861
	Unmarried	1	100.0	0	.0	0	.0	1		
Family Type	Nuclear	79	73.8	15	14.0	13	12.1	107	1.321	0.517
	Joint	75	80.6	10	10.8	8	8.6	93		
Family Size	<5	75	75.8	13	13.1	11	11.1	99	5.679	0.224
	5-6	63	78.8	7	8.8	10	12.5	80		
	>6	16	76.2	5	23.8	0	.0	21		
Education	S.S.C	0	.0	0	.0	0	.0	0	13.727	0.033
	H.S.C	8	72.7	3	27.3	0	.0	11		
	Graduation	73	78.5	13	14.0	7	7.5	93		
	Post Graduation	45	68.2	9	13.6	12	18.2	66		
	PG & Above	28	93.3	0	.0	2	6.7	30		
Occupation	Business	49	81.7	11	18.3	0	.0	60	23.511	0.000
	Professional	53	88.3	0	.0	7	11.7	60		
	Service	52	65.0	14	17.5	14	17.5	80		
Four Wheeler	Yes	79	84.0	6	6.4	9	9.6	94	6.596	0.037
	No	75	70.8	19	17.9	12	11.3	106		
Income Groups	<=40000	21	72.4	4	13.8	4	13.8	29	16.716	0.033
	40001-60000	41	71.9	8	14.0	8	14.0	57		
	60001-80000	30	75.0	10	25.0	0	.0	40		
	80001-135000	28	80.0	3	8.6	4	11.4	35		
	>135000	34	87.2	0	.0	5	12.8	39		
Per Capita Income	<=9167	26	70.3	5	13.5	6	16.2	37	13.456	0.097
	9168-13000	35	83.3	5	11.9	2	4.8	42		
	13001-17800	27	67.5	10	25.0	3	7.5	40		
	17801-30000	36	81.8	4	9.1	4	9.1	44		
	>30000	30	81.1	1	2.7	6	16.2	37		
Total		154	77.0	25	12.5	21	10.5	200		

From the above table, it was observed that, 77.0%, 12.5% and 10.5% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 77.8% and 59.7% female and male respondents respectively bought household cleaning products from organized

retail outlets, while 10.7% and 10.4% female and male respondents respectively bought household cleaning products from both retail outlets.

- According to **Age,** out of total respondents, 85.7% respondents belonged to age group; they bought household cleaning products from organized retail outlets, while 19.6% respondents belonged to 36-40 years age groups, they bought household cleaning products from both retail outlets.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 76.9% married respondents bought household cleaning products from both retail outlets, while 10.6% married respondents bought household cleaning products from unorganized and both retail outlets.

- According to **Family Type,** out of total respondents, 80.6% and 73.8% respondents were from joint and nuclear family groups respectively, they bought household cleaning products from organized retail outlets, while 12.1% and 8.6% respondents were from nuclear and joint family groups respectively, they bought household cleaning products from both retail outlets.

- According to **Family Size,** out of total respondents, 78.8% respondents have between 5-6 members in family; they bought household cleaning products from organized retail outlets, while 12.5% respondents have between 5-6 members in family, they bought household cleaning products from both retail outlets.

- According to **Education,** out of total respondents, 93.3% respondents had studied post graduation and above; they bought household cleaning products from organized retail outlets, while 18.2% respondents had studied post graduation, they bought household cleaning products from both retail outlets.

- According to **Occupation,** out of total respondents, 88.3% respondents belonged to professional class; they bought household cleaning products from organized retail outlets, while 17.5% respondents belonged to service class, they bought household cleaning products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four-wheeler, who having four wheeler and 84.0%, 19.6% and 6.4% respondents respectively bought household cleaning products from organized, both and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 87.2% respondents belonged to more than 135000 income group; they bought household cleaning

products from organized retail outlets, while 14.0% respondents belonged to 40001-60000 income group, they bought household cleaning products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 83.3% respondents belonged to 9168-13000 per capita income group, they bought household cleaning products from organized retail outlets, while 16.2% respondents belonged to less than or equal to 9167 per capita income group, they bought household cleaning products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their education (chi-square=13.727 and p-value=0.033), occupation (chi-square=23.511 and p-value=0.000), income groups (chi-square=16.716 and p-value=0.033) and respondents own vehicle like four wheeler (chi-square=6.596 and p-value=0.037). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income groups and respondents own vehicle like four-wheeler had different perception about respondents bought household cleaning products from different categories of retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their gender (chi-square=0.242 and p-value=0.886), age (chi-square=11.734 and p-value=0.163), marital status (chi-square=0.300 and p-value=0.861), family type (chi-square=1.321 and p-value=0.517), family size (chi-square=5.679 and p-value=0.224), per capita income groups (chi-square=13.456 and p-value=0.097). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size and per capita income groups had similar perception about household cleaning products bought from different categories of retail outlets in Ahmedabad city.

Table 5.4.37 Comparisons And Association, Regarding Respondents Bought Household Cleaning Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Respondents Bought Household Cleaning Products From Different Retail Outlets							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	100	68.0	38	25.9	9	6.1	147	0.300	0.861
	Female	37	69.8	12	22.6	4	7.5	53		
Age	Less than <=33	43	75.4	11	19.3	3	5.3	57	25.106	0.001
	33-35	26	63.4	14	34.1	1	2.4	41		
	36-40	25	65.8	12	31.6	1	2.6	38		
	41-45	27	71.1	10	26.3	1	2.6	38		
	More than 45	16	61.5	3	11.5	7	26.9	26		
Family Type	Nuclear	52	65.0	24	30.0	4	5.0	80	2.033	0.362
	Joint	85	70.8	26	21.7	9	7.5	120		
Family Size	<5	51	65.4	23	29.5	4	5.1	78	2.352	0.671
	5-6	80	70.2	25	21.9	9	7.9	114		
	>6	6	75.0	2	25.0	0	.0	8		
Education	S.S.C	0	.0	0	.0	1	100.0	1	30.301	0.000
	H.S.C	9	56.3	4	25.0	3	18.8	16		
	Graduation	52	62.7	24	28.9	7	8.4	83		
	Post Graduation	48	68.6	20	28.6	2	2.9	70		
	PG & Above	28	93.3	2	6.7	0	.0	30		
Occupation	Business	28	46.7	19	31.7	13	21.7	60	39.541	0.000
	Professional	50	83.3	10	16.7	0	.0	60		
	Service	59	73.8	21	26.3	0	.0	80		
Four Wheeler	Yes	69	70.4	22	22.4	7	7.1	98	0.725	0.696
	No	68	66.7	28	27.5	6	5.9	102		
Income Groups	<=40000	11	61.1	6	33.3	1	5.6	18	5.640	0.687
	40001-60000	36	73.5	11	22.4	2	4.1	49		
	60001-80000	24	58.5	12	29.3	5	12.2	41		
	80001-135000	35	76.1	9	19.6	2	4.3	46		
	>135000	31	67.4	12	26.1	3	6.5	46		
Per Capita Income	<=9167	13	72.2	5	27.8	0	.0	18	4.785	0.780
	9168-13000	25	65.8	11	28.9	2	5.3	38		
	13001-17800	36	70.6	11	21.6	4	7.8	51		
	17801-30000	32	69.6	9	19.6	5	10.9	46		
	>30000	31	66.0	14	29.8	2	4.3	47		
Total		137	68.5	50	25.0	13	6.5	200		

From the above table, it was observed that, 68.5%, 25.0% and 6.5% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets in Surat city.

- According to **Gender,** out of total respondents, 69.8% and 68.0% female and male respondents respectively bought household cleaning products from organized retail outlets, while 7.5% and 6.1% female and male respondents respectively bought household cleaning products from both retail outlets.

- According to **Age,** out of total respondents, 75.4% respondents belonged to less than or equal to 33 years age group; they bought household cleaning products from organized retail outlets, while 26.9% respondents belonged to more than 45 years age group, they bought household cleaning products from both retail outlets.

- According to **Family Type,** out of total respondents, 70.8% and 65.0% respondents were from joint and nuclear family groups respectively, they bought household cleaning products from organized retail outlets, while 7.5% and 5.0% were from joint and nuclear family groups respectively, they bought household cleaning products from both retail outlets.

- According to **Family Size,** out of total respondents, 75.0% respondents have more than 6 members in family; they bought household cleaning products from organized retail outlets, while 7.9% respondents have between 5-6 members in family, they bought household cleaning products from both retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they bought household cleaning products from both retail outlets, while 28.9%respondents had studied graduation, they bought household cleaning products from unorganized retail outlets.

- According to **Occupation,** out of total respondents, 83.3% respondents belonged to professional class; they bought household cleaning products from organized retail outlets, while 21.7% respondents belonged to business class, they bought household cleaning products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 98 respondents have four-wheeler, who having four wheeler 70.4%, 22.4% and 7.1% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 76.1% respondents belonged to 80001-135000 income group; they bought household cleaning products from organized retail outlets, while 33.3% respondents belonged to less than or equal to 40000 income group, they bought household cleaning products from unorganized retail outlets,

- According to **Per Capita Income Groups,** out of total respondents, 72.2% respondents belonged to less than or equal to 9167 per capita income group; they bought household cleaning products from organized retail outlets, while 10.9% respondents belonged to 17801-30000 per capita income groups, they bought household cleaning products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their age (chi-square=25.106 and p-value=0.001), education (chi-square=30.301 and p-value=0.000) and occupation (chi-square=39.541 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, education and occupation had different perception about respondents bought household cleaning products from different categories of retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their gender (chi-square=0.300 and p-value=0.861), family type (chi-square=2.033 and p-value=0.362), family size (chi-square=2.352 and p-value=0.671), income groups (chi-square=5.640 and p-value=0.687), per capita income groups (chi-square=4.785 and p-value=0.780) and respondents own vehicle like four wheeler (chi-square=0.725 and p-value=0.696). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, family type, family size, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about household cleaning products bought from different categories of retail outlets in Surat city.

Table 5.4.38 Comparisons and Association, Regarding Respondents Bought Household Cleaning Products from Different Retail Outlets in their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Gujarat.									
Respondent's background characteristics and it's category		**Respondents Bought Household Cleaning Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	84	55.6	57	37.7	10	6.6	151	6.538	0.038
	Female	36	73.5	13	26.5	0	.0	49		
Age	Less than <=33	25	44.6	29	51.8	2	3.6	56	27.584	0.001
	33-35	20	51.3	17	43.6	2	5.1	39		
	36-40	17	51.5	13	39.4	3	9.1	33		
	41-45	23	67.6	9	26.5	2	5.9	34		
	More than 45	35	92.1	2	5.3	1	2.6	38		
Marital Status	Married	116	60.7	65	34.0	10	5.2	191	1.989	0.370
	Unmarried	4	44.4	5	55.6	0	.0	9		
Family Type	Nuclear	39	45.9	39	45.9	7	8.2	85	13.007	0.001
	Joint	81	70.4	31	27.0	3	2.6	115		
Family Size	<5	38	44.2	41	47.7	7	8.1	86	16.440	0.002
	5-6	71	71.7	25	25.3	3	3.0	99		
	>6	11	73.3	4	26.7	0	.0	15		
Education	S.S.C	7	17.9	29	74.4	3	7.7	39	55.237	0.000
	H.S.C	6	31.6	13	68.4	0	.0	19		
	Graduation	40	76.9	9	17.3	3	5.8	52		
	Post Graduation	44	71.0	15	24.2	3	4.8	62		
	PG & Above	23	82.1	4	14.3	1	3.6	28		
Occupation	Business	17	28.3	40	66.7	3	5.0	60	47.076	0.000
	Professional	52	86.7	7	11.7	1	1.7	60		
	Service	51	63.8	23	28.8	6	7.5	80		
Four Wheeler	Yes	66	71.0	24	25.8	3	3.2	93	8.777	0.012
	No	54	50.5	46	43.0	7	6.5	107		
Two Wheeler	Yes	119	60.1	69	34.8	10	5.1	198	0.265	0.876
	No	1	50.0	1	50.0	0	.0	2		
Bicycle	Yes	113	62.1	60	33.0	9	4.9	182	3.869	0.144
	No	7	38.9	10	55.6	1	5.6	18		
Income Categories	<=40000	19	32.2	35	59.3	5	8.5	59	44.368	0.000
	40001-60000	21	50.0	18	42.9	3	7.1	42		
	60001-80000	21	65.6	10	31.3	1	3.1	32		
	80001-135000	25	83.3	5	16.7	0	.0	30		
	>135000	34	91.9	2	5.4	1	2.7	37		
Per Capita Income	<=9167	24	42.9	29	51.8	3	5.4	56	25.321	0.001
	9168-13000	22	48.9	19	42.2	4	8.9	45		
	13001-17800	21	63.6	11	33.3	1	3.0	33		
	17801-30000	23	69.7	9	27.3	1	3.0	33		
	>30000	30	90.9	2	6.1	1	3.0	33		
Total		120	60.0	70	35.0	10	5.0	200		

From the above table, it was observed that, 60.0%, 35.0% and 5.0% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 73.5% and 55.6% female and male respondents respectively bought household cleaning products from organized retail outlets, while 6.6% male respondents bought household cleaning products from both retail outlets.

- According to **Age,** out of total respondents, 92.1% respondents belonged to more than 45 years age group, they bought household cleaning products from organized retail outlets, while 9.1% respondents belonged to 36-40 years age group, they bought household cleaning products from both retail outlets.

- According to **Marital Status,** out of total respondents, 60.7% and 44.4% married and unmarried respondents bought household cleaning products from organized retail outlets, while 5.2% married respondents bought household cleaning products from both retail outlets.

- According to **Family Type,** out of total respondents, 70.4% and 45.9% respondents were from joint and nuclear family groups respectively, they bought household cleaning products from organized retail outlets, while 8.2% and 2.6% respondents were from nuclear and joint family groups respectively, they bought household cleaning products from both retail outlets.

- According to **Family Size,** out of total respondents, 73.3% respondents have more than 6 members in family; they bought household cleaning products from organized retail outlets, while 8.1% respondents have less than 5 members, they bought household cleaning products from both retail outlets.

- According to **Education,** out of total respondents, 82.1% respondents had studied post graduation and above, they bought household cleaning products from organized retail outlets, while 7.7% respondents had studied SSC, they bought household cleaning products from both retail outlets.

- According to **Occupation,** out of total respondents, 86.7% respondents belonged to professional class; they bought household cleaning products from organized retail outlets, while 7.5% respondents belonged to service class, they bought household cleaning products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** Out of 93 respondents have four-wheeler, who having four wheeler 71.0%, 25.8% and 3.2% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 198 respondents have two-wheeler, who having two wheeler 60.1%, 34.8% and 5.1% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle 62.1%, 33.0% and 4.9% respondents respectively bought household cleaning products from organized, unorganized and both retail outlets.

- According to **Income Groups, o**ut of total respondents, 91.9% respondents belonged to more than 135000 income group, they bought household cleaning products from organized retail outlets, while 8.5% respondents belonged to less than or equal to 40000 income group, they bought household cleaning products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 90.9% respondents belonged to more than 30000 per capita income group, they bought household cleaning products from organized retail outlets, while 8.9% respondents belonged to 9168-13000 per capita income group, they bought household cleaning products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their gender (chi-square=6.538 and p-value=0.038), age (chi-square=27.584 and p-value=0.001), family type (chi-square=13.007 and p-value=0.001), family size (chi-square=16.440 and p-value=0.002), education (chi-square=55.237 and p-value=0.000), occupation (chi-square=47.076 and p-value=0.000), income groups (chi-square=44.368 and p-value=0.000), per capita income groups (chi-square=25.321 and p-value=0.001) and respondents own vehicle like four wheeler (chi-square=8.777 and p-value=0.012) in Rajkot city of Gujarat. Hence, null hypothesis was rejected. Therefore, it could be said that, gender, age, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about respondents bought household cleaning products from different categories of retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents bought household cleaning products from different categories of retail outlets with respect to their marital status (chi-square=1.989

and p-value=0.370) respondents own vehicle like two wheeler (chi-square=0.265 and p-value=0.876) and respondents own vehicle like bicycle (chi-square=3.869 and p-value=0.144). Hence, null hypothesis was not rejected. Therefore, it could be said that, marital status and respondents own vehicle like two wheeler and bicycle had similar perception about household cleaning products bought from different categories of retail outlets in Rajkot city.

Table 5.4.39 Comparisons And Association, Regarding Respondents Bought Fruits Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.										
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Fruit Products From Different Retail Outlets**								
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	208	35.9	314	54.1	58	10.0	580	2.950	0.229
	Female	65	29.5	129	58.6	26	11.8	220		
Age	Less than <=33	50	24.6	134	66.0	19	9.4	203	33.708	0.000
	33-35	43	29.7	89	61.4	13	9.0	145		
	36-40	54	34.4	85	54.1	18	11.5	157		
	41-45	61	41.8	76	52.1	9	6.2	146		
	More than 45	65	43.6	59	39.6	25	16.8	149		
Marital Status	Married	268	34.9	420	54.8	79	10.3	767	5.615	0.060
	Unmarried	5	15.2	23	69.7	5	15.2	33		
Family Type	Nuclear	120	32.7	219	59.7	28	7.6	367	7.988	0.018
	Joint	153	35.3	224	51.7	56	12.9	433		
Family Size	<5	124	34.1	210	57.7	30	8.2	364	6.129	0.190
	5-6	124	33.1	202	53.9	49	13.1	375		
	>6	25	41.0	31	50.8	5	8.2	61		
Education	S.S.C	0	0.0	37	86.0	6	14.0	43	36.099	0.000
	H.S.C	13	19.4	45	67.2	9	13.4	67		
	Graduation	106	35.5	164	54.8	29	9.7	299		
	Post Graduation	100	39.5	129	51.0	24	9.5	253		
	PG & Above	54	39.1	68	49.3	16	11.6	138		
Occupation	Business	59	24.5	156	64.7	26	10.8	241	37.254	0.000
	Professional	115	47.9	96	40.0	29	12.1	240		
	Service	99	31.0	191	59.9	29	9.1	319		
Four Wheeler	Yes	160	42.7	169	45.1	46	12.3	375	30.736	0.000
	No	113	26.6	274	64.5	38	8.9	425		
Two Wheeler	Yes	273	34.2	441	55.3	84	10.5	798	1.616	0.446
	No	0	0.0	2	100.0	0	0.0	2		
Bicycle	Yes	237	37.0	358	55.9	45	7.0	640	45.737	0.000
	No	36	22.5	85	53.1	39	24.4	160		
Income Groups	<=40000	30	18.5	118	72.8	14	8.6	162	58.150	0.000
	40001-60000	53	29.3	113	62.4	15	8.3	181		
	60001-80000	44	28.4	88	56.8	23	14.8	155		
	80001-135000	70	48.6	59	41.0	15	10.4	144		
	>135000	76	48.1	65	41.1	17	10.8	158		
Per Capita Income	<=9167	38	23.2	111	67.7	15	9.1	164	44.619	0.000
	9168-13000	41	25.2	104	63.8	18	11.0	163		
	13001-17800	43	28.1	92	60.1	18	11.8	153		
	17801-30000	80	47.3	72	42.6	17	10.1	169		
	>30000	71	47.0	64	42.4	16	10.6	151		
Total		273	34.1	443	55.4	84	10.5	800		

From the above table, it was observed that, 55.4%, 34.1% and 10.5% respondents respectively bought fruit products from unorganized, organized and both retail outlets in selected cities in Gujarat.

- According to **Gender,** out of total respondents, 58.6% and 54.1% female and male respondents respectively bought fruit products from unorganized retail outlets, while 11.8% and 10.0% female and male respondents respectively bought fruit products from both retail outlets.

- According to **Age,** out of total respondents, 66.0% respondents belonged to less than or equal to 33 years age groups, they bought fruit products from unorganized retail outlets, while 16.8% respondents belonged to more than 45 years age groups, they bought fruit products from both retail outlets.

- According to **Marital Status,** out of total respondents, 45.5% and 26.6% unmarried and married respondents respectively bought fruit products from unorganized retail outlets, while 35.5% and 30.3% married and unmarried respondents bought fruit products from both retail outlets.

- According to **Family Type,** out of total respondents, 39.5% and 34.9% respondents were from joint and nuclear family groups respectively; they bought fruit products from organized retail outlets, while 30.2% and 24.9% were from nuclear and joint family groups respectively, they bought fruit products from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 44.3% respondents have less than 5 members in family; they bought fruit products from organized retail outlets, while 30.8% respondents have less than 5 members in family, they bought fruit products from both retail outlets.

- According to **Education, o**ut of total respondents, 74.4% respondents had studied SSC, they bought fruit products from unorganized retail outlets, while 41.3% respondents had studied post graduation and above, they bought fruit products from both retail outlets.

- According to **Occupation,** out of total respondents, 50.8% respondents belonged to professional class; they bought fruit products from organized retail outlets, while 40.2% respondents belonged to business class, they bought fruit products from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** Out of 375 respondents have four-wheeler, who having four wheeler and 45.6 %, 34.9% and 19.5 % respondents respectively bought fruit products from organized, both and unorganized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two-wheeler, who having two wheeler and 37.5 %, 35.2% and 27.6 % respondents respectively bought fruit products from organized , both and organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle and 40.8 %, 34.5% and 24.7 % respondents respectively bought fruit products from organized, both and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 51.9% respondents belonged to more than 135000 income groups; they bought fruit products from organized retail outlets, while 38.7% respondents belonged to 60001-80000 income groups, they bought fruit products from both retail outlets

- According to **Per Capita Income Groups,** out of total respondents, 49.7% respondents belonged to more than 30000 per capita income groups; they bought fruit products from organized retail outlets, while 41.2% respondents belonged to 13001-17800 per capita income groups, they bought fruit products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought fruit products from different categories of retail outlets with respect to their age (chi-square=33.708 and p-value=0.000), family type (chi-square=7.988 and p-value=0.018), education (chi-square=36.099 and p-value=0.000), occupation (chi-square=37.254 and p-value=0.000), income groups (chi-square=58.150 and p-value=0.000), per capita income groups (chi-square=44.619 and p-value=0.000), respondents own vehicle four wheeler (chi-square=30.736 and p-value=0.009) and respondents own vehicle like bicycle (chi-square=45.737 and p-value=0.009). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had different perception about fruit products bought from different categories of retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents bought fruit products from different categories of retail

outlets with respect to their gender (chi-square=2.950 and p-value=0.229), marital status (chi-square=5.615 and p-value=0.060), family size (chi-square=6.129 and p-value=0.190) and respondents own vehicle like two wheeler (chi-square=1.616 and p-value=0.446). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family size and respondents own vehicle like two wheeler had similar perception about fruit products bought from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.40 Comparisons And Association, Regarding Respondents Bought Fruits Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Fruits Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	33	23.9	70	50.7	35	25.4	138	3.417	0.181
	Female	8	12.9	38	61.3	16	25.8	62		
Age	Less than <=33	9	17.6	33	64.7	9	17.6	51	16.238	0.039
	33-35	11	29.7	20	54.1	6	16.2	37		
	36-40	6	15.0	22	55.0	12	30.0	40		
	41-45	5	17.9	18	64.3	5	17.9	28		
	More than 45	10	22.7	15	34.1	19	43.2	44		
Marital Status	Married	38	21.5	92	52.0	47	26.6	177	2.541	0.281
	Unmarried	3	13.0	16	69.6	4	17.4	23		
Family Type	Nuclear	19	20.0	57	60.0	19	20.0	95	3.375	0.185
	Joint	22	21.0	51	48.6	32	30.5	105		
Family Size	<5	23	22.8	57	56.4	21	20.8	101	4.219	0.377
	5-6	13	15.9	43	52.4	26	31.7	82		
	>6	5	29.4	8	47.1	4	23.5	17		
Education	S.S.C	0	0.0	3	100.0	0	0.0	3	11.084	0.197
	H.S.C	3	14.3	12	57.1	6	28.6	21		
	Graduation	10	14.1	44	62.0	17	23.9	71		
	Post Graduation	18	32.7	23	41.8	14	25.5	55		
	PG & Above	10	20.0	26	52.0	14	28.0	50		
Occupation	Business	11	18.0	39	63.9	11	18.0	61	5.472	0.242
	Professional	16	26.7	28	46.7	16	26.7	60		
	Service	14	17.7	41	51.9	24	30.4	79		
Four Wheeler	Yes	31	34.4	31	34.4	28	31.1	90	29.130	0.000
	No	10	9.1	77	70.0	23	20.9	110		
Bicycle	Yes	7	12.1	36	62.1	15	25.9	58	3.822	0.148
	No	34	23.9	72	50.7	36	25.4	142		
Income Groups	<=40000	6	10.7	38	67.9	12	21.4	56	42.154	0.000
	40001-60000	1	3.0	25	75.8	7	21.2	33		
	60001-80000	5	11.9	27	64.3	10	23.8	42		
	80001-135000	14	42.4	8	24.2	11	33.3	33		
	>135000	15	41.7	10	27.8	11	30.6	36		
Per Capita Income	<=9167	5	9.4	37	69.8	11	20.8	53	34.233	0.000
	9168-13000	2	5.3	25	65.8	11	28.9	38		
	13001-17800	3	10.3	19	65.5	7	24.1	29		
	17801-30000	17	37.0	18	39.1	11	23.9	46		
	>30000	14	41.2	9	26.5	11	32.4	34		
Total		41	20.5	108	54.0	51	25.5	200		

From the above table, it was observed that, 54.0%, 25.5% and 20.5% respondents respectively bought fruit products from unorganized, both and organized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 61.3% and 50.7% female and male respondents respectively bought fruit products from unorganized retail outlets, while 23.9% and 12.9% male and female respondents respectively bought fruit products from organized retail outlets.

- According to **Age,** out of total respondents, 64.7% respondents belonged to less than or equal to 33 years age groups, they bought fruit products from unorganized retail outlets, while 29.7% respondents belonged to 33-35 years age groups, they bought fruit products from organized retail outlets.

- According to **Marital Status,** out of total respondents, 46.9% and 30.4% married and unmarried respondents respectively bought fruit products from both retail outlets, while 26.1% and 23.2% unmarried and married respondents bought fruit products from organized retail outlets.

- According to **Family Type,** out of total respondents, 46.7% and 43.2% respondents were from joint and nuclear family groups respectively; they bought fruit products from both retail outlets, while 1.9% and 1.1% were from joint and nuclear family groups respectively, they bought fruit products from both retail outlets.

- According to **Family Size,** out of total respondents, 51.2% respondents have between 5-6 members in family; they bought fruit products from both retail outlets, while 35.3% respondents have more than 6 members in family, they bought fruit products from organized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they bought fruit products from unorganized retail outlets, while 28.6% respondents had studied HSC, they bought fruit products from both retail outlets.

- According to **Occupation,** out of total respondents, 50.6% respondents belonged to service class; they bought fruit products from both retail outlets, while 28.3% respondents belonged to professional class, they bought fruit products from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four-wheeler, who having four wheeler 48.9%, 37.8% and 13.3% respondents respectively bought fruit products from both, organized and unorganized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 58 respondents have bicycle, who having bicycle 58.6%, 22.4% and 19.0% respondents respectively bought fruit products from both, unorganized and organized retail outlets.

- According to **Income Groups,** out of total respondents, 66.7 % respondents belonged to 60001-80000 income groups; they bought fruit products from both retail outlets, while 48.5% respondents belonged to 80001-135000 income groups; they bought fruit products from organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 65.5% respondents belonged to 13001-17800 per capita income groups; they bought fruit products from both retail outlets, while 44.1% respondents belonged to more than 30000 per capita income groups, they bought fruit products from organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought fruit products from different categories of retail outlets with respect to their age (chi-square=16.238 and p-value=0.039), income groups (chi-square=42.154 and p-value=0.000), per capita income groups (chi-square=34.233 and p-value=0.000) and respondents own vehicle four wheeler (chi-square=29.130 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about fruit products bought from different categories of retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents bought fruit products from different categories of retail outlets with respect to their gender (chi-square=3.417 and p-value=0.181), marital status (chi-square=2.541 and p-value=0.281), family type (chi-square=3.375 and p-value=0.185), family size (chi-square=4.219 and p-value=0.377), education (chi-square=11.084 and p-value=0.197), occupation (chi-square=5.472 and p-value=0.242) and respondents own vehicle like bicycle (chi-square=3.822 and p-value=0.148). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size, education, occupation and respondents own vehicle like bicycle had similar perception about fruit products bought from different categories of retail outlets in Vadodara city.

Table 5.4.41 Comparisons And Association, Regarding Respondents Bought Fruits Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Fruits Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	82	56.9	60	41.7	2	1.4	144	1.072	0.585
	Female	30	53.6	26	46.4	0	0.0	56		
Age	Less than <=33	18	46.2	21	53.8	0	0.0	39	7.156	0.520
	33-35	14	50.0	14	50.0	0	0.0	28		
	36-40	27	58.7	18	39.1	1	2.2	46		
	41-45	25	54.3	20	43.5	1	2.2	46		
	More than 45	28	68.3	13	31.7	0	0.0	41		
Marital Status	Married	112	56.3	85	42.7	2	1.0	199	1.332	0.514
	Unmarried	0	.0	1	100.0	0	0.0	1		
Family Type	Nuclear	59	55.1	47	43.9	1	0.9	107	0.086	0.958
	Joint	53	57.0	39	41.9	1	1.1	93		
Family Size	<5	58	58.6	40	40.4	1	1.0	99	1.481	0.830
	5-6	41	51.3	38	47.5	1	1.3	80		
	>6	13	61.9	8	38.1	0	0.0	21		
Education	S.S.C	0	.0	0	.0	0	0.0	0	11.717	0.069
	H.S.C	4	36.4	7	63.6	0	0.0	11		
	Graduation	45	48.4	47	50.5	1	1.1	93		
	Post Graduation	39	59.1	26	39.4	1	1.5	66		
	PG & Above	24	80.0	6	20.0	0	0.0	30		
Occupation	Business	26	43.3	34	56.7	0	0.0	60	20.386	0.000
	Professional	47	78.3	13	21.7	0	0.0	60		
	Service	39	48.8	39	48.8	2	2.5	80		
Four Wheeler	Yes	65	69.1	29	30.9	0	0.0	94	13.337	0.001
	No	47	44.3	57	53.8	2	1.9	106		
Income Groups	<=40000	10	34.5	19	65.5	0	0.0	29	18.810	0.016
	40001-60000	29	50.9	26	45.6	2	3.5	57		
	60001-80000	20	50.0	20	50.0	0	0.0	40		
	80001-135000	25	71.4	10	28.6	0	0.0	35		
	>135000	28	71.8	11	28.2	0	0.0	39		
Per Capita Income	<=9167	16	43.2	20	54.1	1	2.7	37	19.966	0.010
	9168-13000	20	47.6	22	52.4	0	0.0	42		
	13001-17800	17	42.5	22	55.0	1	2.5	40		
	17801-30000	35	79.5	9	20.5	0	0.0	44		
	>30000	24	64.9	13	35.1	0	0.0	37		
Total		112	56.0	86	43.0	2	1.0	200		

From the above table, it was observed that, 56.0%, 43.0% and 1.0% respondents respectively bought fruit products from organized, unorganized and both retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 56.9% and 53.6% male and female respondents respectively bought fruit products from organized retail outlets, while 1.4% male respondents bought fruit products from unorganized retail outlets

- According to **Age,** out of total respondents, 68.3% respondents belonged to more than 45 years age groups, they bought fruit products from organized retail outlets, while 2.2% respondents belonged to 41-45 years age groups, they bought fruit products from both retail outlets.

- According to **Marital Status,** out of total respondents, majority of the unmarried respondents bought fruit products from both retail outlets, while 15.6% married respondents bought fruit products from unorganized retail outlets.

- According to **Family Type,** Out of total respondents, 62.4% and 57.9% respondents were from joint and nuclear family groups respectively; they bought fruit products from organized retail outlets, while 17.2% and 14.0% respondents were from joint and nuclear family groups respectively, they bought fruit products from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 66.7% respondents have more than 6 members in family; they bought fruit products from organized retail outlets, while 27.5% respondents have between 5-6 members in family, they bought fruit products from both retail outlets.

- According to **Education,** out of total respondents, 80.0% respondents had studied post graduation and above, they bought fruit products from organized retail outlets, while 36.4% respondents had studied HSC, they bought fruit products from unorganized retail outlets.

- According to **Occupation,** out of total respondents, 81.7% respondents belonged to professional class; they bought fruit products from organized retail outlets, while 17.5% respondents belonged to service class, they bought fruit products from unorganized retail outlets. In another respondents belonged to business class, they agree with this opinion.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four-wheeler, who having four wheeler 71.3 %, 19.1% and 9.6% respondents respectively bought fruit products from organized, both and unorganized retail outlets.

- According to **Income Groups,** out of total respondents, 74.4% respondents belonged to more than 135000 income groups; they bought fruit products from organized retail outlets, while 25.0% respondents belonged to 60001-80000 income groups, they bought fruit products from unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 72.7% respondents belonged to 17801-30000 per capita income groups; they bought fruit products from organized retail outlets, while 27.5% respondents belonged to

13001-17800 per capita income groups, they bought fruit products from unorganized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought fruit products from different categories of retail outlets with respect to their occupation (chi-square=20.386 and p-value=0.000), income groups (chi-square=42.154 and p-value=0.000), per capita income groups (chi-square=34.233 and p-value=0.000) and respondents own vehicle four wheeler (chi-square=13.337 and p-value=0.001). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about fruit products bought from different categories of retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between respondents bought fruit products from different categories of retail outlets with respect to their gender (chi-square=1.072 and p-value=0.585), age (chi-square=7.156 and p-value=0.520),marital status (chi-square=1.332 and p-value=0.514), family type (chi-square=0.086 and p-value=0.958), family size (chi-square=1.481 and p-value=0.830) and education (chi-square=11.717 and p-value=0.069). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size and education had similar perception about fruit products bought from different categories of retail outlets in Ahmedabad city.

Table 5.4.42 Comparisons And Association, Regarding Respondents Bought Fruits Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.

Respondent's Demographic Characteristics and It's Category		Respondents Bought Fruits Products From Different Retail Outlets								
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	42	28.6	92	62.6	13	8.8	147	0.320	0.852
	Female	13	24.5	35	66.0	5	9.4	53		
Age	Less than <=33	11	19.3	41	71.9	5	8.8	57	5.062	0.751
	33-35	10	24.4	28	68.3	3	7.3	41		
	36-40	12	31.6	22	57.9	4	10.5	38		
	41-45	14	36.8	21	55.3	3	7.9	38		
	More than 45	8	30.8	15	57.7	3	11.5	26		
Family Type	Nuclear	20	25.0	56	70.0	4	5.0	80	3.561	0.169
	Joint	35	29.2	71	59.2	14	11.7	120		
Family Size	<5	19	24.4	56	71.8	3	3.8	78	7.280	0.122
	5-6	33	28.9	66	57.9	15	13.2	114		
	>6	3	37.5	5	62.5	0	.0	8		
Education	S.S.C	0	.0	0	.0	1	100.0	1	13.272	0.103
	H.S.C	5	31.3	9	56.3	2	12.5	16		
	Graduation	27	32.5	49	59.0	7	8.4	83		
	Post Graduation	17	24.3	47	67.1	6	8.6	70		
	PG & Above	6	20.0	22	73.3	2	6.7	30		
Occupation	Business	20	33.3	33	55.0	7	11.7	60	18.062	0.001
	Professional	16	26.7	33	55.0	11	18.3	60		
	Service	19	23.8	61	76.3	0	.0	80		
Four Wheeler	Yes	31	31.6	58	59.2	9	9.2	98	1.764	0.414
	No	24	23.5	69	67.6	9	8.8	102		
Income Groups	<=40000	4	22.2	14	77.8	0	.0	18	11.728	0.164
	40001-60000	10	20.4	36	73.5	3	6.1	49		
	60001-80000	11	26.8	22	53.7	8	19.5	41		
	80001-135000	16	34.8	27	58.7	3	6.5	46		
	>135000	14	30.4	28	60.9	4	8.7	46		
Per Capita Income	<=9167	3	16.7	14	77.8	1	5.6	18	6.177	0.627
	9168-13000	10	26.3	26	68.4	2	5.3	38		
	13001-17800	13	25.5	30	58.8	8	15.7	51		
	17801-30000	15	32.6	27	58.7	4	8.7	46		
	>30000	14	29.8	30	63.8	3	6.4	47		
Total		55	27.5	127	63.5	18	9.0	200		

From the above table, it was observed that, 63.5%, 27.5% and 9.0% respondents respectively bought fruit products from unorganized, organized and both retail outlets in Surat city.

- According to **Gender,** Out of total respondents, 66.0% and 62.6% female and male respondents respectively bought fruit products from unorganized retail outlets, while 9.4% and 8.8% female and male respondents respectively bought fruit products from both retail outlets.

- According to **Age,** out of total respondents, 59.6% respondents belonged to less than or equal to 33 years age groups; they bought fruit products from both retail outlets, while 34.2% respondents belonged to 36-40 years age groups, they bought fruit products from unorganized retail outlets.

- According to **Family Type,** out of total respondents, 46.3% and 45.0% respondents were from nuclear and joint family groups respectively; they bought fruit products from both retail outlets, while 27.5% and 23.3% were from nuclear and joint family groups respectively, they bought fruit products from unorganized retail outlets.

- According to **Family Size,** out of total respondents, 47.4% respondents have less than 5 members in family; they bought fruit products from both retail outlets, while 26.9% respondents have less than 5 members in family, they bought fruit products from unorganized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they bought fruit products from both retail outlets, while 31.3% respondents had studied HSC, they bought fruit products from organized retail outlets.

- **Occupation, o**ut of total respondents, 56.7% respondents belonged to professional class; they bought fruit products from both retail outlets, while 31.7% respondents belonged to business class, they bought fruit products from unorganized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** Out of 98 respondents have four-wheeler, who having four wheeler and 45.9%, 32.7% and 21.4 % respondents respectively bought fruit products from unorganized, organized and both retail outlets.

- According to **Income Groups,** out of total respondents, 51.0% respondents belonged to 40001-60000 income groups, they bought fruit products from both retail outlets, while 33.3% respondents belonged to less than or equal to 40000 income groups, they bought fruit products from unorganized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 51.0% respondents belonged to 13001-17800 per capita income groups; they bought fruit products from both retail outlets, while 32.6% respondents belonged to 17801-30000 per capita income groups, they bought fruit products from organized retail outlets,

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought fruit products from different categories of retail

outlets with respect to their occupation (chi-square=18.062 and p-value=0.001). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation had different perception about fruit products bought from different categories of retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant association between respondents bought fruit products from different categories of retail outlets with respect to their gender (chi-square=0.320 and p-value=0.852), age (chi-square=5.062 and p-value=0.751), family type (chi-square=3.561 and p-value=0.169), family size (chi-square=7.280 and p-value=0.122), education (chi-square=13.272 and p-value=0.103), income groups (chi-square=11.728 and p-value=0.164), per capita income groups (chi-square=6.177 and p-value=0.627) and respondents own vehicle like four wheeler (chi-square=1.764 and p-value=0.414). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about fruit products bought from different categories of retail outlets in Surat city.

Table 5.4.43 Comparisons And Association, Regarding Respondents Bought Fruits Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Gujarat.									
Respondent's Demographic Characteristics and it's Category		**Respondents Bought Fruits Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	51	33.8	92	60.9	8	5.3	151	1.679	0.432
	Female	14	28.6	30	61.2	5	10.2	49		
Age	Less than <=33	12	21.4	39	69.6	5	8.9	56	19.615	0.012
	33-35	8	20.5	27	69.2	4	10.3	39		
	36-40	9	27.3	23	69.7	1	3.0	33		
	41-45	17	50.0	17	50.0	0	.0	34		
	More than 45	19	50.0	16	42.1	3	7.9	38		
Marital Status	Married	63	33.0	116	60.7	12	6.3	191	0.664	0.717
	Unmarried	2	22.2	6	66.7	1	11.1	9		
Family Type	Nuclear	22	25.9	59	69.4	4	4.7	85	4.439	0.109
	Joint	43	37.4	63	54.8	9	7.8	115		
Family Size	<5	24	27.9	57	66.3	5	5.8	86	2.504	0.644
	5-6	37	37.4	55	55.6	7	7.1	99		
	>6	4	26.7	10	66.7	1	6.7	15		
Education	S.S.C	0	.0	34	87.2	5	12.8	39	38.926	0.000
	H.S.C	1	5.3	17	89.5	1	5.3	19		
	Graduation	24	46.2	24	46.2	4	7.7	52		
	Post Graduation	26	41.9	33	53.2	3	4.8	62		
	PG & Above	14	50.0	14	50.0	0	.0	28		
Occupation	Business	2	3.3	50	83.3	8	13.3	60	46.631	0.000
	Professional	36	60.0	22	36.7	2	3.3	60		
	Service	27	33.8	50	62.5	3	3.8	80		
Four Wheeler	Yes	33	35.5	51	54.8	9	9.7	93	4.258	0.119
	No	32	29.9	71	66.4	4	3.7	107		
Two Wheeler	Yes	65	32.8	120	60.6	13	6.6	198	1.292	0.524
	No	0	.0	2	100.0	0	.0	2		
Bicycle	Yes	63	34.6	109	59.9	10	5.5	182	`6.338	0.042
	No	2	11.1	13	72.2	3	16.7	18		
Income Groups	<=40000	10	16.9	47	79.7	2	3.4	59	23.693	0.003
	40001-60000	13	31.0	26	61.9	3	7.1	42		
	60001-80000	8	25.0	19	59.4	5	15.6	32		
	80001-135000	15	50.0	14	46.7	1	3.3	30		
	>135000	19	51.4	16	43.2	2	5.4	37		
Per Capita Income	<=9167	14	25.0	40	71.4	2	3.6	56	17.293	0.027
	9168-13000	9	20.0	31	68.9	5	11.1	45		
	13001-17800	10	30.3	21	63.6	2	6.1	33		
	17801-30000	13	39.4	18	54.5	2	6.1	33		
	>30000	19	57.6	12	36.4	2	6.1	33		
Total		65	32.5	122	61.0	13	6.5	200		

From the above table, it was observed that, 61.0%, 32.5% and 6.5% respondents respectively bought fruit products from unorganized, both and organized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 61.2% and 60.9% female and male respondents respectively bought fruit products from unorganized retail outlets, while 10.2% and 5.3% female and male respondents respectively bought fruit products from both retail outlets.

- According to **Age,** out of total respondents, 69.7% respondents belonged to 36-40 years age groups; they bought fruit products from unorganized retail outlets, while 10.3% respondents belonged to 33-35 age groups, they bought fruit products from both retail outlets.

- According to **Marital Status,** out of total respondents, 66.7% and 60.7% unmarried and married respondents bought fruit products from unorganized retail outlets, while 11.1% and 6.3% unmarried and married respondents respectively bought fruit products from both retail outlets.

- According to **Family Type,** out of total respondents, 69.4% and 54.8% respondents were from nuclear and joint family groups respectively; they bought fruit products from unorganized retail outlets, while 7.8% and 4.7% respondents were from joint and nuclear family groups respectively, they bought fruit products from both retail outlets.

- According to **Family Size,** out of total respondents, 66.7% respondents have more than 6 members in family; they bought fruit products from unorganized retail outlets, while 7.1% respondents have between 5-6 members in family, they bought fruit products from both retail outlets

- According to **Education,** out of total respondents, 89.5% respondents had studied HSC; they bought fruit products from unorganized retail outlets, while 12.8% respondents had studied HSC, they bought fruit products from both retail outlets.

- According to **Occupation,** out of total respondents, 83.3% respondents belonged to business class; they bought fruit products from unorganized retail outlets, while 13.3% respondents belonged to business class, they bought fruit products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents have four-wheeler, who having four wheeler 54.8%, 35.5% and 9.7% respondents respectively bought fruit products from unorganized, organized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 198 respondents have two-wheeler, who having two wheeler and 60.6 %, 32.8% and 6.6% respondents respectively bought fruit products from unorganized, organized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle and 59.9 %, 34.6% and 5.5% respondents respectively bought fruit products from unorganized organized and both retail outlets.

- According to **Income Groups,** out of total respondents, 79.7 % respondents belonged to less than or equal to 40000 income groups; they bought fruit products from unorganized retail outlets, while 15.6% respondents belonged to 60001-80000 income groups; they bought fruit products from both retail outlets

- According to **Per Capita Income Groups,** out of total respondents, 71.4% respondents belonged to less than or equal to 9167 per capita income groups; they bought fruit products from both retail outlets, while 11.1% respondents belonged to 9168-13000 per capita income groups, they bought fruit products from organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought fruit products from different categories of retail outlets with respect to their age (chi-square=19.615 and p-value=0.012), education (chi-square=38.926 and p-value=0.000), occupation (chi-square=46.631 and p-value=0.000), income groups (chi-square=23.693 and p-value=0.003), per capita income groups (chi-square=17.293 and p-value=0.027) and respondents own vehicle bicycle (chi-square=6.338 and p-value=0.042). Hence, null hypothesis was rejected. Therefore, it could be said that, age, education, occupation, income groups, per capita income groups and respondents own vehicle like bicycle had different perception about fruit products bought from different categories of retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents bought fruit products from different categories of retail outlets with respect to their gender (chi-square=1.679 and p-value=0.432), marital status (chi-square=0.664 and p-value=0.717), family type (chi-square=4.439 and p-value=0.109), family size (chi-square=2.504 and p-value=0.644), respondents own vehicle like four wheeler (chi-square=4.258 and p-value=0.119) and respondents own vehicle like two wheeler (chi-square=1.292 and p-value=0.524). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender,

marital status, family type, family size, respondents own vehicle like four wheeler and two wheeler had similar perception about fruit products bought from different categories of retail outlets in Rajkot city.

Table 5.4.44 Comparisons And Association, Regarding Respondents Bought Vegetables Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Respondents Bought Vegetables Products From Different Retail Outlets							
		Organized Retail Outlets		Unorganized Retail Outlets		Both		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	205	35.3	326	56.2	49	8.4	580	2.704	0.259
	Female	65	29.5	132	60.0	23	10.5	220		
Age	Less than <=33	49	24.1	92	67.5	17	8.4	203	27.730	0.001
	33-35	43	29.7	87	63.4	10	6.9	145		
	36-40	54	34.4	76	55.4	16	10.2	157		
	41-45	61	41.8	66	52.1	9	6.2	146		
	More than 45	63	42.3	435	44.3	20	13.4	149		
Marital Status	Married	265	34.6	23	56.7	67	8.7	767	5.906	0.052
	Unmarried	5	15.2	222	69.7	5	15.2	33		
Family Type	Nuclear	119	32.4	236	60.5	26	7.1	367	4.361	0.113
	Joint	151	34.9	213	54.5	46	10.6	433		
Family Size	<5	123	33.8	212	58.5	28	7.7	364	4.730	0.316
	5-6	122	32.5	33	56.5	41	10.9	375		
	>6	25	41.0	42	54.1	3	4.9	61		
Education	S.S.C	0	0.0	48	97.7	1	2.3	43	43.785	0.000
	H.S.C	12	17.9	164	71.6	7	10.4	67		
	Graduation	106	35.5	134	54.8	29	9.7	299		
	Post Graduation	98	38.7	70	53.0	21	8.3	253		
	PG & Above	54	39.1	195	50.7	14	10.1	138		
Occupation	Business	59	24.5	163	67.6	19	7.9	241	37.525	0.000
	Professional	114	47.5	100	41.7	26	10.8	240		
	Service	97	30.4	195	61.1	27	8.5	319		
Four Wheeler	Yes	159	42.4	177	47.2	39	10.4	375	29.640	0.000
	No	111	26.1	281	66.1	33	7.8	425		
Two Wheeler	Yes	270	33.8	456	57.1	72	9.0	798	1.497	0.473
	No	0	0.0	2	100.0	0	0.0	2		
Bicycle	Yes	235	36.7	370	57.8	35	5.5	640	53.754	0.000
	No	35	21.9	88	55.0	37	23.1	160		
Income Groups	<=40000	29	17.9	120	74.1	13	8.0	162	58.197	0.000
	40001-60000	52	28.7	116	64.1	13	7.2	181		
	60001-80000	44	28.4	97	62.6	14	9.0	155		
	80001-135000	70	48.6	59	41.0	15	10.4	144		
	>135000	75	47.5	66	41.8	17	10.8	158		
Per Capita Income	<=9167	38	23.2	112	68.3	14	8.5	164	46.668	0.000
	9168-13000	39	23.9	109	66.9	15	9.2	163		
	13001-17800	43	28.1	98	64.1	12	7.8	153		
	17801-30000	79	46.7	75	44.4	15	8.9	169		
	>30000	71	47.0	64	42.4	16	10.6	151		
Total		270	33.8	458	57.3	72	9.0	800		

From the above table, it was observed that, 57.3%, 33.8% and 9.0% respondents respectively bought vegetable products from unorganized, organized and both retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 60.0% and 56.2% female and male respondents respectively bought vegetable products from unorganized retail

outlets, while 10.5% and 8.4% female and male respondents respectively bought vegetable products from both retail outlets.

- According to **Age,** out of total respondents, 67.5% respondents belonged to less than or equal to 33 years age groups; they bought vegetable products from unorganized retail outlets, while 13.4% respondents belonged to more than 45 age groups, they bought vegetable products from both retail outlets.

- According to **Marital Status,** out of total respondents, 69.7% and 56.7% unmarried and married respondents bought vegetable products from unorganized retail outlets, while 15.2% and 8.7% unmarried and married respondents respectively bought vegetable products from both retail outlets.

- According to **Family Type,** out of total respondents, 60.5% and 54.5% respondents were from nuclear and joint family groups respectively; they bought vegetable products from unorganized retail outlets, while 10.6% and 7.1% respondents were from joint and nuclear family groups respectively, they bought vegetable products from both retail outlets.

- According to **Family Size,** out of total respondents, 58.5% respondents have less than 5 members in family; they bought vegetable products from unorganized retail outlets., while 10.9% respondents have between 5-6 members in family, they bought vegetable products from both retail outlets

- According to **Education,** out of total respondents, 97.7% respondents had studied SSC; they bought vegetable products from unorganized retail outlets, while 10.4% respondents had studied SSC, they bought vegetable products from both retail outlets.

- According to **Occupation,** out of total respondents, 67.6% respondents belonged to business class; they bought vegetable products from unorganized retail outlets. , while 10.8% respondents belonged to professional class, they bought vegetable products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 375 respondents have four-wheeler, who having four wheeler 47.2%, 42.4% and 10.4% respondents respectively bought vegetable products from unorganized, organized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 798 respondents have two-wheeler, who having two wheeler 57.1%, 33.8% and 9.0% respondents

respectively bought vegetable products from unorganized, organized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 640 respondents have bicycle, who having bicycle 57.8%, 36.7% and 5.5% respondents respectively bought vegetable products from unorganized organized and both retail outlets.

- According to **Income Groups,** out of total respondents, 74.1% respondents belonged to less than or equal to 40000 income groups; they bought vegetable products from unorganized retail outlets ,while 10.8% respondents belonged to more than 135000 income groups; they bought vegetable products from both retail outlets

- According to **Per Capita Income Groups,** out of total respondents, 68.3% respondents belonged to less than or equal to 9167 per capita income groups; they bought vegetable products from unorganized retail outlets, while 10.6% respondents belonged to more than 30000 per capita income groups, they bought vegetable products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought vegetable products from different categories of retail outlets with respect to their age (chi-square=27.730 and p-value=0.001), marital status(chi-square=5.906 and p-value=0.052), education (chi-square=43.785 and p-value=0.000), occupation (chi-square=37.525 and p-value=0.000), income groups (chi-square=58.197 and p-value=0.000), per capita income groups of respondents (chi-square=46.668 and p-value=0.000), respondents own vehicle four wheeler (chi-square=29.640 and p-value=0.000) and respondents own vehicle bicycle (chi-square=53.754 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had different perception about vegetable products bought from different categories of retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between respondents bought vegetable products from different categories of retail outlets with respect to their gender (chi-square=2.704 and p-value=0.259), family type (chi-square=4.361 and p-value=0.113), family size (chi-square=4.730 and

p-value=0.316) and respondents own vehicle like two wheeler (chi-square=1.497 and p-value=0.473). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, family type, family size and respondents own vehicle like two wheeler had similar perception about vegetable products bought from different categories of retail outlets in selected cities of Gujarat.

Table 5.4.45 Comparisons And Association, Regarding Respondents Bought Vegetables Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Vegetables Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	32	23.2	74	53.6	32	23.2	138	2.834	0.242
	Female	8	12.9	38	61.3	16	25.8	62		
Age	Less than <=33	9	17.6	33	64.7	9	17.6	51	11.689	0.166
	33-35	11	29.7	20	54.1	6	16.2	37		
	36-40	6	15.0	23	57.5	11	27.5	40		
	41-45	5	17.9	18	64.3	5	17.9	28		
	More than 45	9	20.5	18	40.9	17	38.6	44		
Marital Status	Married	37	20.9	96	54.2	44	24.9	177	1.956	0.376
	Unmarried	3	13.0	16	69.6	4	17.4	23		
Family Type	Nuclear	18	18.9	58	61.1	19	20.0	95	2.132	0.344
	Joint	22	21.0	54	51.4	29	27.6	105		
Family Size	<5	22	21.8	58	57.4	21	20.8	101	3.369	0.498
	5-6	13	15.9	45	54.9	24	29.3	82		
	>6	5	29.4	9	52.9	3	17.6	17		
Education	S.S.C	0	0.0	3	100.0	0	0.0	3	12.298	0.138
	H.S.C	2	9.5	13	61.9	6	28.6	21		
	Graduation	10	14.1	45	63.4	16	22.5	71		
	Post Graduation	18	32.7	23	41.8	14	25.5	55		
	PG & Above	10	20.0	28	56.0	12	24.0	50		
Occupation	Business	11	18.0	40	65.6	10	16.4	61	6.267	0.180
	Professional	16	26.7	30	50.0	14	23.3	60		
	Service	13	16.5	42	53.2	24	30.4	79		
Four Wheeler	Yes	31	34.4	34	37.8	25	27.8	90	27.747	0.000
	No	9	8.2	78	70.9	23	20.9	110		
Bicycle	Yes	7	12.1	38	65.5	13	22.4	58	3.976	0.137
	No	33	23.2	74	52.1	35	24.6	142		
Income Groups	<=40000	5	8.9	39	69.6	12	21.4	56	40.976	0.000
	40001-60000	1	3.0	25	75.8	7	21.2	33		
	60001-80000	5	11.9	27	64.3	10	23.8	42		
	80001-135000	14	42.4	8	24.2	11	33.3	33		
	>135000	15	41.7	13	36.1	8	22.2	36		
Per Capita Income	<=9167	5	9.4	37	69.8	11	20.8	53	33.164	0.000
	9168-13000	1	2.6	26	68.4	11	28.9	38		
	13001-17800	3	10.3	19	65.5	7	24.1	29		
	17801-30000	17	37.0	18	39.1	11	23.9	46		
	>30000	14	41.2	12	35.3	8	23.5	34		
Total		40	20.0	112	56.0	48	24.0	200		

From the above table, it was observed that, 56.0%, 24.0% and 20.0% respondents respectively bought vegetable products from unorganized, both and organized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 61.3% and 53.6% female and male respondents respectively bought vegetable products from unorganized retail

outlets, while 23.2% and 12.9% male and female respondents respectively bought vegetable products from organized retail outlets.

- According to **Age,** out of total respondents, 64.7% respondents belonged to less than or equal to 33 years age groups; they bought vegetable products from unorganized retail outlets, while 29.7% respondents belonged to 33-35 age groups, they bought vegetable products from organized retail outlets.

- According to **Marital Status,** out of total respondents, 69.6% and 54.2% unmarried and married respondents bought vegetable products from unorganized retail outlets, while 20.9% and 13.0% married and unmarried respondents respectively bought vegetable products from organized retail outlets.

- According to **Family Type,** out of total respondents, 61.1% and 51.4% respondents were from nuclear and joint family groups respectively; they bought vegetable products from unorganized retail outlets, while 21.0% and 18.9% respondents were from joint and nuclear family groups respectively, they bought vegetable products from organized retail outlets.

- According to **Family Size,** out of total respondents, 57.4% respondents have less than 5 members in family; they bought vegetable products from unorganized retail outlets, while 29.3% respondents have between 5-6 members in family, they bought vegetable products from both retail outlets

- According to **Education,** out of total respondents, majority of the respondents had studied SSC; they bought vegetable products from unorganized retail outlets, while 28.6% respondents had studied HSC, they bought vegetable products from both retail outlets.

- According to **Occupation,** out of total respondents, 65.6% respondents belonged to business; they bought vegetable products from unorganized retail outlets, while 26.7% respondents belonged to professional class, they bought vegetable products from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents have four-wheeler, who having four wheeler 37.8%, 34.4% and 27.8% respondents respectively bought vegetable products from unorganized, organized and both retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 58 respondents have bicycle, who having bicycle 65.5%, 22.4% and 12.1 % respondents respectively bought vegetable products from unorganized, both and organized retail outlets.

- According to **Income Groups,** out of total respondents, 75.8% respondents belonged to 40001-60000 income groups; they bought vegetable products from unorganized retail outlets, while 33.3% respondents belonged to 80001- 135000 income groups; they bought vegetable products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 68.3% respondents belonged to less than or equal to 9167 per capita income groups; they bought vegetable products from organized retail outlets, while 10.6% respondents belonged to more than 30000 per capita income groups, they bought vegetable products from organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought vegetable products from different categories of retail outlets with respect to their income groups (chi-square=40.976 and p-value=0.000), per capita income groups (chi-square=33.164 and p-value=0.000) and respondents own vehicle four wheeler (chi-square=27.747 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about vegetable products bought from different categories of retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between respondents bought vegetable products from different categories of retail outlets with respect to their gender (chi-square=2.834 and p-value=0.242), age (chi-square=11.689 and p-value=0.166), marital status (chi-square=1.956 and p-value=0.376), family type (chi-square=2.132 and p-value=0.344), family size (chi-square=3.369 and p-value=0.498) education (chi-square=12.298 and p-value=0.138), occupation (chi-square=6.267 and p-value=0.180) and respondents own vehicle like bicycle (chi-square=3.976 and p-value=0.137). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation and

respondents own vehicle like bicycle had similar perception about vegetable products bought from different categories of retail outlets in Vadodara city.

Table 5.4.46 Comparisons And Association, Regarding Respondents Bought Vegetables Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Respondents Bought Vegetables Products From Different Retail Outlets**						**Chi-Square**	**p- Value**
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	
		N	**%**	**N**	**%**	**N**	**%**		
Gender	Male	82	56.9	59	41.0	3	2.1	144	0.229	0.892
	Female	30	53.6	25	44.6	1	1.8	56		
Age	Less than <=33	18	46.2	21	53.8	0	.0	39	8.423	0.393
	33-35	14	50.0	13	46.4	1	3.6	28		
	36-40	27	58.7	19	41.3	0	.0	46		
	41-45	25	54.3	19	41.3	2	4.3	46		
	More than 45	28	68.3	12	29.3	1	2.4	41		
Marital Status	Married	112	56.3	83	41.7	4	2.0	199	1.388	0.500
	Unmarried	0	.0	1	100.0	0	.0	1		
Family Type	Nuclear	59	55.1	45	42.1	3	2.8	107	0.774	0.679
	Joint	53	57.0	39	41.9	1	1.1	93		
Family Size	<5	58	58.6	38	38.4	3	3.0	99	2.702	0.609
	5-6	41	51.3	38	47.5	1	1.3	80		
	>6	13	61.9	8	38.1	0	.0	21		
Education	S.S.C	0	.0	0	.0	0	.0	0	17.697	0.007
	H.S.C	4	36.4	7	63.6	0	.0	11		
	Graduation	45	48.4	47	50.5	1	1.1	93		
	Post Graduation	39	59.1	26	39.4	1	1.5	66		
	PG & Above	24	80.0	4	13.3	2	6.7	30		
Occupation	Business	26	43.3	34	56.7	0	.0	60	32.264	0.000
	Professional	47	78.3	9	15.0	4	6.7	60		
	Service	39	48.8	41	51.3	0	.0	80		
Four Wheeler	Yes	65	69.1	26	27.7	3	3.2	94	15.419	0.000
	No	47	44.3	58	54.7	1	.9	106		
Income Groups	<=40000	10	34.5	19	65.5	0	.0	29	25.172	0.001
	40001-60000	29	50.9	27	47.4	1	1.8	57		
	60001-80000	20	50.0	20	50.0	0	.0	40		
	80001-135000	25	71.4	10	28.6	0	.0	35		
	>135000	28	71.8	8	20.5	3	7.7	39		
Per Capita Income	<=9167	16	43.2	21	56.8	0	.0	37	28.816	0.000
	9168-13000	20	47.6	21	50.0	1	2.4	42		
	13001-17800	17	42.5	23	57.5	0	.0	40		
	17801-30000	35	79.5	9	20.5	0	.0	44		
	>30000	24	64.9	10	27.0	3	8.1	37		
Total		112	56.0	84	42.0	4	2.0	200		

From the above table, it was observed that, 56.0%, 42.0% and 2.0% respondents respectively bought vegetable products from organized, unorganized and both retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 56.9% and 53.6% male and female respondents respectively bought vegetable products from organized retail outlets, while 2.1% and 1.8% male and female respondents respectively bought vegetable products from both retail outlets.

- According to **Age,** out of total respondents, 68.3% respondents belonged to more than 45 years age groups; they bought vegetable products from organized retail

outlets, while 4.3% respondents belonged to 41-45 age groups, they bought vegetable products from both retail outlets.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 41.7% married respondents bought vegetable products from unorganized retail outlets, while 2.0% married respondents bought vegetable products from organized retail outlets.

- According to **Family Type,** out of total respondents, 57.0% and 55.1% respondents were from joint and nuclear family groups respectively; they bought vegetable products from organized retail outlets, while 2.8% and 1.1% respondents were from nuclear and joint family groups respectively, they bought vegetable products from organized retail outlets.

- According to **Family Size,** out of total respondents, 61.9% respondents have more than 6 members in family; they bought vegetable products from organized retail outlets, while 3.0% respondents have less than 5 members in family, they bought vegetable products from both retail outlets

- According to **Education,** out of total respondents, 80.0% respondents had studied post graduation & above; they bought vegetable products from organized retail outlets, while 6.7% respondents had studied post graduation & above; they bought vegetable products from both retail outlets.

- According to **Occupation,** out of total respondents, 78.3% respondents belonged to professional class; they bought vegetable products from organized retail outlets, while 6.7% respondents belonged to professional class, they bought vegetable products from organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents have four-wheeler, who having four-wheeler 69.1%, 27.7% and 3.2% respondents respectively bought vegetable products from organized, unorganized and both retail outlets.

- According to **Income Groups,** out of total respondents, 71.8% respondents belonged to more than 135000 income groups; they bought vegetable products from organized retail outlets, while 7.7% respondents belonged to more than 135000 income groups; they bought vegetable products from both retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 79.5% respondents belonged to 17801-30000 per capita income groups; they bought

vegetable products from organized retail outlets, while 8.1% respondents belonged to more than 30000 per capita income groups, they bought vegetable products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought vegetable products from different categories of retail outlets with respect to their education (chi-square=17.697 and p-value=0.007), occupation (chi-square=32.264 and p-value=0.000), income groups (chi-square=25.172 and p-value=0.001), per capita income groups (chi-square=28.816 and p-value=0.000) and respondents own vehicle four wheeler (chi-square=15.419 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had different perception about vegetable products bought from different categories of retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between respondents bought vegetable products from different categories of retail outlets with respect to their gender (chi-square=0.229 and p-value=0.892), age (chi-square=8.423 and p-value=0.393), marital status (chi-square=1.388 and p-value=0.500), family type (chi-square=0.774 and p-value=0.679) and family size (chi-square=2.702 and p-value=0.609). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type and family size of respondents had similar perception about vegetable products bought from different categories of retail outlets in Ahmedabad city.

Table 5.4.47 Comparisons And Association, Regarding Respondents Bought Vegetables Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and it's Category		**Respondents Bought Vegetables Products From Different Retail Outlets**							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	42	28.6	94	63.9	11	7.5	147	1.411	0.494
	Female	13	24.5	38	71.7	2	3.8	53		
Age	Less than <=33	11	19.3	42	73.7	4	7.0	57	6.340	0.609
	33-35	10	24.4	28	68.3	3	7.3	41		
	36-40	12	31.6	22	57.9	4	10.5	38		
	41-45	14	36.8	23	60.5	1	2.6	38		
	More than 45	8	30.8	17	65.4	1	3.8	26		
Family Type	Nuclear	20	25.0	57	71.3	3	3.8	80	2.411	0.300
	Joint	35	29.2	75	62.5	10	8.3	120		
Family Size	<5	19	24.4	57	73.1	2	2.6	78	5.747	0.219
	5-6	33	28.9	70	61.4	11	9.6	114		
	>6	3	37.5	5	62.5	0	0.0	8		
Education	S.S.C	0	.0	1	100.0	0	0.0	1	9.464	0.305
	H.S.C	5	31.3	10	62.5	1	6.3	16		
	Graduation	27	32.5	47	56.6	9	10.8	83		
	Post Graduation	17	24.3	50	71.4	3	4.3	70		
	PG & Above	6	20.0	24	80.0	0	0.0	30		
Occupation	Business	20	33.3	33	55.0	7	11.7	60	12.400	0.015
	Professional	16	26.7	38	63.3	6	10.0	60		
	Service	19	23.8	61	76.3	0	0.0	80		
Four Wheeler	Yes	31	31.6	59	60.2	8	8.2	98	2.989	0.224
	No	24	23.5	73	71.6	5	4.9	102		
Income Groups	<=40000	4	22.2	14	77.8	0	0.0	18	6.384	0.604
	40001-60000	10	20.4	37	75.5	2	4.1	49		
	60001-80000	11	26.8	26	63.4	4	9.8	41		
	80001-135000	16	34.8	27	58.7	3	6.5	46		
	>135000	14	30.4	28	60.9	4	8.7	46		
Per Capita Income	<=9167	3	16.7	14	77.8	1	5.6	18	3.901	0.866
	9168-13000	10	26.3	27	71.1	1	2.6	38		
	13001-17800	13	25.5	33	64.7	5	9.8	51		
	17801-30000	15	32.6	28	60.9	3	6.5	46		
	>30000	14	29.8	30	63.8	3	6.4	47		
Total		55	27.5	132	66.0	13	6.5	200		

From the above table, it was observed that, 66.0%, 27.5% and 6.5% respondents respectively bought vegetable products from unorganized, organized and both retail outlets in Surat city.

- According to **Gender,** out of total respondents, 71.7% and 63.9% female and male respondents respectively bought vegetable products from unorganized retail outlets, while 7.5% and 3.8% male and female respondents respectively bought vegetable products from both retail outlets.

- According to **Age,** out of total respondents, 73.7% respondents belonged to less than & above 33 years age groups; they bought vegetable products from organized retail outlets, while 10.5% respondents belonged to 36-40 years age groups, they bought vegetable products from both retail outlets.

- According to **Family Type,** out of total respondents, 71.3% and 62.5% respondents were from nuclear and joint family groups respectively; they bought vegetable products from unorganized retail outlets, while 8.3% and 3.8% respondents were from joint and nuclear family groups respectively, they bought vegetable products from both retail outlets.

- According to **Family Size,** out of total respondents, 73.1% respondents have less than 5 members in family; they bought vegetable products from unorganized retail outlets, while 9.6% respondents have between 5-6 members in family, they bought vegetable products from both retail outlets.

- According to **Education,** out of total respondents, majority of the respondents had studied post graduation & above; they bought vegetable products from unorganized retail outlets, while 10.6% respondents had studied graduation; they bought vegetable products from both retail outlets.

- According to **Occupation,** out of total respondents, 76.3% respondents belonged to service class; they bought vegetable products from unorganized retail outlets, while 11.7% respondents belonged to business class, they bought vegetable products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 98 respondents have four-wheeler, who having four wheeler 60.2%, 31.6% and 8.2% respondents respectively bought vegetable products from unorganized, organized and both retail outlets.

- According to **Income Groups,** out of total respondents, 77.8% respondents belonged to less than & above 40000 income groups; they bought vegetable products from unorganized retail outlets, while 9.8% respondents belonged to 60001-80000 income groups; they bought vegetable products from both retail outlets

- According to **Per Capita Income Groups,** out of total respondents, 71.1% respondents belonged to less than & 9167 per capita income groups; they bought vegetable products from unorganized retail outlets, while 9.8% respondents belonged to 13001-17800 per capita income groups, they bought vegetable products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought vegetable products from different categories of retail outlets with respect to their occupation (chi-square=12.400 and p-value=0.015). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation of respondents had different perception about vegetable products bought from different categories of retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant association between respondents bought vegetable products from different categories of retail outlets with respect to their gender (chi-square=1.411 and p-value=0.494), age (chi-square=6.340 and p-value=0.609), family type (chi-square=2.411 and p-value=0.300), family size (chi-square=5.747 and p-value=0.219), education (chi-square=9.464 and p-value=0.305), income groups (chi-square=6.384 and p-value=0.604), per capita income groups (chi-square=3.901 and p-value=0.866) and respondents own vehicle four wheeler (chi-square=2.989 and p-value=0.224). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about vegetable products bought from different categories of retail outlets in Surat city.

Table 5.4.48 Comparisons And Association, Regarding Respondents Bought Vegetables Products From Different Retail Outlets In Their Visit With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Gujarat.									
Respondent's Demographic Characteristics and It's Category		Respondents Bought Vegetables Products From Different Retail Outlets							
		Organized Retail Outlets		**Unorganized Retail Outlets**		**Both**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	49	32.5	99	65.6	3	2.0	151	4.239	0.120
	Female	14	28.6	31	63.3	4	8.2	49		
Age	Less than <=33	11	19.6	41	73.2	4	7.1	56	19.486	0.012
	33-35	8	20.5	31	79.5	0	.0	39		
	36-40	9	27.3	23	69.7	1	3.0	33		
	41-45	17	50.0	16	47.1	1	2.9	34		
	More than 45	18	47.4	19	50.0	1	2.6	38		
Marital Status	Married	61	31.9	124	64.9	6	3.1	191	1.821	0.402
	Unmarried	2	22.2	6	66.7	1	11.1	9		
Family Type	Nuclear	22	25.9	62	72.9	1	1.2	85	5.195	0. 074
	Joint	41	35.7	68	59.1	6	5.2	115		
Family Size	<5	24	27.9	60	69.8	2	2.3	86	3.380	0.496
	5-6	35	35.4	59	59.6	5	5.1	99		
	>6	4	26.7	11	73.3	0	.0	15		
Education	S.S.C	0	.0	38	97.4	1	2.6	39	39.727	0.000
	H.S.C	1	5.3	18	94.7	0	.0	19		
	Graduation	24	46.2	25	48.1	3	5.8	52		
	Post Graduation	24	38.7	35	56.5	3	4.8	62		
	PG & Above	14	50.0	14	50.0	0	.0	28		
Occupation	Business	2	3.3	56	93.3	2	3.3	60	42.869	0.000
	Professional	35	58.3	23	38.3	2	3.3	60		
	Service	26	32.5	51	63.8	3	3.8	80		
Four Wheeler	Yes	32	34.4	58	62.4	3	3.2	93	0.690	0. 708
	No	31	29.0	72	67.3	4	3.7	107		
Two Wheeler	Yes	63	31.8	128	64.6	7	3.5	198	1.088	0.580
	No	0	.0	2	100.0	0	.0	2		
Bicycle	Yes	61	33.5	116	63.7	5	2.7	182	6.381	0. 041
	No	2	11.1	14	77.8	2	11.1	18		
Income Groups	<=40000	10	16.9	48	81.4	1	1.7	59	21.413	0. 006
	40001-60000	12	28.6	27	64.3	3	7.1	42		
	60001-80000	8	25.0	24	75.0	0	.0	32		
	80001-135000	15	50.0	14	46.7	1	3.3	30		
	>135000	18	48.6	17	45.9	2	5.4	37		
Per Capita Income	<=9167	14	25.0	40	71.4	2	3.6	56	18.596	0. .017
	9168-13000	8	17.8	35	77.8	2	4.4	45		
	13001-17800	10	30.3	23	69.7	0	.0	33		
	17801-30000	12	36.4	20	60.6	1	3.0	33		
	>30000	19	57.6	12	36.4	2	6.1	33		
Total		63	31.5	130	65.0	7	3.5	200		

From the above table, it was observed that, 66.0%, 27.5% and 6.5% respondents respectively bought vegetable products from unorganized, organized and both retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 65.6% and 63.3% male and female respondents respectively bought vegetable products from unorganized retail outlets, while 8.2% and 2.0% female and male respondents respectively bought vegetable products from both retail outlets.

- According to **Age,** out of total respondents, 79.5% respondents belonged to 33-35 years age groups; they bought vegetable products from organized retail outlets, while 7.1% respondents belonged to less than & above 33 years age groups, they bought vegetable products from both retail outlets.

- According to **Marital Status,** out of total respondents, 66.7% and 64.9% unmarried and married respondents bought vegetable products from unorganized retail outlets, while 11.1% and 3.1% unmarried and married respondents bought vegetable products from both retail outlets.

- According to **Family Type,** out of total respondents, 72.9% and 59.1% respondents were from nuclear and joint family groups respectively; they bought vegetable products from unorganized retail outlets, while 5.2% and 1.2% respondents were from joint and nuclear family groups respectively, they bought vegetable products from both retail outlets.

- According to **Family Size,** out of total respondents, 73.3% respondents have more than 6 members in family; they bought vegetable products from unorganized retail outlets, while 5.1% respondents have between 5-6 members and less than 5 members in family respectively, they bought vegetable products from both retail outlets

- According to **Education,** out of total respondents, 97.4% respondents had studied SSC; they bought vegetable products from unorganized retail outlets, while 5.8% respondents had studied graduation; they bought vegetable products from both retail outlets.

- According to **Occupation,** out of total respondents, 93.3% respondents belonged to business class; they bought vegetable products from unorganized retail outlets, while 3.8% respondents belonged to professional class, they bought vegetable products from both retail outlets. In another 3.3% respondents belonged to business class, they bought vegetable products from both retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents have four-wheeler, who having four wheeler 62.4%, 34.4% and 3.2% respondents respectively bought vegetable products from unorganized, organized and both retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 198 respondents have two-wheeler, who having two-wheeler 64.6%, 31.8% and 3.5% respondents

respectively bought vegetable products from unorganized, organized both and organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents have bicycle, who having bicycle and 63.7%, 33.5% and 2.7% respondents respectively bought vegetable products from unorganized, organized both and organized retail outlets.

- According to **Income Groups,** out of total respondents, 81.4% respondents belonged to less than & above 40000 income groups; they bought vegetable products from unorganized retail outlets, while 7.1% respondents belonged to 40001-60000 income groups; they bought vegetable products from both retail outlets

- According to **Per Capita Income Groups,** out of total respondents, 77.8% respondents belonged to 9168-13000 per capita income groups; they bought vegetable products from unorganized retail outlets, while 6.1% respondents belonged to more than 30000 per capita income groups, they bought vegetable products from both retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between respondents bought vegetable products from different categories of retail outlets with respect to their education (chi-square=39.727 and p-value=0.000), occupation (chi-square=42.869 and p-value=0.000), income groups (chi-square=21.413 and p-value=0.006), per capita income groups (chi-square=18.596 and p-value=0.017) and respondents own vehicle bicycle (chi-square=6.381 and p-value=0.041). Hence, null hypothesis was rejected. Therefore, it could be said that, education, occupation, income groups, per capita income groups and respondents own vehicle bicycle had different perception about vegetable products bought from different categories of retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between respondents bought vegetable products from different categories of retail outlets with respect to their gender (chi-square=4.239 and p-value=0.120), age (chi-square=19.486 and p-value=0.012), marital status (chi-square=1.821 and p-value=0.402), family type (chi-square=1.821 and p-value=0.402) family size (chi-square=5.195 and p-value=0.074), respondents own vehicle four wheeler (chi-

square=1.088 and p-value=0.580) and respondents own vehicle two wheeler (chi-square=2.989 and p-value=0.224). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size of respondents, respondents own vehicle like four wheeler and two wheeler had similar perception about vegetable products bought from different categories of retail outlets in Rajkot city.

H3: There is no relationship between respondents given opinion for products related items bought from organized and unorganized retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Table 5.4. 49 Comparisons and Association, Regarding Products Related Items Bought from Organized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.								
Cities	**Products Related Items Buying from Organized Retail Outlets**							
	Disagree		**Neutral**		**Agree**		**Total**	**Chi- Square value**	**p- value**
	N	%	N	%	N	%			
Vadodara	71	46.7	42	27.6	39	25.7	152	55.547	0.000
Ahmedabad	107	61.1	58	33.1	10	5.7	175		
Surat	75	46.9	79	49.4	6	3.8	160		
Rajkot	62	45.6	53	39.0	21	15.4	136		

- From the above table, it was observed that, respondents given opinion was low to buy products related items from organized retail outlets in Ahmedabad city was (61.1%) followed by Surat, Vadodara and Rajkot cities were 46.9%, 46.7% and 45.6% respectively.

- While, respondents given opinion was high to buy products related items from organized retail outlets in Vadodara city was (25.7%) followed by Rajkot, Ahmedabad and Surat cities were 15.4%, 5.7% and 3.8% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for products related items bought from organized retail outlets with respect to selected cities of Gujarat (chi-square=55.547 and p-value=0.000) Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about respondents given opinion for products related items bought from organized retail outlets.

For Unorganized Retail Outlets,

	Products Related Items Bought from Unorganized Retail Outlets in Selected Cities of Gujarat								
Cities	**Disagree**		**Neutral**		**Agree**		**Total**	**Chi- Square value**	**p- value**
	N	**%**	**N**	**%**	**N**	**%**			
Vadodara	19	11.7	55	33.7	89	54.6	163	165.270	0.000
Ahmedabad	28	27.2	63	61.2	12	11.7	103		
Surat	74	53.2	63	45.3	2	1.4	139		
Rajkot	20	14.6	51	37.2	66	48.2	137		

Table 5.4.50 Comparisons and Association, Regarding Products Related Items Bought from Unorganized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.

- From the above table, it was observed that, respondents given opinion was neutral to buy product related items from unorganized retail outlets in Ahmedabad city was (61.2%) followed by Surat, Rajkot and Vadodara cities were 45.3%, 37.2% and 33.7% respectively.

- While, respondents given opinion was low to buy product related items from unorganized retail outlets in Surat city was (53.2%) followed by Ahmedabad, Rajkot, and Vadodara cities were 27.2%, 14.6% and 11.7% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for product related items bought from unorganized retail outlets with respect to selected cities of Gujarat (chi-square=165.270 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about given opinion for product related items bought from unorganized retail outlets.

H4: There is no association between respondents given opinion for product related items buying from organized and unorganized outlets and demographic characteristics of respondents.

For Organized Retail Outlets,

Table 5.4.51 Comparisons And Association, Regarding Respondents Given Opinion About The Products Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.										
Respondent's Demographic Characteristics and It's Category		**Products Related Items Buying From Organized Retail Outlets**								
		Disagree		**Neutral**		**Agree**		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	229	51.9	152	34.5	60	13.6	441	6.119	0.047
	Female	86	47.3	80	44.0	16	8.8	182		
Age	Less than <=33	77	53.8	50	35.0	16	11.2	143	6.056	0.641
	33-35	51	47.2	40	37.0	17	15.7	108		
	36-40	63	50.8	46	37.1	15	12.1	124		
	41-45	63	56.8	38	34.2	10	9.0	111		
	More than 45	61	44.5	58	42.3	18	13.1	137		
Marital Status	Married	307	51.1	224	37.3	70	11.6	601	5.162	0.760
	Unmarried	8	36.4	8	36.4	6	27.3	22		
Family Type	Nuclear	146	53.9	84	31.0	41	15.1	271	9.436	0.009
	Joint	169	48.0	148	42.0	35	9.9	352		
Family Size	<5	140	52.2	85	31.7	43	16.0	268	10.020	0.040
	5-6	151	49.5	125	41.0	29	9.5	305		
	>6	24	48.0	22	44.0	4	8.0	50		
Education	S.S.C	9	56.3	4	25.0	3	18.8	16	20.384	0.026
	H.S.C	22	52.4	14	33.3	6	14.3	42		
	Graduation	117	48.1	93	38.3	33	13.6	243		
	Post Graduation	115	55.8	76	36.9	15	7.3	206		
	PG & Above	52	44.8	45	38.8	19	16.4	116		
Occupation	Business	82	49.1	63	37.7	22	13.2	167	1.737	0.784
	Professional	99	48.3	82	40.0	24	11.7	205		
	Service	134	53.4	87	34.7	30	12.0	251		
Four Wheeler	Yes	145	45.7	130	41.0	42	13.2	317	6.013	0.049
	No	170	55.6	102	33.3	34	11.1	306		
Two Wheeler	Yes	314	50.5	232	37.3	76	12.2	622	0.979	0.613
	No	1	100.0	0	0.0	0	0.0	1		
Bicycle	Yes	269	52.3	202	39.3	43	8.4	514	42.206	0.000
	No	46	42.2	30	27.5	33	30.3	109		
Income Groups	<=40000	48	49.0	31	31.6	19	19.4	98	18.673	0.017
	40001-60000	76	55.5	52	38.0	9	6.6	137		
	60001-80000	71	58.2	40	32.8	11	9.0	122		
	80001-135000	50	40.0	54	43.2	21	16.8	125		
	>135000	70	49.6	55	39.0	16	11.3	141		
Per Capita Income	<=9167	52	47.7	37	33.9	20	18.3	109	16.615	0.034
	9168-13000	69	59.0	40	34.2	8	6.8	117		
	13001-17800	69	57.0	41	33.9	11	9.1	121		
	17801-30000	58	40.6	64	44.8	21	14.7	143		
	>30000	67	50.4	50	37.6	16	12.0	133		
Total		315	50.6	232	37.2	76	12.2	623		

From the above table, it was observed that, 50.6%, 37.2% and 12.2% respondents given opinion was disagree, neutral and agree to buy product related items from organized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 51.9% and 47.3% male and female respondents respectively disagree with this statement, while 13.6% and 8.8% male and female respondents respectively given opinion was agree with this statement.

- According to **Age,** out of total respondents, 56.8% respondents belonged to 41-45 years group, they disagree with this statement, while 15.7% respondents belonged to 33-35 years age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, 51.1% and 36.4% married and unmarried respondents respectively disagree with this statement, while 27.3% and 11.6% unmarried and married respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 53.9% and 48.0% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 15.1% and 9.9% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 52.2% respondents have less than 5 members in family; they disagree with this statement, while 16.0% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 56.3% respondents had studied SSC; they disagree with this statement, while 18.8% respondents had studied SSC, they agree with this statement.

- According to According to **Occupation,** out of total respondents, 53.4% respondents belonged to service class; they disagree with this statement, while 13.2% respondents belonged to business class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 317 respondents have four-wheeler, who having four wheeler 45.7%, 41.0% and 13.2% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 622 respondents have two-wheeler, who having two wheeler 50.5%, 37.3% and 12.2% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 514 respondents have bicycle, who having bicycle 52.3%, 39.3% and 8.4% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 58.2% respondents belonged to 60001-80000 income group, they disagree with this statement, while 19.4% respondents belonged to less than & above 40000 income group, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 59.0% respondents belonged to 9168-13000 per capita income group, they disagree with this statement, while 18.3% respondents belonged to less than & above 9167 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for product related items buying from organized retail outlets with respect to their gender (chi-square=6.119 and p-value=0.047), family type (chi-square=9.436 and p-value=0.009), family size (chi-square=10.020 and p-value=0.040), education (chi-square=20.384 and p-value=0.026), income groups (chi-square=18.673 and p-value=0.017), per capita income groups (chi-square=16.615 and p-value=0.034), respondents own vehicle like four wheeler (chi-square=6.013 and p-value=0.049), and respondents own vehicle like bicycle (chi-square=42.206 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, gender, family type, family size, education. income groups, per capita income groups respondents own vehicle like four wheeler and bicycle had different perception about respondents given opinion for product related items buying from organized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between given opinion for product related items buying from organized retail outlets with respect to their age (chi-square=6.056 and p-value=0.641), marital status (chi-square=5.162 and p-value=0.760), occupation (chi-square=1.737 and p-value=0.784) and respondents own vehicle like bicycle (chi-square=42.206 and p-value=0.000). Hence, null hypothesis was not rejected. Therefore, it could be said that, age, marital status, occupation and respondents own vehicle like two wheeler had similar perception about respondents given opinion for product related items buying from organized retail outlets in selected cities of Gujarat.

Table 5.4.52 Comparisons And Association, Regarding Respondents Given Opinion About The Products Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Products Related Items Bought From Organized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	43	43.0	25	25.0	32	32.0	100	6.177	0.046
	Female	28	53.8	17	32.7	7	13.5	52		
Age	Less than <=33	16	45.7	10	28.6	9	25.7	35	5.841	0.665
	33-35	16	57.1	5	17.9	7	25.0	28		
	36-40	11	33.3	13	39.4	9	27.3	33		
	41-45	10	55.6	5	27.8	3	16.7	18		
	More than 45	18	47.4	9	23.7	11	28.9	38		
Marital Status	Married	66	48.9	36	26.7	33	24.4	135	2.326	0.313
	Unmarried	5	29.4	6	35.3	6	35.3	17		
Family Type	Nuclear	31	45.6	16	23.5	21	30.9	68	2.092	0.351
	Joint	40	47.6	26	31.0	18	21.4	84		
Family Size	<5	33	45.2	17	23.3	23	31.5	73	2.980	0.561
	5-6	31	47.7	21	32.3	13	20.0	65		
	>6	7	50.0	4	28.6	3	21.4	14		
Education	S.S.C	1	100.0	0	0.0	0	0.0	1	7.748	0.458
	H.S.C	9	60.0	3	20.0	3	20.0	15		
	Graduation	21	36.8	17	29.8	19	33.3	57		
	Post Graduation	26	57.8	11	24.4	8	17.8	45		
	PG & Above	14	41.2	11	32.4	9	26.5	34		
Occupation	Business	24	50.0	11	22.9	13	27.1	48	2.712	0.607
	Professional	18	43.9	10	24.4	13	31.7	41		
	Service	29	46.0	21	33.3	13	20.6	63		
Four Wheeler	Yes	36	45.0	22	27.5	22	27.5	80	0.330	0.848
	No	35	48.6	20	27.8	17	23.6	72		
Bicycle	Yes	30	58.8	13	25.5	8	15.7	51	5.513	0.064
	No	41	40.6	29	28.7	31	30.7	101		
Income Groups	<=40000	9	28.1	10	31.3	13	40.6	32	14.831	0.063
	40001-60000	14	58.3	8	33.3	2	8.3	24		
	60001-80000	21	58.3	9	25.0	6	16.7	36		
	80001-135000	10	34.5	8	27.6	11	37.9	29		
	>135000	17	54.8	7	22.6	7	22.6	31		
Per Capita Income	<=9167	8	25.8	11	35.5	12	38.7	31	15.924	0.043
	9168-13000	15	57.7	8	30.8	3	11.5	26		
	13001-17800	16	66.7	5	20.8	3	12.5	24		
	17801-30000	15	36.6	12	29.3	14	34.1	41		
	>30000	17	56.7	6	20.0	7	23.3	30		
Total		71	46.7	42	27.6	39	25.7	152		

From the above table, it was observed that, 46.7%, 27.6% and 25.7% respondents given opinion was disagree, neutral and agree to buy product related items from organized retail outlets in Vadodara city.

- According to **Gender**, out of total respondents, 53.8% and 43.0% female and male respondents respectively disagree with this statement, while 32.0% and 13.5% male and female respondents respectively given opinion agree with this statement.

- According to **Age**, out of total respondents, 57.1% respondents belonged to 33-35 years age group, they disagree with this statement, while 28.9% respondents belonged to more than 45 years age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, 48.9% and 29.4% married and unmarried respondents respectively disagree with this statement, while 35.3% and 24.4% unmarried and married respondents respectively agree with this statement.

  - According to **Family Type,** out of total respondents, 47.6% and 45.6% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 30.9% and 21.4% respondents were from nuclear and joint family groups respectively, they agree with this statement.

  - According to **Family Size,** out of total respondents, 50.0% respondents have more than 5 members in family; they disagree with this statement, while 31.5% respondents have less than 5 members in family; they agree with this statement.

  - According to **Education,** out of total respondents, majority of the respondents had studied SSC; they disagree with this statement, while 32.4% respondents had studied post graduation & above, they neutral with this statement.

  - According to **Occupation,** out of total respondents, 50.0% respondents belonged to business class; they disagree with this statement, while 31.7% respondents belonged to business class; they agree with this statement.

  - According to **Respondents Own Vehicle Four Wheeler,** Out of 80 respondents have four-wheeler, who having four wheeler 45.0%, 27.5% and 27.5% respondents respectively disagree, neutral and agree with this statement.

  - According to **Respondents Own Vehicle Bicycle,** out of 51 respondents have bicycle, who having bicycle 58.8%, 25.5% and 15.7% respondents respectively disagree, neutral and agree with this statement.

  - According to **Income Groups,** out of total respondents, 58.3% respondents belonged to 60001-80000 income groups, they disagree with this statement, while 33.3% respondents belonged to 40001-60000 income groups, they neutral with this statement.

  - According to **Per capita Income Group,** out of total respondents, 66.7% respondents belonged to 13001-17800 per capita income group, they disagree with this statement, while 35.5% respondents belonged to less than & above 9167 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for product related items buying from organized retail outlets with respect to their gender (chi-square=6.177 and p-value=0.046) and per capita income groups (chi-square=15.924 and p-value=0.043). Hence, null hypothesis was rejected. Therefore, it could be said that, gender and per capita income groups had different perception about respondents given opinion for product related items buying from organized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between given opinion for product related items buying from organized retail outlets with respect to their age (chi-square=5.841 and p-value=0.665), marital status (chi-square=2.326 and p-value=0.313), family type (chi-square=2.092 and p-value=0.351), family size (chi-square=2.980 and p-value=0.561), education (chi-square=7.748 and p-value=0.458), occupation (chi-square=2.712 and p-value=0.607), income groups (chi-square=14.831 and p-value=0.063), respondents own vehicle like four wheeler (chi-square=0.330 and p-value=0.848) and respondents own vehicle like bicycle (chi-square=5.513 and p-value=0.064). Hence, null hypothesis was not rejected. Therefore, it could be said that, age, marital status, family type, family size, education, occupation, income groups, respondents own vehicle like four wheeler and bicycle had similar perception about respondents given opinion for product related items buying from organized retail outlets in Vadodara city.

Table 5.4.53 Comparisons And Association, Regarding Respondents Given Opinion About The Products Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Products Related Items Bought From Organized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	80	63.5	39	31.0	7	5.6	126	1.077	0.583
	Female	27	55.1	19	38.8	3	6.1	49		
Age	Less than <=33	22	73.3	7	23.3	1	3.3	30	8.295	0.405
	33-35	13	50.0	10	38.5	3	11.5	26		
	36-40	26	60.5	15	34.9	2	4.7	43		
	41-45	27	71.1	9	23.7	2	5.3	38		
	More than 45	19	50.0	17	44.7	2	5.3	38		
Marital Status	Married	106	60.9	58	33.3	10	5.7	174	0.639	0.726
	Unmarried	1	100.0	0	.0	0	.0	1		
Family Type	Nuclear	64	68.8	23	24.7	6	6.5	93	6.338	0.042
	Joint	43	52.4	35	42.7	4	4.9	82		
Family Size	<5	59	67.8	22	25.3	6	6.9	87	9.292	0.054
	5-6	42	58.3	26	36.1	4	5.6	72		
	>6	6	37.5	10	62.5	0	.0	16		
Education	S.S.C	0	0.0	0	0.0	0	0.0	0	10.935	0.090
	H.S.C	6	75.0	2	25.0	0	0.0	8		
	Graduation	48	60.8	29	36.7	2	2.5	79		
	Post Graduation	39	67.2	16	27.6	3	5.2	58		
	PG & Above	14	46.7	11	36.7	5	16.7	30		
Occupation	Business	27	55.1	21	42.9	1	2.0	49	8.127	0.087
	Professional	33	55.0	23	38.3	4	6.7	60		
	Service	47	71.2	14	21.2	5	7.6	66		
Four Wheeler	Yes	49	55.7	33	37.5	6	6.8	88	2.255	0.324
	No	58	66.7	25	28.5	4	4.6	87		
Income Groups	<=40000	19	79.2	4	16.7	1	4.2	24	9.873	0.274
	40001-60000	31	63.3	15	30.6	3	6.1	49		
	60001-80000	20	64.5	11	35.5	0	0.0	31		
	80001-135000	16	50.0	12	37.5	4	12.5	32		
	>135000	21	53.8	16	41.0	2	5.1	39		
Per Capita Income	<=9167	20	64.5	9	29.0	2	6.5	31	2.578	0.958
	9168-13000	25	67.6	11	29.7	1	2.7	37		
	13001-17800	19	61.3	10	32.3	2	6.5	31		
	17801-30000	22	55.0	16	40.0	2	5.0	40		
	>30000	21	58.3	12	33.3	3	8.3	36		
Total		107	61.1	58	33.1	10	5.7	175		

From the above table, it was observed that, 61.1%, 33.1% and 5.7% respondents given opinion was disagree, neutral and agree to buy product related items from organized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 63.5% and 55.1% male and female respondents respectively disagree with this statement, while 6.1% and 5.6% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 73.3% respondents belonged to less than or equal to 33 years age groups, they disagree with this statement, while 11.5% respondents belonged to 33-35 years age group, they agree with this statement.

- According to **Marital Status**, out of total respondents, Majority of the unmarried and 60.9% married respondents respectively disagree with this statement; while 5.7% married respondents agree with this statement.

- According to **Family Type**, out of total respondents, 68.8% and 52.4% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 6.5% and 4.9% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family** Size, out of total respondents, 67.8% respondents have less than 5 members in family; they disagree with this statement, while 6.9% respondents have less than 5 members in family; they agree with this statement.

- According to **Education**, out of total respondents, 75.0% respondents had studied HSC, they disagree with this statement, while 16.7% respondents had studied post graduation & above, they agree with this statement.

- According to **Occupation**, out of total respondents, 71.2% respondents belonged to service class; they disagree with this statement, while 7.6% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler**, out of 88 respondents have four-wheeler, who having four wheeler 55.7%, 37.5% and 6.8% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 79.2% respondents belonged to less than or equal to 40000, income group, they disagree with this statement, while 12.5% respondents belonged to 80001-135000 income group, they agree with this statement.

- According **to Per capita Income Group**, out of total respondents, 67.6% respondents belonged to 9168-13000 per capita income group, they disagree with this statement, while 8.3% respondents belonged to more than 30000 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for product related items buying from organized retail outlets with respect to their family type (chi-square=6.338 and p-value=0.042) and family size (chi-square=9.292 and p-value=0.054). Hence, null hypothesis was rejected. Therefore, it could be said that, family type and family size had different

perception about respondents given opinion for product related items buying from organized retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between given opinion for product related items buying from organized retail outlets with respect to their gender (chi-square=1.077 and p-value=0.583), age (chi-square=8.295 and p-value=0.405), marital status (chi-square=0.639 and p-value=0.726), education (chi-square=10.935 and p-value=0.090), occupation (chi-square=8.127 and p-value=0.087), income groups (chi-square=9.873 and p-value=0.274), per capita income groups (chi-square=2.578 and p-value=0.958) and respondents own vehicle like four wheeler (chi-square=2.255 and p-value=0.324). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about respondents given opinion for product related items buying from organized retail outlets in Ahmedabad city.

Respondent's Demographic Characteristics and It's Category		Products Related Items Bought From Organized Retail Outlets								
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	58	50.4	53	46.1	4	3.5	115	2.081	0.353
	Female	17	37.8	26	57.8	2	4.4	45		
Age	Less than <=33	25	52.1	21	43.8	2	4.2	48	7.203	0.515
	33-35	12	40.0	17	56.7	1	3.3	30		
	36-40	16	57.1	12	42.9	0	0.0	28		
	41-45	15	50.0	13	43.3	2	6.7	30		
	More than 45	7	29.2	16	66.7	1	4.2	24		
Family Type	Nuclear	26	43.3	31	51.7	3	5.0	60	0.759	0.684
	Joint	49	49.0	48	48.0	3	3.0	100		
Family Size	<5	26	44.1	30	50.8	3	5.1	59	1.423	0.840
	5-6	44	47.3	46	49.5	3	3.2	93		
	>6	5	62.5	3	37.5	0	0.0	8		
Education	S.S.C	1	100.0	0	0.0	0	0.0	1	4.665	0.793
	H.S.C	4	33.3	8	66.7	0	0.0	12		
	Graduation	29	45.3	32	50.0	3	4.7	64		
	Post Graduation	28	50.9	26	47.3	1	1.8	55		
	PG & Above	13	46.4	13	46.4	2	7.1	28		
Occupation	Business	19	42.2	24	53.3	2	4.4	45	1.178	0.882
	Professional	24	48.0	25	50.0	1	2.0	50		
	Service	32	49.2	30	46.2	3	4.6	65		
Four Wheeler	Yes	30	38.5	44	56.4	4	5.1	78	4.595	0.101
	No	45	54.9	35	42.7	2	2.4	82		
Income Groups	<=40000	4	28.6	10	71.4	0	0.0	14	6.126	0.633
	40001-60000	21	52.5	18	45.0	1	2.5	40		
	60001-80000	19	57.6	13	39.4	1	3.0	33		
	80001-135000	15	40.5	20	54.1	2	5.4	37		
	>135000	16	44.4	18	50.0	2	5.6	36		
Per Capita Income	<=9167	8	50.0	7	43.8	1	6.3	16	10.484	0.233
	9168-13000	15	53.6	13	46.4	0	0.0	28		
	13001-17800	25	56.8	19	43.2	0	0.0	44		
	17801-30000	11	29.7	23	62.2	3	8.1	37		
	>30000	16	45.7	17	48.6	2	5.7	35		
Total		75	46.9	79	49.4	6	3.8	160		

Table 5.4.54 Comparisons And Association, Regarding Respondents Given Opinion About The Products Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.

From the above table, it was observed that, 49.4%, 46.9% and 3.8% respondents given opinion was neutral, disagree and agree to buy product related items from organized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 57.8% and 46.1% female and male respondents respectively neutral with this statement, while 4.4% and 3.5% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 66.7% respondents belonged to more than 45 years age group, they neutral with this statement, while 6.7% respondents belonged to 41- 45 years age group, they disagree with this statement.

- According to **Family Type,** out of total respondents, 51.7% and 48.0% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 5.0% and 3.0% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 62.5% respondents have more than 6 members in family; they disagree with this statement, while 5.1% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC; they disagree with this statement, while 7.1% respondents had studied post graduation & above, they agree with this statement.

- According to **Occupation,** out of total respondents, 53.3% respondents belonged to business class; they neutral with this statement, while 4.6% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 78 respondents have four-wheeler, who having four-wheeler 56.4%, 38.5% and 5.1% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups,** out of total respondents, 71.6% respondents belonged to less than or equal to 40000 income group, they neutral with this statement, while 5.6% respondents belonged to more than 13500 income group, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 62.2% respondents belonged to 17801-30000 per capita income groups, they neutral with this statement, while 8.1% respondents belonged to 17801-30000 per capita income groups respectively, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between given opinion for product related items buying from organized retail outlets with respect to their gender (chi-square=2.081 and p-value=0.353), age (chi-square=7.203 and p-value=0.515), family type (chi-square=0.759 and p-value=0.684), family size (chi-square=1.423 and p-value=0.840), education (chi-square=4.665 and p-value=0.793), occupation (chi-square=1.178 and p-value=0.882), income groups (chi-square=6.126 and p-value=0.633), per capita income groups (chi-square=10.844 and p-value=0.233) and respondents own vehicle like four wheeler (chi-square=4.595 and p-value=0.102). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about

respondents given opinion for product related items buying from organized retail outlets in Surat city.

Respondent's Demographic Characteristics and It's Category		Products Related Items Bought From Organized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	48	48.0	35	35.0	17	17.0	100	2.605	0.272
	Female	14	38.9	18	50.0	4	11.1	36		
Age	Less than <=33	14	46.7	12	40.0	4	13.3	30	3.622	0.889
	33-35	10	41.7	8	33.3	6	25.0	24		
	36-40	10	50.0	6	30.0	4	20.0	20		
	41-45	11	44.0	11	44.0	3	12.0	25		
	More than 45	17	45.9	16	43.2	4	10.8	37		
Marital Status	Married	60	45.5	51	38.6	21	15.9	132	0.783	0.676
	Unmarried	2	50.0	2	50.0	0	0.0	4		
Family Type	Nuclear	25	50.0	14	28.0	11	22.0	50	4.982	0.083
	Joint	37	43.0	39	45.3	10	11.6	86		
Family Size	<5	22	44.9	16	32.7	11	22.4	49	3.371	0.498
	5-6	34	45.3	32	42.7	9	12.0	75		
	>6	6	50.0	5	41.7	1	8.3	12		
Education	S.S.C	7	50.0	4	28.6	3	21.4	14	10.121	0. .257
	H.S.C	3	42.9	1	14.3	3	42.9	7		
	Graduation	19	44.2	15	34.9	9	20.9	43		
	Post Graduation	22	45.8	23	47.9	3	6.3	48		
	PG & Above	11	45.8	10	41.7	3	12.5	24		
Occupation	Business	12	48.0	7	28.0	6	24.0	25	3.083	0.544
	Professional	24	44.4	24	44.4	6	11.1	54		
	Service	26	45.6	22	38.6	9	15.8	57		
Four Wheeler	Yes	30	42.3	31	43.7	10	14.1	71	1.378	0.502
	No	32	49.2	22	33.8	11	16.9	65		
Two Wheeler	Yes	61	45.2	53	39.3	21	15.6	135	1.202	0.548
	No	1	100.0	0	.0	0	.0	1		
Bicycle	Yes	57	44.5	52	40.6	19	14.8	128	2.565	0.277
	No	5	62.5	1	12.5	2	25.0	8		
Income Groups	<=40000	16	57.1	7	25.0	5	17.9	28	5.409	0.713
	40001-60000	10	41.7	11	45.8	3	12.5	24		
	60001-80000	11	50.0	7	31.8	4	18.2	22		
	80001-135000	9	33.3	14	51.9	4	14.8	27		
	>135000	16	45.7	14	40.0	5	14.3	35		
Per Capita Income	<=9167	16	51.6	10	32.3	5	16.1	31	6.863	0.551
	9168-13000	14	53.8	8	30.8	4	15.4	26		
	13001-17800	9	40.9	7	31.8	6	27.3	22		
	17801-30000	10	40.0	13	52.0	2	8.0	25		
	>30000	13	40.6	15	46.9	4	12.5	32		
	Total	62	45.6	53	39.0	21	15.4	136		

Table 5.4.55 Comparisons And Association, Regarding Respondents Given Opinion About The Products Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Gujarat.

From the above table, it was observed that, 45.6%, 39.0% and 15.4% respondents given opinion was disagree, neutral and agree to buy product related items from organized retail outlets in Rajkot city.

- According to **Gender, o**ut of total respondents, 50.0% and 35.0% female and male respondents respectively neutral with this statement, while 17.0% and 11.1% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 50.0% respondents belonged to 36- 40 years age group, they disagree with this statement, while 25.0% respondents

belonged to 33-35 year age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, 50.0% and 45.5% unmarried and married respondents respectively disagree with this statement, while 15.9% unmarried respondents agree with this statement.

- According to **Family Type,** out of total respondents, 50.0% and 43.0% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 22.0% and 11.6% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 50.0% respondents have less than 5 members in family; they disagree with this statement, while 22.4% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 50.0% respondents had studied SSC; they disagree with this statement, while 42.9% respondents had studied HSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 48.0% respondents belonged to business class; they disagree with this statement, while 24.0% respondents belonged to business class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 71 respondents have four-wheeler, who having four wheeler 43.7%, 42.3% and 14.1% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 135 respondents have two-wheeler, who having two wheeler 44.5%, 37.3% and 12.2% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 128 respondents have bicycle, who having bicycle 44.5%, 40.6% and 14.8% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 57.1% respondents belonged to less than or equal to 40000 income group, they disagree with this statement, while 18.2% respondents belonged to 60001-80000 income group, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 53.8% respondents belonged to 9168-13000 per capita income group, they disagree with this statement, while 27.3% respondents belonged to 13001-17800 per capita

income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between given opinion for product related items buying from organized retail outlets with respect to their gender (chi-square=2.605 and p-value=0.272), age (chi-square=3.622 and p-value=0.889), martial status (chi-square=0.783 and p-value=0.676), family type (chi-square=4.982 and p-value=0.083), family size (chi-square=3.371 and p-value=0.498), education (chi-square=10.121 and p-value=0.257), occupation (chi-square=3.083 and p-value=0.544), income groups (chi-square=5.409 and p-value=0.713), per capita income groups (chi-square=6.863 and p-value=0.551), respondents own vehicle like four wheeler (chi-square=1.378 and p-value=0.502), respondents own vehicle like two wheeler (chi-square=1.202 and p-value=0.548) and respondents own vehicle like bicycle (chi-square=2.565 and p-value=0.277). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about respondents given opinion for product related items buying from organized retail outlets in Rajkot city.

For Unorganized Retail Outlets,

Table 5.4.56 Comparisons And Association, Regarding Products Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Products Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	101	26.5	163	41.9	123	31.6	389	0.461	0.794
	Female	38	54.8	69	45.1	46	30.1	153		
Age	Less than <=33	43	27.2	69	43.7	46	29.1	158	6.872	0.550
	33-35	27	26.5	38	37.3	37	36.3	102		
	36-40	30	27.5	40	36.7	39	35.8	109		
	41-45	21	24.1	44	50.6	22	25.3	87		
	More than 45	20	23.3	41	47.7	25	29.1	86		
Marital Status	Married	139	27.0	216	42.0	159	30.9	514	5.655	0.059
	Unmarried	2	7.1	16	57.1	10	35.7	28		
Family Type	Nuclear	57	22.4	105	41.2	93	36.5	255	7.102	0.029
	Joint	84	29.3	127	44.3	76	26.5	287		
Family Size	<5	54	21.6	99	39.6	97	38.8	250	14.389	0.006
	5-6	75	29.2	120	46.7	62	24.1	257		
	>6	12	34.3	13	37.1	10	28.6	35		
Education	S.S.C	3	7.0	11	25.6	29	67.4	43	46.825	0.000
	H.S.C	10	18.2	21	38.2	24	43.6	55		
	Graduation	58	29.4	79	40.1	60	30.5	197		
	Post Graduation	43	26.4	86	52.8	34	20.9	163		
	PG & Above	27	32.1	35	41.7	22	26.2	84		
Occupation	Business	42	23.0	72	39.3	69	37.7	183	14.873	0.005
	Professional	46	36.5	54	42.9	26	20.6	126		
	Service	53	22.7	106	45.5	74	31.8	233		
Four Wheeler	Yes	65	29.3	95	42.8	62	27.9	222	2.816	0.245
	No	76	23.8	137	42.8	107	33.4	320		
Two Wheeler	Yes	141	26.1	231	42.8	168	31.1	540	0.775	0.679
	No	0	0.0	1	50.0	1	50.0	2		
Bicycle	Yes	132	31.9	190	45.9	92	22.2	414	75.463	0.000
	No	9	7.0	42	32.8	77	60.2	128		
Income Groups	<=40000	25	18.4	48	35.3	63	46.3	136	24.063	0.002
	40001-60000	36	26.9	58	43.3	40	29.9	134		
	60001-80000	27	24.8	53	48.6	29	26.6	109		
	80001-135000	28	35.0	33	41.3	19	23.8	80		
	>135000	25	30.1	40	48.2	18	21.7	83		
Per Capita Income	<=9167	27	20.8	45	34.6	58	44.6	130	21.027	0.007
	9168-13000	27	21.6	57	45.6	41	32.8	125		
	13001-17800	36	32.7	47	42.7	27	24.5	110		
	17801-30000	26	27.1	43	44.8	27	28.1	96		
	>30000	25	30.9	40	49.4	16	19.8	81		
Total		141	26.0	232	42.8	169	31.2	542		

From the above table, it was observed that, 42.8%, 31.2% and 26.0% respondents given opinion was neutral, agree and disagree to buy product related items from unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 54.8% and 26.5% female and male respondents respectively disagree with this statement, while 31.6% and 30.1% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 50.6% respondents belonged to 41-45 years age group, they neutral with this statement, while 27.5% respondents belonged to 36-40 years age group, they disagree with this statement.

- According to **Marital Status,** out of total respondents, 57.1% and 42.0% unmarried and married respondents respectively neutral with this statement, while 27.0% and 7.1% married and unmarried respondents respectively disagree with this statement.

- According to **Family Type,** out of total respondents, 44.3% and 41.2% respondents were from joint and nuclear family groups respectively, they neutral with this statement, while 29.3% and 22.4% respondents were from joint and nuclear family groups respectively, they disagree with this statement.

- According to **Family Size,** out of total respondents, 46.7% respondents have between 5-6 members in family; they neutral with this statement, while 34.3% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 67.4% respondents had studied SSC, they agree with this statement, while 32.1% respondents had studied post graduation & above, they disagree with this statement.

- According to **Occupation,** out of total respondents, 45.5% respondents belonged to service class; they neutral with this statement, while 36.5% respondents belonged to professional class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 317 respondents have four-wheeler, who having four-wheeler, 42.8%, 29.3% and 27.9% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 622 respondents have two-wheeler, who having two- wheeler, 42.8%, 31.1% and 26.1% respondents respectively neutral, agree and disagree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 514 respondents have bicycle, who having bicycle, 45.9%, 31.9% and 22.2% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups,** out of total respondents, 48.6% respondents belonged to 60001-80000 income groups, they neutral with this statement, while 35.0% respondents belonged to 80001-135000 income groups, they disagree with this statement.

- According to **Per capita Income Group,** out of total respondents, 49.4% respondents belonged to more than 30000 per capita income groups, they neutral with this statement, while 32.7% respondents belonged to 13001-17800 per capita income groups, they disagree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for product related items bought from unorganized retail outlets with respect to family type (chi-square=7.102 and p-value=0.029), family size (chi-square=14.389 and p-value=0.006), education (chi-square=46.825 and p-value=0.000), occupation (chi-square=14.873 and p-value=0.005), income groups (chi-square=24.063 and p-value=0.002), per capita income groups (chi-square=21.027 and p-value=0.007) and respondents own vehicle like bicycle (chi-square=75.463 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like bicycle had different perception about given opinion for product related items bought from unorganized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for product related items bought from unorganized retail outlets with respect to gender (chi-square=0.461 and p-value=0.794), age (chi-square=6.872 and p-value=0.550), marital status (chi-square=5.655 and p-value=0.059), respondents own vehicle like four wheeler (chi-square=2.816 and p-value=0.245) and respondents own vehicle like two wheeler (chi-square=0.775 and p-value=0.679). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for product related items bought from unorganized retail outlets in selected cities of Gujarat.

Table 5.4.57 Comparisons And Association, Regarding Products Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Products Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	11	10.1	36	33.0	62	56.9	109	1.054	0.590
	Female	8	14.8	19	35.2	27	50.0	54		
Age	Less than <=33	4	9.3	15	34.9	24	55.8	43	2.378	0.967
	33-35	3	11.1	11	40.7	13	48.1	27		
	36-40	3	8.6	11	31.4	21	60.0	35		
	41-45	4	17.4	7	30.4	12	52.2	23		
	More than 45	5	14.3	11	31.4	19	54.3	35		
Marital Status	Married	17	11.9	45	31.5	81	56.6	143	2.730	0.255
	Unmarried	2	10.0	10	50.0	8	40.0	20		
Family Type	Nuclear	8	10.3	24	30.8	46	59.0	78	1.167	0.558
	Joint	11	12.9	31	36.5	43	50.6	85		
Family Size	<5	7	8.6	22	27.2	52	64.2	81	12.736	0.013
	5-6	8	11.4	27	38.6	35	50.0	70		
	>6	4	33.3	6	50.0	2	16.7	12		
Education	S.S.C	0	0.0	0	0.0	3	100.0	3	11.619	0.169
	H.S.C	4	21.1	4	21.1	11	57.9	19		
	Graduation	7	11.3	17	27.4	38	61.3	62		
	Post Graduation	2	5.1	16	41.0	21	53.8	39		
	PG & Above	6	15.0	18	45.0	16	40.0	40		
Occupation	Business	9	18.0	13	26.0	28	56.0	50	10.702	0.030
	Professional	6	13.6	21	47.7	17	38.6	44		
	Service	4	5.8	21	30.4	44	63.8	69		
Four Wheeler	Yes	11	18.0	23	37.7	27	44.3	61	5.762	0.056
	No	8	7.8	32	31.4	62	60.8	102		
Bicycle	Yes	11	21.6	19	37.3	21	41.2	51	8.978	0.011
	No	8	7.1	36	32.1	68	60.7	108		
Income Groups	<=40000	3	5.8	12	23.1	37	71.2	52	16.298	0.038
	40001-60000	7	21.9	10	31.3	15	46.9	32		
	60001-80000	2	5.4	19	51.4	16	43.2	37		
	80001-135000	4	19.0	6	28.6	11	52.4	21		
	>135000	3	14.3	8	38.1	10	47.6	21		
Per Capita Income	<=9167	4	8.3	11	22.9	33	68.8	48	7.379	0.496
	9168-13000	4	10.5	13	34.2	21	55.3	38		
	13001-17800	3	11.5	12	46.2	11	42.3	26		
	17801-30000	5	16.1	12	38.7	14	45.2	31		
	>30000	3	15.0	7	35.0	10	50.0	20		
Total		19	11.7	55	33.7	89	54.6	163		

From the above table, it was observed that, 54.6%, 33.7% and 11.7% respondents given opinion was agree, neutral and disagree to buy product related items from unorganized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 56.9% and 50.0% male and female respondents respectively agree with this statement, while 14.8% and 10.1% female and male respondents respectively disagree with this statement.

- According to **Age,** out of total respondents, 60.0% respondents belonged to 36- 40 years age group, they agree with this statement, while 17.4% respondents belonged to 41- 45 years age group, they disagree with this statement.

- According to **Marital Status,** out of total respondents, 56.6% and 40.0% married and unmarried respondents respectively agree with this statement, while 11.9% and 10.0% married and unmarried respondents respectively disagree with this statement.

- According to **Family Type,** out of total respondents, 59.0% and 50.6% respondents were from nuclear and joint family groups respectively, they agree with this statement, while 12.9% and 10.3% respondents were from joint and nuclear family groups respectively, they disagree with this statement.

- According to **Family Size,** out of total respondents, 64.2% respondents have less than 5 members in family; they agree with this statement, while 33.3% respondents have more than 6 members in family; they disagree with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they agree with this statement, while 21.1% respondents had studied HSC, they disagree with this statement.

- According to **Occupation,** out of total respondents, 63.8% respondents belonged to service class; they agree with this statement, while 18.0% respondents belonged to business class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 61 respondents have four-wheeler, who having four-wheeler, 44.3%, 37.7% and 18.0% respondents respectively agree, neutral and disagree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 51 respondents have bicycle, who having bicycle, 41.2%, 37.3% and 21.6% respondents respectively agree, neutral and disagree with this statement.

- According to **Income Groups,** out of total respondents, 71.2% respondents belonged to less than or equal to 40000 income group, they agree with this statement, while 21.9% respondents belonged to 40001-60000 income group, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 68.8% respondents belonged to less than or equal to 9167 per capita income group, they agree with this statement, while 16.1% respondents belonged to 17801-30000 per capita income group, they disagree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for product related items bought from unorganized retail outlets with respect to family size (chi-square=12.736 and p-value=0.013), occupation (chi-square=10.702 and p-value=0.030), income groups (chi-square=16.298 and p-value=0.038) and respondents own vehicle like bicycle (chi-square=8.978 and p-value=0.011). Hence, null hypothesis was rejected. Therefore it could be said that, family size, occupation, income groups and respondents own vehicle like bicycle had different perception about given opinion for product related items bought from unorganized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for product related items bought from unorganized retail outlets with respect to gender (chi-square=1.054 and p-value=0.590), age (chi-square=2.378 and p-value=0.967), marital status (chi-square=2.730 and p-value=0.255), family type (chi-square=1.167 and p-value=0.558), education (chi-square=11.619 and p-value=0.169), per capita income groups (chi-square=7.379 and p-value=0.496) and respondents own vehicle like four wheeler (chi-square=5.762 and p-value=0.056). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, education, per capita income groups and respondents own vehicle like four wheeler had similar perception about given opinion for product related items bought from unorganized retail outlets in Vadodara city.

Table 5.4.58 Comparisons And Association, Regarding Products Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Products Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	23	30.7	42	56.0	10	13.3	75	3.105	0.212
	Female	5	17.9	21	75.0	2	7.1	28		
Age	Less than <=33	8	30.8	16	61.5	2	7.7	26	5.340	0.721
	33-35	6	40.0	7	46.7	2	13.3	15		
	36-40	7	28.0	14	56.0	4	16.0	25		
	41-45	6	25.0	16	66.7	2	8.3	24		
	More than 45	1	7.7	10	76.9	2	15.4	13		
Marital Status	Married	28	27.5	62	60.8	12	11.8	102	0.641	0.726
	Unmarried	0	.0	1	100.0	0	.0	1		
Family Type	Nuclear	16	28.6	31	55.4	9	16.1	56	2.822	0.244
	Joint	12	25.5	32	68.1	3	6.4	47		
Family Size	<5	15	30.0	27	54.0	8	16.0	50	4.973	0.290
	5-6	11	25.0	31	70.5	2	4.5	44		
	>6	2	22.2	5	55.6	2	22.2	9		
Education	S.S.C	0	.0	0	.0	0	.0	0	7.229	0.300
	H.S.C	1	14.3	6	85.7	0	.0	7		
	Graduation	15	28.3	28	52.8	10	18.9	53		
	Post Graduation	10	27.0	25	67.6	2	5.4	37		
	PG & Above	2	33.3	4	66.7	0	.0	6		
Occupation	Business	10	28.6	22	62.9	3	8.6	35	3.765	0.439
	Professional	5	38.5	8	61.5	0	.0	13		
	Service	13	23.6	33	60.0	9	16.4	55		
Four Wheeler	Yes	8	24.2	21	63.6	4	12.1	33	0.212	0.899
	No	20	28.6	42	60.0	8	11.4	70		
Income Groups	<=40000	9	39.1	12	52.2	2	8.7	23	6.663	0.573
	40001-60000	8	22.9	22	62.9	5	14.3	35		
	60001-80000	4	20.0	13	65.0	3	15.0	20		
	80001-135000	2	14.3	10	71.4	2	14.3	14		
	>135000	5	45.5	6	54.5	0	.0	11		
Per Capita Income	<=9167	11	39.3	15	53.6	2	7.1	28	6.739	0.565
	9168-13000	3	13.0	17	73.9	3	13.0	23		
	13001-17800	7	28.0	14	56.0	4	16.0	25		
	17801-30000	2	15.4	9	69.2	2	15.4	13		
	>30000	5	35.7	8	57.1	1	7.1	14		
Total		28	27.2	63	61.2	12	11.7	103		

From the above table, it was observed that, 61.2%, 27.2% and 11.7% respondents given opinion was neutral, disagree and agree to buy product related items from unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 75.0% and 56.0% female and male respondents respectively neutral with this statement, while 13.3% and 7.1% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 76.9% respondents belonged to more than 45 years age group, they neutral with this statement, while 16.0% respondents belonged to 36-40 years age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, majority of the unmarried respondent's neutral with this statement, while 11.8% married respondents agree with this statement.

  - According to **Family Type,** out of total respondents, 68.1% and 55.4% respondents were from joint and nuclear family groups respectively, they neutral with this statement, while 16.1% and 6.4% respondents were from nuclear and joint family groups respectively, they agree with this statement.

  - According to **Family Size,** out of total respondents, 70.5% respondents have between 5-6 members in family; they neutral with this statement, while 22.2% respondents have more than 6 members in family; they agree with this statement.

  - According to **Education,** out of total respondents, 85.7% respondents had studied HSC, they neutral with this statement, while 18.9% respondents had studied graduation, they agree with this statement.

  - According to **Occupation,** out of total respondents, 62.9% respondents belonged to business class; they neutral with this statement, while 16.4% respondents belonged to service class; they agree with this statement.

  - According to **Respondents Own Vehicle Four Wheeler,** out of 33 respondents have four-wheeler, who having four-wheeler, 63.6%, 24.2% and 12.1% respondents respectively neutral, disagree and agree with this statement.

  - According to **Income Groups,** out of total respondents, 71.4% respondents belonged to 80001-135000 income group, they neutral with this statement, while 15.0% respondents belonged to 60001-80000 income group, they agree with this statement.

  - According to **Per capita Income Group,** out of total respondents, 73.9% respondents belonged to 9168-13000 per capita income group, they neutral with this statement, while 16.0% respondents belonged to 13001-17800 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for product related items bought from unorganized retail outlets with respect to gender (chi-square=3.105 and p-value=0.212), age (chi-square=5.340 and p-value=0.721), marital status (chi-square=0.641 and p-value=0.726), family type (chi-square=2.822 and

p-value=0.244), family size (chi-square=4.973 and p-value=0.290), education (chi-square=7.229 and p-value=0.300), occupation (chi-square=3.765 and p-value=0.439), income groups (chi-square=6.663 and p-value=0.573), per capita income groups (chi-square=6.739 and p-value=0.565) and respondents own vehicle like four wheeler (chi-square=0.212 and p-value=0.899). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about given opinion for product related items bought from unorganized retail outlets in Ahmedabad city.

Table 5.4.59 Comparisons And Association, Regarding Products Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Products Related Items Bought From Unorganized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	57	55.3	45	43.7	1	1.0	103	1.170	0.557
	Female	17	47.2	18	50.0	1	2.8	36		
Age	Less than <=33	25	56.8	19	43.2	0	0.0	44	11.280	0.186
	33-35	14	48.3	14	48.3	1	3.4	29		
	36-40	18	72.0	6	24.0	1	4.0	25		
	41-45	8	34.8	15	65.2	0	0.0	23		
	More than 45	9	50.0	9	50.0	0	0.0	18		
Family Type	Nuclear	26	44.8	30	51.7	2	3.4	58	5.015	0.081
	Joint	48	59.3	33	40.7	0	0.0	81		
Family Size	<5	26	45.6	30	52.6	1	1.8	57	4.411	0.353
	5-6	45	57.0	33	41.8	1	1.3	79		
	>6	3	100.0	0	0.0	0	0.0	3		
Education	S.S.C	1	100.0	0	0.0	0	0.0	1	6.848	0.553
	H.S.C	5	45.5	6	54.5	0	0.0	11		
	Graduation	30	55.6	23	42.6	1	1.9	54		
	Post Graduation	21	42.9	27	55.1	1	2.0	49		
	PG & Above	17	70.8	7	29.2	0	0.0	24		
Occupation	Business	20	50.0	20	50.0	0	0.0	40	5.539	0.236
	Professional	28	63.6	16	36.4	0	0.0	44		
	Service	26	47.3	27	49.1	2	3.6	55		
Four Wheeler	Yes	38	56.7	29	43.3	0	0.0	67	2.274	0.321
	No	36	50.0	34	47.2	2	2.8	72		
Income Groups	<=40000	7	58.3	5	41.7	0	0.0	12	4.070	0.851
	40001-60000	18	48.6	18	48.6	1	2.7	37		
	60001-80000	16	57.1	12	42.9	0	0.0	28		
	80001-135000	18	60.0	11	36.7	1	3.3	30		
	>135000	15	46.9	17	53.1	0	0.0	32		
Per Capita Income	<=9167	7	58.3	5	41.7	0	0.0	12	4.881	0.770
	9168-13000	13	48.1	13	48.1	1	3.7	27		
	13001-17800	22	61.1	13	36.1	1	2.8	36		
	17801-30000	17	54.8	14	45.2	0	0.0	31		
	>30000	15	45.5	18	54.5	0	0.0	33		
Total		74	53.2	63	45.3	2	1.4	139		

From the above table, it was observed that, 53.2%, 45.3% and 1.4% respondents given opinion was disagree neutral and agree to buy product related items from unorganized retail outlets in Surat city.

- According to **Gender**, out of total respondents, 55.3% and 47.2% male and female respondents respectively disagree with this statement, while 2.8% and 1.0% female and male respondents respectively agree with this statement.

- According to **Age**, out of total respondents, 72.0% respondents belonged to 36-40 years age group, they disagree with this statement, while 4.0% respondents belonged to 36-40 years age group, they agree with this statement.

- According to **Family Type**, out of total respondents, 59.3% and 44.8% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 3.4% respondents given opinion was from nuclear family groups, they agree with this statement.

- According to **Family Size**, out of total respondents, majority of the respondents have more than 6 members in family, they disagree with this statement, while 1.8% respondents have less than 5 members in family; they agree with this statement.

- According to **Education**, out of total respondents, majority of the respondents had studied SSC; they disagree with this statement, while 2.0% respondents had studied graduation, they agree with this statement.

- According to **Occupation,** out of total respondents, 63.6% respondents belonged to professional class; they disagree with this statement, while 3.6% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler**, out of 67 respondents have four-wheeler, who having four-wheeler, 56.7% and 43.3% respondents respectively disagree and neutral with this statement.

- According to **Income Groups**, out of total respondents, 60.0% respondents belonged to 80001-135000 income group, they disagree with this statement, while 3.3% respondents belonged to 80001-135000 income group, they agree to buy product related items from unorganized retail outlets.

- According to **Per capita Income Group**, out of total respondents, 61.1% respondents belonged to 13001-17800 per capita income group, they disagree with this statement, while 3.7% respondents belonged to 9168-13000 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for product related items bought from unorganized retail outlets with respect to gender (chi-square=1.170 and p-value=0.557), age (chi-square=11.280 and p-value=0.186), family type (chi-square=5.015 and p-value=0.081), family size (chi-square=4.411 and p-value=0.353), education (chi-square=6.848 and p-value=0.553), occupation (chi-square=5.539 and p-value=0.236), income groups (chi-square=4.070 and p-value=0.851), per capita income groups (chi-square=4.881 and p-value=0.770) and respondents own vehicle like four wheeler (chi-square=2.274 and p-value=0.321). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about given opinion for product related items bought from unorganized retail outlets in Surat city.

Table 5.4.60 Comparisons And Association, Regarding Products Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Products Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	12	11.8	40	39.2	50	49.0	102	2.680	0.262
	Female	8	22.9	11	31.4	16	45.7	35		
Age	Less than <=33	6	13.3	19	42.2	20	44.4	45	13.095	0.109
	33-35	4	12.9	6	19.4	21	67.7	31		
	36-40	2	8.3	9	37.5	13	54.2	24		
	41-45	3	17.6	6	35.3	8	47.1	17		
	More than 45	5	25.0	11	55.0	4	20.0	20		
Marital Status	Married	20	15.4	46	35.4	64	49.2	130	3.984	0.136
	Unmarried	0	.0	5	71.4	2	28.6	7		
Family Type	Nuclear	7	11.1	20	31.7	36	57.1	63	3.860	0.145
	Joint	13	17.6	31	41.9	30	40.5	74		
Family Size	<5	6	9.7	20	32.3	36	58.1	62	8.005	0.091
	5-6	11	17.2	29	45.3	24	37.5	64		
	>6	3	27.3	2	18.2	6	54.5	11		
Education	S.S.C	2	5.1	11	28.2	26	66.7	39	21.218	0.007
	H.S.C	0	.0	5	27.8	13	72.2	18		
	Graduation	6	21.4	11	39.3	11	39.3	28		
	Post Graduation	10	26.3	18	47.4	10	26.3	38		
	PG & Above	2	14.3	6	42.9	6	42.9	14		
Occupation	Business	3	5.2	17	29.3	38	65.5	58	15.635	0.004
	Professional	7	28.0	9	36.0	9	36.0	25		
	Service	10	18.5	25	46.3	19	35.2	54		
Four Wheeler	Yes	8	13.1	22	36.1	31	50.8	61	0.365	0.833
	No	12	15.8	29	38.2	35	46.1	76		
Two Wheeler	Yes	20	14.8	50	37.0	65	48.1	135	0.387	0.824
	No	0	.0	1	50.0	1	50.0	2		
Bicycle	Yes	19	15.7	45	37.2	57	47.1	121	1.110	0.574
	No	1	6.3	6	37.5	9	56.3	16		
Income Groups	<=40000	6	12.2	19	38.8	24	49.0	49	6.938	0.543
	40001-60000	3	10.0	8	26.7	19	63.3	30		
	60001-80000	5	20.8	9	37.5	10	41.7	24		
	80001-135000	4	26.7	6	40.0	5	33.3	15		
	>135000	2	10.5	9	47.4	8	42.1	19		
Per Capita Income	<=9167	5	11.9	14	33.3	23	54.8	42	3.100	0.928
	9168-13000	7	18.9	14	37.8	16	43.2	37		
	13001-17800	4	17.4	8	34.8	11	47.8	23		
	17801-30000	2	9.5	8	38.1	11	52.4	21		
	>30000	2	14.3	7	50.0	5	35.7	14		
Total		20	14.6	51	37.2	66	48.2	137		

From the above table, it was observed that, 48.2%, 37.2% and 14.6% respondents given opinion was agree, neutral and disagree to buy product related items from unorganized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 49.0% and 45.7% female and male respondents respectively agree with this statement, while 22.9% and 11.8% female and male respondents respectively disagree with this statement.

- According to **Age,** out of total respondents, 67.7% respondents belonged to 33-35 years age group, they agree with this statement, while 25.0% respondents belonged to more than 45 years age group, they disagree with this statement.

- According to **Marital Status,** out of total respondents, 71.4% and 35.4% unmarried and married respondents respectively neutral with this statement, while 15.4% married respondents disagree with this statement.

- According to **Family Type,** out of total respondents, 57.1% and 40.5% respondents were from nuclear and joint family groups respectively, they agree with this statement, while 17.6% and 11.1% respondents were from joint and nuclear family groups respectively, they disagree with this statement.

- According to **Family Size,** out of total respondents, 58.1% respondents have less than 5 members in family; they agree with this statement, while 27.3% respondents have more than 6 members in family; they disagree with this statement.

- According to **Education,** out of total respondents, 72.2% respondents had studied HSC, they agree with this statement, while 26.3% respondents had studied post graduation, they disagree with this statement.

- According to **Occupation,** out of total respondents, 65.5% respondents belonged to business class; they agree with this statement, while 28.0% respondents belonged to professional class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 61 respondents have four-wheeler, who having four-wheeler, 50.8%, 36.1% and 13.1% respondents respectively agree, neutral and disagree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 135 respondents have two-wheeler, who having two-wheeler, 48.1%, 37.0% and 14.8% respondents respectively agree, neutral and disagree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 121 respondents have bicycle, who having bicycle, 47.1%, 37.2% and 15.7% respondents respectively agree, neutral and disagree with this statement.

- According to **Income Groups,** out of total respondents, 63.3% respondents belonged to 40001-60000 income group, they agree with this statement, while 20.8% respondents belonged to 40001-60000 income group, they disagree with this statement.

- According to **Per capita Income Group,** out of total respondents, 54.8% respondents belonged to less than or equal to 9167 per capita income group, they

agree with this statement, while 18.9% respondents belonged to 9168-13000 per capita income group, they disagree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for product related items bought from unorganized retail outlets with respect to education (chi-square=46.825 and p-value=0.000) and occupation (chi-square=14.873 and p-value=0.005). Hence, null hypothesis was rejected. Therefore it could be said that, education and occupation had different perception about given opinion for product related items bought from unorganized retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for product related items bought from unorganized retail outlets with respect to gender (chi-square2.680 and p-value=0.262), age (chi-square=13.095 and p-value=0.109), marital status (chi-square=3.984 and p-value=0.136), family type (chi-square=3.860 and p-value=0.145), family size (chi-square=8.005 and p-value=0.091), income groups (chi-square=6.938 and p-value=0.543), per capita income groups (chi-square=3.100 and p-value=0.928), respondents own vehicle like four wheeler (chi-square=0.365 and p-value=0.833), respondents own vehicle like two wheeler (chi-square=0.387 and p-value=0.824) and respondents own vehicle like bicycle (chi-square=1.110 and p-value=0.574). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, income groups, per capita income groups, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about given opinion for product related items bought from unorganized retail outlets in Rajkot city.

H5: There is no relationship between respondents given opinion for price related items bought from organized and unorganized retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Table 5.4.61 Comparisons and Association, Regarding Price Related Items Bought from Organized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.								
Cities	**Price Related Items Buying from Organized Retail Outlets**							
	Disagree		**Neutral**		**Agree**		**Total**	**Chi- Square value**	**p- value**
	N	%	N	%	N	%			
Vadodara	77	50.7	41	27.0	34	22.4	152		
Ahmedabad	107	61.1	51	29.1	17	9.7	175	37.923	0.000
Surat	94	58.8	23	14.4	43	26.9	160		
Rajkot	58	42.6	54	39.7	24	17.6	136		

- From the above table it can be found that respondents given opinion was low to buy price related items from organized retail outlets in Ahmedabad city was (61.1%) followed by Surat, Vadodara and Rajkot cities were 58.8%, 50.7% and 42.6% respectively.

- While respondents given opinion was high to buy price related items from organized retail outlets in Surat city was (26.9%) followed by Vadodara, Rajkot and Ahmedabad cities were 22.4%, 17.6% and 9.7% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for products related items bought from organized retail outlets with respect to selected cities of Gujarat (chi-square=37.923 and p-value=0.000) Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about respondents given opinion for price related items bought from organized retail outlets

For Unorganized Retail Outlets,.

Table 5.4.62 Comparisons and Association, Regarding Price Related Items Brought from Unorganized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.								
Cities	**Price Related Items Brought From Unorganized Retail Outlets in Selected Cities of Gujarat**							
	Disagree		**Neutral**		**Agree**		**Total**	**Chi- Square value**	**p- value**
	N	%	N	%	N	%			
Vadodara	29	17.8	26	16.0	108	66.3	163		
Ahmedabad	45	43.7	42	40.8	16	15.5	103	173.443	0.000
Surat	65	46.8	72	51.8	2	1.4	139		
Rajkot	34	24.8	65	47.4	38	27.7	137		

- From the above table, it was observed that, respondents given opinion was high to buy price related items from unorganized retail outlets in Vadodara city was

(66.3%) followed by Rajkot, Ahmedabad and Surat cities were 27.7%, 15.5% and 1.4% respectively.

- While, respondents given opinion was low to buy price related items from unorganized retail outlets in Surat city was (46.8%) followed by Ahmedabad, Rajkot, and Vadodara cities were 43.7%, 24.8% and 17.8% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for price related items brought from unorganized retail outlets with respect to selected cities of Gujarat (chi-square=173.443 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, selected cities had different perception about given opinion for product related items brought from unorganized retail outlets.

H6: There is no relationship between respondents given opinion for price related items bought from both (organized and unorganized) retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Table 5.4.63 Comparisons And Association, Regarding Price Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.										
Respondent's Demographic Characteristics and It's Category		**Price Related Items Buying From Organized Retail Outlets**								
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	235	53.3	118	26.8	88	20.0	441	1.012	0.603
	Female	101	55.5	51	28.0	30	16.5	182		
Age	Less than <=33	89	62.2	31	21.7	23	16.1	143	11.388	0.181
	33-35	57	52.8	30	27.8	21	19.4	108		
	36-40	71	57.3	30	24.2	23	18.5	124		
	41-45	60	54.1	31	27.9	20	18.0	111		
	More than 45	59	43.1	47	34.3	31	22.6	137		
Marital Status	Married	322	53.6	166	27.6	113	18.8	601	2.101	0.350
	Unmarried	14	63.6	3	13.6	5	22.7	22		
Family Type	Nuclear	148	54.6	73	26.9	50	18.5	271	0.108	0.947
	Joint	188	53.4	96	27.3	68	19.3	352		
Family Size	<5	149	55.6	72	26.9	47	17.5	268	2.267	0.687
	5-6	162	53.1	80	26.2	63	20.7	305		
	>6	25	50.0	17	34.0	8	16.0	50		
Education	S.S.C	8	50.0	2	12.5	6	37.5	16	19.614	0.033
	H.S.C	25	59.5	8	19.0	9	21.4	42		
	Graduation	138	56.8	62	25.5	43	17.7	243		
	Post Graduation	113	54.9	62	30.1	31	15.0	206		
	PG & Above	52	44.8	35	30.2	29	25.0	116		
Occupation	Business	99	59.3	34	20.4	34	20.4	167	15.962	0.003
	Professional	92	44.9	63	30.7	50	24.4	205		
	Service	145	57.8	72	28.7	34	13.5	251		
Four Wheeler	Yes	156	49.2	93	29.3	68	21.5	317	5.978	0.500
	No	180	58.8	76	24.8	50	16.3	306		
Two Wheeler	Yes	336	54.0	168	27.0	118	19.0	622	2.691	0.260
	No	0	0.0	1	100.0	0	0.0	1		
Bicycle	Yes	284	55.3	140	27.2	90	17.5	514	5.261	0.262
	No	52	47.7	29	26.6	28	25.7	109		
Income Groups	<=40000	56	57.1	25	25.5	17	17.3	98	8.307	0.404
	40001-60000	81	59.1	30	21.9	26	19.0	137		
	60001-80000	65	53.3	37	30.3	20	16.4	122		
	80001-135000	70	56.0	30	24.0	25	20.0	125		
	>135000	64	45.4	47	33.3	30	21.3	141		
Per Capita Income	<=9167	58	53.2	27	24.8	24	22.0	109	10.209	0.251
	9168-13000	72	61.5	32	27.4	13	11.1	117		
	13001-17800	64	52.9	33	27.3	24	19.8	121		
	17801-30000	81	56.6	37	25.9	25	17.5	143		
	>30000	61	45.9	40	30.1	32	24.1	133		
Total		336	53.9	169	27.1	118	18.9	623		

From the above table, it was observed that, 53.9%, 27.1% and 18.9% respondents respectively given opinion was disagree, neutral and agree to buy price related items from organized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 55.5% and 53.3% female and male respondents respectively disagree with this statement, while 20.0% and 16.5%

male and female respondents respectively given opinion was agree to buy price related items from organized retail outlets.

- According to **Age,** out of total respondents, 62.2% respondents belonged to less than or equal to 33 years age groups, they disagree with this statement, while 22.6% respondents belonged to more than 45 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, 63.6% and 53.6% unmarried and married respondents respectively disagree with this statement, while 22.7% and 18.8% unmarried and married respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 54.6% and 53.4% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 22.7% and 18.8% respondents given opinion was from joint and nuclear family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 55.6% respondents have less than 5 members in family; they disagree with this statement, while 20.7% respondents have between 5-6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 59.5% respondents had studied HSC; they disagree with this statement, while 37.5% respondents had studied SSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 59.3% respondents belonged to business class; they disagree with this statement, while 24.4% respondents belonged to professional class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 317 respondents have four-wheeler, who having four-wheeler 49.2%, 29.3% and 21.5% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 622 respondents have two-wheeler, who having two wheeler 54.0%, 27.0% and 19.0% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 514 respondents have bicycle, who having bicycle and 55.3%, 27.2% and 17.5% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 59.1% respondents belonged to 40001-60000 income groups, they disagree with this statement, while 21.3% respondents belonged to more than 135000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 61.5% respondents belonged to 9168-13000 per capita income groups, they disagree with this statement, while 24.1% respondents belonged to more than 30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for price related items buying from organized retail outlets with respect to their education (chi-square=19.614 and p-value=0.033) and occupation(chi-square=15.962 and p-value=0.003). Hence, null hypothesis was rejected. Therefore, it could be said that, education and occupation of respondents had different perception about given respondents given opinion for price related items buying from organized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between given opinion for price related items buying from organized retail outlets with respect to their gender (chi-square=1.012 and p-value=0.603), age (chi-square=11.388 and p-value=0.181), marital status (chi-square=2.101 and p-value=0.350), family type (chi-square=0.108 and p-value=0.947), family size (chi-square=2.276 and p-value=0.687), income groups (chi-square=8.307 and p-value=0.404), per capita income groups (chi-square=10.209 and p-value=0.251), respondents own vehicle like four wheeler (chi-square=5.978 and p-value=0.500), respondents own vehicle like two wheeler (chi-square=2.691 and p-value=0.260) and respondents own vehicle like bicycle (chi-square=5.261 and p-value=0.262). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, income groups, per capita income groups respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about respondents given opinion for price related items buying from organized retail outlets in selected cities of Gujarat.

Table 5.4.64 Comparisons And Association, Regarding Price Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Price Related Items Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	49	49.0	27	27.0	24	24.0	100	0.507	0.776
	Female	28	53.8	14	26.9	10	19.2	52		
Age	Less than <=33	23	65.7	6	17.1	6	17.1	35	8.511	0.385
	33-35	13	46.4	9	32.1	6	21.4	28		
	36-40	19	57.6	8	24.2	6	18.2	33		
	41-45	9	50.0	5	27.8	4	22.2	18		
	More than 45	13	34.2	13	34.2	12	31.6	38		
Marital Status	Married	66	48.9	38	28.1	31	23.0	135	1.554	0.460
	Unmarried	11	64.7	3	17.6	3	17.6	17		
Family Type	Nuclear	34	50.0	17	25.0	17	25.0	68	0.569	0.752
	Joint	43	51.2	24	28.6	17	20.2	84		
Family Size	<5	40	54.8	18	24.7	15	20.5	73	3.424	0.490
	5-6	28	43.1	21	32.3	16	24.6	65		
	>6	9	64.3	2	14.3	3	21.4	14		
Education	S.S.C	1	100.0	0	0.0	0	0.0	1	14.743	0.064
	H.S.C	8	53.3	3	20.0	4	26.7	15		
	Graduation	33	57.9	17	29.8	7	12.3	57		
	Post Graduation	23	51.1	14	31.1	8	17.8	45		
	PG & Above	12	35.3	7	20.6	15	44.1	34		
Occupation	Business	32	66.7	9	18.8	7	14.6	48	24.068	0.000
	Professional	14	34.1	8	19.5	19	46.3	41		
	Service	31	49.2	24	38.1	8	12.7	63		
Four Wheeler	Yes	30	37.5	25	31.3	25	31.3	80	12.873	0.002
	No	47	65.3	16	12.5	9	12.5	72		
Bicycle	Yes	30	58.8	13	25.5	8	15.7	51	2.605	0.272
	No	47	46.5	28	27.7	26	25.7	101		
Income Groups	<=40000	18	56.3	7	21.9	7	21.9	32	13.992	0.082
	40001-60000	18	75.0	4	16.7	2	8.3	24		
	60001-80000	18	50.0	12	33.3	6	16.7	36		
	80001-135000	14	48.3	7	24.1	8	27.6	29		
	>135000	9	29.0	22	35.5	11	35.5	31		
Per Capita Income	<=9167	17	54.8	8	25.8	6	19.4	31	11.771	0.162
	9168-13000	17	65.4	6	23.1	3	11.5	26		
	13001-17800	14	58.3	5	20.8	5	20.8	24		
	17801-30000	21	51.2	12	29.3	8	19.5	41		
	>30000	8	26.7	10	33.3	12	40.0	30		
Total		77	50.7	41	27.0	34	22.4	152		

From the above table, it was observed that, 50.7%, 27.0% and 22.4% respondents respectively given opinion was disagree, neutral and agree to buy price related items from organized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 53.8% and 49.0% female and male respondents respectively disagree with this statement, while 24.0% and 19.2% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 65.7% respondents belonged to less than & above 33 years age groups, they disagree with this statement, while 31.6% respondents belonged to more than 45 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, 64.7% and 48.9% unmarried and married respondents respectively disagree with this statement, while 23.0% and 17.6% married and unmarried respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 51.2% and 50.0% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 25.2% and 20.2% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 64.3% respondents have more than 5 members in family; they disagree with this statement, while 24.6% respondents have between 5-6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, Majority of the respondents had studied SSC; they disagree with this statement, while 31.1% respondents had studied post graduation, they neutral with this statement.

- According to **Occupation,** out of total respondents, 66.7% respondents belonged to business class; they disagree with this statement, while 46.3% respondents belonged to professional class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 80 respondents have four-wheeler, who having four wheeler 37.5%, 31.3% and 31.3% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 51 respondents have bicycle, who having bicycle 58.8%, 25.5% and 15.7% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 75.0% respondents belonged to 40001-60000 income groups, they disagree with this statement, while 35.5% respondents belonged to more than 135000 income groups, they neutral with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 65.4% respondents belonged to 9168-13000 per capita income groups, they disagree with this statement, while 33.3% respondents belonged to more than 30000 per capita income groups, they neutral with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for price related items buying from organized retail outlets with respect to their occupation (chi-square=24.068 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=12.873 and p-value=0.002). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation and respondents own vehicle like four wheeler had different perception about given respondents opinion for price related items buying from organized retail outlets Vadodara city.

- As per chi square results, it was observed that, there was no significant association between given opinion for price related items buying from organized retail outlets with respect to their gender (chi-square=0.507 and p-value=0.776), age (chi-square=8.511 and p-value=0.385), marital status (chi-square=1.554 and p-value=0.460), family type (chi-square=0.569 and p-value=0.752), family size (chi-square=3.424 and p-value=0.490), education (chi-square=14.743 and p-value=0.064), income groups (chi-square=13.992 and p-value=0.82), per capita income groups (chi-square=11.771 and p-value=0.162) and respondents own vehicle like bicycle (chi-square=2.605 and p-value=0.272). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, income groups, per capita income groups and respondents own vehicle like bicycle had similar perception about respondents given opinion for price related items buying from organized retail outlets in Vadodara city.

Table 5.4.65 Comparisons And Association, Regarding Price Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Price Related Items Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	75	59.5	36	28.6	15	11.9	126	2.466	0.291
	Female	32	65.3	15	30.6	2	4.1	49		
Age	Less than <=33	19	63.3	8	26.7	3	10.0	30	2.709	0.951
	33-35	16	61.5	7	26.9	3	11.5	26		
	36-40	26	60.5	13	30.2	4	9.3	43		
	41-45	26	68.4	10	26.3	2	5.3	38		
	More than 45	20	52.6	13	34.2	5	13.2	38		
Marital Status	Married	107	61.5	51	29.3	16	9.2	174	9.348	0.009
	Unmarried	0	0.0	0	0.0	1	100.0	1		
Family Type	Nuclear	60	64.5	23	24.7	10	10.8	93	1.915	0.384
	Joint	47	57.3	28	34.1	7	8.5	82		
Family Size	<5	55	63.2	22	25.3	10	11.5	87	5.056	0.282
	5-6	44	61.1	21	29.2	7	9.7	72		
	>6	8	50.0	8	50.0	0	.0	16		
Education	S.S.C	0	.0	0	.0	0	.0	0	4.604	0.596
	H.S.C	4	50.0	3	37.5	1	12.5	8		
	Graduation	50	63.3	23	29.1	6	7.6	79		
	Post Graduation	37	63.8	13	22.4	8	13.8	58		
	PG & Above	16	53.3	12	40.0	2	6.7	30		
Occupation	Business	26	53.1	18	36.7	5	10.2	49	19.483	0.001
	Professional	28	46.7	26	43.3	6	10.0	60		
	Service	53	80.3	7	10.6	6	9.1	66		
Four Wheeler	Yes	49	55.7	31	35.2	8	9.1	88	3.183	0.204
	No	58	66.7	20	23.0	9	10.3	87		
Income Groups	<=40000	19	79.2	3	12.5	2	8.3	24	12.547	0.128
	40001-60000	33	67.3	9	18.4	7	14.3	49		
	60001-80000	15	48.4	14	45.2	2	6.5	31		
	80001-135000	19	59.4	10	31.3	3	9.4	32		
	>135000	21	53.8	15	38.5	3	7.7	39		
Per Capita Income	<=9167	21	67.7	6	19.4	4	12.9	31	8.037	0.430
	9168-13000	26	70.3	9	24.3	2	5.4	37		
	13001-17800	20	64.5	9	29.0	2	6.5	31		
	17801-30000	18	45.0	16	40.0	6	15.0	40		
	>30000	22	61.1	11	30.6	3	8.3	36		
Total		107	61.1	51	29.1	17	9.7	175		

From the above table, it was observed that, 61.1%, 29.1% and 9.7% respondents respectively given opinion was disagree, neutral and agree to buy price related items from organized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 65.3% and 59.5% female and male respondents respectively disagree with this statement, while 11.9% and 4.1% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 68.4% respondents belonged to 41-45 years age groups, they disagree with this statement, while 13.2% respondents belonged to more than 45 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 9.2% married respondents agree with this statement, while 9.2% married respondents neutral with this statement.

- According to **Family Type,** out of total respondents, 64.5% and 57.3% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 10.8% and 8.5% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 63.2% respondents have less than 5 members in family; they disagree with this statement, while 11.5% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 63.8% respondents had studied post graduation, they disagree with this statement, while 13.8% respondents had studied post graduation, they agree with this statement.

- According to **Occupation,** out of total respondents, 80.3% respondents belonged to service class; they disagree with this statement, while 10.2% respondents belonged to business class respectively; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 88 respondents have four-wheeler, who having four-wheeler 55.7%, 35.2% and 9.1% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 79.2% respondents belonged to less than or equal to 40000, income groups, they disagree with this statement, while 14.3% respondents belonged to 40001-60000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 70.3% respondents belonged to 9168-13000 per capita income groups, they disagree with this statement, while 15.0% respondents belonged to 17801-30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for price related items buying from organized retail outlets with respect to their marital status (chi-square=9.348 and p-value=0.009) and occupation (chi-square=24.068 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, marital status and occupation of respondents had different perception about respondents given opinion for price related items buying from organized retail outlets Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between given opinion for price related items buying from organized retail outlets with respect to their gender (chi-square=2.466 and p-value=0.291), age (chi-square=2.709 and p-value=0.951), marital status (chi-square=9.348 and p-value=0.009), family type (chi-square=1.915 and p-value=0.384), family size (chi-square=5.056 and p-value=0.282), education (chi-square=4.604 and p-value=0.596), income groups (chi-square=12.547 and p-value=0.128), per capita income groups (chi-square=8.037 and p-value=0.430) and respondents own vehicle like four wheeler (chi-square=3.183 and p-value=0.204). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about respondents given opinion for price related items buying from organized retail outlets in Ahmedabad city.

Table 5.4.66 Comparisons And Association, Regarding Price Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Price Related Items Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	67	58.3	15	13.0	33	28.7	115	1.025	0.599
	Female	27	60.0	8	17.8	10	22.2	45		
Age	Less than <=33	32	66.7	8	16.7	8	16.7	48	6.295	0.614
	33-35	18	60.0	4	13.3	8	26.7	30		
	36-40	17	60.7	2	7.1	9	32.1	28		
	41-45	16	53.3	4	13.3	10	33.3	30		
	More than 45	11	45.8	5	20.8	8	33.3	24		
Family Type	Nuclear	35	58.3	11	18.3	14	23.3	60	1.497	0.473
	Joint	59	59.0	12	12.0	29	29.0	100		
Family Size	<5	33	55.9	12	20.3	14	23.7	59	5.011	0.286
	5-6	58	62.4	9	9.7	26	28.0	93		
	>6	3	37.5	2	25.0	3	37.5	8		
Education	S.S.C	1	100.0	0	.0	0	.0	1	7.085	0.528
	H.S.C	8	66.7	0	.0	4	33.3	12		
	Graduation	34	53.1	9	14.1	21	32.8	64		
	Post Graduation	34	61.8	11	20.0	10	18.2	55		
	PG & Above	17	60.7	3	10.7	8	28.6	28		
Occupation	Business	26	57.8	4	8.9	15	33.3	45	5.973	0.201
	Professional	30	60.0	5	10.0	15	30.0	50		
	Service	38	58.5	14	21.5	13	20.0	65		
Four Wheeler	Yes	46	59.0	10	12.8	22	28.2	78	0.357	0.836
	No	48	58.5	13	15.9	21	25.6	82		
Income Groups	<=40000	6	42.9	5	35.7	3	21.4	14	6.414	0.601
	40001-60000	23	57.5	6	15.0	11	27.5	40		
	60001-80000	21	63.6	3	9.1	9	27.3	33		
	80001-135000	23	62.2	4	10.8	10	27.0	37		
	>135000	21	58.3	5	13.9	10	27.8	36		
Per Capita Income	<=9167	7	43.8	4	25.0	5	31.3	16	8.331	0.402
	9168-13000	17	60.7	4	14.3	7	25.0	28		
	13001-17800	22	50.0	8	18.2	14	31.8	44		
	17801-30000	28	75.7	3	8.1	6	16.2	37		
	>30000	20	57.1	4	11.4	11	31.4	35		
Total		94	58.8	23	14.4	43	26.9	160		

From the above table, it was observed that, 58.8%, 26.9% and 14.4% respondents respectively given opinion was disagree, agree and neutral to buy price related items from organized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 60.0% and 58.3% female and male respondents respectively disagree with this statement, while 17.8% and 13.0% female and male respondents respectively neutral with this statement.

- According to **Age,** out of total respondents, 66.7% respondents belonged to less than or equal to 33 years age groups, they disagree with this statement, while 20.8% respondents belonged to more than 45 years age groups, they neutral with this statement.

- According to **Family Type,** out of total respondents, 59.0% and 58.3% respondents were from joint and nuclear family groups respectively, they disagree

with this statement, while 18.3% and 12.0% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 62.4% respondents have between 5-6 members in family; they disagree with this statement, while 37.5% respondents have more than 6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they disagree with this statement, while 33.3% respondents had studied HSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 60.0% respondents belonged to professional class; they disagree with this statement, while 21.5% belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** o According to ut of 78 respondents have four-wheeler, who having four-wheeler 59.0%, 28.2% and 12.8% respondents respectively disagree, agree and neutral with this statement.

- According to **Income Groups,** out of total respondents, 63.6% respondents belonged to 60001-80000 income groups, they disagree with this statement, while 27.8% respondents belonged to more than 135000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 75.7% respondents belonged to 17801-30000 per capita income groups, they disagree with this statement, while 25.0% respondents belonged to less than or equal to 9167 per capita income groups, they neutral with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between given opinion for price related items buying from organized retail outlets with respect to their gender (chi-square=1.025 and p-value=0.599), age (chi-square=6.295 and p-value=0.614), family type (chi-square=1.497 and p-value=0.473), family size (chi-square=5.011 and p-value=0.286), education (chi-square=7.085 and p-value=0.528), occupation (chi-square=5.973 and p-value=0.201), income groups (chi-square=6.414 and p-value=0.601), per capita income groups (chi-square=8.331 and p-value=0.402) and respondents own vehicle like four wheeler (chi-square=0.357 and p-value=0.836). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family

type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about respondents given opinion for price related items buying from organized retail outlets in Surat city.

Respondent's Demographic Characteristics and It's Category		Price Related Items Buying From Organized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	44	44.0	40	40.0	16	16.0	100	0.751	0.687
	Female	14	38.9	14	38.9	8	22.2	36		
Age	Less than <=33	15	50.0	9	30.0	6	20.0	30	2.357	0.968
	33-35	10	41.7	10	41.7	4	16.7	24		
	36-40	9	45.0	7	35.0	4	20.0	20		
	41-45	9	36.0	12	48.0	4	16.0	25		
	More than 45	15	40.5	16	43.2	6	16.2	37		
Marital Status	Married	55	41.7	54	40.9	23	17.4	132	2.774	0.250
	Unmarried	3	75.0	0	.0	1	25.0	4		
Family Type	Nuclear	19	38.0	22	44.0	9	18.0	50	0.773	0.679
	Joint	39	45.3	32	37.2	15	17.4	86		
Family Size	<5	21	42.9	20	40.8	8	16.3	49	0.150	0.997
	5-6	32	42.7	29	38.7	14	18.7	75		
	>6	5	41.7	5	41.7	2	16.7	12		
Education	S.S.C	6	42.9	2	14.3	6	42.9	14	16.863	0.032
	H.S.C	5	71.4	2	28.6	0	.0	7		
	Graduation	21	48.8	13	30.2	9	20.9	43		
	Post Graduation	19	39.6	24	50.0	5	10.4	48		
	PG & Above	7	29.2	13	54.2	4	16.7	24		
Occupation	Business	15	60.0	3	12.0	7	28.0	25	10.687	0.030
	Professional	20	37.0	24	44.4	10	18.5	54		
	Service	23	40.4	27	47.4	7	12.3	57		
Four Wheeler	Yes	31	43.7	27	38.0	13	18.3	71	0.178	0.915
	No	27	41.5	27	41.5	11	16.9	65		
Two Wheeler	Yes	58	43.0	53	39.3	24	17.8	135	1.530	0.465
	No	0	.0	1	100.0	0	.0	1		
Bicycle	Yes	53	41.4	53	41.4	22	17.2	128	2.630	0.268
	No	5	62.5	1	12.5	2	25.0	8		
Income Groups	<=40000	13	46.4	10	35.7	5	17.9	28	4.240	0.835
	40001-60000	7	29.2	11	45.8	6	25.0	24		
	60001-80000	11	50.0	8	36.4	3	13.6	22		
	80001-135000	14	51.9	9	33.3	4	14.8	27		
	>135000	13	37.1	16	45.7	6	17.1	35		
Per Capita Income	<=9167	13	41.9	9	29.0	9	29.0	31	11.363	0.182
	9168-13000	12	46.2	13	50.0	1	3.8	26		
	13001-17800	8	36.4	11	50.0	3	13.6	22		
	17801-30000	14	56.0	6	24.0	5	20.0	25		
	>30000	11	34.4	15	46.9	6	18.8	32		
Total		58	42.6	54	39.7	24	17.6	136		

Table 5.4.67 Comparisons And Association, Regarding Price Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.

From the above table, it was observed that, 42.6%, 39.7% and 17.6% respondents respectively given opinion was disagree, neutral and agree to buy price related items from organized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 44.0% and 38.9% male and female respondents respectively disagree with this statement, while 22.2% and 16.0% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 50.0% respondents belonged to less than or equal to 33 years age groups, they disagree with this statement, while 20.0% respondents belonged to less than or equal to 33 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, 75.0% and 41.7% unmarried and married respondents respectively disagree, while 25.0% and 17.4% unmarried and married respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 45.3% and 38.0% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 18.0% and 17.4% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 42.9% respondents have less than 5 members in family; they disagree with this statement, while 18.7% respondents have between 5-6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 71.4% respondents had studied HSC, they disagree with this statement, while 42.9% respondents had studied SSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 60.0% respondents belonged to business class; they disagree with this statement, while 28.0% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** Out of 71 respondents have four-wheeler, who having four-wheeler 43.7%, 38.0% and 18.3% respondents respectively disagree, agree and neutral with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 135 respondents have two-wheeler, who having two-wheeler 43.0%, 39.3% and 17.8% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 128 respondents have bicycle, who having bicycle 41.4%, 41.4% and 17.2% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 51.9% respondents belonged to 80001-135000 income groups, they disagree with this statement, while 25.0% respondents belonged to 40001-60000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 56.0% respondents belonged to 17801-30000 per capita income groups, they disagree with this statement, while 29.0% respondents belonged to less than or equal to 9167 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for price related items buying from organized retail outlets with respect to their education (chi-square=16.863 and p-value=0.032) and occupation (chi-square=10.687 and p-value=0.030). Hence, null hypothesis was rejected. Therefore, it could be said that, education and occupation had different perception about respondents given opinion for price related items buying from organized retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between given opinion for price related items buying from organized retail outlets with respect to their gender (chi-square=0.751 and p-value=0.687), age (chi-square=2.357 and p-value=0.968), marital status (chi-square=2.774 and p-value=0.250), family type (chi-square=0.773 and p-value=0.679), family size (chi-square=0.150 and p-value=0.997), income groups (chi-square=4.240 and p-value=0.835), per capita income groups (chi-square=11.363 and p-value=0.182), respondents own vehicle like four wheeler (chi-square=0.178 and p-value=0.915), respondents own vehicle like two wheeler (chi-square=1.530 and p-value=0.465) and respondents own vehicle like bicycle (chi-square=2.630 and p-value=0.268). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, income groups, per capita income groups respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about respondents given opinion for price related items buying from organized retail outlets in Rajkot city.

For Unorganized Retail Outlet,

	Table 5.4.68 Comparisons and Association, Regarding Price Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.								
Respondent's Demographic Characteristics and It's Category		Price Related Items Bought From Unorganized Retail Outlets							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	128	32.9	149	38.3	112	28.8	389	1.483	0.476
	Female	45	29.4	56	36.6	52	34.0	153		
Age	Less than <=33	51	32.3	64	40.5	43	27.2	158	11.765	0.162
	33-35	31	30.4	37	36.3	34	33.3	102		
	36-40	36	33.0	34	31.2	39	35.8	109		
	41-45	36	41.4	31	35.6	20	23.0	87		
	More than 45	19	22.1	39	45.3	28	32.6	86		
Marital Status	Married	169	32.9	200	38.9	145	28.2	514	19.782	0.000
	Unmarried	4	14.3	5	17.9	19	67.9	28		
Family Type	Nuclear	77	30.2	92	36.1	86	33.7	255	2.748	0.253
	Joint	96	33.4	113	39.4	78	27.2	287		
Family Size	<5	75	30.0	89	35.6	86	34.4	250	4.231	0.376
	5-6	88	34.2	101	39.3	68	26.5	257		
	>6	10	28.6	15	42.9	10	28.6	35		
Education	S.S.C	8	18.6	19	44.2	16	37.2	43	15.094	0.129
	H.S.C	15	27.3	15	27.3	25	45.5	55		
	Graduation	62	31.5	73	37.1	62	31.5	197		
	Post Graduation	61	37.4	63	38.7	39	23.9	163		
	PG & Above	27	32.1	35	41.7	22	26.2	84		
Occupation	Business	57	31.1	61	33.3	65	35.5	183	6.734	0.151
	Professional	43	34.1	55	43.7	28	22.2	126		
	Service	73	31.3	89	38.2	71	30.5	233		
Four Wheeler	Yes	72	32.4	92	41.4	58	26.1	222	3.455	0.178
	No	101	31.6	113	35.3	106	33.1	320		
Two Wheeler	Yes	172	31.9	205	38.0	163	30.2	540	1.223	0.542
	No	1	50.0	0	0.0	1	50.0	2		
Bicycle	Yes	159	38.4	178	43.0	77	18.6	414	116.308	0.000
	No	14	10.9	27	21.1	87	68.0	128		
Income Groups	<=40000	35	25.7	45	33.1	56	41.2	136	20.056	0.010
	40001-60000	49	36.6	46	34.3	39	29.1	134		
	60001-80000	28	25.7	44	40.4	37	33.9	109		
	80001-135000	29	36.3	35	43.8	16	20.0	80		
	>135000	32	38.6	35	42.2	16	19.3	83		
Per Capita Income	<=9167	36	27.7	40	30.8	54	41.5	130	17.474	0.026
	9168-13000	39	31.2	49	39.2	37	29.6	125		
	13001-17800	33	0.0	47	42.7	30	27.3	110		
	17801-30000	33	34.4	33	34.4	30	31.3	96		
	>30000	32	39.5	36	44.4	13	16.0	81		
Total		173	31.9	205	37.8	164	30.3	542		

From the above table, it was observed that, 37.8%, 31.9% and 30.3% respondents given opinion was neutral, disagree and agree to buy price related items from unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 38.3% and 36.6% male and female respondents respectively neutral with this statement, while 32.9% and 29.4% male and female respondents respectively disagree with this statement.

- According to **Age,** out of total respondents, 45.3% respondents belonged to more than 45 years age group, they neutral with this statement, while 41.4% respondents belonged to 41- 45 years age group, they disagree with this statement.

- According to **Marital Status,** out of total respondents, 67.9% and 28.2% unmarried and married respondents respectively agree with this statement, while 32.9% and 14.3% married and unmarried respondents respectively disagree with this statement.

- According to **Family Type,** out of total respondents, 39.4% and 36.1% respondents were from joint and nuclear family groups respectively, they neutral with this statement, while 33.4% and 30.2% respondents were from joint and nuclear family groups respectively, they disagree with this statement.

- According to **Family Size,** out of total respondents, 42.9% respondents have more than 6 members in family; they neutral with this statement, while 34.4% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 45.5% respondents had studied HSC; they agree with this statement, while 37.4% respondents had studied post graduation, they disagree with this statement.

- According to **Occupation,** out of total respondents, 43.7% respondents belonged to professional class; they neutral with this statement, while 34.1% respondents belonged to professional class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 222 respondents have four-wheeler, who having four-wheeler, 41.4%, 32.4% and 26.1% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 540 respondents have two-wheeler, who having two-wheeler, 38.0%, 31.9% and 30.2% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 414 respondents have bicycle, who having bicycle, 43.0%, 38.4% and 18.6% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups,** out of total respondents, 43.8% respondents belonged to 80001-135000 income group, they neutral with this statement, while 38.6% respondents belonged to more than 135000 income group, they disagree with this statement.

- According to Per capita Income Group, out of total respondents, 44.4% respondents belonged to more than 30000 per capita income groups, they neutral

with this statement, while 39.5% respondents belonged to more than 30000 per capita income group, they disagree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for price related items bought from unorganized retail outlets with respect to marital status (chi-square=19.782 and p-value=0.000), income groups (chi-square=20.056 and p-value=0.010), per capita income groups (chi-square=17.474 and p-value=0.026) and respondents own vehicle like bicycle (chi-square=116.308 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, marital status, income groups, per capita income group and respondents own vehicle like bicycle had different perception about given opinion for price related items bought from unorganized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for price related items bought from unorganized retail outlets with respect to gender (chi-square =1.483 and p-value=0.476), age (chi-square=11.765 and p-value=0.162), family type (chi-square=2.748 and p-value=0.253), family size (chi-square=4.231 and p-value=0.376), education (chi-square=15.094 and p-value=0.129), occupation (chi-square=6.734 and p-value=0.151), respondents own vehicle like four wheeler (chi-square=3.455 and p-value=0.178) and respondents own vehicle like two wheeler (chi-square=1.223 and p-value=0.542). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, family type, family size, education, occupation, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for price related items bought from unorganized retail outlets in selected cities of Gujarat.

Table 5.4.69 Comparisons And Association, Regarding Price Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Price Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	20	18.3	17	15.6	72	66.1	109	0.085	0.958
	Female	9	16.7	9	16.7	36	66.7	54		
Age	Less than <=33	8	18.6	9	20.9	26	60.5	43	5.893	0.659
	33-35	5	18.5	2	7.4	20	74.1	27		
	36-40	8	22.9	3	8.6	24	68.6	35		
	41-45	44	17.4	5	21.7	14	60.9	23		
	More than 45	4	11.4	7	20.0	24	68.6	35		
Marital Status	Married	27	18.9	24	16.8	92	64.3	143	1.934	0.380
	Unmarried	2	10.0	2	10.0	16	80.0	20		
Family Type	Nuclear	12	15.4	10	12.8	56	71.8	78	2.098	0.350
	Joint	17	20.0	16	18.8	52	61.2	85		
Family Size	<5	13	16.0	12	14.8	56	69.1	81	2.499	0.645
	5-6	12	17.1	12	17.1	46	65.7	70		
	>6	4	33.3	2	16.7	6	63.2	12		
Education	S.S.C	1	33.3	0	0.0	2	75.8	3	11.580	0.171
	H.S.C	6	31.6	1	5.3	12	66.7	19		
	Graduation	8	12.9	7	11.3	47	63.2	62		
	Post Graduation	5	12.8	8	20.5	26	75.4	39		
	PG & Above	9	22.5	10	25.0	21	52.5	40		
Occupation	Business	14	28.0	3	6.0	33	66.0	50	15.115	0.004
	Professional	9	20.5	12	27.3	23	52.3	44		
	Service	6	8.7	11	15.9	52	75.4	69		
Four Wheeler	Yes	13	21.3	13	21.3	35	57.4	61	11.857	0.295
	No	16	15.7	13	12.7	73	71.6	102		
Bicycle	Yes	17	33.3	6	11.8	28	54.9	51	12.337	0.002
	No	12	10.7	20	17.9	80	71.4	108		
Income Groups	<=40000	8	15.4	5	9.6	39	75.0	52	10.629	0.224
	40001-60000	7	21.9	5	15.6	20	62.5	32		
	60001-80000	3	8.1	6	16.2	28	75.7	37		
	80001-135000	6	28.6	4	19.0	11	52.4	21		
	>135000	5	23.8	6	28.6	10	47.6	21		
Per Capita Income	<=9167	7	14.6	5	10.4	36	75.0	48	8.824	0.357
	9168-13000	6	15.8	6	15.8	26	68.4	38		
	13001-17800	5	19.2	2	7.7	19	73.1	26		
	17801-30000	6	19.4	7	22.6	18	58.1	31		
	>30000	5	25.0	6	30.0	9	45.0	20		
Total		29	17.8	26	16.0	108	66.3	163		

From the above table, it was observed that, 66.3%, 17.8% and 16.0% respondents given opinion was agree, disagree and neutral to buy price related items from unorganized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 66.7% and 66.1% female and male respondents respectively agree with this statement, while 16.7% and 15.6% female and male respondents respectively neutral with this statement.

- According to **Age,** out of total respondents, 74.1% respondents belonged to 33-35 years age group, they agree with this statement, while 21.7% respondents belonged to 41- 45 years age group, they neutral with this statement.

- According to **Marital Status**, out of total respondents, 80.0% and 64.3% unmarried and married respondents respectively agree with this statement, while

16.8% and 10.0% married and unmarried respondents respectively neutral with this statement.

- According to **Family Type**, out of total respondents, 71.8% and 61.2% respondents were from nuclear and joint family groups respectively, they agree with this statement, while 18.8% and 12.8% respondents were from joint and nuclear family groups respectively, they disagree with this statement.

- According to **Family size**, out of total respondents, 69.1% respondents have less than 5 members in family; they agree with this statement, while 17.1% respondents have between 5-6 members in family; they neutral with this statement.

- According to **Education**, out of total respondents, 75.8% respondents had studied SSC, they agree with this statement, while 25.0% respondents had studied post graduation & above, they neutral with this statement.

- According to **Occupation**, out of total respondents, 75.4% respondents belonged to service class; they agree with this statement, while 27.3% respondents belonged to professional class; they neutral with this statement.

- According to **Respondents Own Vehicle Four Wheeler**, out of 61 respondents have four-wheeler, who having four-wheeler, 57.4%, 21.3% and 21.3% respondents respectively agree, neutral and disagree with this statement.

- According to Respondents Own Vehicle Bicycle, out of 51 respondents have bicycle, who having bicycle, 54.9%, 33.3% and 11.8% respondents respectively agree, disagree and neutral with this statement.

- According to **Income Groups**, out of total respondents, 75.7% respondents belonged to 60001-80000 income groups, they agree with this statement, while 28.6% respondents belonged to 80001-135000 income group, they disagree with this statement.

- According to **Per capita Income Group**, out of total respondents, 75.0% respondents belonged to 9168-13000 per capita income groups, they agree with this statement, while 25.0% respondents belonged to more than 30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for price related items bought from

unorganized retail outlets with respect to occupation (chi-square=15.115 and p-value=0.004) and respondents own vehicle like bicycle (chi-square=12.337 and p-value=0.002). Hence, null hypothesis was rejected. Therefore it could be said that, occupation and respondents own vehicle like bicycle had different perception about given opinion for price related items bought from unorganized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for price related items bought from unorganized retail outlets with respect to gender (chi-square =0.085 and p-value=0.958), age (chi-square=5.893 and p-value=0.659), marital status (chi-square=1.934 and p-value=0.380), family size (chi-square=2.098 and p-value=0.350), family type (chi-square=2.098 and p-value=0.350), family size (chi-square=2.499 and p-value=0.645), education (chi-square=11.580 and p-value=0.171), income groups (chi-square=10.629 and p-value=0.224), per capita income groups (chi-square=8.824 and p-value=0.357), respondents own vehicle like four wheeler (chi-square=11.857 and p-value=0.295) and respondents own vehicle like two wheeler (chi-square=3.595 and p-value=0.166). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, income groups, per capita income groups, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for price related items bought from unorganized retail outlets in Vadodara city.

Table 5.4.70 Comparisons And Association, Regarding Price Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's demographic Characteristics and It's Category		Price Related Items Bought From Unorganized Retail Outlets							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	36	48.0	28	37.3	11	14.7	75	2.109	0.348
	Female	9	32.1	14	50.0	5	17.9	28		
Age	Less than <=33	10	38.5	12	46.2	4	15.4	26	5.079	0.749
	33-35	7	46.7	6	40.0	2	13.3	15		
	36-40	12	48.0	8	32.0	5	20.0	25		
	41-45	13	54.2	9	37.5	2	8.3	24		
	More than 45	3	23.1	7	53.8	3	23.1	13		
Marital Status	Married	44	43.1	42	41.2	16	15.7	102	1.302	0.522
	Unmarried	1	100.0	0	.0	0	.0	1		
Family Type	Nuclear	26	46.4	21	37.5	9	16.1	56	0.557	0.757
	Joint	19	40.4	21	44.7	7	14.9	47		
Family Size	<5	23	46.0	19	38.0	8	16.0	50	4.403	0.354
	5-6	21	47.7	17	38.6	6	13.6	44		
	>6	1	11.1	6	66.7	2	22.2	9		
Education	S.S.C	0	.0	0	.0	0	.0	0	2.421	0.877
	H.S.C	3	42.9	2	28.6	2	28.6	7		
	Graduation	22	41.5	23	43.4	8	15.1	53		
	Post Graduation	17	45.9	14	37.8	6	16.2	37		
	PG & Above	3	50.0	3	50.0	0	.0	6		
Occupation	Business	12	34.3	16	45.7	7	20.0	35	2.139	0.710
	Professional	6	46.2	5	38.5	2	15.4	13		
	Service	27	49.1	21	38.2	7	12.7	55		
Four Wheeler	Yes	13	39.4	14	42.4	6	18.2	33	0.457	0.796
	No	32	45.7	28	40.0	10	14.3	70		
Income Groups	<=40000	12	52.2	9	39.1	2	8.7	23	4.667	0.792
	40001-60000	17	48.6	12	34.3	6	17.1	35		
	60001-80000	6	30.0	9	45.0	5	25.0	20		
	80001-135000	5	35.7	7	50.0	2	14.3	14		
	>135000	5	45.5	5	45.5	1	9.1	11		
Per Capita Income	<=9167	14	50.0	12	42.9	2	7.1	28	3.227	0.919
	9168-13000	11	47.8	8	34.8	4	17.4	23		
	13001-17800	9	36.0	11	44.0	5	20.0	25		
	17801-30000	5	38.5	5	38.5	3	23.1	13		
	>30000	6	42.9	6	42.9	2	14.3	14		
Total		45	43.7	42	40.8	16	15.5	103		

From the above table, it was observed that, 43.7%, 40.8% and 15.5% respondents given opinion was disagree, neutral and agree to buy price related items from unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 53.4% and 47.2% male and female respondents respectively neutral with this statement, while 5.6% female respondents agree with this statement. Male respondents did not agree with this statement.

- According to **Age,** out of total respondents, 54.2% respondents belonged to 41-45 years age group, they disagree with this statement, while 23.1% respondents belonged to more than 45 years age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 43.1% married respondents disagree with this statement; while 15.7% married

respondents agree with this statement. Unmarried respondents did not agree and neutral with this statement.

- According to **Family Type,** out of total respondents, 46.4% and 40.4% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 16.1% and 14.9% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 66.7% respondents have more than 6 members in family; they neutral with this statement, while 22.2% respondents have more than 6 member in family; they agree with this statement.

- According to **Education,** out of total respondents, 50.0% respondents had studied post graduation & above, they disagree with this statement, while 28.6% respondents had studied HSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 49.1% respondents belonged to service class; they disagree with this statement, while 20.0% respondents belonged to business class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 33 respondents have four-wheeler, who having four-wheeler, 42.4%, 39.4% and 18.2% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups,** out of total respondents, 52.2% respondents belonged to less than or equal to 40000 income group, they disagree with this statement, while 25.0% respondents belonged to 60001-80000 income group, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 50.0% respondents belonged to less than & above 9167 per capita income groups, they disagree with this statement, while 23.1% respondents belonged to 17801-30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for price related items bought from unorganized retail outlets with respect to gender (chi-square =2.109 and p-value=0.348), age (chi-square=5.079 and p-value=0.749), marital status (chi-square=1.302 and p-value=0.522), family type (chi-square=2.098 and p-value=0.350), family size (chi-square=4.403 and p-value=0.354), education (chi-

square=2.421 and p-value=0.877), occupation (chi-square=2.139 and p-value=0.710), income groups (chi-square=4.667 and p-value=0.792), per capita income groups (chi-square=3.227 and p-value=0.919) and respondents own vehicle like four wheeler (chi-square=0.457 and p-value=0.796). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about given opinion for price related items bought from unorganized retail outlets in Ahmedabad city.

Table 5.4.71 Comparisons And Association, Regarding Price Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Price Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	48	46.6	55	53.4	0	.0	103	5.921	0.052
	Female	17	47.2	17	47.2	2	5.6	36		
Age	Less than <=33	20	45.5	23	52.3	1	2.3	44	5.180	0.738
	33-35	13	44.8	15	51.7	1	3.4	29		
	36-40	12	48.0	13	52.0	0	.0	25		
	41-45	14	60.9	9	39.1	0	.0	23		
	More than 45	6	33.3	12	66.7	0	.0	18		
Family Type	Nuclear	27	46.6	29	50.0	2	3.4	58	2.856	0.240
	Joint	38	46.9	43	53.1	0	.0	81		
Family Size	<5	28	49.1	27	47.4	2	3.5	57	3.534	0.473
	5-6	36	45.6	43	54.4	0	.0	79		
	>6	1	33.3	2	66.7	0	.0	3		
Education	S.S.C	0	.0	1	100.0	0	.0	1	2.155	0.976
	H.S.C	5	45.5	6	54.5	0	.0	11		
	Graduation	26	48.1	27	50.0	1	1.9	54		
	Post Graduation	24	49.0	24	49.0	1	2.0	49		
	PG & Above	10	41.7	14	58.3	0	.0	24		
Occupation	Business	21	52.5	19	47.5	0	.0	40	3.842	0.428
	Professional	19	43.2	25	56.8	0	.0	44		
	Service	25	45.5	28	50.9	2	3.6	55		
Four Wheeler	Yes	31	46.3	36	53.7	0	.0	67	1.961	0.375
	No	34	47.2	36	50.0	2	2.8	72		
Income Groups	<=40000	3	25.0	9	75.0	0	.0	12	5.809	0.669
	40001-60000	20	54.1	16	43.2	1	2.7	37		
	60001-80000	13	46.4	14	50.0	1	3.6	28		
	80001-135000	14	46.7	16	53.3	0	.0	30		
	>135000	15	46.9	17	53.1	0	.0	32		
Per Capita Income	<=9167	5	41.7	7	58.3	0	.0	12	9.704	0.286
	9168-13000	13	48.1	14	51.9	0	.0	27		
	13001-17800	14	38.9	22	61.1	0	.0	36		
	17801-30000	17	54.8	12	38.7	2	6.5	31		
	>30000	16	48.5	17	51.5	0	.0	33		
Total		65	46.8	72	51.8	2	1.4	139		

From the above table, it was observed that, 51.8%, 46.8% and 1.4% respondents given opinion was neutral, disagree and agree to buy price related items from unorganized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 53.4% and 47.2% female and male respondents respectively neutral with this statement., while 5.6% female respondents given opinion was agree with this statement. Male respondents did not agree with this statement.

- According to **Age,** out of total respondents, 54.2% respondents belonged to 41-45 years age group, they disagree with this statement, while 23.1% respondents belonged to more than 45 years age group, they agree with this statement.

- According to **Family Type,** out of total respondents, 53.1% and 50.0% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 3.4% respondents were from nuclear family groups respectively, they given opinion was agree with this statement.

- According to **Family Size,** out of total respondents, 66.7% respondents have more than 6 members in family; they neutral with this statement, while 22.2% respondents have more than 6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, Majority of the respondents had studied SSC, they neutral with this statement, while 2.0% respondents had studied post graduation, they agree with this statement.

- According to **Occupation,** out of total respondents, 56.8% respondents' belonged to professional class; they neutral with this statement, while 3.6% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 67 respondents have four-wheeler, who having four-wheeler, 53.7% and 46.3% respondents respectively neutral and disagree with this statement.

- According to **Income Groups,** out of total respondents, 75.0% respondents belonged to 60001-80000 income group, they neutral with this statement, while 3.6% respondents belonged to 60001-80000 income group, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 61.1% respondents belonged to 13001-17800 per capita income groups, they neutral with this statement, while 6.5% respondents belonged to 17801-30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for price related items bought from unorganized retail outlets with respect to gender (chi-square =2.109 and p-value=0.348), age (chi-square=5.079 and p-value=0.749), marital status (chi-square=1.302 and p-value=0.522), family type (chi-square=2.098 and p-value=0.350), family size (chi-square=4.403 and p-value=0.354), education (chi-square=2.421 and p-value=0.877), occupation (chi-square=2.139 and p-value=0.710), income groups (chi-square=4.667 and p-value=0.792), per capita income groups (chi-square=3.227 and p-value=0.919) and respondents own vehicle like four wheeler (chi-square=0.457 and p-value=0.796). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about given opinion for price related items bought from unorganized retail outlets in Surat city.

Table 5.4.72 Comparisons And Association, Regarding Price Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.								
Respondent's Demographic Characteristics and It's Category		**Price Related Items Bought From Unorganized Retail Outlets**						
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	24	23.5	49	48.0	29	28.4	102	0.366	0.833
	Female	10	28.6	16	45.7	9	25.7	35		
Age	Less than <=33	13	28.9	20	44.4	12	26.7	45	9.469	0.304
	33-35	6	19.4	14	45.2	11	35.5	31		
	36-40	4	16.7	10	41.7	10	41.7	24		
	41-45	5	29.4	8	47.1	4	23.5	17		
	More than 45	6	30.0	13	65.0	1	5.0	20		
Marital Status	Married	33	25.4	62	47.7	35	26.9	130	0.970	0.616
	Unmarried	1	14.3	3	42.9	3	42.9	7		
Family Type	Nuclear	12	19.0	32	50.8	19	30.2	63	2.087	0.352
	Joint	22	29.7	33	44.6	19	25.7	74		
Family Size	<5	11	17.7	31	50.0	20	32.3	62	3.601	0.463
	5-6	19	29.7	29	45.3	16	25.0	64		
	>6	4	36.4	5	45.5	2	18.2	11		
Education	S.S.C	7	17.9	18	46.2	14	35.9	39	21.844	0.005
	H.S.C	1	5.6	6	33.3	11	61.1	18		
	Graduation	6	21.4	16	57.1	6	21.4	28		
	Post Graduation	15	39.5	17	44.7	6	15.8	38		
	PG & Above	5	35.7	8	57.1	1	7.1	14		
Occupation	Business	10	17.2	23	39.7	25	43.1	58	12.913	0.012
	Professional	9	36.0	13	52.0	3	12.0	25		
	Service	15	27.8	29	53.7	10	18.5	54		
Four Wheeler	Yes	15	24.6	29	47.5	17	27.9	61	0.003	0.998
	No	19	25.0	36	47.4	21	27.6	76		
Two Wheeler	Yes	33	24.4	65	48.1	37	27.4	135	1.844	0.398
	No	1	50.0	0	.0	1	50.0	2		
Bicycle	Yes	32	26.4	58	47.9	31	25.6	121	2.834	0.242
	No	2	12.5	7	43.8	7	43.8	16		
Income Groups	<=40000	12	24.5	22	44.9	15	30.6	49	7.932	0.440
	40001-60000	5	16.7	13	43.3	12	40.0	30		
	60001-80000	6	25.0	15	62.5	3	12.5	24		
	80001-135000	4	26.7	8	53.3	3	20.0	15		
	>135000	7	36.8	7	36.8	5	26.3	19		
Per Capita Income	<=9167	10	23.8	16	38.1	16	38.1	42	6.293	0.614
	9168-13000	9	24.3	21	56.8	7	18.9	37		
	13001-17800	5	21.7	12	52.2	6	26.1	23		
	17801-30000	5	23.8	9	42.9	7	33.3	21		
	>30000	5	35.7	7	50.0	2	14.3	14		
Total		34	24.8	65	47.4	38	27.7	137		

From the Above table, it was observed that, 47.4%, 27.7% and 24.8% respondents given opinion was neutral, agree and disagree to buy price related items from unorganized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 48.0% and 45.7% male and female respondents respectively neutral with this statement, while 28.4% and 25.7% male and female respondents respectively agree with this statement.

- According to **Age**, out of total respondents, 65.0% respondents belonged to more than 45 years age group, they neutral with this statement, while 30.0%

respondents belonged to more than 45 years age group, they disagree with this statement.

- According to **Marital Status**, out of total respondents, 47.7% and 42.9% married and unmarried respondents respectively neutral with this statement, while 25.4% and 14.3% married and unmarried respondents disagree with this statement.

- According to **Family Type**, out of total respondents, 50.8% and 44.6% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 29.7% and 19.0% respondents were from joint and nuclear family groups respectively, they disagree with this statement.

- According to **Family Size**, out of total respondents, 50.0% respondents have less than 5 members in family; they given opinion was neutral to buy price related items from unorganized retail outlets, while 32.3% respondents have less than 5 members in family; they given opinion was agree to buy price related items from unorganized retail outlets.

- According to **Education**, out of total respondents, 61.1% respondents had studied HSC; they agree with this statement, while 39.5% respondents had studied post graduation, they disagree with this statement.

- According to **Occupation**, out of total respondents, 53.7% respondents belonged to service class; they neutral with this statement, while 36.0% respondents belonged to professional class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler**, out of 61 respondents have four-wheeler, who having four-wheeler, 47.5%, 27.9% and 24.6% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler**, out of 135 respondents have two-wheeler, who having two-wheeler, 48.1%, 27.4% and 24.4% respondents respectively neutral, agree and disagree with this statement.

- According to **Respondents Own Vehicle Bicycle**, out of 128 respondents have bicycle, who having bicycle, 47.9%, 26.4% and 25.6% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups**, out of total respondents, 62.5% respondents belonged to 60001-80000 income group, they neutral with this statement, while 36.8% respondents belonged to more than 135000 income group, they disagree with this statement.

- According to **Per capita Income Group,** out of total respondents, 56.8% respondents belonged to 9168-13000 per capita income group, they neutral with this statement, while 35.7% respondents belonged to more than 30000 per capita income group, they disagree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for price related items bought from unorganized retail outlets with respect to education (chi-square=21.844 and p-value=0.005) and occupation (chi-square=12.913 and p-value=0.012). Hence, null hypothesis was rejected. Therefore it could be said that, education and occupation had different perception about given opinion for price related items bought from unorganized retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for price related items bought from unorganized retail outlets with respect to gender (chi-square =0.366 and p-value=0.833), age (chi-square=9.469 and p-value=0.304), marital status (chi-square=0.970 and p-value=0.616), family size (chi-square=2.087 and p-value=0.352), family type (chi-square=2.087 and p-value=0.352), family size (chi-square=3.601 and p-value=0.463), income groups (chi-square=7.932 and p-value=0.440), per capita income groups (chi-square=6.293 and p-value=0.614), respondents own vehicle like four wheeler (chi-square=0.003 and p-value=0.998), respondents own vehicle like two wheeler (chi-square=1.844 and p-value=0.398) and respondents own vehicle like bicycle (chi-square=2.834 and p-value=0.242). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, income groups, per capita income groups, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for price related items bought from unorganized retail outlets in Rajkot city.

H7: There is no relationship between respondents given opinion for outlet related items bought from organized and unorganized retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Table 5.4.73 Comparisons and Association, Regarding Outlet Related Items Bought from Organized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.								
Cities	**Outlet Related Items Buying from Organized Retail Outlets**							
	Disagree		**Neutral**		**Agree**		**Total**	**Chi- Square value**	**p- value**
	N	**%**	**N**	**%**	**N**	**%**			
Vadodara	40	26.3	85	55.9	27	17.8	152		
Ahmedabad	72	41.1	78	44.6	25	14.3	175	31.772	0.000
Surat	49	30.6	71	44.4	40	25.0	160		
Rajkot	62	45.6	67	49.3	7	5.1	136		

- From the above table, it was observed that, respondents given opinion was disagree to buy outlet related items from organized retail outlets in Rajkot city was (45.6%) followed by Ahmedabad, Surat, and Vadodara cities were 41.1%, 30.6% and 26.3% respectively.

- While respondents given opinion was agree to buy outlet related items from organized retail outlets in Surat city was (25.0%) followed by Vadodara, Ahmedabad and Rajkot cities were 17.8%, 14.3% and 5.1% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for outlets related items brought from organized retail outlets with respect to selected cities of Gujarat (chi-square=31.772 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about respondents given opinion for outlets related items brought from organized retail outlets.

For Unorganized Retail Outlets,

Table 5.4.74 Comparisons and Association, Regarding Outlets Related Items Bought from Organized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.								
Cities	**Outlets Related Items Bought From Unorganized Retail Outlets**							
	Disagree		**Neutral**		**Agree**		**Total**	**Chi- Square value**	**p- value**
	N	**%**	**N**	**%**	**N**	**%**			
Vadodara	44	27.0	73	44.8	46	28.2	163		
Ahmedabad	20	19.4	55	53.4	28	27.2	103	157.904	0.000
Surat	121	87.1	15	10.8	3	2.2	139		
Rajkot	66	48.2	58	42.3	13	9.5	137		

- From the above table, it was observed that, respondents given opinion was low to buy outlet related items from unorganized retail outlets in Surat city was (87.1%)

followed by Rajkot , Vadodara and Ahmedabad cities were 48.2%, 27.0% and 19.4% respectively.

- While, respondents given opinion was high to buy outlet related items from unorganized retail outlets in Vadodara city was (28.2%) followed by Ahmedabad, Rajkot and Surat cities were 27.2%, 9.5% and 2.2% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for outlet related items bought from unorganized retail outlets with respect to selected cities of Gujarat (chi-square=157.904 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, selected cities of Gujarat had different perception about given opinion for outlet related items bought from unorganized retail outlets.

H8: There is no relationship between respondents given opinion for outlet related items bought from organized and unorganized retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Table 5.4.75 Comparisons And Association, Regarding Outlet Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Outlet Related Items Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	152	34.5	210	47.6	79	17.9	441	4.782	0.092
	Female	71	39.0	91	50.0	20	11.0	182		
Age	Less than <=33	58	4.6	67	46.9	18	12.6	143	5.971	0.650
	33-35	35	32.4	58	53.7	15	13.9	108		
	36-40	43	34.7	55	44.4	26	21.0	124		
	41-45	38	34.2	56	50.5	17	15.3	111		
	More than 45	49	35.8	65	47.4	23	16.8	137		
Marital Status	Married	217	36.1	289	48.1	95	15.8	601	0.721	0.697
	Unmarried	6	27.3	12	54.5	4	18.2	22		
Family Type	Nuclear	102	37.6	136	50.2	33	12.2	271	4.965	0.084
	Joint	121	34.4	165	46.9	66	18.8	352		
Family Size	<5	102	38.1	134	50.0	32	11.9	268	7.214	0.125
	5-6	100	32.8	147	48.2	58	19.0	305		
	>6	21	42.0	20	40.0	9	18.0	50		
Education	S.S.C	10	62.5	6	37.5	0	0.0	16	14.814	0.139
	H.S.C	16	38.1	19	45.2	7	16.7	42		
	Graduation	87	35.8	117	48.1	39	16.0	243		
	Post Graduation	72	35.0	107	51.9	27	13.1	206		
	PG & Above	38	32.8	52	44.8	26	22.4	116		
Occupation	Business	58	34.7	82	49.1	27	16.2	167	20.729	0.000
	Professional	67	32.7	88	42.9	50	24.4	205		
	Service	98	39.0	131	52.2	22	8.8	251		
Four Wheeler	Yes	98	30.9	154	48.6	65	20.5	317	12.949	0.002
	No	125	40.8	147	48.0	34	11.1	306		
Two Wheeler	Yes	223	35.9	300	48.2	99	15.9	622	1.071	0.585
	No	0	0.0	1	100.0	0	0.0	1		
Bicycle	Yes	198	38.5	239	46.5	77	15.0	514	10.601	0.031
	No	25	22.9	62	56.9	22	20.2	109		
Income Groups	<=40000	38	38.8	57	58.2	3	3.1	98	23.545	0.003
	40001-60000	56	40.9	58	42.3	23	16.8	137		
	60001-80000	45	36.9	60	49.2	17	13.9	122		
	80001-135000	35	28.0	59	47.2	31	24.8	125		
	>135000	49	34.8	67	47.5	25	17.7	141		
Per Capita Income	<=9167	45	41.3	53	48.6	11	10.1	109	10.357	0.241
	9168-13000	45	38.5	59	50.4	13	11.1	117		
	13001-17800	46	38.0	54	44.6	21	17.4	121		
	17801-30000	42	29.4	73	51.0	28	19.6	143		
	>30000	45	33.8	62	46.6	26	19.5	133		
Total		223	35.8	301	48.3	99	15.9	623		

From the above table, it was observed that, 48.3%, 35.8% and 15.9% respondents given opinion was neutral, disagree and agree to buy outlet related items from organized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 50.0% and 47.6% female and male respondents respectively neutral with this statement, while 17.9% and 11.0% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 53.7% respondents belonged to 33-35 years age groups; they neutral agree with this statement, while 21.0% respondents belonged to 36-40 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, 54.5% and 48.1% unmarried and married respondents respectively neutral with this statement, while 18.2% and 15.8% unmarried and married respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 50.2% and 46.9% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 18.8% and 12.2% respondents were from joint and nuclear family groups respectively, they agree with this statement.

- **Family Size,** out of total respondents, 50.0% respondents have less than 5 members in family; they neutral with this statement, while 19.0% respondents have between 5-6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 62.5% respondents had studied SSC; they disagree with this statement, while 22.4% respondents had studied post graduation & above, they agree with this statement.

- According to **Occupation,** out of total respondents, 52.2% respondents belonged to service class; they neutral with this statement, while 24.4% respondents belonged to professional class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 317 respondents have four-wheeler, who having four wheeler 48.6%, 30.9% and 20.5% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 622 respondents have two-wheeler, who having two wheeler 48.2%, 35.9% and 15.9% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 514 respondents have bicycle, who having bicycle 46.5%, 38.5% and 15.0% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups,** out of total respondents, 58.2% respondents belonged to less than & above 40000 income groups, they neutral with this statement, while 24.8% respondents belonged to 80001-135000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 51.0% respondents belonged to 17801-30000 per capita income groups, they neutral with this statement, while 19.6% respondents belonged to 17801-30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for outlet related items buying from organized retail outlets with respect to their occupation (chi-square=20.729 and p-value=0.000), income groups (chi-square=23.545 and p-value=0.003), respondents own vehicle like four wheeler (chi-square=12.949 and p-value=0.002) and respondents own vehicle like bicycle (chi-square=10.601 and p-value=0.031). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation, income groups, respondents own vehicle like four wheeler and bicycle had different perception about respondents given opinion for outlet related items buying from organized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between given opinion for outlet related items buying from organized retail outlets with respect to their gender (chi-square=4.782 and p-value=0.092), age (chi-square=5.971 and p-value=0.650), marital status (chi-square=0.721 and p-value=0.697), family type (chi-square=4.965 and p-value=0.084), family size (chi-square=7.214 and p-value=0.125), education (chi-square=14.814 and p-value=0.139), per capita income groups (chi-square=10.357 and p-value=0.241) and respondents own vehicle like two wheeler (chi-square=1.071 and p-value=0.585). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, per capita income groups and respondents own vehicle like two wheeler had similar perception about respondents given opinion for outlet related items buying from organized retail outlets in selected cities of Gujarat.

Table 5.4.76 Comparisons And Association, Regarding Outlet Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Outlet Related Items Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	22	22.0	55	55.0	23	23.0	100	6.626	0.036
	Female	18	34.6	30	57.7	4	7.7	52		
Age	Less than <=33	9	25.7	22	62.9	4	11.4	35	8.055	0.428
	33-35	6	21.4	17	60.7	5	17.9	28		
	36-40	9	27.3	19	57.6	5	15.2	33		
	41-45	8	44.4	8	44.4	2	11.1	18		
	More than 45	8	21.1	19	50.0	11	28.9	38		
Marital Status	Married	38	28.1	74	54.8	23	17.0	135	2.162	0.339
	Unmarried	2	11.8	11	64.7	4	23.5	17		
Family Type	Nuclear	21	30.9	40	58.8	7	10.3	68	5.025	0.081
	Joint	19	22.6	45	53.6	20	23.8	84		
Family Size	<5	23	31.5	41	56.2	9	12.3	73	5.656	0.226
	5-6	16	24.6	35	53.8	14	21.5	65		
	>6	1	7.1	9	64.3	4	28.6	14		
Education	S.S.C	1	100.0	0	0.0	0	0.0	1	14.233	0.076
	H.S.C	6	40.0	7	46.7	2	13.3	15		
	Graduation	17	29.8	33	57.9	7	12.3	57		
	Post Graduation	10	22.2	29	64.4	6	13.3	45		
	PG & Above	6	17.6	16	47.1	12	35.3	34		
Occupation	Business	16	33.3	27	56.3	5	10.4	48	27.914	0.000
	Professional	5	12.2	18	43.9	18	43.9	41		
	Service	19	30.2	40	63.5	4	6.3	63		
Four Wheeler	Yes	16	20.0	40	50.0	24	30.3	80	17.856	0.000
	No	24	33.3	45	62.5	3	4.2	72		
Bicycle	Yes	17	33.3	29	56.9	5	9.8	51	4.186	0.123
	No	23	22.8	56	55.4	22	21.8	101		
Income Groups	<=40000	7	21.9	25	78.1	0	0.0	32	31.561	0.000
	40001-60000	10	41.7	13	54.2	1	4.2	24		
	60001-80000	13	36.1	17	47.2	6	16.7	36		
	80001-135000	5	17.2	11	37.9	13	44.8	29		
	>135000	5	16.1	19	61.3	7	22.6	31		
Per Capita Income	<=9167	7	22.6	23	84.2	1	3.2	31	14.648	0.066
	9168-13000	8	30.8	16	61.5	2	7.7	26		
	13001-17800	9	37.5	10	41.7	5	20.8	24		
	17801-30000	11	26.8	19	46.3	11	26.8	41		
	>30000	5	16.7	17	56.7	8	26.7	30		
Total		40	26.3	85	55.9	27	17.8	152		

From the above table, it was observed that, 55.9%, 26.3% and 17.8% respondents given opinion was neutral, disagree and agree to buy outlet related items from organized retail outlets in Vadodara city.

- According to **Gender,** Out of total respondents, 57.7% and 55.0% female and male respondents respectively neutral with this statement, while 24.0% and 19.2% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 62.9% respondents belonged to less than or equal to 33 years age groups, they neutral with this statement, while 28.9% respondents belonged to more than 45 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, 64.7% and 54.8% unmarried and married respondents respectively neutral with this statement, while 23.5% and 17.0% unmarried and married respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 58.8% and 53.6% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 23.8% and 10.3% respondents were from joint and nuclear family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 64.3% respondents have more than 5 members in family; they neutral with this statement, while 28.6% respondents have more than 6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they disagree with this statement, while 35.3% respondents had studied post graduation & above, they agree with this statement.

- According to **Occupation,** out of total respondents, 63.5% respondents belonged to service class; they neutral with this statement, while 33.3% respondents belonged to business class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 80 respondents have four-wheeler, who having four wheeler 50.0%, 30.3% and 20.0% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 51 respondents have bicycle, who having bicycle 56.9%, 33.3% and 9.8% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups,** out of total respondents, 78.1% respondents belonged to less than & above 40000 income groups, they neutral with this statement, while 44.8% respondents belonged to 80001-135000 income groups, they neutral with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 84.2% respondents belonged to less than & above 9167 per capita income groups, they neutral with this statement, while 26.8% respondents belonged to 17801-30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for outlet related items buying from organized retail outlets with respect to their gender (chi-square=6.626 and p-value=0.036), occupation (chi-square=27.914 and p-value=0.000), income groups (chi-square=31.561 and p-value=0.003) and respondents own vehicle like bicycle (chi-square=17.856 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, gender, occupation, income groups and respondents own vehicle like four wheeler had different perception about respondents given opinion for outlet related items buying from organized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between given opinion for outlet related items buying from organized retail outlets with respect to their age (chi-square=8.055 and p-value=0.428), marital status (chi-square=2.162 and p-value=0.339), family type (chi-square=5.025 and p-value=0.081), family size (chi-square=5.656 and p-value=0.226), education (chi-square=14.233 and p-value=0.076), per capita income groups (chi-square=14.648 and p-value=0.066) and respondents own vehicle like bicycle (chi-square=4.186 and p-value=0.123). Hence, null hypothesis was not rejected. Therefore, it could be said that, age, marital status, family type, family size, education, per capita income groups and respondents own vehicle like bicycle had similar perception about respondents given opinion for outlet related items buying from organized retail outlets in Vadodara city.

Respondent's Demographic Characteristics and It's Category		Outlet Related Items Buying From Organized Retail Outlets							
		Disagree		Neutral		Agree		Chi-Square	p- Value
		N	%	N	%	N	%	Total		
Gender	Male	50	39.7	56	44.4	20	15.9	126	1.029	0.598
	Female	22	44.9	22	44.9	5	10.2	49		
Age	Less than <=33	17	56.7	9	30.0	4	13.3	30	7.436	0.490
	33-35	8	30.8	13	50.0	5	19.2	26		
	36-40	18	41.9	17	39.5	8	18.6	43		
	41-45	14	36.8	19	50.0	5	13.2	38		
	More than 45	15	39.5	20	52.6	3	7.9	38		
Marital Status	Married	71	40.8	78	44.8	25	14.4	174	1.439	0.487
	Unmarried	1	100.0	0	0.0	0	0.0	1		
Family Type	Nuclear	41	44.1	43	46.2	9	9.7	93	3.492	0.174
	Joint	31	37.8	35	42.7	16	19.5	82		
Family Size	<5	40	46.0	40	46.0	7	8.0	87	9.145	0.058
	5-6	23	31.9	34	47.2	15	20.8	72		
	>6	9	56.3	4	25.0	3	18.8	16		
Education	S.S.C	0	.0	0	.0	0	.0	0	9.145	0.058
	H.S.C	4	50.0	3	37.5	1	12.5	8		
	Graduation	31	39.2	35	44.3	13	16.5	79		
	Post Graduation	24	41.4	27	46.6	7	12.1	58		
	PG & Above	13	43.3	13	43.3	4	13.3	30		
Occupation	Business	21	42.9	20	40.8	8	16.3	49	3.316	0.506
	Professional	25	41.7	24	40.0	11	18.3	60		
	Service	26	39.4	34	51.5	6	9.1	66		
Four Wheeler	Yes	37	42.0	37	42.0	14	15.9	88	0.615	0.735
	No	35	40.2	41	47.1	11	12.6	87		
Income Groups	<=40000	10	41.7	12	50.0	2	8.3	24	4.799	0.779
	40001-60000	21	42.9	20	40.8	8	16.3	49		
	60001-80000	10	32.3	17	54.8	4	12.9	31		
	80001-135000	13	40.6	12	37.5	7	21.9	32		
	>135000	18	46.2	17	43.6	4	10.3	39		
Per Capita Income	<=9167	13	41.9	12	38.7	6	19.4	31	7.064	0.530
	9168-13000	16	43.2	16	43.2	5	13.5	37		
	13001-17800	13	41.9	15	48.4	3	9.7	31		
	17801-30000	11	27.5	21	52.5	8	20.0	40		
	>30000	19	52.8	14	38.9	3	8.3	36		
Total		72	41.1	78	44.6	25	14.3	175		

Table 5.4.77 Comparisons And Association, Regarding Outlet Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.

From the above table, it was observed that, 44.6%, 41.1% and 14.3% respondents given opinion was neutral, disagree and agree to buy outlet related items from organized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 44.9% and 44.4% female and male respondents respectively neutral with this statement, while 15.9% and 10.2% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 56.7% respondents belonged to less than or equal to 33 years age groups, they disagree with this statement, while 19.2% respondents belonged to 33-35 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, Majority of the unmarried respondents disagree with this statement, while 14.4% married respondents agree with this statement.

- According to **Family Type,** out of total respondents, 46.2% and 42.7% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 19.5% and 9.7% respondents were from joint and nuclear family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 56.3% respondents have more than 6 members in family; they disagree with this statement, while 20.8% respondents have between 5-6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 50.0% respondents had studied HSC, they disagree with this statement, while 16.5% respondents had studied graduation, they agree with this statement.

- According to **Occupation,** out of total respondents, 51.5% respondents belonged to service class; they neutral with this statement, while 18.3% respondents belonged to professional class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 88 respondents have four-wheeler, who having four wheeler 42.0%, 42.0% and 15.9% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 54.8% respondents belonged to 60001-80000 income groups, they neutral with this statement, while 21.9% respondents belonged to 80001-135000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 52.8% respondents belonged to more than 30000 per capita income groups, they disagree with this statement, while 20.0% respondents belonged to 17801-30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between given opinion for outlet related items buying from organized retail outlets with respect to their gender (chi-square=1.029 and p-value=0.598), age (chi-square=7.436 and p-value=0.490), marital status (chi-square=1.439 and p-value=0.487), family type (chi-square=3.492 and p-value=0.174), family size

(chi-square=9.145 and p-value=0.058), education (chi-square=0.907 and p-value=0.989), occupation (chi-square=3.316 and p-value=0.506), income groups (chi-square=4.799 and p-value=0.779), per capita income groups (chi-square=7.064 and p-value=0.530) and respondents own vehicle like four wheeler (chi-square=0.615 and p-value=0.735). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about respondents given opinion for outlet related items buying from organized retail outlets in Ahmedabad city.

Table 5.4.78 Comparisons And Association, Regarding Outlet Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Outlet Related Items Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	35	30.4	48	41.7	32	27.8	115	1.951	0.377
	Female	14	31.1	23	51.1	8	17.8	45		
Age	Less than <=33	17	35.4	22	45.8	9	18.8	48	6.808	0.558
	33-35	11	36.7	14	46.7	5	16.7	30		
	36-40	9	32.1	9	32.1	10	35.7	28		
	41-45	7	23.3	15	50.0	8	26.7	30		
	More than 45	5	20.8	11	45.8	8	33.3	24		
Family Type	Nuclear	17	28.3	27	45.0	16	26.7	60	0.280	0.869
	Joint	32	32.0	44	44.0	24	24.0	100		
Family Size	<5	16	27.1	28	47.5	15	25.4	59	0.699	0.951
	5-6	30	32.3	40	43.0	23	24.7	93		
	>6	3	37.5	3	37.5	2	25.0	8		
Education	S.S.C	1	100.0	0	.0	0	.0	1	5.263	0.729
	H.S.C	4	33.3	4	33.3	4	33.3	12		
	Graduation	16	25.0	31	48.4	17	26.6	64		
	Post Graduation	20	36.4	24	43.6	11	20.0	55		
	PG & Above	8	28.6	12	42.9	8	28.6	28		
Occupation	Business	11	24.4	20	44.4	14	31.1	45	5.949	0.203
	Professional	14	28.0	20	40.0	16	32.0	50		
	Service	24	36.9	31	47.7	10	15.4	65		
Four Wheeler	Yes	17	21.8	38	48.7	23	29.5	78	5.748	0.056
	No	32	39.0	33	40.2	17	20.7	82		
Income Groups	<=40000	4	28.6	9	64.3	1	7.1	14	8.645	0.373
	40001-60000	15	37.5	13	32.5	12	30.0	40		
	60001-80000	12	36.4	15	45.5	6	18.2	33		
	80001-135000	9	24.3	19	51.4	9	24.3	37		
	>135000	9	25.0	15	41.7	12	33.3	36		
Per Capita Income	<=9167	8	50.0	5	31.3	3	18.8	16	6.697	0.570
	9168-13000	9	32.1	14	50.0	5	17.9	28		
	13001-17800	14	31.8	18	40.9	12	27.3	44		
	17801-30000	11	29.7	18	48.6	8	21.6	37		
	>30000	7	20.0	16	45.7	12	34.3	35		
Total		49	30.6	71	44.4	40	25.0	160		

From the above table, it was observed that, 44.4%, 30.6% and 25.0% respondents given opinion was neutral, disagree and agree to buy outlet related items from organized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 51.1% and 41.7% female and male respondents respectively neutral with this statement, while 27.8% and 17.8% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 50.0% respondents belonged to 41-45 years age group, they neutral with this statement, while 35.7% respondents belonged to 36-40 years age groups, they agree with this statement.

- According to **Family Type,** out of total respondents, 45.0% and 44.0% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 26.7% and 24.0% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 47.5% respondents have less than 5 members in family; they neutral with this statement, while 25.4% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they disagree with this statement, while 33.3% respondents had studied HSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 47.7% respondents belonged to business class; they neutral with this statement, while 32.0% respondents belonged to professional class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 78 respondents have four-wheeler, who having four wheeler 48.7%, 29.5% and 21.8% respondents respectively neutral, agree and disagree with this statement.

- According to **Income Groups,** out of total respondents, 64.3% respondents belonged to less than & above 40000 income groups, they neutral with this statement, while 33.3% respondents belonged to more than 135000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 50.0% respondents belonged to 9168-13000 per capita income groups, they neutral with this statement, while 34.3% respondents belonged to more than 30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between given opinion for outlet related items buying from organized retail outlets with respect to their gender (chi-square=1.951 and p-value=0.377), age (chi-square=6.808 and p-value=0.558), family type (chi-square=0.280 and p-value=0.869), family size (chi-square=0.699 and p-value=0.951), education (chi-square=5.263 and p-value=0.729), occupation (chi-square=5.949 and p-value=0.203), income groups (chi-square=8.645 and p-value=0.373), per capita income groups (chi-square=6.697 and p-value=0.570) and respondents own vehicle like four wheeler (chi-square=5.748 and p-value=0.056) Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about respondents given opinion for outlet related items buying from organized retail outlets in Surat city.

Table 5.4.79 Comparisons And Association, Regarding Outlet Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.								
Respondent's Demographic Characteristics and It's Category		**Outlet Related Items Buying From Organized Retail Outlets**						
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	45	45.0	51	51.0	4	4.0	100	1.225	0.542
	Female	17	47.2	16	44.4	3	8.3	36		
Age	Less than <=33	15	50.0	14	46.7	1	3.3	30	9.487	0.303
	33-35	10	41.7	14	58.3	0	0.0	24		
	36-40	7	35.0	10	50.0	3	15.0	20		
	41-45	9	36.0	14	56.0	2	8.0	25		
	More than 45	21	56.8	15	40.5	1	2.7	37		
Marital Status	Married	59	44.7	66	50.0	7	5.3	132	1.487	0.476
	Unmarried	3	75.0	1	25.0	0	.0	4		
Family Type	Nuclear	23	46.0	26	52.0	1	2.0	50	1.644	0.439
	Joint	39	45.3	41	47.7	6	7.0	86		
Family Size	<5	23	46.9	25	51.0	1	2.0	49	4.888	0.299
	5-6	31	41.3	38	50.7	6	8.0	75		
	>6	8	66.7	4	33.3	0	.0	12		
Education	S.S.C	8	57.1	6	42.9	0	0.0	14	5.647	0.687
	H.S.C	2	28.6	5	71.4	0	0.0	7		
	Graduation	23	53.5	18	41.9	2	4.7	43		
	Post Graduation	18	37.5	27	56.3	3	6.3	48		
	PG & Above	11	45.8	11	45.8	2	8.3	24		
Occupation	Business	29	50.9	26	45.6	2	3.5	57	4.738	0.315
	Professional	23	42.6	26	48.1	5	9.3	54		
	Service	29	50.9	26	45.6	2	3.5	57		
Four Wheeler	Yes	28	39.4	39	54.9	4	5.6	71	2.269	0.322
	No	34	52.3	28	43.1	3	4.6	65		
Two Wheeler	Yes	62	45.9	66	48.9	7	5.2	135	1.037	0.595
	No	0	.0	1	100.0	0	.0	1		
Bicycle	Yes	60	46.9	61	47.7	7	5.5	128	2.371	0.306
	No	2	25.0	6	75.0	0	.0	8		
Income Groups	<=40000	17	60.7	11	39.3	0	.0	28	6.972	0.540
	40001-60000	10	41.7	12	50.0	2	8.3	24		
	60001-80000	10	45.5	11	50.0	1	4.5	22		
	80001-135000	8	29.6	17	63.0	2	7.4	27		
	>135000	17	48.6	16	45.7	2	5.7	35		
Per Capita Income	<=9167	17	54.8	13	41.9	1	3.2	31	3.575	0.893
	9168-13000	12	46.2	13	50.0	1	3.8	26		
	13001-17800	10	45.5	11	50.0	1	4.5	22		
	17801-30000	9	36.0	15	60.0	1	4.0	25		
	>30000	14	43.8	15	46.9	3	9.4	32		
Total		62	45.6	67	49.3	7	5.1	136		

From the above table, it was observed that, 49.3%, 45.6% and 5.1% respondents given opinion was neutral, disagree and agree to buy outlet related items from organized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 51.0% and 44.4% male and female respondents respectively neutral with this statement, while 8.3% and 4.0% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 58.3% respondents belonged to 33-35 years age group, they neutral with this statement, while 15.0% respondents belonged to 36-40 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, 75.0% and 44.7% unmarried and married respondents respectively disagree with this statement; while 5.3% married respondents agree with this statement.

- According to **Family Type,** out of total respondents, 52.0% and 47.7% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 7.0% and 2.0% respondents were from joint and nuclear family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 66.7% respondents have more than 6 members in family; they disagree with this statement, while 8.0% respondents have between 5-6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 71.4% respondents had studied HSC, they neutral with this statement, while 8.3% respondents had studied post graduation & above, they agree with this statement.

- According to **Occupation,** out of total respondents, 50.9% respondents belonged to business class; they disagree with this statement, while 9.3% respondents belonged to professional class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 71 respondents have four-wheeler, who having four wheeler 54.9%, 39.4% and 5.6% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 135 respondents have two-wheeler, who having two wheeler 48.9%, 45.9% and 5.2% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 128 respondents have bicycle, who having bicycle 47.7%, 46.9% and 5.5% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups,** out of total respondents, 63.0% respondents belonged to 80001-135000 income groups, they neutral with this statement, while 8.3% respondents belonged to 40001-60000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 60.0% respondents belonged to 17801-30000 per capita income groups, they neutral with this statement, while 9.4% respondents belonged to more than 30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between given opinion for outlet related items buying from organized retail outlets with respect to their gender (chi-square=1.225 and p-value=0.542), age (chi-square=9.487 and p-value=0.303), marital status (chi-square=1.487 and p-value=0.476), family type (chi-square=1.644 and p-value=0.439), family size (chi-square=4.888 and p-value=0.299), education (chi-square=5.647 and p-value=0.687), occupation (chi-square=4.738 and p-value=0.315), income groups (chi-square=6.972 and p-value=0.540), per capita income groups (chi-square=3.575 and p-value=0.893), respondents own vehicle like four wheeler (chi-square=2.269 and p-value=0.322), respondents own vehicle like two wheeler (chi-square=1.037 and p-value=0.595) and respondents own vehicle like bicycle (chi-square=2.371 and p-value=0.306). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about respondents given opinion for outlet related items buying from organized retail outlets in Rajkot city.

For Unorganized Retail Outlets,

Table 5.4.80 Comparisons And Association, Regarding Outlets Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.								
Respondent's Demographic Characteristics and It's Category		**Outlets Related Items Bought From Unorganized Retail Outlets**						
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**	**Total**	**Chi-Square**	**p- Value**
Gender	Male	180	46.3	143	36.8	66	17.0	389	0.148	0.929
	Female	71	46.4	58	37.9	24	15.7	153		
Age	Less than <=33	79	50.0	49	31.0	30	19.0	158	10.242	0.248
	33-35	50	49.0	43	42.2	9	8.8	102		
	36-40	48	44.0	44	40.0	17	15.6	109		
	41-45	34	39.1	34	39.1	19	21.8	87		
	More than 45	40	46.5	31	36.0	15	17.4	86		
Marital Status	Married	240	46.7	188	36.6	86	16.7	514	1.105	0.575
	Unmarried	11	39.3	13	46.4	4	14.3	28		
Family Type	Nuclear	111	43.5	98	38.4	46	18.0	255	1.636	0.441
	Joint	140	48.8	103	35.9	44	15.3	287		
Family Size	<5	109	43.6	93	37.2	48	19.2	250	5.042	0.283
	5-6	122	47.5	95	37.0	40	15.6	257		
	>6	20	57.1	13	37.1	2	5.7	35		
Education	S.S.C	13	30.2	21	48.8	9	20.9	43	14.588	0.148
	H.S.C	19	34.5	27	49.1	9	16.4	55		
	Graduation	93	47.2	70	35.5	34	17.3	197		
	Post Graduation	80	49.1	60	36.8	23	14.1	163		
	PG & Above	46	54.8	23	27.4	15	17.9	84		
Occupation	Business	69	37.7	76	41.5	38	20.8	183	11.213	0.024
	Professional	64	50.8	39	31.0	23	18.3	126		
	Service	118	50.6	86	36.9	29	12.4	233		
Four Wheeler	Yes	106	47.7	79	35.6	37	16.7	222	0.397	0.820
	No	145	45.3	122	38.1	53	16.6	320		
Two Wheeler	Yes	250	46.3	201	37.2	89	16.5	540	2.099	0.350
	No	1	50.0	0	0.0	1	50.0	2		
Bicycle	Yes	221	53.4	143	34.5	50	12.1	414	45.201	0.000
	No	30	23.4	58	45.3	40	31.3	128		
Income Groups	<=40000	55	40.4	52	38.2	29	21.3	136	11.499	0.175
	40001-60000	59	44.0	56	41.8	19	14.2	134		
	60001-80000	50	45.9	45	41.3	14	12.8	109		
	80001-135000	41	51.3	27	33.8	12	15.0	80		
	>135000	46	55.4	21	25.3	16	19.3	83		
Per Capita Income	<=9167	47	36.2	57	43.8	26	20.0	130	12.044	0.149
	9168-13000	59	47.2	47	37.6	19	15.2	125		
	13001-17800	54	49.1	40	36.4	16	14.5	110		
	17801-30000	46	47.9	37	38.5	13	13.5	96		
	>30000	45	55.6	20	24.7	13	19.8	81		
Total		251	46.3	201	37.1	90	16.6	542		

From the above table, it was observed that, 46.3%, 37.1% and 16.6% respondents given opinion was disagree, neutral and agree to buy outlet related items from unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 46.4% and 46.3% female and male respondents respectively disagree with this statement, while 17.0% and 15.7% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 50.0% respondents belonged to less than or equal to 33 years age group, they disagree with this statement, while

21.8% respondents belonged to 41- 45 years age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, 46.7% and 39.3% married and unmarried respondents respectively disagree with this statement, while 16.7% and 14.3% married and unmarried respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 48.8% and 43.5% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 18.0% and 15.3% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 57.1% respondents have less than 5 members in family; they disagree with this statement, while 19.2% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 54.8% respondents had studied post graduation & above, they disagree with this statement, while 20.9% respondents had studied SSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 50.8% respondents belonged to professional class; they disagree with this statement, while 20.8% respondents belonged to business class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 222 respondents have four-wheeler, who having four- wheeler, 47.7%, 35.6% and 16.7% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 540 respondents have two-wheeler, who having two -wheeler, 46.3%, 37.2% and 16.5% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 221 respondents have bicycle, who having bicycle, 53.4%, 34.5% and 12.1% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 55.4% respondents belonged to less than & above 40000 income group, they disagree with this statement, while 21.3% respondents belonged to less than & above 40000 income group, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 55.6% respondents belonged to more than 30000 per capita income groups, they disagree with this statement, while 20.0% respondents belonged to less than & above 9167 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to occupation (chi-square=11.213 and p-value=0.024) and respondents own vehicle like bicycle (chi-square=45.201 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, occupation and respondents own vehicle like and bicycle had different perception about given opinion for outlets related items bought from unorganized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to gender (chi-square =0.148 and p-value=0.929), age (chi-square=10.242 and p-value=0.248), marital status (chi-square=1.105 and p-value=0.575), family type (chi-square=1.636 and p-value=0.441), family size (chi-square=5.042 and p-value=0.283), education (chi-square=14.588 and p-value=0.148), income groups (chi-square=11.499 and p-value=0.175), per capita income groups (chi-square=12.044 and p-value=0.149), respondents own vehicle like four wheeler (chi-square=0.397 and p-value=0.820) and respondents own vehicle like two wheeler (chi-square=2.099 and p-value=0.350). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, income groups, per capita income groups, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for outlets related items bought from unorganized retail outlets in selected cities of Gujarat.

Table 5.4.81 Comparisons And Association, Regarding Outlets Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Outlets Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	31	28.4	44	40.4	34	31.2	109	2.719	0.257
	Female	13	24.1	29	53.7	12	22.2	54		
Age	Less than <=33	10	23.3	20	46.5	13	30.2	43	2.180	0.975
	33-35	7	25.9	13	48.1	7	25.9	27		
	36-40	12	34.3	15	42.9	8	22.9	35		
	41-45	5	21.7	11	47.8	7	30.4	23		
	More than 45	10	28.6	14	40.0	11	31.4	35		
Marital Status	Married	38	26.6	62	43.4	43	30.1	143	2.019	0.364
	Unmarried	6	30.0	11	55.0	3	15.0	20		
Family Type	Nuclear	23	29.5	32	41.0	23	29.5	78	0.902	0.637
	Joint	21	24.7	41	48.2	23	27.1	85		
Family Size	<5	23	28.4	33	40.7	25	30.9	81	0.637	0.253
	5-6	15	21.4	36	51.4	19	27.1	70		
	>6	6	50.0	4	33.3	2	16.7	12		
Education	S.S.C	0	0.0	1	33.3	2	66.7	3	6.981	0.539
	H.S.C	3	15.8	10	52.6	6	31.6	19		
	Graduation	18	29.0	27	43.5	17	27.4	62		
	Post Graduation	12	30.8	20	51.3	7	17.9	39		
	PG & Above	11	27.5	15	37.5	14	35.0	40		
Occupation	Business	10	20.0	22	44.0	18	36.0	50	9.695	0.046
	Professional	11	25.0	16	36.4	17	38.6	44		
	Service	23	33.3	35	50.7	11	15.9	69		
Four Wheeler	Yes	15	24.6	30	49.2	16	26.2	61	0.766	0.682
	No	29	28.4	43	42.2	30	29.4	102		
Bicycle	Yes	21	41.2	21	41.2	9	17.6	51	8.687	0.013
	No	23	20.5	52	46.4	37	33.0	108		
Income Groups	<=40000	16	30.8	16	30.8	20	38.5	52	15.650	0.048
	40001-60000	11	34.4	18	56.3	3	9.4	32		
	60001-80000	8	21.6	19	51.4	10	27.0	37		
	80001-135000	4	19.0	13	61.9	4	19.0	21		
	>135000	5	23.8	7	33.3	9	42.9	21		
Per Capita Income	<=9167	14	29.2	20	41.7	14	19.2	48	4.666	0.793
	9168-13000	12	31.6	15	39.5	11	28.9	38		
	13001-17800	5	19.2	15	57.7	6	23.1	26		
	17801-30000	8	25.8	16	51.6	7	22.6	31		
	>30000	5	25.0	7	35.0	8	44.0	20		
Total		44	27.0	73	44.8	46	28.2	163		

From the above table, it was observed that, 44.8%, 28.2% and 27.0% respondents given opinion was neutral, agree and disagree to buy outlet related items from unorganized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 53.7% and 40.4% female and male respondents respectively neutral with this statement, while 28.4% and 24.1% male and female respondents respectively disagree with this statement.

- According to **Age,** out of total respondents, 48.1% respondents belonged to 33-35 years age group, they neutral with this statement, while 31.4% respondents belonged to more than 45 years age group, they agree with this statement.

- According to **Marital Status**, out of total respondents, 55.0% and 43.4% unmarried and married respondents respectively neutral with this statement, while 30.0% and 26.6% unmarried and married respondents respectively disagree with this statement.

- According to **Family Type**, out of total respondents, 48.2% and 41.0% respondents were from joint and nuclear family groups respectively, they neutral with this statement, while 29.5% and 24.7% respondents were from nuclear and joint family groups respectively, they disagree with this statement.

- According to **Family Size**, out of total respondents, 51.4% respondents have between 5-6 members in family; they neutral with this statement, while 30.9% respondents have less than 5 members in family; they agree with this statement.

- According to **Education**, out of total respondents, 66.7% respondents had studied SSC, they agree with this statement, while 30.8% respondents had studied post graduation, they disagree with this statement.

- According to **Occupation**, out of total respondents, 50.7% respondents belonged to service class; they neutral with this statement, while 33.3% respondents belonged to service class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler**, out of 61 respondents have four-wheeler, who having four-wheeler, 49.2%, 26.2% and 24.6% respondents respectively neutral, agree and disagree with this statement.

- According to **Respondents Own Vehicle Bicycle**, out of 51 respondents have bicycle, who having bicycle, 41.2%, 41.2% and 17.6% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups**, out of total respondents, 61.9% respondents belonged to 80001-135000 income group, they neutral with this statement, while 34.4% respondents belonged to 40001-60000 income group, they disagree with this statement.

- According to **Per capita Income Group**, out of total respondents, 57.7% respondents belonged to 13001-17800 per capita income group, they neutral with this statement, while 31.6% respondents belonged to 9168-13000 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to occupation (chi-square=11.213 and p-value=0.024) and income groups (chi-square=15.650 and p-value=0.048). Hence, null hypothesis was rejected. Therefore it could be said that, occupation and respondents own vehicle like and bicycle had different perception about given opinion for outlets related items bought from unorganized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to gender (chi-square =2.719 and p-value=0.257), age (chi-square=2.180 and p-value=0.975), marital status (chi-square=2.019 and p-value=0.364), family type (chi-square=0.902 and p-value=0.637), family size (chi-square=0.637 and p-value=0.258), education (chi-square=6.981 and p-value=0.539), per capita income groups (chi-square=4.666 and p-value=0.793) and respondents own vehicle like four wheeler (chi-square=0.766 and p-value=0.682). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, per capita income groups, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for outlets related items bought from unorganized retail outlets in Vadodara city.

Table 5.4.82 Comparisons And Association, Regarding Outlets Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Outlets Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	11	14.7	43	57.3	21	28.0	75	4.075	0.130
	Female	9	32.1	12	42.9	7	25.0	28		
Age	Less than <=33	7	26.9	9	34.6	10	38.5	26	12.759	0.120
	33-35	5	33.3	10	66.7	0	.0	15		
	36-40	2	8.0	15	60.0	8	32.0	25		
	41-45	3	12.5	14	58.3	7	29.2	24		
	More than 45	3	23.1	7	53.8	3	23.1	13		
Marital Status	Married	20	19.6	54	52.9	28	27.5	102	0.881	0.644
	Unmarried	0	.0	1	100.0	0	.0	1		
Family Type	Nuclear	13	23.2	28	50.0	15	26.8	56	1.184	0.553
	Joint	7	14.9	27	57.4	13	27.7	47		
Family Size	<5	12	24.0	23	46.0	15	30.0	50	14.385	0.006
	5-6	3	6.8	28	63.6	13	29.5	44		
	>6	5	55.6	4	44.4	0	.0	9		
Education	S.S.C	0	.0	0	.0	0	.0	0	8.721	0.190
	H.S.C	0	.0	6	85.7	1	14.3	7		
	Graduation	12	22.6	28	52.8	13	24.5	53		
	Post Graduation	5	13.5	19	51.4	13	35.1	37		
	PG & Above	3	50.0	2	33.3	1	16.7	6		
Occupation	Business	5	14.3	21	60.0	9	25.7	35	4.155	0.385
	Professional	1	7.7	9	69.2	3	23.1	13		
	Service	14	25.5	25	45.5	16	29.1	55		
Four Wheeler	Yes	5	15.2	17	51.5	11	33.3	33	1.163	0.559
	No	15	21.4	38	54.3	17	24.3	70		
Income Groups	<=40000	5	21.7	12	52.2	6	26.1	23	3.945	0.862
	40001-60000	7	20.0	19	54.3	9	25.7	35		
	60001-80000	4	20.0	13	65.0	3	15.0	20		
	80001-135000	2	14.3	6	42.9	6	42.9	14		
	>135000	2	18.2	5	45.5	4	36.4	11		
Per Capita Income	<=9167	6	21.4	16	57.1	6	21.4	28	3.318	0.913
	9168-13000	4	17.4	14	60.9	5	21.7	23		
	13001-17800	5	20.0	13	52.0	7	28.0	25		
	17801-30000	2	15.4	7	53.8	4	30.8	13		
	>30000	3	21.4	5	35.7	6	42.9	14		
Total		20	19.4	55	53.4	28	27.2	103		

From the above table, it was observed that, 53.4%, 27.2% and 19.4% respondents given opinion was neutral, agree and disagree to buy outlet related items from unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 57.3% and 42.9% male and female respondents respectively neutral with this statement, while 32.1% and 14.7% female and male respondents respectively disagree with this statement.

- According to **Age,** out of total respondents, 66.7% respondents belonged to 33-35 years age group, they neutral with this statement, while 26.9% respondents belonged to 33-35 years age group, they disagree with this statement.

- According to **Marital Status,** out of total respondents, Majority of the unmarried and 52.9% married respondents neutral with this statement; while 19.6% married

respondents disagree with this statement. Unmarried respondents did not disagree and agree with this statement.

- According to **Family Type,** out of total respondents, 57.4% and 50.0% respondents were from joint and nuclear family groups respectively, they neutral with this statement, while 23.2% and 14.9% respondents were from nuclear and joint family groups respectively, they disagree with this statement.

- According to **Family Size,** out of total respondents, 63.6% respondents have between 5-6 members in family; they neutral with this statement, while 30.0% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 85.7% respondents had studied HSC, they neutral with this statement, while 35.1% respondents had studied post graduation & above, they agree with this statement.

- According to **Occupation,** out of total respondents, 69.2% respondents belonged to professional class; they neutral with this statement, while 25.5% respondents belonged to service class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 33 respondents have four-wheeler, who having four- wheeler, 51.5%, 33.3% and 15.2% respondents respectively neutral, agree and disagree with this statement.

- According to **Income Groups,** out of total respondents, 65.0% respondents belonged to 60001-80000 income group, they neutral with this statement, while 21.7% respondents belonged to less than & above 40000 income group, they disagree with this statement.

- According to **Per capita Income Group,** out of total respondents, 60.9% respondents belonged to 9168-13000 per capita income group, they neutral with this statement, while 21.4% respondents belonged to less than & above 9167 per capita income group, they disagree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to family size (chi-square=14.385 and p-value=0.006). Hence, null hypothesis was rejected. Therefore it could be said that, family size had different perception about given opinion for outlets related items bought from unorganized retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to gender (chi-square =4.075 and p-value=0.130), age (chi-square=12.759 and p-value=0.120), marital status (chi-square=0.881 and p-value=0.644), family type (chi-square=1.184 and p-value=0.553), education (chi-square=8.721 and p-value=0.190), occupation (chi-square=4.155 and p-value=0.385), income groups (chi-square=3.945 and p-value=0.862), per capita income groups (chi-square=3.318 and p-value=0.913) and respondents own vehicle like four wheeler (chi-square=1.163 and p-value=0.559). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for outlets related items bought from unorganized retail outlets in Ahmedabad city.

Table 5.4.83 Comparisons And Association, Regarding Outlets Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Outlets Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	90	87.4	11	10.7	2	1.9	103	0.096	0.953
	Female	31	86.1	4	11.1	1	2.8	36		
Age	Less than <=33	38	86.4	6	13.6	0	.0	44	17.146	0.029
	33-35	27	93.1	2	6.9	0	.0	29		
	36-40	23	92.0	2	8.0	0	.0	25		
	41-45	18	78.3	2	8.7	3	13.0	23		
	More than 45	15	83.3	3	16.7	0	.0	18		
Family Type	Nuclear	50	86.2	6	10.3	2	3.4	58	0.794	0.672
	Joint	71	87.7	9	11.1	1	1.2	81		
Family Size	<5	49	86.0	6	10.5	2	3.5	57	1.258	0.868
	5-6	69	87.3	9	11.4	1	1.3	79		
	>6	3	100.0	0	.0	0	.0	3		
Education	S.S.C	1	100.0	0	.0	0	.0	1	5.435	0.710
	H.S.C	9	81.8	2	18.2	0	.0	11		
	Graduation	48	88.9	4	7.4	2	3.7	54		
	Post Graduation	40	81.6	8	16.3	1	2.0	49		
	PG & Above	23	95.8	1	4.2	0	.0	24		
Occupation	Business	34	85.0	4	10.0	2	5.0	40	3.051	0.549
	Professional	39	88.6	4	9.1	1	2.3	44		
	Service	48	87.3	7	12.7	0	.0	55		
Four Wheeler	Yes	57	85.1	8	11.9	2	3.0	67	0.626	0.731
	No	64	88.9	7	9.7	1	1.4	72		
Income Groups	<=40000	10	83.3	2	16.7	0	.0	12	6.497	0.592
	40001-60000	32	86.5	4	10.8	1	2.7	37		
	60001-80000	26	92.9	2	7.1	0	.0	28		
	80001-135000	28	93.3	2	6.7	0	.0	30		
	>135000	25	78.1	5	15.6	2	6.3	32		
Per Capita Income	<=9167	9	75.0	2	16.7	1	8.3	12	7.596	0.474
	9168-13000	24	88.9	3	11.1	0	.0	27		
	13001-17800	33	91.7	3	8.3	0	.0	36		
	17801-30000	28	90.3	3	9.7	0	.0	31		
	>30000	27	81.8	4	12.1	2	6.1	33		
Total		121	87.1	15	10.8	3	2.2	139		

From the above table, it was observed that, 53.4%, 27.2% and 19.4% respondents given opinion was neutral, agree and disagree to buy outlet related items from unorganized retail outlets in Surat city.

- According to **Gender,** out of total respondents, 87.4% and 86.1% male and female respondents respectively disagree with this statement, while 2.8% and 1.9% female and male respondents respectively agree buy outlet related items from unorganized retail outlets.

- According to **Age,** out of total respondents, 93.1% respondents belonged to 33-35 years age group, they disagree with this statement, while 13.0% respondents belonged to 41- 45 years age groups, they agree with this statement.

- According to **Family Type,** out of total respondents, 87.7% and 86.2% respondents were from joint and nuclear family groups respectively, they disagree

with this statement, while 3.4% and 1.2% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents majority of the respondents have more than 6 members in family, they disagree with this statement, while 3.5% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they disagree with this statement, while 3.7% respondents had studied graduation they agree with this statement.

- According to **Occupation,** out of total respondents, 88.6% respondents belonged to professional class; they agree with this statement, while 5.0% respondents belonged to business class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 67 respondents have four-wheeler, who having four-wheeler, 85.1%, 11.9% and 3.0% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 93.3% respondents belonged to 80001-135000 income group, they disagree with this statement, while 6.3% respondents belonged to more than 135000 income group, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 91.7% respondents belonged to 13001-17800 per capita income group, they disagree with this statement, while 8.3% respondents belonged to less than & above 9167 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to age (chi-square=17.146 and p-value=0.029). Hence, null hypothesis was rejected. Therefore it could be said that, age had different perception about given opinion for outlets related items bought from unorganized retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to gender (chi-square =0.096 and p-

value=0.953), family type (chi-square=0.794 and p-value=0.672), family size (chi-square=1.258 and p-value=0.868), education (chi-square=5.435 and p-value=0.710), occupation (chi-square=3.051 and p-value=0.549), income groups (chi-square=6.497 and p-value=0.592), per capita income groups (chi-square=7.596 and p-value=0.474) and respondents own vehicle like four wheeler (chi-square=0.626 and p-value=0.731). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, family type, family size, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for outlets related items bought from unorganized retail outlets in Surat city.

Table 5.4.84 Comparisons And Association, Regarding Outlets Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Outlets Related Items Bought From Unorganized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	48	47.1	45	44.1	9	8.8	102	0.589	0.745
	Female	18	51.4	13	37.1	4	11.4	35		
Age	Less than <=33	24	53.3	14	31.1	7	15.6	45	8.921	0.349
	33-35	11	35.5	18	58.1	2	6.5	31		
	36-40	11	45.8	12	50.0	1	4.2	24		
	41-45	8	47.1	7	41.2	2	11.8	17		
	More than 45	12	60.0	7	35.0	1	5.0	20		
Marital Status	Married	61	46.9	57	43.8	12	9.2	130	2.378	0.305
	Unmarried	5	71.4	1	14.3	1	14.3	7		
Family Type	Nuclear	25	39.7	32	50.8	6	9.5	63	3.717	0.156
	Joint	41	55.4	26	35.1	7	9.5	74		
Family Size	<5	25	40.3	31	50.0	6	9.7	62	4.481	0.345
	5-6	35	54.7	22	34.4	7	10.9	64		
	>6	6	54.5	5	45.5	0	.0	11		
Education	S.S.C	12	30.8	20	51.3	7	17.9	39	11.885	0.156
	H.S.C	7	38.9	9	50.0	2	11.1	18		
	Graduation	15	53.6	11	39.3	2	7.1	28		
	Post Graduation	23	60.5	13	34.2	2	5.3	38		
	PG & Above	9	64.3	5	35.7	0	.0	14		
Occupation	Business	20	34.5	29	50.0	9	15.5	58	9.882	0.042
	Professional	13	52.0	10	40.0	2	8.0	25		
	Service	33	61.1	19	35.2	2	3.7	54		
Four Wheeler	Yes	29	47.5	24	39.3	8	13.1	61	1.765	0.414
	No	37	48.7	34	44.7	5	6.6	76		
Two Wheeler	Yes	65	48.1	58	43.0	12	8.9	135	4.371	0.112
	No	1	50.0	0	.0	1	50.0	2		
Bicycle	Yes	59	48.8	52	43.0	10	8.3	121	1.811	0.404
	No	7	43.8	6	37.5	3	18.8	16		
Income Groups	<=40000	24	49.0	22	44.9	3	6.1	49	12.653	0.124
	40001-60000	9	30.0	15	50.0	6	20.0	30		
	60001-80000	12	50.0	11	45.8	1	4.2	24		
	80001-135000	7	46.7	6	40.0	2	13.3	15		
	>135000	14	73.7	4	21.1	1	5.3	19		
Per Capita Income	<=9167	18	42.9	19	45.2	5	11.9	42	5.601	0.692
	9168-13000	19	51.4	15	40.5	3	8.1	37		
	13001-17800	11	47.8	9	39.1	3	13.0	23		
	17801-30000	8	38.1	11	52.4	2	9.5	21		
	>30000	10	71.4	4	28.6	0	.0	14		
Total		66	48.2	58	42.3	13	9.5	137		

From the above table, it was observed that, 48.2%, 42.3% and 9.5% respondents given opinion was disagree, neutral and agree to buy outlet related items from unorganized retail outlets in Rajkot city.

- According to **Gender**, out of total respondents, 51.4% and 47.1% female and male respondents respectively disagree with this statement, while 11.4% and 8.8% female and male respondents respectively agree with this statement.

- According to Age, out of total respondents, 60.0% respondents belonged to more than 45 years A**ge group**, they disagree with this statement, while 15.0% respondents belonged to 36-40 years age group, they agree with this statement.

- According to Marital Status, out of total respondents, 71.4% and 46.9% unmarried and married respondents respectively disagree with this statement, while 14.3% and 9.2% unmarried and married respondents respectively agree with this statement.

- According to **Family Type**, out of total respondents, 55.4% and 39.7% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 9.5% and 9.5% respondents were from joint and nuclear family groups respectively, they agree with this statement.

- According to **Family Size**, out of total respondents 54.7% respondents have between 5-6 members in family; they disagree with this statement, while 10.0% respondents have between 5-6 members in family; they agree with this statement.

- According to **Education**, out of total respondents, 64.3% respondents had studied post graduation & above, they disagree with this statement, while 17.9% respondents had studied SSC, they agree with this statement.

- According to **Occupation**, out of total respondents, 61.1% respondents belonged to service class; they disagree with this statement, while 15.5% respondents belonged to business class; they agree with this statement.

- According to Respondents Own Vehicle Four Wheeler, out of 61 respondents have four-wheeler, who have four-wheeler, who having four- wheeler, 47.5%, 39.3% and 13.1% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler**, out of 135 respondents have two-wheeler, who having two-wheeler, 48.1%, 43.0% and 8.9% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 121 respondents have bicycle, who having bicycle, 48.8%, 43.0% and 8.3% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 73.7% respondents belonged to more than 135000 income groups, they disagree with this statement, while 20.0% respondents belonged to 40001-60000 income groups, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 71.4% respondents belonged to more than 30000 per capita income group, they disagree with this statement, while 13.0% respondents belonged to 13001-17800 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to occupation (chi-square=9.882 and p-value=0.042). Hence, null hypothesis was rejected. Therefore it could be said that, occupation had different perception about given opinion for outlets related items bought from unorganized retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to gender (chi-square =0.589 and p-value=0.745), age (chi-square =8.921 and p-value=0.349), marital status (chi-square =2.378 and p-value=0.305), family type (chi-square=3.717 and p-value=0.156), family size (chi-square=4.481 and p-value=0.345), education (chi-square=11.885 and p-value=0.156), income groups (chi-square=12.653 and p-value=0.124), per capita income groups (chi-square=5.601 and p-value=0.692) respondents own vehicle like four wheeler (chi-square=1.765 and p-value=0.414), respondents own vehicle like two wheeler (chi-square=4.371 and p-value=0.112) and respondents own vehicle like bicycle (chi-square=1.811 and p-value=0.404). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, income groups, per capita income groups, respondents own vehicle like four wheeler two wheeler and

bicycle had similar perception about given opinion for outlets related items bought from unorganized retail outlets in Rajkot city.

H9: There is no relationship between respondents given opinion for location related items bought from both (organized and unorganized) retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Cities	

Table 5.4.85 Comparisons and Association, Regarding Location Related Items Bought from Organized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.

Cities	Location Related Buying from Organized Retail Outlets							
	Disagree		Neutral		Agree		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	56	36.8	45	29.6	51	33.6	152		
Ahmedabad	73	41.7	53	30.3	49	28.0	175	21.008	0.000
Surat	58	36.3	74	46.3	28	17.5	160		
Rajkot	64	47.1	38	27.9	34	25.0	136		

- From the above table, it was observed that, respondents given opinion was low to buy location related items from organized retail outlets in Rajkot city was (47.1%) followed by Ahmedabad, Vadodara and Surat cities were 41.7%, 36.8% and 36.7% respectively.

- While, respondents given opinion was high to buy location related items from organized retail outlets in Vadodara city was (33.6%) followed by Ahmedabad , Rajkot and Surat cities were 28.0%, 25.0% and 17.5% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for location related items bought from organized retail outlets with respect to selected cities of Gujarat (chi-square=21.008 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about respondents given opinion for location related items bought from organized retail outlets.

For Unorganized Retail Outlets,

Table 5.4.86 Comparisons and Association, Regarding Location Related Items Bought from Unorganized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.

Cities	Location Related Items Bought from Unorganized Retail Outlets in Selected Cities of Gujarat							
	Disagree		Neutral		Agree		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	53	32.5	57	35.0	53	32.5	163		
Ahmedabad	30	29.1	72	69.9	1	1.0	103	106.985	0.000
Surat	79	56.8	60	43.2	0	0.0	139		
Rajkot	39	28.5	65	47.4	33	24.1	137		

- From the above table, it was observed that, respondents given opinion was neutral to buy location related items from unorganized retail outlets in Ahmedabad city was (69.9%) followed by Rajkot, Surat and Vadodara cities were 47.4%, 43.2% and 35.0% respectively.

- While, respondents given opinion was high to buy location related items from unorganized retail outlets in Vadodara city was (32.5%) followed by Rajkot and Ahmedabad cities were 24.1% and 1.0% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for outlets related items bought from unorganized retail outlets with respect to selected cities of Gujarat (chi-square=106.985 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, selected cities of Gujarat had different perception about given opinion for outlets related items bought from unorganized retail outlets.

H10: There is no relationship between respondents given opinion for location related items bought from organized and unorganized retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Table 5.4.87 Comparisons And Association, Regarding Location Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Location Related Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	171	38.8	154	34.9	116	26.3	441	1.569	0.456
	Female	80	44.0	56	30.8	46	25.3	182		
Age	Less than <=33	57	39.9	42	29.4	44	30.8	143	9.577	0.296
	33-35	38	35.2	41	38.0	29	26.9	108		
	36-40	54	43.5	46	37.1	24	19.4	124		
	41-45	48	43.2	40	36.0	23	20.7	111		
	More than 45	54	39.4	41	29.9	42	30.7	137		
Marital Status	Married	241	40.1	208	34.6	152	25.3	601	7.569	0.023
	Unmarried	10	45.5	2	9.1	10	45.5	22		
Family Type	Nuclear	116	42.8	84	31.0	71	26.2	271	1.807	0.405
	Joint	135	38.4	126	35.8	91	25.9	352		
Family Size	<5	111	41.1	87	32.5	70	26.1	268	2.272	0.686
	5-6	116	38.0	109	35.7	80	26.2	305		
	>6	24	48.0	14	26.0	12	24.0	50		
Education	S.S.C	8	50.0	3	18.8	5	31.3	16	8.386	0.591
	H.S.C	15	35.7	14	33.3	13	31.0	42		
	Graduation	97	39.9	88	36.2	58	23.9	243		
	Post Graduation	88	42.7	68	33.0	50	24.3	206		
	PG & Above	43	37.1	37	31.9	36	31.0	116		
Occupation	Business	63	37.7	56	33.5	48	28.7	167	3.803	0.433
	Professional	80	39.0	66	32.2	59	28.8	205		
	Service	108	43.0	88	35.1	55	21.9	251		
Four Wheeler	Yes	124	39.1	107	33.8	86	27.1	317	0.535	0.765
	No	127	41.5	103	33.7	76	24.8	306		
Two Wheeler	Yes	250	40.2	210	33.8	162	26.0	622	1.484	0.476
	No	1	100.0	0	0.0	0	0.0	1		
Bicycle	Yes	213	41.4	184	35.8	117	22.8	514	20.461	0.000
	No	38	34.9	26	23.9	45	41.3	109		
Income Groups	<=40000	45	45.9	23	23.5	30	30.6	98	10.264	0.247
	40001-60000	60	43.8	50	36.5	27	19.7	137		
	60001-80000	46	39.7	47	38.5	29	23.8	122		
	80001-135000	49	39.2	40	32.0	36	28.8	125		
	>135000	51	36.2	50	35.5	40	28.4	141		
Per Capita Income	<=9167	51	46.8	28	25.7	30	27.5	109	9.817	0.278
	9168-13000	49	41.9	43	36.8	25	21.4	117		
	13001-17800	50	41.3	45	37.2	26	21.5	121		
	17801-30000	48	33.6	49	34.3	46	32.2	143		
	>30000	53	39.8	45	33.8	35	26.3	133		
Total		251	40.3	210	33.7	162	26.0	623		

From the above table, it was observed that, 40.3%, 33.7% and 26.0% respondents given opinion was disagree, neutral and agree to buy outlet related items from organized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 44.0% and 38.8% female and male respondents respectively disagree with this statement, while 26.3% and 25.3% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 43.5% respondents belonged to 36- 40 years age groups, they disagree with this statement, while 30.8% respondents belonged to less than or equal to 33 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, 45.5% and 40.1% unmarried and married respondents respectively disagree with this statement, while 34.6% and 9.1% married and unmarried respondents respectively neutral with this statement.

- According to **Family Type,** out of total respondents, 42.8% and 38.4% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 26.2% and 25.9% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 48.0% respondents have more than 6 members in family; they disagree with this statement, while 26.2% respondents have between 5-6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 50.0% respondents had studied SSC, they disagree with this statement, while 31.3% respondents had studied SSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 43.0% respondents belonged to business class; they disagree with this statement, while 28.8% respondents belonged to professional class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 317 respondents have four-wheeler, who having four wheeler 39.1%, 33.8% and 27.1% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 622 respondents have two-wheeler, who having two wheeler 40.2%, 33.8% and 26.0% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 514 respondents have bicycle, who having bicycle and 41.4%, 35.8% and 22.8% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 45.9% respondents belonged to less than & above 40000 income groups, they disagree with this

statement, while 30.6% respondents belonged to less than & above 40000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 46.8% respondents belonged to less than & above 9167 per capita income groups, they disagree with this statement, while 32.2% respondents belonged to 17801-30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for location related items buying from organized retail outlets with respect to their marital status (chi-square=7.569 and p-value=0.023) and respondents own vehicle like bicycle (chi-square=20.4611 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, marital status and respondents own vehicle like and bicycle had different perception about respondents given opinion for location related items buying from organized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between given opinion for location related items buying from organized retail outlets with respect to their gender (chi-square=1.569 and p-value=0.456), age (chi-square=9.577 and p-value=0.296), family type (chi-square=1.807 and p-value=0.405), family size (chi-square=2.272 and p-value=0.686), education (chi-square=8.386 and p-value=0.591), occupation (chi-square=3.803 and p-value=0.433), income groups (chi-square=10.264 and p-value=0.247), per capita income groups (chi-square=9.817 and p-value=0.278), respondents own vehicle like four wheeler (chi-square=0.535 and p-value=0.765) and respondents own vehicle like two wheeler (chi-square=1.484 and p-value=0.476). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and two wheeler had similar perception about respondents given opinion for location related items buying from organized retail outlets in selected cities of Gujarat.

Table 5.4.88 Comparisons And Association, Regarding Location Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Location Related Buying From Organized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	37	37.0	30	30.0	33	33.0	100	0.044	0.978
	Female	19	36.5	165	28.8	18	34.6	52		
Age	Less than <=33	11	31.4	53	14.3	19	54.3	35	15.803	0.045
	33-35	8	28.6	11	39.3	9	32.1	28		
	36-40	16	48.5	11	33.3	6	18.2	33		
	41-45	7	38.9	8	44.4	3	16.7	18		
	More than 45	14	36.8	10	26.3	14	36.8	38		
Marital Status	Married	49	36.3	44	32.6	42	31.1	135	5.881	0.053
	Unmarried	7	41.2	1	5.9	9	52.9	17		
Family Type	Nuclear	27	39.7	23	33.8	18	26.5	68	2.853	0.240
	Joint	29	34.5	22	26.2	33	39.3	84		
Family Size	<5	30	41.1	26	35.6	17	23.3	73	9.807	0.044
	5-6	19	29.2	18	27.7	28	43.1	65		
	>6	7	50.0	1	7.1	6	42.9	14		
Education	S.S.C	1	100.0	0	0.0	0	0.0	1	11.929	0.154
	H.S.C	5	33.3	6	40.0	4	26.7	15		
	Graduation	21	36.8	17	29.8	19	33.3	57		
	Post Graduation	18	40.0	17	37.8	10	22.2	45		
	PG & Above	11	32.4	5	14.7	18	52.9	34		
Occupation	Business	14	29.2	16	33.3	18	37.5	48	9.021	0.061
	Professional	15	36.6	7	17.1	16	45.7	41		
	Service	27	42.9	22	34.9	14	22.2	63		
Four Wheeler	Yes	28	35.0	22	27.5	30	37.5	80	1.193	0.551
	No	28	38.9	23	31.9	21	29.2	72		
Bicycle	Yes	22	43.1	19	37.3	10	19.6	51	6.791	0.034
	No	34	33.7	26	25.7	41	40.6	101		
Income Groups	<=40000	11	34.4	4	12.5	17	53.1	32	32.974	0.000
	40001-60000	13	54.2	11	45.8	0	0.0	24		
	60001-80000	15	41.7	15	41.7	6	16.7	36		
	80001-135000	12	41.4	6	20.7	11	37.9	29		
	>135000	5	16.1	9	29.0	17	54.8	31		
Per Capita Income	<=9167	13	41.9	4	12.9	14	45.2	31	16.583	0.035
	9168-13000	12	46.2	9	34.6	5	19.2	26		
	13001-17800	10	41.7	10	41.7	4	16.7	24		
	17801-30000	15	36.6	14	34.1	12	29.3	41		
	>30000	6	20.0	8	26.7	16	53.3	30		
Total		56	36.8	45	29.6	51	33.6	152		

From the above table, it was observed that, 36.8%, 33.6% and 29.6% respondents given opinion was disagree, agree and neutral to buy outlet related items from organized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 37.0% and 36.5% male and female respondents respectively disagree with this statement, while 30.0% and 28.8% male and female respondents respectively neutral with this statement.

- According to **Age,** out of total respondents, 43.5% respondents belonged to 36- 40 years age group, they disagree with this statement, while 30.8% respondents belonged to less than or equal to 33 years age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, 52.9% and 31.1% unmarried and married respondents respectively agree with this statement, while 32.6% and 5.9% married and unmarried respondents respectively neutral with this statement.

- According to **Family Type,** out of total respondents, 39.7% and 34.5% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 33.8% and 26.2% respondents were from nuclear and joint family groups respectively, they neutral with this statement.

- According to **Family Size,** out of total respondents, 50.0% respondents have more than 5 members in family; they disagree with this statement, while 35.6% respondents have less than 5 members in family; they neutral with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they disagree with this statement, while 40.0% respondents had studied HSC, neutral with this statement.

- According to **Occupation,** out of total respondents, 45.7% respondents belonged to professional class; they agree with this statement, while 34.9% respondents belonged to service class; they neutral with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 80 respondents have four-wheeler, who having four wheeler 37.5%, 35.0% and 27.5% respondents respectively agree, disagree and neutral with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 152 respondents have bicycle, who having bicycle 43.1%, 37.3% and 19.6% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 54.8% respondents belonged to more than 135000 income groups, they agree with this statement, while 45.8% respondents belonged to 40001-60000 income group, they given opinion was neutral with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 53.3% respondents belonged to more than 30000 per capita income group, they agree with this statement, while 41.7% respondents belonged to 13001-17800 per capita income groups, they disagree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for location related items buying from organized retail outlets with respect to their age (chi-square=15.803 and p-value=0.045), marital status (chi-square=5.881 and p-value=0.053), family size (chi-square=9.807 and p-value=0.044), income groups (chi-square=32.974 and p-value=0.000), per capita income groups (chi-square=16.583 and p-value=0.035) and respondents own vehicle like bicycle (chi-square=6.791 and p-value=0.034). Hence, null hypothesis was rejected. Therefore, it could be said that, age, marital status, family size, income group, per capita income group and respondents own vehicle like and bicycle had different perception about respondents given opinion for location related items buying from organized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between given opinion for location related items buying from organized retail outlets with respect to their gender (chi-square=0.044 and p-value=0.978), family type (chi-square=2.853 and p-value=0.240), education (chi-square=11.929 and p-value=0.154), occupation (chi-square=9.021 and p-value=0.061) and respondents own vehicle like four wheeler (chi-square=1.193 and p-value=0.551). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, family type, education, occupation and respondents own vehicle like four wheeler had similar perception about respondents given opinion for location related items buying from organized retail outlets in Vadodara city.

Table 5.4.89 Comparisons And Association, Regarding Location Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Location Related Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	47	37.3	42	33.3	37	29.4	126	3.780	0.151
	Female	26	53.1	11	22.4	12	24.5	49		
Age	Less than <=33	15	50.0	10	33.3	5	16.7	30	9.067	0.337
	33-35	9	34.6	10	38.5	7	26.9	26		
	36-40	16	37.2	17	39.5	10	23.3	43		
	41-45	18	47.4	8	21.1	12	31.6	38		
	More than 45	15	39.5	8	21.1	15	39.5	38		
Marital Status	Married	73	42.0	52	29.9	49	28.2	174	2.315	0.314
	Unmarried	0	0.0	1	100.0	0	0.0	1		
Family Type	Nuclear	38	40.9	26	28.0	29	31.2	93	1.108	0.575
	Joint	35	42.7	27	32.9	20	24.4	82		
Family Size	<5	35	40.2	24	27.6	28	32.2	87	1.619	0.805
	5-6	31	43.1	24	33.3	17	23.6	72		
	>6	7	43.8	5	31.3	4	25.0	16		
Education	S.S.C	0	0.0	0	0.0	0	0.0	0	3.821	0.701
	H.S.C	2	25.0	2	25.0	4	50.0	8		
	Graduation	32	40.5	25	31.6	22	27.8	79		
	Post Graduation	28	48.3	17	29.3	13	22.4	58		
	PG & Above	11	36.7	9	30.0	10	33.3	30		
Occupation	Business	21	42.9	14	28.6	14	28.6	49	3.161	0.531
	Professional	23	38.3	16	26.7	21	35.0	60		
	Service	29	43.9	23	34.8	14	21.2	66		
Four Wheeler	Yes	37	42.0	26	29.5	25	28.4	88	0.047	0.977
	No	36	41.4	27	31.0	24	27.6	87		
Income Groups	<=40000	12	50.0	7	29.2	5	20.8	24	17.631	0.024
	40001-60000	20	40.8	20	40.8	9	18.4	49		
	60001-80000	10	32.3	6	19.4	15	48.4	31		
	80001-135000	11	34.4	14	43.8	7	21.9	32		
	>135000	20	51.3	6	15.4	13	33.3	39		
Per Capita Income	<=9167	15	48.4	11	35.5	5	16.1	31	7.603	0.473
	9168-13000	15	40.5	13	35.1	9	24.3	37		
	13001-17800	11	35.5	9	29.0	11	35.5	31		
	17801-30000	13	32.5	13	32.5	14	35.0	40		
	>30000	19	52.8	7	19.4	10	27.8	36		
Total		73	41.7	53	30.3	49	28.0	175		

From the above table, it was observed that, 41.7%, 30.3% and 28.0% respondents given opinion was disagree, neutral and agree to buy outlet related items from organized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 53.1% and 37.3% female and male respondents respectively disagree with this statement, while 29.4% and 24.5% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 50.0% respondents belonged to less than or equal to 33 years age group, they disagree with this statement, while 39.5% respondents belonged to more than 45 years age groups, they agree with this statement.

- According to **Marital Status,** out of total respondents, majority of the unmarried respondents neutral with this statement.29.9% married respondents neutral with this statement; while 28.2% married respondents agree with this statement.

- According to **Family Type,** out of total respondents, 42.7% and 40.9% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 31.2% and 24.4% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 43.8% respondents have more than 6 members in family; they disagree with this statement, while 32.2% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 50.0% respondents had studied HSC, they neutral with this statement, while 31.6% respondents had studied graduation, they agree with this statement.

- According to **Occupation,** out of total respondents, 35.0% belonged to professional class; they agree with this statement, while 34.8% respondents belonged to service class; they neutral with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 88 respondents have four-wheeler, who having four-wheeler 42.0%, 29.5% and 28.4% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 51.3% respondents belonged to more than 135000 income group, they disagree with this statement, while 43.8% respondents belonged to 80001-135000 income group, they neutral with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 52.8% respondents belonged to more than 30000 per capita income groups, they disagree with this statement, while 35.5% respondents belonged to 13001-17800 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for location related items buying from organized retail outlets with respect to their income groups (chi-square=17.631 and p-value=0.024). Hence, null hypothesis was rejected. Therefore, it could be said

that, income group had different perception about respondents given opinion for location related items buying from organized retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between given opinion for location related items buying from organized retail outlets with respect to their gender (chi-square=3.780 and p-value=0.151), age (chi-square=9.067 and p-value=0.337), marital status (chi-square=2.315 and p-value=0.314), family type (chi-square=1.108 and p-value=0.575), family size (chi-square=1.619 and p-value=0.805), education (chi-square=3.821 and p-value=0.701), occupation (chi-square=3.161 and p-value=0.531), per capita income groups (chi-square=7.603 and p-value=0.473) and respondents own vehicle like four wheeler (chi-square=0.047 and p-value=0.997). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, per capita income group and respondents own vehicle like four wheeler had similar perception about respondents given opinion for location related items buying from organized retail outlets in Ahmedabad city.

Table 5.4.90 Comparisons And Association, Regarding Location Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Location Related Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	%	N	%	N	%			
Gender	Male	40	34.8	59	51.3	16	13.9	115	5.508	0.064
	Female	18	40.0	15	33.3	12	26.7	45		
Age	Less than <=33	17	35.4	21	43.8	10	20.8	48	1.205	0.997
	33-35	10	33.3	14	46.7	6	20.0	30		
	36-40	11	39.3	13	46.4	4	14.3	28		
	41-45	11	36.7	15	50.0	4	13.3	30		
	More than 45	9	37.5	11	45.8	4	16.7	24		
Family Type	Nuclear	25	41.7	23	38.3	12	20.0	60	2.421	0.298
	Joint	33	33.0	51	51.0	16	16.0	100		
Family Size	<5	22	37.3	25	42.4	12	20.3	59	2.506	0.644
	5-6	32	34.4	45	48.4	16	17.2	93		
	>6	4	50.0	4	50.0	0	.0	8		
Education	S.S.C	0	.0	1	100.0	0	.0	1	3.930	0.863
	H.S.C	5	41.7	4	33.3	3	25.0	12		
	Graduation	24	37.5	32	50.0	8	12.5	64		
	Post Graduation	19	34.5	24	43.6	12	21.8	55		
	PG & Above	10	35.7	13	46.4	5	17.9	28		
Occupation	Business	17	37.8	22	48.9	6	13.3	45	2.369	0.668
	Professional	19	38.0	24	48.0	7	14.0	50		
	Service	22	33.8	28	43.1	15	23.1	65		
Four Wheeler	Yes	29	37.2	37	47.4	12	15.4	78	0.472	0.790
	No	29	35.4	37	45.1	16	19.5	82		
Income Groups	<=40000	4	28.6	8	57.1	2	14.3	14	7.201	0.515
	40001-60000	17	42.5	13	32.5	10	25.0	40		
	60001-80000	11	33.3	19	57.6	3	9.1	33		
	80001-135000	12	32.4	17	45.9	8	21.6	37		
	>135000	14	38.9	17	47.2	5	13.9	36		
Per Capita Income	<=9167	6	37.5	7	43.8	3	18.8	16	13.528	0.095
	9168-13000	8	28.6	16	57.1	4	14.3	28		
	13001-17800	17	38.6	21	47.7	6	13.6	44		
	17801-30000	11	29.7	13	35.1	13	35.1	37		
	>30000	16	45.7	17	48.6	2	5.7	35		
Total		58	36.3	74	46.3	28	17.5	160		

From the above table, it was observed that, 46.3%, 36.3% and 17.5% respondents given opinion was disagree, neutral and agree to buy outlet related items from organized retail outlets in Surat city.

- According to **Gender**, out of total respondents, 51.3% and 33.3% male and female respondents respectively neutral with this statement, while 26.7% and 13.9% female and male respondents respectively agree with this statement.

- According to **Age**, out of total respondents, 50.0% respondents belonged to 41-45 years age group, they neutral with this statement, while 20.8% respondents belonged to less than or equal to 33 years age group, they agree with this statement.

- According to **Family Type**, out of total respondents, 51.0% and 38.3% respondents were from joint and nuclear family groups respectively, they neutral

with this statement, while 20.0% and 16.0% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size**, out of total respondents, 50.0% respondents have more than 6 members in family; they neutral with this statement, while 20.3% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they neutral with this statement, while 25.0% respondents had studied HSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 48.9% respondents belonged to business class; they neutral with this statement, while 23.1% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler**, out of 78 respondents have four-wheeler, who having four wheeler 47.4%, 37.2% and 15.4% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups, out of total respondents**, 57.6% respondents belonged to 60001-80000 income groups, they neutral with this statement, while 25.0% respondents belonged to 40001-60000 income groups, they agree with this statement.

- According to **Per Capita Income Groups**, out of total respondents, 57.1% respondents belonged to 9168-13000 per capita income group, they neutral with this statement, while 35.1% respondents belonged to 17801-30000 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between given opinion for location related items buying from organized retail outlets with respect to their gender (chi-square=5.508 and p-value=0.064), age (chi-square=1.205 and p-value=0.997), family type (chi-square=2.421 and p-value=0.298), family size (chi-square=2.506 and p-value=0.644), education (chi-square=3.930 and p-value=0.863), occupation (chi-square=2.369 and p-value=0.668), income groups(chi-square=7.201 and p-value=0.515), per capita income groups (chi-square=13.528 and p-value=0.095) and respondents own vehicle like four wheeler (chi-square=0.472 and p-value=0.790). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family

type, family size, education, occupation, income groups, per capita income group and respondents own vehicle like four wheeler had similar perception about respondents given opinion for location related items buying from organized retail outlets in Surat city.

Table 5.4.91 Comparisons And Association, Regarding Outlet Related Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Location Related Buying From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	47	47.0	23	23.0	30	30.0	100	7.079	0.029
	Female	17	47.2	15	41.7	4	11.1	36		
Age	Less than <=33	14	46.7	6	20.0	10	33.3	30	4.074	0.850
	33-35	11	45.8	6	25.0	7	29.2	24		
	36-40	11	55.0	5	25.0	4	20.0	20		
	41-45	12	48.0	9	36.0	4	16.0	25		
	More than 45	16	43.2	12	32.4	9	24.3	37		
Marital Status	Married	61	46.2	38	28.8	33	25.0	132	1.835	0.399
	Unmarried	3	75.0	0	.0	1	25.0	4		
Family Type	Nuclear	26	52.0	12	24.0	12	24.0	50	0.881	0.644
	Joint	38	44.2	26	30.2	22	25.6	86		
Family Size	<5	24	49.0	12	24.5	13	26.5	49	0.876	0.928
	5-6	34	45.3	22	29.3	19	25.3	75		
	>6	6	50.0	4	33.3	2	16.7	12		
Education	S.S.C	7	50.0	2	14.3	5	35.7	14	7.033	0.533
	H.S.C	3	42.9	2	28.6	2	28.6	7		
	Graduation	20	46.5	14	32.6	9	20.9	43		
	Post Graduation	23	47.9	10	20.8	15	31.3	48		
	PG & Above	11	45.8	10	41.7	3	12.5	24		
Occupation	Business	11	44.0	4	16.0	10	40.0	25	5.771	0.217
	Professional	23	42.6	19	35.2	12	22.2	54		
	Service	30	52.6	15	26.3	12	21.1	57		
Four Wheeler	Yes	30	42.3	22	31.0	19	26.8	71	1.406	0.495
	No	34	52.3	16	24.6	15	23.1	65		
Two Wheeler	Yes	63	46.7	38	28.1	34	25.2	135	1.133	0.567
	No	1	100.0	0	.0	0	.0	1		
Bicycle	Yes	60	46.9	38	29.7	30	23.4	128	4.516	0.105
	No	4	50.0	0	.0	4	50.0	8		
Income Groups	<=40000	18	64.3	4	14.3	6	21.4	28	19.007	0.015
	40001-60000	10	41.7	6	25.0	8	33.3	24		
	60001-80000	10	45.5	7	31.8	5	22.7	22		
	80001-135000	14	51.9	3	11.1	10	37.0	27		
	>135000	12	34.3	18	51.4	5	14.3	35		
Per Capita Income	<=9167	17	54.8	6	19.4	8	25.8	31	6.655	0.574
	9168-13000	14	53.8	5	19.2	7	26.9	26		
	13001-17800	12	54.5	5	22.7	5	22.7	22		
	17801-30000	9	36.0	9	36.0	7	28.0	25		
	>30000	12	37.5	13	40.6	7	21.9	32		
Total		64	47.1	38	27.9	34	25.0	136		

From the above table, it was observed that, 47.1%, 27.9% and 25.0% respondents given opinion was disagree, neutral and agree to buy outlet related items from organized retail outlets in Rajkot city.

- According to **Gender,** out of total respondents, 47.2% and 47.0% female and male respondents respectively disagree with this statement, while 30.0% and 11.1% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 55.0%, respondents belonged to 36-40 years age group, they disagree with this statement, while 33.3% respondents belonged to less than or equal to 33 years age group, they given opinion was agree with this statement.

- According to **Marital Status,** out of total respondents, 75.0% and 46.2% unmarried and married respondents respectively disagree with this statement, while 25.0% and 25.0% married and unmarried respondents agree with this statement.

- According to **Family Type,** out of total respondents, 52.0% and 44.2% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 25.6% and 24.0% respondents were from joint and nuclear family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 50.0% respondents have more than 6 members in family; they disagree with this statement, while 26.5% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 50.0% respondents had studied SSC, they disagree with this statement, while 35.7% respondents had studied SSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 52.6% respondents belonged to service class; they disagree with this statement, while 35.1% respondents belonged to professional class; they neutral with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 71 respondents having have four-wheeler, who four wheeler 42.3%, 31.0% and 26.8% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 135 respondents have two-wheeler, who having two wheeler 46.7%, 28.1% and 25.2% respondents respectively disagree, neutral and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 128 respondents have bicycle, who having bicycle and 46.9%, 29.7% and 23.4% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 64.3% respondents belonged to less than & above 40000 income group, they disagree with this

statement, while 37.0% respondents belonged to 80001-135000 income group, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 54.8% respondents belonged to less than & above 9167 per capita income group, they disagree with this statement, while 28.0% respondents belonged to 17801-30000 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for location related items buying from organized retail outlets with respect to their gender (chi-square=7.079 and p-value=0.029) and income groups (chi-square=19.007 and p-value=0.015). Hence, null hypothesis was rejected. Therefore, it could be said that, gender, marital status and income group had different perception about respondents given opinion for location related items buying from organized retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant association between given opinion for location related items buying from organized retail outlets with respect to their age (chi-square=4.074 and p-value=0.850), marital status (chi-square=1.835 and p-value=0.399), family type (chi-square=0.881 and p-value=0.644), family size (chi-square=0.876 and p-value=0.928), education (chi-square=7.033 and p-value=0.533), occupation (chi-square=5.771 and p-value=0.217), per capita income groups (chi-square=6.655 and p-value=0.574), respondents own vehicle like four wheeler (chi-square=1.406 and p-value=0.495), respondents own vehicle like two wheeler (chi-square=1.133 and p-value=0.567) and respondents own vehicle like bicycle (chi-square=4.516 and p-value=0.105). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, per capita income group, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about respondents given opinion for location related items buying from organized retail outlets in Rajkot city.

For Unorganized Retail Outlets,

Table 5.4.92 Comparisons And Association, Regarding Location Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Location Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	148	38.0	183	47.0	58	14.9	389	1.472	0.479
	Female	53	34.6	71	46.4	29	19.0	153		
Age	Less than <=33	56	35.4	78	49.4	24	15.2	158	4.235	0.835
	33-35	35	34.3	46	45.1	21	20.6	102		
	36-40	45	41.3	46	42.2	18	16.5	109		
	41-45	35	40.2	40	46.0	12	13.8	87		
	More than 45	30	34.9	44	51.2	12	14.0	86		
Marital Status	Married	191	37.2	246	47.9	77	15.0	514	9.234	0.010
	Unmarried	10	35.7	8	28.6	10	35.7	28		
Family Type	Nuclear	91	35.7	126	49.4	38	14.9	255	1.318	0.517
	Joint	110	38.3	128	44.6	49	17.1	287		
Family Size	<5	5	35.6	123	49.2	38	15.2	250	5.186	0.269
	5-6	101	39.3	117	45.5	39	15.2	257		
	>6	11	34.4	14	40.0	10	28.6	35		
Education	S.S.C	7	16.3	18	41.9	18	41.9	43	36.391	0.000
	H.S.C	21	38.2	25	45.5	9	16.4	55		
	Graduation	74	37.6	100	50.8	23	11.7	197		
	Post Graduation	72	44.2	74	45.4	17	10.4	163		
	PG & Above	27	32.1	37	44.0	20	23.8	84		
Occupation	Business	54	29.5	89	48.6	40	21.9	183	16.456	0.002
	Professional	44	34.9	58	46.0	24	19.0	126		
	Service	103	44.2	107	45.9	23	9.9	233		
Four Wheeler	Yes	75	33.8	108	48.6	39	17.6	222	1.899	0.387
	No	126	39.4	146	45.6	48	15.0	320		
Two Wheeler	Yes	201	37.2	252	46.7	87	16.1	540	2.276	0.320
	No	0	0.0	2	100.0	0	0.0	2		
Bicycle	Yes	166	40.1	205	49.5	43	10.4	414	42.925	0.000
	No	35	27.3	49	38.3	44	34.4	128		
Income Groups	<=40000	50	36.8	62	45.6	24	17.6	136	2.382	0.967
	40001-60000	47	35.1	67	50.0	20	14.9	134		
	60001-80000	40	36.7	51	46.8	18	16.5	109		
	80001-135000	28	35.0	39	48.8	13	16.3	80		
	>135000	36	43.4	35	42.2	12	14.5	83		
Per Capita Income	<=9167	45	34.6	58	44.6	27	20.8	130	7.051	0.531
	9168-13000	48	38.4	60	48.0	17	13.6	125		
	13001-17800	43	39.1	51	46.4	16	14.5	110		
	17801-30000	29	30.2	50	52.1	17	17.7	96		
	>30000	36	44.4	35	43.2	10	12.3	81		
Total		201	37.1	254	46.9	87	16.1	542		

From the above table, it was observed that, 46.9%, 37.1% and 16.1% respondents given opinion was neutral, disagree and agree to buy location related items from unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondent, 47.0% and 46.4% male and female respondents respectively neutral with this statement, while 19.0% and 14.3% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 51.2% respondents belonged to more than 45 years age group, they neutral with this statement, while 20.6% respondents belonged to 33-35 years age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, 47.9% and 28.6% married and unmarried respondents respectively neutral with this statement, while 35.7% and 15.0% unmarried and married respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 49.4% and 44.6% respondents were from nuclear and joint family groups respectively, they nuclear with this statement, while 17.1% and 14.9% respondents were from joint and nuclear family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 49.2% respondents have less than 5 members in family; they nuclear with this statement, while 28.6% respondents have more than 6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 50.8% respondents had studied graduation, they neutral with this statement, while 41.9% respondents had studied SSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 48.6% respondents belonged to business class; they neutral with this statement, while 21.9% respondents belonged to business class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 222 respondents have four-wheeler, who having four-wheeler, 48.6%, 33.8% and 17.6% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler**, out of 540 respondents have two-wheeler, who having two-wheeler, 46.7%, 37.2% and 16.1% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Bicycle**, out of 414 respondents have bicycle, who having bicycle, 49.5%, 40.1% and 10.4% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups**, out of total respondents, 50.0% respondents belonged to 40001-60000 income groups, they neutral with this statement, while 17.6% respondents belonged to less than & above 40000 income group, they agree with this statement.

- According to **Per capita Income Groups**, out of total respondents, 52.1% respondents belonged to 17801-30000 per capita income group, they neutral with this statement, while 20.8% respondents belonged to more than 30000 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for location related items bought from unorganized retail outlets with respect to marital status (chi-square=9.234 and p-value=0.010), education (chi-square=36.391 and p-value=0.000), occupation (chi-square=16.456 and p-value=0.002) and respondents own vehicle like bicycle (chi-square=42.925 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, marital status, occupation and respondents own vehicle like bicycle had different perception about given opinion for location related items bought from unorganized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for location related items bought from unorganized retail outlets with respect to gender (chi-square=1.472 and p-value=0.479), age(chi-square=4.235 and p-value=0.835), family type (chi-square=1.318 and p-value=0.517), family size (chi-square=5.186 and p-value=0.269), income group (chi-square=2.382 and p-value=0.967), per capita income group (chi-square=7.051 and p-value=0.531), respondents own vehicle like four wheeler (chi-square=1.899 and p-value=0.387) and respondents own vehicle like two wheeler (chi-square=2.276 and p-value=0.320). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, family type, family size, income groups, per capita income groups, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for location related items bought from unorganized retail outlets in selected cities of Gujarat.

Table 5.4.93 Comparisons And Association, Regarding Location Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Location Related Items Bought From Unorganized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	37	33.9	38	34.9	34	31.2	109	0.385	0.825
	Female	16	29.6	19	35.2	19	35.2	54		
Age	Less than <=33	9	20.9	21	48.8	13	30.2	43	8.904	0.350
	33-35	9	33.3	7	25.9	11	40.7	27		
	36-40	15	42.9	8	22.9	12	34.3	35		
	41-45	7	30.4	8	34.8	8	34.8	23		
	More than 45	13	37.1	13	37.1	9	25.7	35		
Marital Status	Married	49	34.3	50	35.0	44	30.8	143	2.191	0.334
	Unmarried	4	20.0	7	35.0	9	45.0	20		
Family Type	Nuclear	28	35.9	29	37.2	21	26.9	78	2.174	0.337
	Joint	25	29.4	28	32.9	32	37.6	85		
Family Size	<5	28	34.6	33	40.7	20	24.7	81	5.389	0.250
	5-6	22	31.4	21	30.0	27	38.6	70		
	>6	3	25.0	3	25.0	6	50.0	12		
Education	S.S.C	0	0.0	1	33.3	2	66.7	3	9.042	0.339
	H.S.C	8	42.1	7	36.8	4	21.1	19		
	Graduation	23	37.1	22	35.5	17	27.4	62		
	Post Graduation	12	30.8	16	41.0	11	28.2	39		
	PG & Above	10	25.0	11	27.5	19	47.5	40		
Occupation	Business	13	26.0	19	38.0	18	36.0	50	9.673	0.046
	Professional	10	22.7	14	31.8	20	45.5	44		
	Service	30	43.5	24	34.8	15	21.7	69		
Four Wheeler	Yes	15	24.6	22	36.1	24	39.3	61	3.315	0.191
	No	38	37.3	35	34.3	29	28.4	102		
Bicycle	Yes	21	41.2	17	33.3	13	25.5	51	2.896	0.235
	No	32	28.6	40	35.7	40	35.7	108		
Income Groups	<=40000	22	42.3	19	36.5	11	21.2	52	12.984	0.112
	40001-60000	12	37.5	13	40.6	7	21.9	32		
	60001-80000	10	27.0	13	35.1	14	37.8	37		
	80001-135000	3	14.3	7	33.3	11	52.4	21		
	>135000	6	28.6	5	23.8	10	47.6	21		
Per Capita Income	<=9167	19	39.6	16	33.3	13	27.1	48	9.269	0.320
	9168-13000	15	39.5	14	36.8	9	23.7	38		
	13001-17800	6	23.1	9	34.6	11	42.3	26		
	17801-30000	7	22.6	14	45.2	10	32.3	31		
	>30000	6	30.0	4	20.0	10	50.0	20		
Total		53	32.5	57	35.0	53	32.5	163		

From the above table, it was observed that, 35.0% and 32.5% respondents given opinion was neutral and disagree to buy location related items from unorganized retail outlets. In another 32.5% respondents given opinion was disagree to buy location related items from unorganized retail outlets in Vadodara city.

- According to **Gender,** out of total respondent, 35.2% and 34.9% female and male respondents respectively neutral with this statement, while 33.9% and 29.6% male and female respondents respectively disagree with this statement.

- According to **Age,** out of total respondents, 48.8% respondents belonged to less than or equal to 33 years age group, they neutral with this statement, while 40.7% respondents belonged to 33-35 years age group, they agree with this statement.

- According to **Marital Status**, out of total respondents, 45.0% and 30.8% unmarried and married respondents respectively agree with this statement, while 34.3% and 20.0% married and unmarried respondents respectively disagree with this statement.

- According to **Family Type**, out of total respondents, 37.6% and 26.9% respondents were from joint and nuclear family groups respectively, they agree with this statement, while 35.9% and 29.4% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size**, out of total respondents, 50.0% respondents have more than 5 members in family; they agree with this statement, while 34.6% respondents have less than 5 members in family; they disagree with this statement.

- According to **Education**, out of total respondents, 66.7% respondents had studied SSC, post graduation & above, they agree with this statement, while 41.0% respondents had studied post graduation, they neutral with this statement.

- According to **Occupation,** out of total respondents, 45.5%, 36.0% and 21.7% respondents belonged to professional, business and service class respectively; they agree with this statement, while 38.0%, 34.8% and 31.8% respondents belonged to business, service and professional class respectively; they neutral with this statement.

- According to **Respondents Own Vehicle Four Wheeler**, out of 61 respondents have four-wheeler, who having four-wheeler, 39.3%, 36.1% and 24.6% respondents respectively neutral, agree and disagree with this statement.

- According to **Respondents Own Vehicle Bicycle**, out of 51 respondents have bicycle, who having bicycle and 41.2%, 33.3% and 25.5% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups**, out of total respondents, 52.4% respondents belonged to more than 135000 income group, they agree with this statement, while 40.6% respondents belonged to 40001-60000 income groups, they neutral with this statement.

- According to **Per Capita Income Groups**, out of total respondents, 50.0% respondents belonged to more than 30000 per capita income groups, they agree with this statement, while 39.6% respondents belonged to less than & above 9167 per capita income group, they disagree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for location related items bought from unorganized retail outlets with respect to occupation (chi-square=9.673 and p-value=0.046) . Hence, null hypothesis was rejected. Therefore it could be said that, occupation had different perception about given opinion for location related items bought from unorganized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for location related items bought from unorganized retail outlets with respect to gender (chi-square=0.385 and p-value=0.825), age(chi-square=8.904 and p-value=0.350), marital status (chi-square=2.191 and p-value=0.334), family type (chi-square=2.174 and p-value=0.337), family size (chi-square=5.389 and p-value=0.250), education (chi-square=9.042 and p-value=0.339), income group (chi-square=12.984 and p-value=0.112), per capita income group (chi-square=9.269 and p-value=0.320), respondents own vehicle like four wheeler (chi-square=3.315 and p-value=0.191) and respondents own vehicle like bicycle (chi-square=2.896 and p-value=0.235). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had similar perception about given opinion for location related items bought from unorganized retail outlets in Vadodara city.

Table 5.4.94 Comparisons And Association, Regarding Location Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Location Related Items Bought From Organized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	21	28.0	53	70.7	1	1.3	75	0.516	0.772
	Female	9	32.1	19	67.9	0	.0	28		
Age	Less than <=33	7	26.9	19	73.1	0	.0	26	11.240	0.188
	33-35	4	26.7	11	73.3	0	.0	15		
	36-40	9	36.0	15	60.0	1	4.0	25		
	41-45	10	41.7	14	58.3	0	.0	24		
	More than 45	0	.0	13	100.0	0	.0	13		
Marital Status	Married	29	28.4	72	70.6	1	1.0	102	2.457	0.293
	Unmarried	1	100.0	0	.0	0	.0	1		
Family Type	Nuclear	18	32.1	37	66.1	1	1.8	56	1.480	0.477
	Joint	12	25.5	35	74.5	0	.0	47		
Family Size	<5	16	32.0	33	66.0	1	2.0	50	1.800	0.773
	5-6	11	25.0	33	75.0	0	.0	44		
	>6	3	33.3	6	66.7	0	.0	9		
Education	S.S.C	0	.0	0	.0	0	.0	0	5.162	0.523
	H.S.C	2	28.6	5	71.4	0	.0	7		
	Graduation	11	20.8	41	77.4	1	1.9	53		
	Post Graduation	14	37.8	23	62.2	0	.0	37		
	PG & Above	3	50.0	3	50.0	0	.0	6		
Occupation	Business	7	20.0	28	80.0	0	.0	35	3.260	0.515
	Professional	4	30.8	9	69.2	0	.0	13		
	Service	19	34.5	35	63.6	1	1.8	55		
Four Wheeler	Yes	8	24.2	25	75.8	0	.0	33	1.107	0.575
	No	22	31.4	47	67.1	1	1.4	70		
Income Groups	<=40000	8	34.8	15	65.2	0	.0	23	3.174	0.923
	40001-60000	8	22.9	26	74.3	1	2.9	35		
	60001-80000	7	35.0	13	65.0	0	.0	20		
	80001-135000	4	28.6	10	71.4	0	.0	14		
	>135000	3	27.3	8	72.7	0	.0	11		
Per Capita Income	<=9167	8	28.6	20	71.4	0	.0	28	3.189	0.922
	9168-13000	7	30.4	16	69.6	0	.0	23		
	13001-17800	7	28.0	17	68.0	1	4.0	25		
	17801-30000	4	30.8	9	69.2	0	.0	13		
	>30000	4	28.6	10	71.4	0	.0	14		
Total		30	29.1	72	69.9	1	1.0	103		

From the above table, it was observed that, 69.9%, 29.1% and 1.0% respondents given opinion was neutral, disagree and agree to buy location related items from unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondent, 70.7% and 67.9% male and female respondents respectively neutral with this statement, while 1.3% male respondents agree with this statement.

- According to **Age,** out of total respondents, majority of the respondents belonged to more than 45 years age group, they neutral with this statement, while 4.0% respondents belonged to 36-40 years age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 28.4% married respondents disagree with this statement; while 1.0% married respondents agree with this statement.

- According to **Family Type,** out of total respondents, 74.5% and 66.1% respondents were from joint and nuclear family groups respectively, they neutral with this statement, while 1.8% respondents were from nuclear family groups, they agree with this statement.

- According to **Family Size,** out of total respondents, 75.0% respondents have between 5-6 members in family; they neutral with this statement, while 2.0% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 77.4% respondents had studied graduation, they neutral with this statement, while 1.9% respondents had studied graduation, they agree with this statement.

- According to **Occupation,** out of total respondents, 80.0% respondents belonged to business class; they neutral with this statement, while 1.8% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 33 respondents have four-wheeler, who having four-wheeler, 75.8% and 24.2% respondents respectively neutral and disagree with this statement.

- According to **Income Groups,** out of total respondents, 74.3% respondents belonged to 40001-60000 income groups, they neutral with this statement, while 2.9% respondents belonged to 40001-60000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 71.4% respondents belonged to more than 30000 per capita income groups, they neutral with this statement, while 4.0% respondents belonged to 13001-17800 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for location related items bought from unorganized retail outlets with respect to gender (chi-square=0.516 and p-value=0.772), age(chi-square=11.240 and p-value=0.188), marital status (chi-square=2.457 and p-value=0.293), family type (chi-square=1.480 and p-value=0.477), family size (chi-square=1.800 and p-value=0.773), education (chi-square=5.162 and p-value=0.523), occupation (chi-square=3.260 and p-value=0.515), income groups (chi-square=3.174 and p-value=0.923), per capita

income groups (chi-square=3.189 and p-value=0.922) and respondents own vehicle like four wheeler (chi-square=1.107 and p-value=0.575). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about given opinion for location related items bought from unorganized retail outlets in Ahmedabad city.

Table 5.4.95 Comparisons And Association, Regarding Location Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.							
Respondent's Demographic Characteristics and It's Category		Location Related Items Bought From Unorganized Retail Outlets					
		Disagree		Neutral		Total	Chi-Square	p- Value
		N	%	N	%			
Gender	Male	58	56.3	45	43.7	103	0.044	0.833
	Female	21	58.3	15	41.7	36		
Age	Less than <=33	26	59.1	18	40.9	44	0.572	0.966
	33-35	15	51.7	14	48.3	29		
	36-40	14	56.0	11	44.0	25		
	41-45	14	60.9	9	39.1	23		
	More than 45	10	55.6	8	44.4	18		
Family Type	Nuclear	35	60.3	23	39.7	58	0.500	2.896
	Joint	44	54.3	37	45.7	81		
Family Size	<5	34	59.6	23	40.4	57	0.480	0.235
	5-6	42	53.2	37	46.8	79		
	>6	3	100.0	0	.0	3		
Education	S.S.C	1	100.0	0	.0	1	2.659	0.616
	H.S.C	5	45.5	6	54.5	11		
	Graduation	30	55.6	24	44.4	54		
	Post Graduation	31	63.3	18	36.7	49		
	PG & Above	12	50.0	12	50.0	24		
Occupation	Business	22	55.0	18	45.0	40	0.985	0.611
	Professional	23	52.3	21	47.7	44		
	Service	34	61.8	21	38.2	55		
Four Wheeler	Yes	35	52.2	32	47.8	67	1.114	0.291
	No	44	61.1	28	38.9	72		
Income Groups	<=40000	6	50.0	6	50.0	12	1.213	0.876
	40001-60000	20	54.1	17	45.9	37		
	60001-80000	18	64.3	10	35.7	28		
	80001-135000	16	53.3	14	46.7	30		
	>135000	19	59.4	13	40.6	32		
Per Capita Income	<=9167	6	50.0	6	50.0	12	2.906	0.574
	9168-13000	16	59.3	11	40.7	27		
	13001-17800	22	61.1	14	38.9	36		
	17801-30000	14	45.2	17	54.8	31		
	>30000	21	63.6	12	36.4	33		
Total		79	56.8	60	43.2	139		

From the above table, it was observed that, 56.8% and 43.2% respondents given opinion was neutral and disagree to buy location related items from unorganized retail outlets in Surat city.

- According to **Gender,** out of total respondent, 58.3% and 56.3% female and male respondents respectively disagree with this statement, while 43.1% and 41.7% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 60.9% respondents belonged to 41-45 years age group, they disagree with this statement, while 48.3% respondents belonged to 33-35 year age group, they neutral with this statement.

- According to **Family Type,** out of total respondents, 60.3% and 54.3% respondents were from nuclear and joint family groups respectively, they disagree with this statement, while 45.7% and 39.7% respondents were from joint and nuclear family groups respectively, they neutral with this statement.

- According to **Family Size,** out of total respondents, majority of the respondents have more than 6 members in family; they disagree with this statement, while 46.8% respondents have between 5-6 members in family; they neutral with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC; they disagree with this statement, while, 54.5% respondents had studied HSC; they disagree with this statement.

- According to **Occupation,** out of total respondents, 61.8% respondents belonged to service class; they disagree with this statement, while 47.7% respondents belonged to professional class; they neutral with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 72 respondents have four-wheeler, who having four-wheeler, 52.2% and 47.8% respondents respectively disagree and neutral with this statement.

- According to **Income Groups,** out of total respondents, 64.3% respondents belonged to 60001-80000 income group, they disagree with this statement, while 50.0% respondents belonged to less than & above 40000 income group, they neutral with this statement.

- According to **Per capita Income Group,** out of total respondents, 63.6% respondents belonged to more than 30000 per capita income groups, they disagree with this statement, while 54.8% respondents belonged to 17801-30000 per capita income groups, they neutral with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for location related items bought from unorganized retail outlets with respect to gender (chi-square=0.044 and p-value=0.833), age(chi-square=0.572 and p-value=0.966), family type (chi-square=0.500 and p-value=2.896), family size (chi-square=0.480 and p-value=0.235), education (chi-square=2.659 and p-value=0.616), occupation (chi-square=0.985 and p-value=0.611), income groups (chi-square=1.213 and p-value=0.876), per capita income groups (chi-square=2.906 and p-value=0.574) and respondents own vehicle like four wheeler (chi-square=1.114 and p-value=0.291). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, family type, family size, education, occupation, income groups, per capita income groups and respondents own vehicle like four wheeler had similar perception about given opinion for location related items bought from unorganized retail outlets in Surat city.

Table 5.4.96 Comparisons And Association, Regarding Location Related Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Location Related Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	32	31.4	47	46.1	23	22.5	102	1.733	0.420
	Female	7	20.0	18	51.4	10	28.6	35		
Age	Less than <=33	14	31.1	20	44.4	11	24.4	45	2.881	0.942
	33-35	7	22.6	14	45.2	10	32.3	31		
	36-40	7	29.2	12	50.0	5	20.8	24		
	41-45	4	23.5	9	52.9	4	23.5	17		
	More than 45	7	35.0	10	50.0	3	15.0	20		
Marital Status	Married	34	26.2	64	49.2	32	24.6	130	6.787	0.034
	Unmarried	5	71.4	1	14.3	1	14.3	7		
Family Type	Nuclear	10	15.9	37	58.7	16	25.4	63	9.712	0.008
	Joint	29	39.2	28	37.8	17	23.0	74		
Family Size	<5	11	17.7	34	54.8	17	27.4	62	9.319	0.054
	5-6	26	40.6	26	40.6	12	18.8	64		
	>6	2	18.2	5	45.5	4	36.4	11		
Education	S.S.C	6	15.4	17	43.6	16	41.0	39	16.894	0.031
	H.S.C	6	33.3	7	38.9	5	27.8	18		
	Graduation	10	35.7	13	46.4	5	17.9	28		
	Post Graduation	15	39.5	17	44.7	6	15.8	38		
	PG & Above	2	14.3	11	78.6	1	7.1	14		
Occupation	Business	12	20.7	24	41.4	22	37.9	58	11.605	0.021
	Professional	7	28.0	14	56.0	4	16.0	25		
	Service	20	37.0	27	50.0	7	13.0	54		
Four Wheeler	Yes	17	27.9	29	47.5	15	24.6	61	0.026	0.987
	No	22	28.9	36	47.4	18	23.7	76		
Two Wheeler	Yes	39	28.9	63	46.7	33	24.4	135	2.248	0.325
	No	0	.0	2	100.0	0	.0	2		
Bicycle	Yes	36	29.8	56	46.3	29	24.0	121	0.903	0.637
	No	3	18.8	9	56.3	4	25.0	16		
Income Groups	<=40000	14	28.6	22	44.9	13	26.5	49	10.188	0.252
	40001-60000	7	23.3	11	36.7	12	40.0	30		
	60001-80000	5	20.8	15	62.5	4	16.7	24		
	80001-135000	5	33.3	8	53.3	2	13.3	15		
	>135000	8	42.1	9	47.4	2	10.5	19		
Per Capita Income	<=9167	12	28.6	16	38.1	14	33.3	42	9.122	0.332
	9168-13000	10	27.0	19	51.4	8	21.6	37		
	13001-17800	8	34.8	11	47.8	4	17.4	23		
	17801-30000	4	19.0	10	47.6	7	33.3	21		
	>30000	5	35.7	9	64.3	0	.0	14		
Total		39	28.5	65	47.4	33	24.1	137		

From the above table, it was observed that, 56.8% and 43.2% respondents given opinion was neutral and disagree to buy location related items from unorganized retail outlets in Rajkot city.

- According to **Gender,** out of total respondent, 51.4% and 46.1% female and male respondents respectively neutral with this statement, while 28.6% and 22.5% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 52.9% respondents belonged to 41-45 years age group, they neutral with this statement, while 32.3% respondents belonged to 33-35 years, they agree with this statement.

- According to **Marital Status,** out of total respondents, 71.4% and 26.2% unmarried and married respondents respectively disagree with this statement, while 24.6% and 14.3% married and unmarried respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 58.7% and 37.8% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 25.4% and 23.0% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 54.8% respondents have less than 5 members in family; they with this statement, while 36.4% respondents have more than 6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 78.6% respondents had studied post graduation & above, they neutral with this statement, while 39.5% respondents had studied post graduation, they disagree with this statement.

- According to **Occupation,** out of total respondents, 56.0% respondents belonged to professional class; they neutral with this statement, while 37.0% respondents belonged to service class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 61 respondents have four-wheeler, who having four-wheeler, 47.5%, 27.9% and 24.6% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 135 respondents have two-wheeler, who having two-wheeler, 47.4%, 28.9% and 24.4% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 121 respondents have bicycle, who having bicycle, 46.3%, 29.8% and 24.0% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups,** out of total respondents, 62.5% respondents belonged to 60001-80000 income group, they neutral with this statement, while 40.0% respondents belonged to 40001-60000 income groups, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 64.3% respondents belonged to more than 30000 per capita income group, they neutral

with this statement, while 33.3% respondents belonged to less than & above 9167 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for location related items bought from unorganized retail outlets with respect to marital status (chi-square=6.787 and p-value=0.034), family type (chi-square=9.712 and p-value=0.008), family size (chi-square=9.319 and p-value=0.054), education (chi-square=16.894 and p-value=0.031) and occupation (chi-square=11.605 and p-value=0.021). Hence, null hypothesis was rejected. Therefore it could be said that, marital status, family type, family size, education and occupation had different perception about given opinion for location related items bought from unorganized retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for location related items bought from unorganized retail outlets with respect to gender (chi-square=1.733 and p-value=0.420), age (chi-square=2.881 and p-value=0.942), income groups (chi-square=10.188 and p-value=0.252), per capita income groups (chi-square=9.122 and p-value=0.332) and respondents own vehicle like four wheeler (chi-square=0.026 and p-value=0.987), respondents own vehicle like two wheeler (chi-square=2.248 and p-value=0.325) and respondents own vehicle like bicycle (chi-square=0.903 and p-value=0.637). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, income groups, per capita income groups, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about given opinion for location related items bought from unorganized retail outlets in Rajkot city.

H11: There is no relationship between respondents given opinion for others related items bought from organized and unorganized retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Table 5.4.97 Comparisons and Association, Regarding Others Related Items Bought from Organized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.									
Cities	**Others Related Buying from Organized Retail Outlets**								
	Disagree		**Neutral**		**Agree**		**Total**	**Chi- Square value**	**p- value**
	N	**%**	**N**	**%**	**N**	**%**			
Vadodara	65	42.8	40	26.3	47	30.9	152	66.744	0.000
Ahmedabad	82	46.9	75	42.9	18	10.3	175		
Surat	37	23.1	96	60.0	27	16.9	160		
Rajkot	28	20.6	77	56.6	31	22.8	136		

- From the above table, it was observed that, respondents given opinion was low to buy others items related from organized retail outlets in Ahmedabad city was (61.1%) followed by Surat, Vadodara and Rajkot cities were 46.9%, 46.7% and 45.6% respectively.

- While, respondents given opinion was high to buy products related items from organized retail outlets in Vadodara city was 25.7% followed by Rajkot, Ahmedabad and Surat cities were 15.4%, 5.7% and 3.8% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for others related items bought from organized retail outlets with respect to selected cities of Gujarat (chi-square=55.547 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about respondents given opinion for others related items bought from organized retail outlets.

For Unorganized Retail Outlets,

Table 5.4.98 Comparisons and Association, Regarding Other Items from Unorganized Retail Outlets using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.									
Cities	**Other Items Bought from Organized Retail Outlets in Selected Cities of Gujarat**								
	Disagree		**Neutral**		**Agree**		**Total**	**Chi- Square value**	**p- value**
	N	**%**	**N**	**%**	**N**	**%**			
Vadodara	13	8.0	44	27.0	106	65.0	163	244.436	0.000
Ahmedabad	85	82.5	12	11.7	6	5.8	103		
Surat	82	59.0	54	38.8	3	2.2	139		
Rajkot	50	36.5	18	13.1	69	50.4	137		

- From the above table, it was observed that, respondents given opinion was low to buy other items related from unorganized retail outlets in Ahmedabad city was (82.5%) followed by Surat, Rajkot and Vadodara cities were 59.0%, 36.5% and 8.0% respectively.

- While, respondents given opinion was neutral to buy other items from unorganized retail outlets in Surat city was (38.8%) followed by Vadodara, Rajkot and Ahmedabad cities were 27.0%, 13.1% and 11.7% respectively.

Hypotheses:

As per chi square results, it was observed that, there was significant relationship between respondents given opinion for other items bought from unorganized retail outlets with respect to selected cities of Gujarat (chi-square=244.436 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, selected cities of Gujarat had different perception about given opinion for other items bought from unorganized retail outlets.

H12: There is no relationship between respondents given opinion for others items bought from both (organized and unorganized) retail outlets and selected cities of Gujarat.

For Organized Retail Outlets,

Table 5.4.99 Comparisons And Association, Regarding Others Items Bought From Organized Retail Outlets With respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Others Items Bought From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	145	32.9	211	47.8	85	19.3	441	1.609	0.447
	Female	67	36.8	77	42.3	38	20.9	182		
Age	Less than <=33	45	31.5	67	46.9	31	21.7	143	9.313	0.317
	33-35	33	30.6	49	45.4	26	24.1	108		
	36-40	47	37.9	61	49.2	16	12.9	124		
	41-45	39	35.1	55	49.5	17	15.3	111		
	More than 45	48	35.0	56	40.9	33	24.1	137		
Marital Status	Married	203	33.8	282	46.9	116	19.3	601	3.774	0.152
	Unmarried	9	40.9	6	27.3	7	31.8	22		
Family Type	Nuclear	91	33.6	132	48.7	48	17.7	271	1.669	0.434
	Joint	121	34.4	156	44.3	75	21.3	352		
Family Size	<5	94	35.1	127	47.4	47	17.5	268	3.871	0.424
	5-6	97	31.8	143	46.9	65	21.3	305		
	>6	21	42.0	18	36.0	11	22.0	50		
Education	S.S.C	4	25.0	7	43.8	5	31.3	16	5.540	0.852
	H.S.C	14	33.3	19	45.2	9	21.4	42		
	Graduation	86	35.4	118	48.6	39	16.0	243		
	Post Graduation	72	35.0	92	44.7	42	20.4	206		
	PG & Above	36	31.0	52	44.8	28	24.1	116		
Occupation	Business	59	35.3	71	42.5	37	22.2	167	7.119	0.130
	Professional	59	28.8	99	48.3	47	22.9	205		
	Service	94	37.5	118	47.0	39	15.5	251		
Four Wheeler	Yes	95	30.0	150	47.3	72	22.7	317	6.176	0.046
	No	117	38.2	138	45.1	51	16.7	306		
Two Wheeler	Yes	212	34.1	287	46.1	123	19.8	622	1.165	0.558
	No	0	0.0	1	100.0	0	0.0	1		
Bicycle	Yes	176	34.2	253	49.2	85	16.5	514	25.426	0.000
	No	36	33.0	35	32.1	38	34.9	109		
Income Groups	<=40000	39	39.8	48	49.0	11	11.2	98	15.368	0.052
	40001-60000	51	37.2	65	47.4	21	15.3	137		
	60001-80000	44	36.1	48	39.3	30	24.6	122		
	80001-135000	31	24.8	66	52.8	28	22.4	125		
	>135000	47	33.3	61	43.3	33	23.4	141		
Per Capita Income	<=9167	43	39.4	50	45.9	16	14.7	109	12.557	0.128
	9168-13000	48	41.0	52	44.4	17	14.5	117		
	13001-17800	39	32.2	53	43.8	29	24.0	121		
	17801-30000	36	25.2	72	50.3	35	24.5	143		
	>30000	46	34.6	61	45.9	26	19.5	133		
Total		212	34.0	288	46.2	123	19.7	623		

From the above table, it was observed that, 46.2%, 34.0% and 19.7% respondents respectively given opinion was neutral, disagree and agree to buy others items from organized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 47.8% and 42.3% male and female respondents respectively neutral with this statement, while 20.9% and 19.3% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 49.5% respondents belonged to 41-45 years age group, they neutral with this statement, while 24.1% respondents belonged to more than 45 year age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, 46.9% and 27.3% married and unmarried respondents respectively neutral with this statement, while 31.8% and 19.3% unmarried and married respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 48.7% and 44.3% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 21.3% and 17.7% respondents were from joint and nuclear family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 47.4% respondents have less than 5 members in family; they neutral with this statement, while 22.0% respondents have more than 6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 48.6% respondents had studied graduation, they neutral with this statement, while 31.3% respondents had studied SSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 48.3% respondent's belonged to professional class; they neutral with this statement, while 22.9% respondents belonged to professional class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 317 respondents having have four-wheeler, who four wheeler 47.3%, 30.0% and 22.7% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 622 respondents have two-wheeler, who having two-wheeler, 46.1%, 34.1% and 19.8% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 514 respondents have bicycle, who having bicycle, 49.2%, 34.2% and 16.5% respondents respectively neutral, disagree and agree with this statement.

- According to **Income Groups,** out of total respondents, 52.8% respondents belonged to 80001-135000 income groups, they neutral with this statement, while 24.6% respondents belonged to 60001-80000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 50.3% respondents belonged to 17801-30000 per capita income groups, they neutral with this statement, while 24.5% respondents belonged to 17801-30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for others items buying from organized retail outlets with respect to their income groups (chi-square=15.368 and p-value=0.052), respondents own vehicle like four wheeler (chi-square=6.176 and p-value=0.046) and respondents own vehicle like bicycle (chi-square=25.426 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, income groups, respondents own vehicle like four wheeler and bicycle had different perception about respondents given opinion for others items buying from organized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant association between given opinion for others items buying from organized retail locations with respect to their gender (chi-square=1.609 and p-value=0.447), age (chi-square=9.313 and p-value=0.317), marital status (chi-square=3.774 and p-value=0.152), family type (chi-square=1.669 and p-value=0.434), family size (chi-square=3.871 and p-value=0.424), education (chi-square=5.540 and p-value=0.852), occupation (chi-square=7.119 and p-value=0.130), per capita income groups (chi-square=12.557 and p-value=0.128) and respondents own vehicle like two wheeler (chi-square=1.165 and p-value=0.558). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, occupation, per capita income group and respondents own vehicle like two wheeler had similar perception about respondents given opinion for others items buying from organized retail outlets in selected cities of Gujarat.

Table 5.4.100 Comparisons And Association, Regarding Others Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Other Items Bought From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	42	42.0	25	25.0	33	33.0	100	0.641	0.726
	Female	23	44.2	15	28.8	14	26.9	52		
Age	Less than <=33	11	31.4	10	28.6	14	40.0	35	7.037	0.533
	33-35	9	32.1	8	28.6	11	39.3	28		
	36-40	19	57.6	7	21.2	7	21.2	33		
	41-45	8	44.4	5	27.8	5	27.8	18		
	More than 45	18	47.4	10	26.3	10	26.3	38		
Marital Status	Married	59	43.7	35	25.9	41	30.4	135	0.438	0.803
	Unmarried	6	35.3	5	29.4	6	35.3	17		
Family Type	Nuclear	29	42.6	21	30.9	18	26.5	68	1.764	0.414
	Joint	36	42.9	19	22.6	19	34.5	84		
Family Size	<5	34	46.6	22	30.1	17	23.3	73	6.333	0.176
	5-6	25	38.5	17	26.2	23	35.4	65		
	>6	6	42.9	1	7.1	7	50.0	14		
Education	S.S.C	1	100.0	0	0.0	0	0.0	1	11.075	0.197
	H.S.C	8	53.3	6	40.0	1	6.7	15		
	Graduation	22	38.6	19	33.3	16	28.1	57		
	Post Graduation	21	46.7	9	20.0	15	33.3	45		
	PG & Above	13	38.2	6	17.6	15	44.1	34		
Occupation	Business	19	39.6	13	27.1	16	33.3	48	15.259	0.004
	Professional	14	34.1	6	14.6	21	51.2	41		
	Service	32	50.8	21	33.3	10	15.9	63		
Four Wheeler	Yes	29	36.3	21	26.3	30	37.5	80	4.040	0.133
	No	36	50.0	19	26.4	17	23.6	72		
Bicycle	Yes	30	58.8	10	19.6	11	21.6	51	8.113	0.017
	No	35	34.7	30	29.7	36	35.6	101		
Income Groups	<=40000	12	37.5	18	56.3	2	6.3	32	40.169	0.000
	40001-60000	17	60.8	1	4.2	6	25.0	24		
	60001-80000	17	47.2	3	8.3	16	44.4	36		
	80001-135000	7	24.1	12	41.4	10	34.5	29		
	>135000	12	38.7	6	19.4	13	41.9	31		
Per Capita Income	<=9167	12	38.7	14	45.2	5	16.1	31	23.132	0.003
	9168-13000	17	65.4	4	15.4	5	19.2	26		
	13001-17800	10	41.7	1	4.2	13	54.2	24		
	17801-30000	15	36.6	14	34.1	12	29.3	41		
	>30000	11	36.7	7	23.3	12	40.0	30		
Total		65	42.8	40	26.3	47	30.9	152		

From the above table, it was observed that, 42.8%, 30.9% and 26.3% respondents respectively given opinion was disagree, agree and neutral to buy others items from organized retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 44.2% and 42.0% female and male respondents respectively disagree with this statement, while 28.8% and 25.0% female and male respondents respectively neutral with this statement.

- According to **Age,** out of total respondents, 57.6% respondents belonged to 36-40 years age group, they disagree with this statement, while 28.6% respondents belonged to less than or equal to 33 years age group, they neutral with this statement.

- According to **Marital Status,** out of total respondents, 43.7% and 35.3% married and unmarried respondents respectively disagree with this statement, while 29.4% and 25.9% unmarried and married respondents respectively neutral with this statement.

- According to **Family Type,** out of total respondents, 42.9% and 42.6% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 30.9% and 22.6% respondents were from joint and nuclear family groups respectively, they neutral with this statement.

- According to **Family Size,** out of total respondents, 50.0% respondents have more than 5 members in family; they agree with this statement, while 30.1% respondents have less than 5 members in family; they neutral with this statement.

- According to **Education,** out of total respondents, Majority of the respondents had studied SSC; they disagree with this statement, while 40.0% respondents had studied HSC, they neutral with this statement.

- According to **Occupation,** out of total respondents, 51.2% respondents belonged to professional class; they agree with this statement, while 33.3% respondents belonged to service class; they neutral with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 80 respondents have four-wheeler, who having four wheeler, 37.5%, 36.3% and 26.3% respondents respectively agree, disagree and neutral with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 152 respondents have bicycle, who having bicycle, 58.8%, 21.6% and 19.6% respondents respectively disagree, agree and neutral with this statement.

- According to **Income Groups,** out of total respondents, 60.8% respondents belonged to more than 135000 income groups, they disagree with this statement, while 44.4% respondents belonged to 60001-80000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 65.4% respondents belonged to 9168-13000 per capita income groups, they disagree with this statement, while 45.2% respondents belonged to less than & above 9167 per capita income groups, they neutral with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for others items buying from organized retail locations with respect to their occupation (chi-square=15.259 and p-value=0.004), income groups (chi-square=40.169 and p-value=0.000), per capita income groups (chi-square=23.132 and p-value=0.003) and respondents own vehicle like bicycle (chi-square=8.113 and p-value=0.017). Hence, null hypothesis was rejected. Therefore, it could be said that, occupation, income group, per capita income groups and respondents own vehicle like bicycle had different perception about respondents given opinion for others items buying from organized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant association between given opinion for others items buying from organized retail locations with respect to their gender (chi-square=0.641 and p-value=0.726), age (chi-square=7.037 and p-value=0.533), marital status (chi-square=0.438 and p-value=0.803), family type (chi-square=1.764 and p-value=0.414), family size (chi-square=6.333 and p-value=0.176), education (chi-square=11.075 and p-value=0.197), occupation (chi-square=15.259 and p-value=0.004) and respondents own vehicle like four wheeler (chi-square=4.040 and p-value=0.133). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education and respondents own vehicle like four wheeler had similar perception about respondents given opinion for others items buying from organized retail outlets in Vadodara city.

Respondent's Demographic Characteristics and It's Category		Others Items Related Bought From Organized Retail Outlets						Chi-Square	p- Value
		Disagree		Neutral		Agree			
		N	%	N	%	N	%	Total	
Gender	Male	54	42.9	61	48.4	11	8.7	126	5.836	0.054
	Female	28	57.1	14	28.6	7	14.3	49		
Age	Less than <=33	17	56.7	13	43.3	0	.0	30	12.350	0.136
	33-35	10	38.5	13	50.0	3	11.5	26		
	36-40	19	44.2	22	51.2	2	4.7	43		
	41-45	18	47.4	15	39.5	5	13.2	38		
	More than 45	18	47.4	12	31.6	8	21.1	38		
Marital Status	Married	81	46.6	75	43.1	18	10.3	174	1.141	0.565
	Unmarried	1	100.0	0	.0	0	.0	1		
Family Type	Nuclear	43	46.2	42	45.2	8	8.6	93	0.809	0.667
	Joint	39	47.6	33	40.2	10	12.2	82		
Family Size	<5	40	46.0	39	44.8	8	9.2	87	0.941	0.919
	5-6	34	47.2	29	40.3	9	12.5	72		
	>6	8	50.0	7	43.8	1	6.3	16		
Education	S.S.C	0	.0	0	.0	0	.0	0	4.527	0.606
	H.S.C	3	37.5	3	37.5	2	25.0	8		
	Graduation	36	45.6	37	46.8	6	7.6	79		
	Post Graduation	29	50.0	24	41.4	5	8.6	58		
	PG & Above	14	46.7	11	36.7	5	16.7	30		
Occupation	Business	25	51.0	18	36.7	6	12.2	49	3.442	0.487
	Professional	24	40.0	28	46.7	8	13.3	60		
	Service	33	50.0	29	43.9	4	6.1	66		
Four Wheeler	Yes	41	46.6	37	42.0	10	11.4	88	0.230	0.891
	No	41	47.1	38	43.7	8	9.2	87		
Income Groups	<=40000	13	54.2	10	41.7	1	4.2	24	9.037	0.339
	40001-60000	24	49.0	23	46.9	2	4.1	49		
	60001-80000	10	32.3	15	48.4	6	19.4	31		
	80001-135000	14	43.8	14	43.8	4	12.5	32		
	>135000	21	53.8	13	33.3	5	12.8	39		
Per Capita Income	<=9167	16	51.6	14	45.2	1	3.2	31	6.865	0.551
	9168-13000	17	45.9	17	45.9	3	8.1	37		
	13001-17800	13	41.9	13	41.9	5	16.1	31		
	17801-30000	15	37.5	19	47.5	6	15.0	40		
	>30000	21	58.3	12	33.3	3	8.3	36		
Total		82	46.9	75	42.9	18	10.3	175		

Table 5.4.101 Comparisons And Association, Regarding Others Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.

From the above table, it was observed that, 46.9%, 42.9% and 10.3% respondents respectively given opinion was disagree, neutral and agree to buy others items from organized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 57.1% and 42.9% female and male respondents respectively disagree with this statement, while 14.3% and 8.7% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 56.7% respondents belonged to less than or equal to 33 years age group, they disagree with this statement, while 21.1% respondents belonged to more than 45 years age group, they agree with this statement.

- According to **Marital Status,** out of total respondents, Majority of the unmarried respondents disagree with this statement, while 10.3% married respondents given opinion was agree with this statement.

- According to **Family Type,** out of total respondents, 47.6% and 46.2% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 12.2% and 8.6% respondents were from joint and nuclear family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 50.0% respondents have more than 6 members in family; they disagree with this statement, while 12.5% respondents have between 5-6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 50.0% respondents had studied post graduation, they disagree with this statement, while 25.0% respondents had studied HSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 51.0% respondents belonged to business class; they disagree with this statement, while 13.3% respondents belonged to professional class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 88 respondents have four-wheeler, who having four- wheeler, 46.6%, 42.0% and 11.4% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 54.2% respondents belonged to less than & above 40000 income group, they disagree with this statement, while 19.4% respondents belonged to 60001-80000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 58.3% respondents belonged to more than 30000 per capita income group, they disagree with this statement, while 16.1% respondents belonged to 13001-17800 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for others items buying from organized retail locations with respect to their gender (chi-square=5.836 and p-value=0.054). Hence, null hypothesis was rejected. Therefore, it could be said that, gender had different

perception about respondents given opinion for others items buying from organized retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant association between given opinion for others items buying from organized retail locations with respect to their age (chi-square=12.350 and p-value=0.136), marital status (chi-square=1.141 and p-value=0.565), family type (chi-square=0.809 and p-value=0.667), family size (chi-square=0.941 and p-value=0.919), education (chi-square=4.527 and p-value=0.606), occupation (chi-square=3.442 and p-value=0.487), income groups (chi-square=9.037 and p-value=0.339), per capita income groups (chi-square=6.865 and p-value=0.551) and respondents own vehicle like four wheeler (chi-square=0.230 and p-value=0.891). Hence, null hypothesis was not rejected. Therefore, it could be said that, age, family type, family size, education, occupation, income group, per capita income group and respondents own vehicle like four wheeler had similar perception about respondents given opinion for others items buying from organized retail outlets in Ahmedabad city.

Table 5.4.102 Comparisons And Association, Regarding Others Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Others Items Related Bought From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	29	25.2	70	60.9	16	13.9	115	2.951	0.229
	Female	8	17.8	26	57.8	11	24.4	45		
Age	Less than <=33	10	20.8	29	60.4	9	18.8	48	3.720	0.881
	33-35	9	30.0	16	53.3	5	16.7	30		
	36-40	6	21.4	18	64.3	4	14.3	28		
	41-45	8	26.7	19	63.3	3	10.0	30		
	More than 45	4	16.7	14	58.3	6	25.0	24		
Family Type	Nuclear	10	16.7	37	61.7	13	21.7	60	3.082	0.214
	Joint	27	27.0	59	59.0	14	14.0	100		
Family Size	<5	11	18.6	36	61.0	12	20.3	59	8.399	0.078
	5-6	21	22.6	57	61.3	15	16.1	93		
	>6	5	62.5	3	37.5	0	.0	8		
Education	S.S.C	1	100.0	0	.0	0	.0	1	6.855	0.552
	H.S.C	1	8.3	8	66.7	3	25.0	12		
	Graduation	17	26.6	39	60.9	8	12.5	64		
	Post Graduation	13	23.6	32	58.2	10	18.2	55		
	PG & Above	5	17.9	17	60.7	6	21.4	28		
Occupation	Business	10	22.2	29	64.4	6	13.3	45	2.214	0.696
	Professional	11	22.0	32	64.0	7	14.0	50		
	Service	16	24.6	35	53.8	14	21.5	65		
Four Wheeler	Yes	12	15.4	52	66.7	14	17.9	78	5.175	0.075
	No	25	30.5	44	53.7	13	15.9	82		
Income Groups	<=40000	5	35.7	4	28.6	5	35.7	14	14.490	0.070
	40001-60000	7	17.5	27	67.5	6	15.0	40		
	60001-80000	13	39.4	17	51.5	3	9.1	33		
	80001-135000	6	16.2	24	64.9	7	18.9	37		
	>135000	6	16.7	24	66.7	6	16.7	36		
Per Capita Income	<=9167	6	37.5	7	43.8	3	18.8	16	18.375	0.019
	9168-13000	9	32.1	15	53.6	4	14.3	28		
	13001-17800	14	31.8	24	54.5	6	13.6	44		
	17801-30000	1	2.7	25	67.6	11	29.7	37		
	>30000	7	20.0	25	71.4	3	8.6	35		
Total		37	23.1	96	60.0	27	16.9	160		

From the above table, it was observed that, 60.0%, 23.1% and 16.9% respondents respectively given opinion was neutral, disagree and agree with this statement in Surat city.

- According to **Gender,** out of total respondents, 60.9% and 57.8% male and female respondents respectively neutral with this statement, while 24.4% and 13.9% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 64.3% respondents belonged to 36-40 years age group, they neutral with this statement, while 25.0% respondents belonged to less than or equal to 33 years age group, they agree with this statement.

- According to **Family Type,** out of total respondents, 61.7% and 59.0% respondents were from nuclear and joint family groups respectively, they neutral

with this statement, while 21.7% and 14.0% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 62.5% respondents have more than 6 members in family; they disagree with this statement, while 20.3% respondents have less than 5 members in family; they agree with this statement.

- According to **Education,** out of total respondents, Majority of the respondents had studied SSC, they disagree with this statement, while 25.0% respondents had studied HSC, they agree with this statement.

- According to **Occupation,** out of total respondents, 64.4% respondents belonged to business class; they neutral with this statement, while 21.5% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** Out of 78 respondents have four-wheeler, who having four- wheeler, 66.7%, 17.9% and 15.4% respondents respectively neutral, agree and disagree and with this statement.

- According to **Income Groups,** out of total respondents, 67.5% respondents belonged to 40001-60000 income groups, they neutral with this statement, while 35.7% respondents belonged to less than & above 40000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 71.4% respondents belonged to less than & above 9167 per capita income groups, they neutral with this statement, while 29.7% respondents belonged to 17801-30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant association between given opinion for others items buying from organized retail locations with respect to their per capita income groups (chi-square=18.375 and p-value=0.019). Hence, null hypothesis was rejected. Therefore, it could be said that, per capita income groups had different perception about respondents given opinion for others items buying from organized retail outlets in Surat city.

- As per chi square results, it was observed that, there was no significant association between given opinion for others items buying from organized retail locations with respect to their gender (chi-square=2.951 and p-value=0.229), age (chi-square=3.720 and p-value=0.881), family type (chi-square=3.082 and p-

value=0.214), family size (chi-square=8.399 and p-value=0.078), education (chi-square=6.855 and p-value=0.552), occupation (chi-square=2.214 and p-value=0.696), income groups (chi-square=14.490 and p-value=0.070) and respondents own vehicle like four wheeler (chi-square=5.175 and p-value=0.075). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, occupation, income group and respondents own vehicle like four wheeler had similar perception about respondents given opinion for others items buying from organized retail outlets in Surat city.

Table 5.4.103 Comparisons And Association, Regarding Others Items Bought From Organized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Others Items Related Bought From Organized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	20	20.0	55	55.0	25	25.0	100	1.045	0.593
	Female	8	22.2	22	61.1	6	16.7	36		
Age	Less than <=33	7	23.3	15	50.0	8	26.7	30	3.473	0.901
	33-35	5	20.8	12	50.0	7	29.2	24		
	36-40	3	15.0	14	70.0	3	15.0	20		
	41-45	5	20.0	16	64.0	4	16.0	25		
	More than 45	8	21.6	20	54.1	9	24.3	37		
Marital Status	Married	26	19.7	76	57.6	30	22.7	132	2.468	0.291
	Unmarried	2	50.0	1	25.0	1	25.0	4		
Family Type	Nuclear	9	18.0	32	64.0	9	18.0	50	1.816	0.403
	Joint	19	22.1	45	52.3	22	25.6	86		
Family Size	<5	9	18.4	30	61.2	10	20.4	49	0.893	0.926
	5-6	17	22.7	40	53.3	18	24.0	75		
	>6	2	16.7	7	58.3	3	25.0	12		
Education	S.S.C	2	14.3	7	50.0	5	35.7	14	8.485	0.388
	H.S.C	2	28.6	2	28.6	3	42.9	7		
	Graduation	11	25.6	23	53.5	9	20.9	43		
	Post Graduation	9	18.8	27	56.3	12	25.0	48		
	PG & Above	4	16.7	18	75.0	2	8.3	24		
Occupation	Business	5	20.0	11	44.0	9	36.0	25	3.522	0.474
	Professional	10	18.5	33	61.1	11	20.4	54		
	Service	13	22.8	33	57.9	11	19.3	57		
Four Wheeler	Yes	13	18.3	40	56.3	18	25.4	71	0.803	0.669
	No	15	23.1	37	56.9	13	20.0	65		
Two Wheeler	Yes	28	20.7	76	56.3	31	23.0	135	0.772	0.680
	No	0	.0	1	100.0	0	.0	1		
Bicycle	Yes	27	21.1	72	56.3	29	22.7	128	0.340	0.844
	No	1	12.5	5	62.5	2	25.0	8		
Income Groups	<=40000	9	32.1	16	57.1	3	10.7	28	5.869	0.662
	40001-60000	3	12.5	14	58.3	7	29.2	24		
	60001-80000	4	18.2	13	59.1	5	22.7	22		
	80001-135000	4	14.8	16	59.3	7	25.9	27		
	>135000	8	22.9	18	51.4	9	25.7	35		
Per Capita Income	<=9167	9	29.0	15	48.4	7	22.6	31	3.841	0.871
	9168-13000	5	19.2	16	61.5	5	19.2	26		
	13001-17800	2	9.1	15	68.2	5	22.7	22		
	17801-30000	5	20.0	14	56.0	6	24.0	25		
	>30000	7	21.9	17	53.1	8	25.0	32		
Total		28	20.6	77	56.6	31	22.8	136		

From the above table, it was observed that, 56.6%, 22.8% and 20.6% respondents respectively given opinion was neutral, disagree and agree with this statement in Rajkot city.

- According to **Gender,** out of total respondents, 61.1% and 55.0% female and male respondents respectively neutral with this statement, while 22.2% and 20.5% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 70.0% respondents belonged to 36-40 years age group, they neutral with this statement, while 23.3% respondents belonged to less than or equal to 33 years age group, they disagree with this statement.

- According to **Marital Status,** out of total respondents, 57.6% and 25.0% married and unmarried respondents respectively neutral with this statement, while 25.0% and 22.7% unmarried and married respondents respectively agree with this statement.

- According to **Family Type,** out of total respondents, 64.0% and 52.3% respondents were from nuclear and joint family groups respectively, they neutral with this statement, while 22.1% and 18.0% respondents were from joint and nuclear family groups respectively, they disagree with this statement.

- According to **Family Size,** out of total respondents, 61.2% respondents have less than 5 members in family; they neutral with this statement, while 22.7% respondents have between 5-6 members in family; they disagree with this statement.

- According to **Education,** out of total respondents, 75.0% respondents had studied post graduation & above, they neutral with this statement, while 28.6% respondents had studied HSC, they disagree with this statement.

- According to **Occupation,** out of total respondents, 61.1% respondents belonged to professional class; they neutral with this statement, while 22.8% respondents belonged to service class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 71 respondents have four-wheeler, who having four-wheeler, 56.3%, 25.4% and 18.3% respondents respectively neutral, agree and disagree with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 135 respondents have two-wheeler, who having two-wheeler, 56.3%, 23.0% and 20.7% respondents respectively neutral, disagree and agree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 128 respondents have bicycle, who having bicycle, 56.3%, 22.7% and 21.1% respondents respectively neutral, agree and disagree with this statement.

- According to **Income Groups,** out of total respondents, 59.3% respondents belonged to 80001-135000 income group, they neutral with this statement, while 29.2% respondents belonged to 40001-60000 income groups, they agree with this statement.

- According to **Per Capita Income Groups,** out of total respondents, 68.2% respondents belonged to 13001-17800 per capita income groups, they neutral with this statement, while 25.0% respondents belonged to more than 30000 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant association between given opinion for others items buying from organized retail locations with respect to their gender (chi-square=1.045 and p-value=0.593), age (chi-square=3.473 and p-value=0.901), marital status (chi-square=2.468 and p-value=0.291), family type (chi-square=1.816 and p-value=0.403), family size (chi-square=0.893 and p-value=0.926), education (chi-square=8.485 and p-value=0.388), occupation (chi-square=3.522 and p-value=0.474), income groups (chi-square=5.869 and p-value=0.662), per capita income groups (chi-square=3.841 and p-value=0.871), respondents own vehicle like four wheeler (chi-square=0.803 and p-value=0.669), respondents own vehicle like two wheeler (chi-square=0.772 and p-value=0.680) and respondents own vehicle like bicycle (chi-square=0.340 and p-value=0.844). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, family type, family size, education, occupation, income group, per capita income group, respondents own vehicle like four wheeler, two wheeler and bicycle had similar perception about respondents given opinion for others items buying from organized retail outlets in Rajkot city.

For Unorganized Retail Outlets,

Table 5.4.104 Comparisons And Association, Regarding Other Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Other Items Bought from Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	169	43.4	90	23.1	130	33.4	389	0.579	0.749
	Female	61	39.9	38	24.8	54	35.3	153		
Age	Less than <=33	72	45.6	36	22.8	50	31.6	158	3.518	0.898
	33-35	42	41.2	22	21.6	38	37.3	102		
	36-40	43	39.4	28	25.7	38	34.9	109		
	41-45	39	44.8	23	26.4	25	28.7	87		
	More than 45	34	39.5	19	22.1	33	38.4	86		
Marital Status	Married	227	44.2	120	23.3	167	32.5	514	13.539	0.001
	Unmarried	3	10.7	8	28.6	17	60.7	28		
Family Type	Nuclear	101	39.6	65	25.5	89	34.9	255	1.752	0.416
	Joint	129	44.9	63	22.0	95	33.1	287		
Family Size	<5	94	37.6	64	25.6	92	36.8	250	5.800	0.215
	5-6	121	47.1	58	22.6	78	30.4	257		
	>6	15	42.9	6	17.1	14	40.0	35		
Education	S.S.C	15	34.9	8	18.6	20	46.5	43	25.825	0.004
	H.S.C	15	27.3	18	32.7	22	40.0	55		
	Graduation	88	44.7	50	25.4	59	29.9	197		
	Post Graduation	81	49.7	39	23.9	43	26.4	163		
	PG & Above	31	36.9	13	15.5	40	47.6	84		
Occupation	Business	70	38.3	51	27.9	62	33.9	183	4.725	0.317
	Professional	56	44.4	23	18.3	47	37.3	126		
	Service	104	44.6	54	23.2	75	32.2	233		
Four Wheeler	Yes	96	43.2	51	23.0	75	33.8	222	0.127	0.939
	No	134	41.9	77	24.1	109	34.1	320		
Two Wheeler	Yes	229	42.4	127	23.5	184	34.1	540	1.300	0.522
	No	1	50.0	1	50.0	0	0.0	2		
Bicycle	Yes	216	52.2	100	24.2	98	23.7	414	94.138	0.000
	No	14	10.9	28	21.9	86	67.2	128		
Income Groups	<=40000	49	36.0	32	23.5	55	40.4	136	16.285	0.038
	40001-60000	58	43.3	38	28.4	38	28.4	134		
	60001-80000	43	39.4	19	17.4	47	43.1	109		
	80001-135000	37	46.3	23	28.8	20	25.0	80		
	>135000	43	51.8	16	19.3	24	28.9	83		
Per Capita Income	<=9167	50	38.5	31	23.8	49	37.7	130	8.160	0.418
	9168-13000	48	38.4	29	23.2	48	38.4	125		
	13001-17800	51	46.4	24	21.8	35	31.8	110		
	17801-30000	38	39.6	25	26.0	33	34.4	96		
	>30000	43	53.1	19	23.5	19	23.5	81		
Total		230	42.4	128	23.6	184	33.9	542		

From the above table, it was observed that, 42.4%, 33.9% and 23.6% respondents given opinion was disagree, agree and neutral to buy other items from unorganized retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondent, 43.4% and 39.9% male and female respondents respectively disagree with this statement, while 24.8% and 23.1% female and male respondents respectively neutral with this statement.

- According to **Age,** out of total respondents, 45.6% respondents belonged to less than or equal to 33 years age group, they disagree with this statement, while 26.4% respondents belonged to 41-45 years, they neutral with this statement.

- According to **Marital Status,** out of total respondents, 60.7% and 32.5% unmarried and married respondents respectively agree with this statement, while 28.6% and 23.3% unmarried and married respondents respectively neutral with this statement.

- According to **Family Type,** out of total respondents, 44.9% and 39.6% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 25.5% and 22.0% respondents were from nuclear and joint family groups respectively, they neutral with this statement.

- According to **Family Size,** out of total respondents, 47.1% respondents have between 5-6 members in family; they disagree with this statement, while 25.6% respondents have less than 5 members in family; they neutral with this statement.

- According to **Education,** out of total respondents, 49.7% respondents had studied post graduation, they disagree with this statement, while 32.7% respondents had studied HSC, they neutral with this statement.

- According to **Occupation,** out of total respondents, 44.6% respondents belonged to service class; they disagree with this statement, while 27.9% respondents belonged to business; they neutral with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 222 respondents have four-wheeler, who having four- wheeler, 43.2%, 33.8% and 23.0% respondents respectively disagree, agree and neutral with this statement.

- According to **Respondents Own Vehicle Two Wheeler,** out of 540 respondents have two-wheeler, who having two-wheeler, 42.4%, 34.1% and 23.5% respondents respectively disagree, agree and neutral with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 414 respondents have bicycle, who having bicycle, 52.2%, 24.2% ad 23.7% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, 51.8% respondents belonged to more than 135000 income groups, they disagree with this statement, while 28.8% respondents belonged to 80001-1350000 income groups, they neutral with this statement.

- According to **Per capita Income Group,** out of total respondents, 53.1% respondents belonged to more than 30000 per capita income group, they disagree with this statement, while 26.0% respondents belonged to 17801-30000 per capita income group, they neutral with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for others items bought from unorganized retail outlets with respect to marital status (chi-square=13.539 and p-value=0.001), education (chi-square=25.825 and p-value=0.004), income groups (chi-square=16.285 and p-value=0.038) and respondents own vehicle like bicycle (chi-square=94.138 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, marital status, education, income groups and respondents own vehicle like bicycle had different perception about given opinion for others items bought from unorganized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for others items bought from unorganized retail outlets with respect to gender (chi-square=0.579 and p-value=0.749), age (chi-square=3.518 and p-value=0.898), family type (chi-square=1.752 and p-value=0.416), family size (chi-square=5.800 and p-value=0.215) and occupation (chi-square=4.725 and p-value=0.313), per capita income groups (chi-square=16.285 and p-value=0.038), respondents own vehicle like four wheeler (chi-square=0.127 and p-value=0.939) and respondents own vehicle like two wheeler (chi-square=1.300 and p-value=0.522). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, family type, family size, occupation, per capita income groups, respondents own vehicle like four wheeler and two wheeler had similar perception about given opinion for other items bought from unorganized retail outlets in selected cities city of Gujarat.

Table 5.4.105 Comparisons And Association, Regarding Other Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Vadodara City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Other Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	11	10.1	28	25.7	70	64.2	109	2.089	0.352
	Female	2	3.7	16	29.6	36	66.7	54		
Age	Less than <=33	1	2.3	14	32.6	28	65.1	43	8.779	0.361
	33-35	2	7.4	7	25.9	18	66.7	27		
	36-40	2	5.7	11	31.4	22	62.9	35		
	41-45	2	8.7	7	30.4	14	60.9	23		
	More than 45	6	17.1	5	14.3	24	68.6	35		
Marital Status	Married	12	8.4	38	26.6	93	65.0	143	0.329	0.848
	Unmarried	1	5.0	6	30.0	13	65.0	20		
Family Type	Nuclear	5	6.4	24	30.8	49	62.8	78	1.362	0.506
	Joint	8	9.4	20	23.5	57	67.1	85		
Family Size	<5	4	4.9	26	32.1	51	63.0	81	3.694	0.449
	5-6	8	11.4	15	21.4	47	67.1	70		
	>6	1	8.3	3	25.0	8	66.7	12		
Education	S.S.C	0	0.0	1	33.3	2	66.7	3	14.570	0.068
	H.S.C	3	15.8	8	42.1	8	42.1	19		
	Graduation	4	6.5	21	33.9	37	59.7	62		
	Post Graduation	2	5.1	11	28.2	26	66.7	39		
	PG & Above	4	10.0	3	7.5	33	82.5	40		
Occupation	Business	5	10.0	18	36.0	27	54.0	50	13.478	0.009
	Professional	4	9.1	3	6.8	37	72.1	44		
	Service	4	5.8	23	33.3	42	60.9	69		
Four Wheeler	Yes	8	13.1	9	14.8	44	72.1	61	9.394	0.009
	No	5	4.9	35	34.3	62	60.8	102		
Bicycle	Yes	2	3.9	20	39.2	29	56.9	51	6.398	0.041
	No	11	9.8	24	21.4	87	68.8	108		
Income Groups	<=40000	5	9.6	20	38.5	27	51.9	52	31.188	0.000
	40001-60000	0	0.0	15	46.9	17	53.1	32		
	60001-80000	1	2.7	3	8.1	33	89.2	37		
	80001-135000	5	23.8	2	9.5	14	66.7	21		
	>135000	2	9.5	4	19.0	15	71.4	21		
Per Capita Income	<=9167	4	8.3	20	41.7	24	50.0	48	15.332	0.053
	9168-13000	2	5.3	11	28.9	25	65.8	38		
	13001-17800	0	0.0	4	15.4	22	84.6	26		
	17801-30000	5	16.1	5	16.1	21	67.7	31		
	>30000	2	10.0	4	20.0	14	70.0	20		
Total		13	8.0	44	27.0	106	65.0	163		

From the above table, it was observed that, 65.0%, 27.0% and 8.0% respondents given opinion was agree, neutral and disagree to buy other items from unorganized retail outlets in Vadodara city.

- According to **Gender,** out of total respondent, 66.7% and 64.2% female and male respondents respectively agree with this statement, while 10.1% and 3.7% male and female respondents respectively disagree with this statement.

- According to **Age,** out of total respondents, 68.6% respondents belonged to more than 45 years age groups; they agree with this statement, while 17.1% respondents belonged to more than 45 years, they disagree with this statement.

- According to **Marital Status,** out of total respondents, 65.0% married respondents agree with this statement. In another 65.0% unmarried respondents agree with this statement, While 8.4% and 5.0% married and unmarried respondents respectively disagree with this statement.

- According to **Family Type,** out of total respondents, 67.1% and 62.8% respondents were from joint and nuclear family groups respectively, they agree with this statement, while 9.4% and 6.4% respondents were from joint and nuclear family groups respectively, they disagree with this statement.

- According to **Family Size,** out of total respondents, 67.1% respondents have between 5-6 members in family; they agree with this statement, while 11.4% respondents have between 5-6 members in family respectively; they disagree with this statement.

- According to **Education,** out of total respondents, 82.5% respondents had studied post graduation & above, they agree with this statement, while 15.8% respondents had studied HSC, they disagree with this statement.

- According to **Occupation,** out of total respondents, 72.1% respondents belonged to professional class; they agree with this statement, while 10.0% respondents belonged to business class; they disagree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 61 respondents have four-wheeler, who having four-wheeler, 72.1%, 14.8% and 13.1% respondents respectively agree, neutral and disagree with this statement.

- According to **Respondents Own Vehicle Bicycle,** out of 51 respondents have bicycle, who having bicycle, 56.9%, 39.2% and 3.9% respondents respectively agree, neutral and disagree with this statement.

- According to **Income Groups,** out of total respondents, 89.2% respondents belonged to 60001- 80000 income groups; they agree with this statement, while 23.8% respondents belonged to 80001-1350000 income groups, they disagree with this statement.

- According to **Per capita Income Group,** out of total respondents, 84.6% respondents belonged to 13001-17800 per capita income groups, they agree with this statement, while 16.1% respondents belonged to 17801-30000 per capita income groups, they disagree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for others items bought from unorganized retail outlets with respect to occupation (chi-square=13.478 and p-value=0.009), income groups (chi-square=31.188 and p-value=0.000), per capita income groups (chi-square=15.332 and p-value=0.053), respondents own vehicle like four wheeler (chi-square=9.394 and p-value=0.009) and respondents own vehicle like bicycle (chi-square=6.398 and p-value=0.000). Hence, null hypothesis was rejected. Therefore it could be said that, occupation, income groups, per capita income groups, respondents own vehicle like four wheeler and bicycle had different perception about given opinion for other items bought from unorganized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for others items bought from unorganized retail outlets with respect to gender (chi-square=2.089 and p-value=0.352), age (chi-square=8.799 and p-value=0.361), marital status (chi-square=0.329 and p-value=0.848),family type (chi-square=1.362 and p-value=0.506), family size (chi-square=3.694 and p-value=0.449) and education (chi-square=14.570 and p-value=0.068). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size and education had similar perception about given opinion for other items bought from unorganized retail outlets in Vadodara city.

Respondent's Demographic Characteristics and It's Category		Other Items Bought From Unorganized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	62	82.7	8	10.7	5	6.7	75	0.565	0.754
	Female	23	82.1	4	14.3	1	3.6	28		
Age	Less than <=33	23	88.5	2	7.7	1	3.8	26	6.919	0.545
	33-35	12	80.0	2	13.3	1	6.7	15		
	36-40	19	76.0	4	16.0	2	8.0	25		
	41-45	20	83.3	4	16.7	0	.0	24		
	More than 45	11	84.6	0	.0	2	15.4	13		
Marital Status	Married	85	83.3	11	10.8	6	5.9	102	7.658	0.022
	Unmarried	0	.0	1	100.0	0	.0	1		
Family Type	Nuclear	42	75.0	10	17.9	4	7.1	56	5.266	0.072
	Joint	43	91.5	2	4.3	2	4.3	47		
Family Size	<5	38	76.0	8	16.0	4	8.0	50	9.888	0.042
	5-6	40	90.9	4	9.1	0	.0	44		
	>6	7	77.8	0	.0	2	22.2	9		
Education	S.S.C	0	.0	0	.0	0	.0	0	5.233	0.514
	H.S.C	6	85.7	1	14.3	0	.0	7		
	Graduation	40	75.5	8	15.1	5	9.4	53		
	Post Graduation	34	91.9	2	5.4	1	2.7	37		
	PG & Above	5	83.3	1	16.7	0	.0	6		
Occupation	Business	31	88.6	2	5.7	2	5.7	35	6.603	0.158
	Professional	13	100.0	0	.0	0	.0	13		
	Service	41	74.5	10	18.2	4	7.3	55		
Four Wheeler	Yes	28	84.8	4	12.1	1	3.0	33	0.692	0.707
	No	57	81.4	8	11.4	5	7.1	70		
Income Groups	<=40000	20	87.0	3	13.0	0	.0	23	6.722	0.567
	40001-60000	28	80.0	4	11.4	3	8.6	35		
	60001-80000	14	70.0	4	20.0	2	10.0	20		
	80001-135000	12	85.7	1	7.1	1	7.1	14		
	>135000	11	100.0	0	.0	0	.0	11		
Per Capita Income	<=9167	24	85.7	3	10.7	1	3.6	28	3.716	0.882
	9168-13000	19	82.6	3	13.0	1	4.3	23		
	13001-17800	19	76.0	3	12.0	3	12.0	25		
	17801-30000	10	76.9	2	15.4	1	7.7	13		
	>30000	13	92.9	1	7.1	0	.0	14		
Total		85	82.5	12	11.7	6	5.8	103		

Table 5.4.106 Comparisons And Association, Regarding Other Items Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.

From the above table, it was observed that, 82.5%, 11.7% and 5.8% respondents given opinion was disagree, neutral and agree to buy other items from unorganized retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondent, 82.7% and 82.1% male and female respondents respectively disagree with this statement, while 6.7% and 3.6% male and female respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 88.5% respondents belonged to less than & above 33 years age group, they disagree with this statement, while 15.4% respondents belonged to more than 45 years, they agree with this statement.

- According to **Marital Status,** out of total respondents, majority of the unmarried and 10.8% married respondents respectively disagree with this statement; while 5.9% married respondents agree with this statement.

- According to **Family Type,** out of total respondents, 91.5% and 75.0% respondents were from joint and nuclear family groups respectively, they disagree with this statement, while 7.1% and 4.3% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 90.9% respondents have between 5-6 members in family; they disagree with this statement, while 22.2% respondents have more than 6 members in family; they agree with this statement.

- According to **Education,** out of total respondents, 91.9% respondents had studied post graduation, they disagree with this statement, while 9.4% respondents had studied graduation, they agree with this statement.

- According to **Occupation,** out of total respondents, majority of the professional class respondents disagree with this statement, while 7.3% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 33 respondents have four-wheeler, who having four-wheeler, 84.8%, 12.1% and 3.0% respondents respectively disagree, neutral and agree with this statement.

- According to **Income Groups,** out of total respondents, majority of the respondents belonged to more than 135000 income groups, they disagree with this statement, while 10.0% respondents belonged to 60001-80000 income groups, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 85.7% respondents belonged to less than & above 9167 per capita income groups, they disagree with this statement, while 12.0% respondents belonged to 13001-17800 per capita income groups, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion for others items bought from unorganized retail outlets with respect to in marital status (chi-square=7.658 and p-value=0.022) and family size (chi-square=9.888 and p-value=0.042). Hence, null hypothesis was rejected. Therefore it could be said that, marital status and family

size had different perception about given opinion for other items bought from unorganized retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for others items bought from unorganized retail outlets with respect to gender (chi-square=0.565 and p-value=0.754), age (chi-square=6.919 and p-value=0.545), family type (chi-square=5.266 and p-value=0.072), education (chi-square=5.233 and p-value=0.514), occupation (chi-square=6.603 and p-value=0.158), income groups (chi-square=6.722 and p-value=0.567), per capita income groups (chi-square=3.716 and p-value=0.882) and respondents own vehicle like four wheeler (chi-square=0.692 and p-value=0.707). Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, family type, education, occupation, income groups, per capita income groups and respondents vehicle own like four wheeler had similar perception about given opinion for other items bought from unorganized retail outlets in Ahmedabad city.

Table 5.4.107 Comparisons and Association, Regarding Other Items Bought from Unorganized Retail Outlets with respect to Demographic Characteristics of Respondents using Percentage Frequency Distribution and Chi-Square Statistics in Surat City of Gujarat.									
Respondent's Demographic Characteristics and It's Category		**Other Items Bought From Unorganized Retail Outlets**							
		Disagree		**Neutral**		**Agree**		**Total**	**Chi-Square**	**p- Value**
		N	**%**	**N**	**%**	**N**	**%**			
Gender	Male	60	58.3	41	39.8	2	1.9	103	0.217	0.897
	Female	22	61.1	13	36.1	1	2.8	36		
Age	Less than <=33	30	68.2	13	29.5	1	2.3	44	5.920	0.656
	33-35	18	62.1	10	34.5	1	3.4	29		
	36-40	14	56.0	11	44.0	0	.0	25		
	41-45	12	52.2	10	43.5	1	4.3	23		
	More than 45	8	44.4	10	55.6	0	.0	18		
Family Type	Nuclear	34	58.6	22	37.9	2	3.4	58	0.791	0.673
	Joint	48	59.3	32	39.5	1	1.2	81		
Family Size	<5	33	57.9	21	36.8	3	5.3	57	5.364	0.252
	5-6	48	60.8	31	39.2	0	.0	79		
	>6	1	33.3	2	66.7	0	.0	3		
Education	S.S.C	1	100.0	0	.0	0	.0	1	8.380	0.397
	H.S.C	4	36.4	7	63.6	0	.0	11		
	Graduation	32	59.3	19	35.2	3	5.6	54		
	Post Graduation	30	61.2	19	38.8	0	.0	49		
	PG & Above	15	62.5	9	37.5	0	.0	24		
Occupation	Business	19	47.5	20	50.0	1	2.5	40	5.739	0.219
	Professional	26	59.1	18	40.9	0	.0	44		
	Service	37	67.3	16	29.1	2	3.6	55		
Four Wheeler	Yes	38	56.7	29	43.3	0	.0	67	3.560	0.169
	No	44	61.1	25	34.7	3	4.2	72		
Income Groups	<=40000	6	50.0	5	41.7	1	8.3	12	9.685	0.288
	40001-60000	22	59.5	13	35.1	2	5.4	37		
	60001-80000	19	67.9	9	32.1	0	.0	28		
	80001-135000	14	46.7	16	53.3	0	.0	30		
	>135000	21	65.6	11	34.4	0	.0	32		
Per Capita Income	<=9167	7	58.3	4	33.3	1	8.3	12	8.690	0.369
	9168-13000	16	59.3	9	33.3	2	7.4	27		
	13001-17800	21	58.3	15	41.7	0	.0	36		
	17801-30000	17	54.8	14	45.2	0	.0	31		
	>30000	21	63.6	12	36.4	0	.0	33		
Total		82	59.0	54	38.8	3	2.2	139		

From the above table, it was observed that, 59.0%, 37.8% and 2.2% respondents given opinion was disagree, neutral and agree to buy other items from unorganized retail outlets in Surat city.

- According to **Gender,** out of total respondent, 61.1% and 58.3% female and male respondents respectively disagree with this statement, while 2.8% and 1.9% female and male respondents respectively agree with this statement.

- According to **Age,** out of total respondents, 68.2% respondents belonged to less than or equal to 33 years age group, they disagree with this statement, while 4.3% respondents belonged to 41- 45 years, they agree with this statement.

- According to **Family Type,** out of total respondents, 59.3% and 58.6% respondents were from joint and nuclear family groups respectively, they disagree

with this statement, while 3.4% and 1.2% respondents were from nuclear and joint family groups respectively, they agree with this statement.

- According to **Family Size,** out of total respondents, 66.7% respondents have more than 6 members in family; they neutral with this statement, while 5.3% respondents have less than 5 members in family, they agree with this statement.

- According to **Education,** out of total respondents, majority of the respondents had studied SSC, they disagree with this statement, while 5.6% respondents had studied graduation, they agree with this statement.

- According to **Occupation,** out of total respondents, 67.3% respondents belonged to service class; they agree with this statement, while 3.6% respondents belonged to service class; they agree with this statement.

- According to **Respondents Own Vehicle Four Wheeler,** out of 67 respondents have four-wheeler, who having four-wheeler, 56.7% and 43.3% respondents respectively disagree and neutral with this statement.

- According to **Income Groups,** out of total respondents, 67.9% respondents belonged to 60001-80000 income groups, they disagree with this statement, while 5.4% respondents belonged to 40001-60000 income groups, they agree with this statement.

- According to **Per capita Income Group,** out of total respondents, 63.6% respondents belonged to more than 135000 per capita income group, they disagree with this statement, while 8.3% respondents belonged to less than & above 9167 per capita income group, they agree with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for others items bought from unorganized retail outlets with respect to gender (chi-square=0.217 and p-value=0.897), age (chi-square=5.920 and p-value=0.656), family type (chi-square=0.791 and p-value=0.673), family size (chi-square=5.364 and p-value=0.252), education (chi-square=8.380 and p-value=0.397), occupation (chi-square=5.739 and p-value=0.219), income groups (chi-square=9.685 and p-value=0.288), per capita income groups (chi-square=8.690 and p-value=0.369) and respondents own vehicle like four wheeler (chi-square=3.560 and p-value=0.169). Hence, null hypothesis was not rejected. Therefore it could

be said that, gender, age, family type, family size, education, occupation, income groups, per capita income groups and respondents vehicle own like four wheeler had similar perception about given opinion for other items bought from unorganized retail outlets in Surat city.

Table 5.4.108 Comparisons And Association, Regarding Other Items Related Bought From Unorganized Retail Outlets With Respect To Demographic Characteristics Of Respondents Using Percentage Frequency Distribution And Chi-Square Statistics In Rajkot City Of Gujarat.									
Respondent's Demographic Characteristics and It's Category		Other Items Bought From Unorganized Retail Outlets							
		Disagree		Neutral		Agree		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	36	35.3	13	12.7	53	52.0	102	0.407	0.816
	Female	14	40.0	5	14.3	16	45.7	35		
Age	Less than <=33	18	40.0	7	15.6	20	44.4	45	4.805	0.778
	33-35	10	32.3	3	9.7	18	58.1	31		
	36-40	8	33.3	2	8.3	14	58.3	24		
	41-45	5	29.4	2	11.8	10	58.8	17		
	More than 45	9	45.0	4	20.0	7	35.0	20		
Marital Status	Married	48	36.9	17	13.1	65	50.0	130	0.202	0.904
	Unmarried	2	28.6	1	14.3	4	57.1	7		
Family Type	Nuclear	20	31.7	9	14.3	34	54.0	63	1.139	0.566
	Joint	30	40.5	9	12.2	35	47.3	74		
Family Size	<5	19	30.6	9	14.5	34	54.8	62	2.647	0.618
	5-6	25	39.1	8	12.5	31	48.4	64		
	>6	6	54.5	1	9.1	4	36.4	11		
Education	S.S.C	14	35.9	7	17.9	18	46.2	39	11.779	0.161
	H.S.C	2	11.1	2	11.1	14	77.8	18		
	Graduation	12	42.9	2	7.1	14	50.0	28		
	Post Graduation	15	39.5	7	18.4	16	42.1	38		
	PG & Above	7	50.0	0	.0	7	50.0	14		
Occupation	Business	15	25.9	11	19.0	32	55.2	58	7.131	0.129
	Professional	13	52.0	2	8.0	10	40.0	25		
	Service	22	40.7	5	9.3	27	50.0	54		
Four Wheeler	Yes	22	36.1	9	14.8	30	49.2	61	0.255	0.880
	No	28	36.8	9	11.8	39	51.3	76		
Two Wheeler	Yes	49	36.3	17	12.6	69	51.1	135	3.223	0.200
	No	1	50.0	1	50.0	0	0.0	2		
Bicycle	Yes	47	38.8	14	11.6	60	49.6	121	3.628	0.163
	No	3	18.8	4	25.0	9	56.3	16		
Income Groups	<=40000	18	36.7	4	8.2	27	55.1	49	7.629	0.471
	40001-60000	8	26.7	6	20.0	16	53.3	30		
	60001-80000	9	37.5	3	12.5	12	50.0	24		
	80001-135000	6	40.0	4	26.7	5	33.3	15		
	>135000	9	47.4	1	5.3	9	47.4	19		
Per Capita Income	<=9167	15	35.7	4	9.5	23	54.8	42	5.035	0.754
	9168-13000	11	29.7	6	16.2	20	54.1	37		
	13001-17800	11	47.8	2	8.7	10	43.5	23		
	17801-30000	6	28.6	4	19.0	11	52.4	21		
	>30000	7	50.0	2	14.3	5	35.7	14		
Total		50	36.5	18	13.1	69	50.4	137		

From the above table, it was observed that, 50.4%, 36.5% and 13.1% respondents given opinion was agree, disagree and neutral to buy other items from unorganized retail outlets in Rajkot city.

- According to **Gender**, out of total respondent, 52.0% and 45.7% male and female respondents respectively agree with this statement, while 14.3% and 12.7% female and male respondents respectively neutral with this statement.

- According to **Age**, out of total respondents, 58.8% respondents belonged to 41-45 years age group, they agree with this statement, while 20.0% respondents belonged to more than 45 years, they neutral with this statement.

- According to **Marital Status**, out of total respondents, 57.1% and 50.0% unmarried and married respondents respectively agree with this statement, while 14.3% and 13.1% unmarried and married respondents respectively neutral with this statement.

- According to **Family Type**, out of total respondents, 54.0% and 47.3% respondents were from nuclear and joint family groups respectively, they agree with this statement, while 14.3% and 12.2% respondents were from nuclear and joint family groups respectively, they neutral with this statement.

- According to **Family Size**, out of total respondents, 54.8% respondents have less than 5 members in family; they agree with this statement, while 14.5% respondents have less than 5 members in family, they neutral with this statement.

- According to **Education**, out of total respondents, 77.8% respondents had studied HSC, they agree with this statement, while 18.4% respondents had studied post graduation, they neutral with this statement.

- According to **Occupation,** out of total respondents, 55.2% respondents belonged to business class; they agree with this statement, while 19.0% respondents belonged to business class; they neutral with this statement.

- According to **Respondents Own Vehicle Four Wheeler**, out of 61 respondents have four-wheeler, who having four-wheeler, 49.2%, 36.1% and 14.8% respondents respectively agree, neutral and disagree with this statement.

- According to **Respondents Own Vehicle Two Wheeler**, out of 135 respondents have two-wheeler, who having two wheeler, 51.1%, 36.3% and 12.6% respondents respectively agree, disagree and neutral with this statement.

- According to **Respondents Own Vehicle Bicycle**, out of 121 respondents have bicycle, who having bicycle, 49.6%, 38.8% and 11.6% respondents respectively agree, disagree and neutral with this statement.

- According to **Income Groups**, out of total respondents, 55.1% respondents belonged to less than & above 40000 income groups, they agree with this statement, while 26.7% respondents belonged to 80001-135000 income groups, they neutral with this statement.

- According to **Per capita Income Group,** out of total respondents, 54.8% respondents belonged to less than & above 9167 per capita income groups, they agree with this statement, while 19.0% respondents belonged to 17801-30000 per capita income groups, they neutral with this statement.

Hypotheses:

- As per chi square results, it was observed that, there was no significant relationship between respondents given opinion for others items bought from unorganized retail outlets with respect to gender (chi-square=0.407 and p-value=0.816), age (chi-square=4.805 and p-value=0.778), marital status (chi-square=0.202 and p-value=0.904), family type (chi-square=1.139 and p-value=0.566), family size (chi-square=2.647 and p-value=0.618), education (chi-square=11.779 and p-value=0.161), occupation (chi-square=7.131 and p-value=0.129), income groups (chi-square=7.629 and p-value=0.471), per capita income groups (chi-square=5.035 and p-value=0.754), respondents own vehicle like four wheeler (chi-square=0.255 and p-value=0.880), respondents own vehicle like two wheeler (chi-square=3.223 and p-value=0.200) and respondents own vehicle like bicycle (chi-square=3.628 and p-value=0.163).Hence, null hypothesis was not rejected. Therefore it could be said that, gender, age, marital status, family type, family size, education, occupation, income groups, per capita income groups, respondents vehicle own like four wheeler, two wheeler and bicycle had similar perception about given opinion for other items bought from unorganized retail outlets in Rajkot city.

H13: There is no relationship between respondents given opinion about favour for opening of more large retail outlets and selected cities of Gujarat.

Table 5.4.109 Comparisons And Association, Regarding The Opinion About Favour For Opening Of More Large Retail Outlets Using Percentage Frequency Distribution And Chi-Square Statistics In Selected Cities of Gujarat.								
Cities	Opinion about Favour for Opening of More Large Retail Outlets in Selected Cities of Gujarat							
	Yes		No		Can't Say		Total	Chi- Square value	p- value
	N	%	N	%	N	%			
Vadodara	121	60.5	54	27.0	25	12.5	200		
Ahmedabad	100	50.0	42	21.0	58	29.0	200	62.757	0.000
Surat	145	73.2	39	19.7	14	7.1	198		
Rajkot	114	57.0	69	34.5	17	8.5	200		

- From the above table, it was observed that, In Surat city, 73.2 % respondent were in favour of opening more large organized retail outlets followed by Vadodara , Rajkot and Ahmedabad cities which were 60.5%, 57.0% and 50.0% respectively.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents given opinion about favour for opening of more large retail outlets and selected cities of Gujarat (chi-square=62.757 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, selected cities of Gujarat had different perception about respondents given opinion about favour for opening of more large retail outlets.

H14: There is no relationship between respondents given opinion about favour for opening of more large retail outlets and demographics characteristics in selected cities of Gujarat.

Table 5.4.110 Comparisons and Association, regarding the Opinion about Favour for Opening of More Large Retail Outlets with Demographic characteristics of Respondent using Percentage Frequency Distribution and Chi-Square Statistics in Selected Cities of Gujarat.									
Respondent's Demographic characteristics and it's category		Opinion About Favour for Opening Of More Large Retail Outlets							
		Yes		No		Can't Say		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	343	59.2	157	27.1	79	13.6	579	2.886	0.236
	Female	137	62.6	47	21.5	32	16.0	219		
Age	Less than <=33	105	52.0	65	32.2	32	15.8	202	26.921	0.001
	33-35	85	59.0	41	28.5	18	12.5	144		
	36-40	86	54.8	43	27.4	28	17.8	157		
	41-45	91	62.3	37	25.3	18	12.3	146		
	More than 45	113	75.8	18	12.1	18	12.1	149		
Marital Status	Married	464	60.7	192	25.1	109	14.2	765	2.367	0.306
	Unmarried	16	48.5	12	12.1	5	15.2	33		
Family Type	Nuclear	197	53.8	107	25.1	62	16.9	366	11.395	0.003
	Joint	283	65.5	97	36.4	52	12.0	432		
Family Size	<5	196	54.0	106	29.2	61	16.8	363	13.398	0.009
	5-6	248	66.3	79	21.1	47	12.6	374		
	>6	36	59.0	19	31.1	6	9.8	61		
Education	S.S.C	5	11.6	32	74.4	6	14.0	43	72.035	0.000
	H.S.C	34	50.7	23	34.3	10	14.9	67		
	Graduation	182	61.1	70	23.5	46	15.4	298		
	Post Graduation	159	63.1	57	22.6	36	14.3	252		
	PG & Above	100	72.5	22	15.9	16	11.6	138		
Occupation	Business	126	52.3	87	36.1	28	11.6	241	33.194	0.000
	Professional	173	72.1	36	15.0	31	12.9	240		
	Service	181	57.1	81	25.6	55	17.4	317		
Four Wheeler	Yes	263	70.1	59	15.7	53	14.1	375	38.477	0.000
	No	217	51.3	145	34.3	61	14.4	423		
Two Wheeler	Yes	479	60.2	204	25.6	113	14.2	796	2.337	0.311
	No	1	50.0	0	0.0	1	50.0	2		
Bicycle	Yes	392	61.4	156	24.5	90	14.1	638	4.038	0.401
	No	88	55.0	48	30.0	24	15.0	160		
Income Categories	<=40000	58	35.8	71	43.8	33	20.4	162	76.361	0.000
	40001-60000	101	56.1	56	31.1	23	12.8	180		
	60001-80000	100	64.9	39	25.3	15	9.7	154		
	80001-135000	102	70.8	19	13.2	23	16.0	144		
	>135000	119	75.3	19	12.0	20	12.7	158		
Per Capita Income	<=9167	67	40.9	69	42.1	28	17.1	164	53.401	0.000
	9168-13000	89	54.9	52	32.1	21	13.0	162		
	13001-17800	98	64.5	33	21.7	21	13.8	152		
	17801-30000	117	69.2	31	18.3	21	12.4	169		
	>30000	109	72.2	19	12.6	23	15.2	151		
Total		480	60.2	204	25.6	114	14.3	798		

From the above table, it was observed that, 60.2% respondents given opinion about favour for opening of more large retail outlets in selected cities of Gujarat.

- According to **Gender,** out of total respondents, 62.6% female and 59.2% male respondents respectively were in favour of opening more large organized retail outlets.

- According to **Age,** out of total respondents, 75.8% and 52.0% respondents belonged to more than 45 years and less than or equal to 33 years age groups respectively; they were in favour of opening more large organized retail outlets.

- According to **Marital Status,** out of total respondents, 60.7% and 48.5% married and unmarried respondents respectively were in favour of opening more large organized retail outlets.

- According to **Family Type,** out of total respondents, 65.5% and 53.8% respondents were from joint and nuclear family respectively, they were in favour of opening more large organized retail outlets.

- According to **Family Size,** out of total respondents, 66.3%, 59.0% and 54.0% respondents had 5-6 members, more than 6 members and less than 5 members in family respectively; they were in favour of opening more large organized retail outlets.

- According to **Education,** out of total respondents, 72.5% and 11.6% respondents had studied post graduation & above and SSC, they were in favour of opening more large organized retail outlets.

- According to **Occupation,** out of total respondents, 72.1%, 57.1% and 52.3% respondent's belonged to professional, service and business class; they were in favour of opening more large organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 317 respondents having four wheeler and 70.1% respondents were in favour of opening more large organized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 796 respondents having two wheeler and 60.2% respondents were in favour of opening more large organized retail outlets respondents own vehicle two wheeler.

- According to **Respondents Own Vehicle Bicycle,** out of 638 respondents having bicycle and 61.4% respondents were in favour of opening more large organized retail outlets respondents own vehicle bicycle.

- According to **Income Groups,** out of total respondents, 75.3% and 35.8% respondents respectively belong to more than 135000 and less than or equal to 40000 income groups; they were in favour of opening more large organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 72.2% and 40.9% respondents respectively belong to more than 30000 and less than or equal to 9167 per capita income groups; they were in favour of opening more large organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents were in favour of opening more large organized retail outlets with respect to age (chi-square=26.921 and p-value=0.001), family type (chi-square=11.395 and p-value=0.003), family size (chi-square=13.398 and p-value=0.009), education (chi-square=72.035 and p-value=0.000), occupation (chi-square=33.194 and p-value=0.000), income group (chi-square=76.361 and p-value=0.000), per capita income group (chi-square=55.547 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=53.401 and p-value=0.000). Hence, null hypothesis was rejected. Therefore, it could be said that, age, family type, family size, education, occupation, income group, per capita income groups and respondents own vehicle like four wheeler had different perception about respondents were in favour of opening more large organized retail outlets in selected cities of Gujarat.

- As per chi square results, it was observed that, there was no significant relationship between respondents were in favour of opening more large organized retail outlets with respect to gender (chi-square=2.886 and p-value=0.236), marital status (chi-square=2.367 and p-value=0.306), respondents own vehicle like two wheeler (chi-square=2.337 and p-value=0.311) and respondents own vehicle like bicycle (chi-square=4.038 and p-value=0.401).Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, marital status, respondents own vehicle like two wheeler and bicycle had similar perception about respondents were in favour of opening more large organized retail outlets in selected cities of Gujarat.

Table 5.4.111 Comparisons and Association, regarding the Opinion about Favour for Opening of More Large Retail Outlets with Demographic characteristics of Respondent using Percentage Frequency Distribution and Chi-Square Statistics in Vadodara City of Gujarat.									
Respondent's Demographic characteristics and it's category		Opinion About Favour For Opening Of More Large Retail Outlets							
		Yes		No		Can't Say		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	83	60.2	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 <=33	25	49.0	20	39.2	6	11.8	51	12.163	0.144
	33-35	26	70.3	8	21.6	3	8.1	37		
	36-40	24	60.0	8	20.0	8	20.0	40		
	41-45	14	50.0	10	35.7	4	14.3	28		
	More than 45	32	72.7	8	18.2	4	9.1	44		
Marital Status	Married	109	61.6	47	26.6	21	11.9	177	0.909	0.635
	Unmarried	12	52.2	7	30.4	4	17.4	23		
Family Type	Nuclear	54	56.8	27	28.4	14	14.7	95	1.260	0.533
	Joint	67	63.8	27	25.7	11	10.5	105		
Family Size	<5	57	56.4	30	29.7	14	13.9	101	1.869	0.760
	5-6	52	63.4	21	25.6	9	11.0	82		
	>6	12	70.6	3	17.6	2	11.8	17		
Education	S.S.C	0	0.0	3	100.0	0	.0	3	13.100	0.108
	H.S.C	13	61.9	7	33.3	1	4.8	21		
	Graduation	43	60.6	16	22.5	12	16.9	71		
	Post Graduation	35	63.6	16	29.1	4	7.3	55		
	PG & Above	30	60.0	12	24.0	8	16.6	50		
Occupation	Business	41	67.2	18	29.5	2	3.3	61	7.167	0.127
	Professional	36	60.0	15	25.0	9	15.0	60		
	Service	44	55.7	21	26.6	14	17.7	69		
Four Wheeler	Yes	69	76.7	8	8.9	13	14.4	90	27.444	0.000
	No	52	47.3	46	41.8	12	10.9	110		
Bicycle	Yes	40	69.0	14	24.1	4	6.9	58	3.267	0.195
	No	81	57.0	40	28.2	21	14.8	142		
Income Categories	<=40000	23	41.1	22	39.3	11	19.6	56	29.821	0.000
	40001-60000	16	48.5	16	48.5	1	3.0	33		
	60001-80000	29	69.0	8	19.0	5	11.9	42		
	80001-135000	23	69.7	5	15.2	5	15.2	33		
	>135000	30	83.3	3	8.3	3	8.3	36		
Per Capita Income	<=9167	22	41.5	23	43.4	8	15.1	53	22.999	0.003
	9168-13000	19	50.0	14	36.8	5	13.2	38		
	13001-17800	18	62.1	7	24.1	4	1.8	29		
	17801-30000	33	71.7	8	17.4	5	10.9	46		
	>30000	29	85.3	2	5.9	3	8.8	34		
Total		121	60.5	54	27.0	25	12.5	200		

From the above table, it was observed that, 60.5% respondents given opinion about favour for opening of more large retail outlets in Vadodara city.

- According to **Gender,** out of total respondents, 61.3% female and 60.2% male respondents respectively were in favour of opening more large organized retail outlets.

- According to **Age,** out of total respondents, 72.1% and 49.0% respondents belonged to more than 45 years and less than or equal to 33 years age groups respectively; they were in favour of opening more large organized retail outlets.

- According to **Marital Status,** out of total respondents, 61.6% and 52.2% married and unmarried respondents respectively were in favour of opening more large organized retail outlets.

- According to **Family Type,** out of total respondents, 63.8% and 56.8% respondents were from joint and nuclear family respectively, they were in favour of opening more large organized retail outlets.

- According to **Family Size,** out of total respondents,70.6%, 63.4% and 56.4% respondents had more than 6 members, between 5-6 members and less than 5 members in family respectively; they were in favour of opening more large organized retail outlets.

- According to **Education,** out of total respondents, 63.6% and 60.0% respondents had studied post graduation and post graduation & above, they were in favour of opening more large organized retail outlets.

- According to **Occupation,** out of total respondents, 67.2%, 60.0% and 55.7% respondent's belonged to business, professional and service class; they were in favour of opening more large organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 90 respondents having four wheeler and 76.7% respondents were in favour of opening more large organized retail outlets.

- According to **Respondents Own Vehicle Bicycle,** out of 142 respondents having bicycle and 69.0% respondents were in favour of opening more large organized retail outlets respondents own vehicle bicycle.

- According to **Income Groups,** out of total respondents, 83.3% and 41.1% respondents respectively belong to more than 135000 and less than or equal to 40000 income groups; they were in favour of opening more large organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 85.3% and 41.5% respondents respectively belong to more than 30000 and less than or equal to 9167 per capita income groups; they were in favour of opening more large organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents were in favour of opening more large organized retail outlets with respect to income group (chi-square=29.821 and p-value=0.000), per capita income group (chi-square=22.999 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=27.444 and p-value=0.000). Hence, null

hypothesis was rejected. Therefore, it could be said that, income group, per capita income group and respondents own vehicle like four wheeler had different perception about respondents were in favour of opening more large organized retail outlets in Vadodara city.

- As per chi square results, it was observed that, there was no significant relationship between respondents were in favour of opening more large organized retail outlets with respect to gender (chi-square=0.068 and p-value=0.966), age (chi-square=12.163 and p-value=0.144), marital status (chi-square=0.909 and p-value=0.635), family type (chi-square=1.260 and p-value=0.533), family size (chi-square=1.869 and p-value=0.760), education (chi-square=13.100 and p-value=0.108), occupation (chi-square=7.167 and p-value=0.127) and respondents own vehicle like bicycle (chi-square=3.267 and p-value=0.195). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation and respondents own vehicle like bicycle had similar perception about respondents were in favour of opening more large organized retail outlets in Vadodara city.

Table 5.4.112 Comparisons and Association, Regarding The Opinion About Favour For Opening Of More Large Retail Outlets With Demographic Characteristics Of Respondent Using Percentage Frequency Distribution And Chi-Square Statistics In Ahmedabad City Of Gujarat.									
Respondent's Demographic characteristics and it's category		**Opinion About Favour For Opening Of More Large Retail Outlets**							
		Yes		**No**		**Can't Say**		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	74	51.4	29	20.1	41	28.5	144	0.429	0.807
	Female	26	46.4	13	23.2	17	30.4	56		
Age	Less than <=33	17	43.6	10	25.6	12	30.8	39	3.331	0.912
	33-35	14	50.0	7	25.0	7	25.0	28		
	36-40	22	47.8	10	21.7	14	30.4	46		
	41-45	24	52.2	10	21.7	12	26.1	46		
	More than 45	23	56.1	5	12.2	13	31.7	41		
Marital Status	Married	100	50.3	41	20.6	58	29.1	199	3.781	0.151
	Unmarried	0	.0	1	100.0	0	.0	1		
Family Type	Nuclear	49	45.8	22	20.6	36	33.6	107	2.547	0.280
	Joint	51	54.8	20	21.5	22	23.7	93		
Family Size	<5	47	47.5	18	18.2	34	34.3	99	12.451	0.014
	5-6	44	55.0	14	17.5	22	27.5	80		
	>6	9	42.9	10	47.6	2	9.5	21		
Education	S.S.C	0	.0	0	.0	0	.0	0	6.471	0.373
	H.S.C	5	45.5	3	27.3	3	27.3	11		
	Graduation	42	45.2	24	25.8	27	29.0	93		
	Post Graduation	33	50.0	13	19.7	20	30.3	66		
	PG & Above	20	66.7	2	6.7	8	26.7	30		
Occupation	Business	31	51.7	19	31.7	10	16.7	60	23.345	0.000
	Professional	40	66.7	3	5.0	17	28.3	60		
	Service	29	36.3	20	25.0	31	38.8	80		
Four Wheeler	Yes	56	59.6	14	14.9	24	25.5	94	7.136	0.028
	No	44	41.5	28	26.4	34	32.1	106		
Income Categories	<=40000	5	17.2	7	24.1	17	58.6	29	28.713	0.000
	40001-60000	30	52.6	12	21.1	15	26.3	57		
	60001-80000	25	62.5	12	30.0	3	7.5	40		
	80001-135000	20	57.1	7	20.0	8	22.9	35		
	>135000	20	51.3	4	10.3	15	38.5	39		
Per Capita Income	<=9167	11	29.7	10	27.0	16	43.2	37	18.471	0.018
	9168-13000	25	59.5	9	21.4	8	19.0	42		
	13001-17800	19	47.5	12	30.0	9	22.5	40		
	17801-30000	28	63.6	7	15.9	9	20.5	44		
	>30000	17	45.9	4	10.8	16	43.2	37		
	Total	100	50.0	42	21.0	58	29.0	200		

From the above table, it was observed that, 50.0% respondents given opinion about favour for opening of more large retail outlets in Ahmedabad city.

- According to **Gender,** out of total respondents, 51.4% male and 46.4% male respondents respectively were in favour of opening more large organized retail outlets.

- According to **Age,** out of total respondents, 56.1% and 43.6% respondents belonged to more than 45 years and less than or equal to 33 years age groups respectively; they were in favour of opening more large organized retail outlets.

- According to **Marital Status,** out of total respondents, 50.3% married respondents were in favour of opening more large organized retail outlets.

- According to **Family Type,** out of total respondents, 54.8% and 45.8% respondents were from joint and nuclear family respectively, they were in favour of opening more large organized retail outlets.

- According to **Family Size,** out of total respondents, 55.0%, 47.5% and 42.9% respondents had between 5-6 members, more than 6 members and less than 5 members in family respectively; they were in favour of opening more large organized retail outlets.

- According to **Education,** out of total respondents, 66.7% and 45.2% respondents had studied post graduation & above and graduation, they were in favour of opening more large organized retail outlets.

- According to **Occupation,** out of total respondents, 66.7%, 51.7% and 36.3% respondent's belonged to professional, business and service class; they were in favour of opening more large organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 94 respondents having four wheeler and 59.6% respondents were in favour of opening more large organized retail outlets.

- According to **Income Groups,** out of total respondents, 62.5% and 17.2% respondents respectively belong to 60001-80000 and less than or equal to 40000 income groups; they were in favour of opening more large organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 63.6% and 29.7% respondents respectively belong to 17801-30000 and less than or equal to 9167 per capita income groups; they were in favour of opening more large organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents were in favour of opening more large organized retail outlets with respect to family size (chi-square=12.451 and p-value=0.014), occupation (chi-square=23.345 and p-value=0.000), income group (chi-square=28.713 and p-value=0.000), per capita income group (chi-square=18.471 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=7.136 and p-value=0.028). Hence, null hypothesis was rejected. Therefore, it could be said that, family size, occupation, income group, per capita income group and respondents own vehicle like four wheeler had different perception about

respondents were in favour of opening more large organized retail outlets in Ahmedabad city.

- As per chi square results, it was observed that, there was no significant relationship between respondents were in favour of opening more large organized retail outlets with respect to gender (chi-square=0.429 and p-value=0.807), age (chi-square=3.331 and p-value=0.912), marital status (chi-square=3.781 and p-value=0.151), family type (chi-square=2.547 and p-value=0.280) and education (chi-square=6.471 and p-value=0.373) in Ahmedabad city. Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type and education had similar perception about respondents were in favour of opening more large organized retail outlets in Ahmedabad city.

Table 5.4.113 Comparisons and Association, Regarding The Opinion About Favour For Opening Of More Large Retail Outlets With Demographic Characteristics Of Respondent Using Percentage Frequency Distribution And Chi-Square Statistics In Surat City Of Gujarat.

Respondent's Demographic characteristics and it's category		Opinion About Favour For Opening Of More Large Retail Outlets								
		Yes		No		Can't Say		Total	Chi-Square	p- Value
		N	%	N	%	N	%			
Gender	Male	104	71.2	31	21.2	11	7.5	146	1.138	0.566
	Female	41	78.8	8	15.4	3	5.8	52		
Age	Less than <=33	43	76.8	10	17.9	3	5.4	56	11.847	0.158
	33-35	26	65.0	9	22.5	5	12.5	40		
	36-40	24	63.2	9	23.7	5	13.2	38		
	41-45	28	73.7	9	23.7	1	2.6	38		
	More than 45	24	92.3	2	7.7	0	.0	26		
Family Type	Nuclear	55	69.6	20	25.3	4	5.1	79	3.091	0.213
	Joint	90	75.6	19	16.0	10	8.4	119		
Family Size	<5	53	68.8	19	24.7	5	6.5	77	2.815	0.589
	5-6	87	77.0	18	15.9	8	7.1	113		
	>6	5	62.5	2	25.0	1	12.5	8		
Education	S.S.C	1	100.0	0	.0	0	.0	1	11.893	0.156
	H.S.C	11	68.8	2	12.5	3	18.8	16		
	Graduation	58	70.7	19	23.2	5	6.1	82		
	Post Graduation	47	68.1	16	23.2	6	8.7	69		
	PG & Above	28	93.3	2	6.7	0	.0	30		
Occupation	Business	42	70.0	12	20.0	6	10.0	60	3.795	0.434
	Professional	48	80.0	8	13.3	4	6.7	60		
	Service	55	70.5	19	24.4	4	5.1	78		
Four Wheeler	Yes	76	77.6	15	15.3	7	7.1	98	2.395	0.302
	No	69	69.0	24	24.0	7	7.0	100		
Income Categories	<=40000	11	61.1	6	33.3	1	5.6	18	5.922	0.656
	40001-60000	34	70.8	11	22.9	3	6.3	48		
	60001-80000	29	72.5	8	20.0	3	7.5	40		
	80001-135000	36	78.3	5	10.9	5	10.9	46		
	>135000	35	76.1	9	19.6	2	4.3	46		
Per Capita Income	<=9167	12	66.7	5	27.8	1	5.6	18	5.522	0.701
	9168-13000	23	62.2	10	27.0	4	10.8	37		
	13001-17800	41	82.0	6	12.0	3	6.0	50		
	17801-30000	35	76.1	8	17.4	3	6.5	46		
	>30000	34	72.3	10	21.3	3	6.4	47		
Total		145	73.2	39	19.7	14	7.1	198		

From the above table, it was observed that, 73.2% respondents given opinion about favour for opening of more large retail outlets in Surat city.

- According to **Gender,** out of total respondents, 78.8% female and 71.2% male respondents respectively were in favour of opening more large organized retail outlets.

- According to **Age,** out of total respondents, 92.3% and 63.2% respondents belonged to more than 45 years and 36-40 years age groups respectively; they were in favour of opening more large organized retail outlets.

- According to **Family Type,** out of total respondents, 75.6% and 69.6% respondents were from joint and nuclear family respectively, they were in favour of opening more large organized retail outlets.

- According to **Family Size,** out of total respondents, 77.0%, 68.8% and 62.5% respondents had between 5-6 members, less than 5 members and more than 6 members in family respectively; they were in favour of opening more large organized retail outlets.

- According to **Education,** out of total respondents, majority of the respondents and 68.1% respondents had studied SSC and post graduation, they were in favour of opening more large organized retail outlets.

- According to **Occupation,** out of total respondents, 80.0%, 70.5% and 70.0% respondent's belonged to professional, service and business class; they were in favour of opening more large organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 98 respondents having four wheeler and 77.6% respondents were in favour of opening more large organized retail outlets.

- According to **Income Groups,** out of total respondents, 78.3% and 61.1% respondents respectively belong to 80001-135000 and less than or equal to 40000 income groups; they were in favour of opening more large organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 82.0% and 62.2% respondents respectively belong to 13001-17800 and 9168-13000 per capita income groups; they were in favour of opening more large organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was no significant relationship between respondents were in favour of opening more large organized retail outlets with respect to gender (chi-square=1.138 and p-value=0.566), age (chi-square=11.847 and p-value=0.158), family type (chi-square=3.091 and p-value=0.213), family size (chi-square=2.815 and p-value=0.589), education (chi-square=11.893 and p-value=0.156), occupation (chi-square=3.795 and p-value=0.434), income group (chi-square=5.922 and p-value=0.656), per capita income group (chi-square=5.522 and p-value=0.701) and respondents own vehicle like four wheeler (chi-square=2.395 and p-value=0.302). Hence, null hypothesis was not rejected. Therefore, it could be said that, gender, age, marital status, family type, family size, education, occupation, income group, per capita income group and respondents own vehicle like four wheeler had different perception

about respondents were in favour of opening more large organized retail outlets in Surat city.

Respondent's Demographic characteristics and it's category		Opinion About Favour For Opening Of More Large Retail Outlets							
		Yes		No		Can't Say		Total	Chi-Square	p- Value
		N		N		N				
Gender	Male	82	54.3	59	39.1	10	6.6	151	7.077	0.029
	Female	32	65.3	10	20.4	7	14.3	49		
Age	Less than <=33	20	35.7	25	44.6	11	19.6	56	39.605	0.000
	33-35	19	48.7	17	43.6	3	7.7	39		
	36-40	16	48.5	16	48.5	1	3.0	33		
	41-45	25	73.5	8	23.5	1	2.9	34		
	More than 45	34	89.5	3	7.9	1	2.6	38		
Marital Status	Married	110	57.6	65	34.0	16	8.4	191	0.606	0.738
	Unmarried	4	44.4	4	44.4	1	11.1	9		
Family Type	Nuclear	39	45.9	38	44.7	8	9.4	85	7.813	0.020
	Joint	75	65.2	31	27.0	9	7.8	115		
Family Size	<5	39	45.3	39	45.3	8	9.3	86	8.888	0.064
	5-6	65	65.7	26	26.3	8	8.1	99		
	>6	10	66.7	4	26.7	1	6.7	15		
Education	S.S.C	4	10.3	29	74.4	6	15.4	39	61.788	0.000
	H.S.C	5	26.3	11	57.9	3	15.8	19		
	Graduation	39	75.0	11	21.2	2	3.8	52		
	Post Graduation	44	71.0	12	19.4	6	9.7	62		
	PG & Above	22	78.6	6	21.4	0	.0	28		
Occupation	Business	12	20.0	38	63.3	10	16.7	60	51.682	0.000
	Professional	49	81.7	10	16.7	1	1.7	60		
	Service	53	66.3	21	26.3	6	7.5	80		
Four Wheeler	Yes	62	66.7	22	23.7	9	9.7	93	9.058	0.011
	No	52	48.6	47	43.9	8	7.5	107		
Two Wheeler	Yes	113	57.1	69	34.8	16	8.1	198	4.808	0.090
	No	1	50.0	0	.0	1	50.0	2		
Bicycle	Yes	107	58.8	61	33.5	14	7.7	182	3.257	0.196
	No	7	38.9	8	44.4	3	16.7	18		
Income Group	<=40000	19	32.2	36	61.0	4	6.8	59	49.773	0.000
	40001-60000	21	50.0	17	40.5	4	9.5	42		
	60001-80000	17	53.1	11	34.4	4	12.5	32		
	80001-135000	23	76.7	2	6.7	5	16.7	30		
	>135000	34	91.9	3	8.1	0	.0	37		
Per Capita Income	<=9167	22	39.3	31	55.4	3	5.4	56	29.527	0.000
	9168-13000	22	48.9	19	42.2	4	8.9	45		
	13001-17800	20	60.6	8	24.2	5	15.2	33		
	17801-30000	21	63.6	8	24.2	4	12.1	33		
	>30000	29	87.9	3	9.1	1	3.0	33		
Total		114	57.0	69	34.5	17	8.5	200		

Table 5.4.114 Comparisons and Association, regarding the Opinion about Favour for Opening of More Large Retail Outlets with Demographic characteristics of Respondent using Percentage Frequency Distribution and Chi-Square Statistics in Rajkot city Gujarat.

In Rajkot city, it was observed that, 60.2% respondents given opinion about favour for opening of more large retail outlets.

- According to **Gender,** out of total respondents, 65.3% female and 54.3% male respondents respectively were in favour of opening more large organized retail outlets.

- According to **Age,** out of total respondents, 89.5% and 35.7% respondents belonged to more than 45 years and less than or equal to 33 years age groups respectively; they were in favour of opening more large organized retail outlets.

- According to **Marital Status,** out of total respondents, 57.6% and 44.4% married and unmarried respondents respectively were in favour of opening more large organized retail outlets.

- According to **Family Type,** out of total respondents, 65.2% and 45.9% respondents were from joint and nuclear family respectively, they were in favour of opening more large organized retail outlets.

- According to **Family Size,** out of total respondents, 66.7%, 65.7% and 45.3% respondents had more than 6 members, between 5-6 members and less than 5 members in family respectively; they were in favour of opening more large organized retail outlets.

- According to **Education,** out of total respondents, 78.6% and 10.3% respondents had studied post graduation & above and SSC, they were in favour of opening more large organized retail outlets.

- According to **Occupation,** out of total respondents, 81.7%, 66.3% and 20.0% respondent's belonged to professional, service and business class; they were in favour of opening more large organized retail outlets.

- According to **Respondents Own Vehicle Four Wheeler,** out of 93 respondents having four wheeler and 66.7% respondents were in favour of opening more large organized retail outlets.

- According to **Respondents Own Vehicle Two Wheeler,** out of 198 respondents having two wheeler and 57.1% respondents were in favour of opening more large organized retail outlets respondents own vehicle two wheeler.

- According to **Respondents Own Vehicle Bicycle,** out of 182 respondents having bicycle and 58.8% respondents were in favour of opening more large organized retail outlets respondents own vehicle bicycle.

- According to **Income Groups,** out of total respondents, 91.9% and 32.2% respondents respectively belong to more than 135000 and less than or equal to 40000 income groups; they were in favour of opening more large organized retail outlets.

- According to **Per Capita Income Groups,** out of total respondents, 87.9% and 39.3% respondents respectively belong to more than 30000 and less than or equal to 9167 per capita income groups; they were in favour of opening more large organized retail outlets.

Hypotheses:

- As per chi square results, it was observed that, there was significant relationship between respondents were in favour of opening more large organized retail outlets with respect to gender (chi-square=7.077 and p-value=0.029), age (chi-square=39.605 and p-value=0.000), family type (chi-square=7.813 and p-value=0.020), education (chi-square=61.788 and p-value=0.000), occupation (chi-square=51.682 and p-value=0.000), income group (chi-square=49.773 and p-value=0.000), per capita income group (chi-square=29.527 and p-value=0.000) and respondents own vehicle like four wheeler (chi-square=9.058 and p-value=0.011). Hence, null hypothesis was rejected. Therefore, it could be said that, gender, age, family type, education, occupation, income group, per capita income groups and respondents own vehicle like four wheeler had different perception about respondents were in favour of opening more large organized retail outlets in Rajkot city.

- As per chi square results, it was observed that, there was no significant relationship between respondents were in favour of opening more large organized retail outlets with respect to marital status (chi-square=0.606 and p-value=0.738), family size (chi-square=8.888 and p-value=0.064), respondents own vehicle like two wheeler (chi-square=4.808 and p-value=0.090) and respondents own vehicle like bicycle (chi-square=3.257 and p-value=0.196).Hence, null hypothesis was not rejected. Therefore, it could be said that, marital status, family size, respondents own vehicle like two wheeler and bicycle had similar perception about respondents were in favour of opening more large organized retail outlets in Rajkot city.

Note:

- As if, there is no variation regarding the variable across the background variable of two wheeler respondents table has not been included for the analysis purpose in Vadodara city.

- As if, there is no variation regarding the variable across the background variable of respondents own vehicle like two wheeler and bicycle table has not been included for the analysis purpose in Ahmedabad city.

- As if, there is no variation regarding the variable across the background variable of marital status, respondents own vehicle like two wheeler and bicycle table has not been included for the analysis purpose in Surat city.