APPENDIX 1

RETAIL STORES – COIMBATORE AND ERODE DISTRICTS DATA COLLECTION

Kannan Departmental Store

Kannan Departmental Store was started in 1985 as a Departmental Store in Erode and in the year 1999 under the name as "Shri Kannan Departmental Store (P) Ltd (SKDS)" had started branches in TamilNadu and presently operating 22 Departmental Stores of Various sizes. SKDS had been selected as the best Departmental Store for the Region for the year 2010 by The Ministry of Food Processing Industries (MOFPI) jointly with the Food Forum of India.

Spencer’s Retail Limited

Spencer’s Retail Limited is Part of the Rs. 9,000 crore RP-SG Group run about 200 stores across 45 cities in India, employing more than 7,000 people. As one of the earliest entrants in the retail space in India, Spencers was instrumental in introducing Indian consumers to the concept of organized retailing, becoming the country’s first grocery chain back in 1920. Since 1863, Spencer’s had been a part of the Indian retail landscape and became a part of the RPG Group in 1989.

Nilgiris

Nilgiris is South India’s leading chain of retail stores and from humble beginnings in the hills around Ooty and Coonoor at the turn of the twentieth century, Nilgiris has grown from being a Dairy Farm specializing in butter to a supermarket chain of over 90 stores spread across India’s southern states. It is the only supermarket chain that lays special emphasis on its own products, sold under the brand name of Nilgiris 1905.

More Store

More store is part of Aditya Birla Retail Limited which is the retail arm of Aditya Birla Group, a $40 billion corporation. The Company ventured into food and grocery retail sector in 2007 with the acquisition of a south based supermarket chain. Subsequently, Aditya Birla Retail Ltd, expanded its presence across the country under the brand "more." with 2 formats ‘Supermarket’ & ‘Hypermarket’.

APPENDIX 2

GOODNESS OF FIT INDICES DEFINITIONS AND RELEVANCE

- Chi-square ($\chi^2$) indicates that the fit of the model is significantly worse than if it had additional paths as indicated by the degrees of freedom.

- Normed Chi-square ($\chi^2$/df) divides that chi-square value by the degrees of freedom – overcomes sensitivity of chi-square value to sample size - considered good fit when the values between 1.0 and 3.0.

- df – is the number of degrees of freedom for testing the model.

- GFI – Goodness of fit index – It is the proportion of observed covariances explained by the implied covariances. It ranges from 0.00-1.00 and value of > 0.90 is considered as good fit. It is generally less sensitive to sample size in comparison to chi-square.

- AGFI - The AGFI (adjusted goodness-of-fit index) takes into account the degrees of freedom available for testing the model. It is an absolute indicator of fit comparing the hypothesized model to no model and AGFI accounts for model complexity. The range is from 0.00 – 1.00 and values > 0.90 considered as good fit.

- NFI – Normed fit index – or Bentler Bonett Index - Define the null model as a model in which all of the correlations or covariances are zero. A value between 0.90 and 0.95 is acceptable, and above 0.95 is good. A disadvantage of this measure is that it cannot be smaller if more parameters are added to the model.
• TLI – Tucker Lewis Index or Non-normed Fit Index (NNFI) – it indicates the overall fit of the proposed model in comparison to a null model. A value of > 0.90 is acceptable.

• CFI - Comparative Fit Index - This measure is directly based on the non-centrality measure. The comparative fit index compares the model of interest with some alternative, such as the null or independence model. The CFI is also known as the Bentler Comparative Fit Index. Values above 0.90 indicate the fit of the model.

• RMSEA – Root Mean Square of Approximation - This measure is based on the non-centrality parameter. MacCallum, Browne and Sugawara (1996) have used 0.01, 0.05, and 0.08 to indicate excellent, good, and mediocre fit respectively. However, others have suggested 0.10 as the cutoff for poor fitting models.

• Beta – Standardized regression weight – It is the loading of a proposed scale item on the theorized dimension

Source: synthesized from Arbuckle (1999), MacCallum et al. (1996)
### Appendix 3

#### SURVEY DISTRICT STATISTICS

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<th>District</th>
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<tr>
<td></td>
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</tbody>
</table>

### Salient Features of 2001 Census

#### Erode

- Literates - Total: 1151191, Male: 572137, Female: 579054
- Literacy Rate (in %): 65.36 %, Male: 75.32 %, Female: 55.15 %
- Increase in Population Since 1981 in %: 11.26

#### Coimbatore

- Literates: 2056377 (71%), a. Male: 1140737 (77%), b. Female: 915640 (64%)

Source: Census of India, 2001