# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Sampling Distribution</td>
<td>19</td>
</tr>
<tr>
<td>4.1</td>
<td>Demographic Profile of the Respondents</td>
<td>117</td>
</tr>
<tr>
<td>4.2</td>
<td>Factors Influencing the Consumers to Prefer Corporate Retail Outlets</td>
<td>120</td>
</tr>
<tr>
<td>4.3</td>
<td>Sources of Information for the Awareness about Corporate Retail Outlets</td>
<td>121</td>
</tr>
<tr>
<td>4.4</td>
<td>Shopping Profile of the Consumers</td>
<td>122</td>
</tr>
<tr>
<td>4.5</td>
<td>Gender and Level of Satisfaction towards Corporate Retail Outlets</td>
<td>125</td>
</tr>
<tr>
<td>4.6</td>
<td>Age and Level of Satisfaction towards Corporate Retail Outlets</td>
<td>127</td>
</tr>
<tr>
<td>4.7</td>
<td>Education and Level of Satisfaction towards Corporate Retail Outlets</td>
<td>129</td>
</tr>
<tr>
<td>4.8</td>
<td>Occupation and Level of Satisfaction towards Corporate Retail Outlets</td>
<td>132</td>
</tr>
<tr>
<td>4.9</td>
<td>Monthly Household Income and Level of Satisfaction towards Corporate Retail Outlets</td>
<td>134</td>
</tr>
<tr>
<td>4.10</td>
<td>Respondents’ Level of Satisfaction towards Select Corporate Retail Outlets</td>
<td>136</td>
</tr>
<tr>
<td>4.11</td>
<td>Effect of Personal Variables on Respondents’ Satisfaction towards Working of Corporate Retail Outlets</td>
<td>138</td>
</tr>
<tr>
<td>4.12</td>
<td>Comparison between Average Amount Spent at Unorganized Food and Grocery Store and Reliance Fresh Retail Outlet</td>
<td>140</td>
</tr>
</tbody>
</table>
4.13 Comparison between Average Amount Spent at Unorganized Fashion and Accessories Store and Megamart Retail Outlet

4.14 Comparison between Average Amount Spent at Unorganized Medical Store and Himalaya Drug

4.15 Gender and Acceptance towards Impact of Corporate Retail Outlets

4.16 Age and Acceptance towards Impact of Corporate Retail Outlets

4.17 Education and Acceptance towards Impact of Corporate Retail Outlets

4.18 Monthly Household Income and Acceptance towards Impact of Corporate Retail Outlets

4.19 Monthly Household Income and Acceptance towards Impact of Corporate Retail Outlets

4.20 Respondents’ Acceptance towards Impact of Select Corporate Retail Outlets

4.21 Effect of Personal Variables on Respondents’ Acceptance towards Impact of Corporate Retail Outlets

4.22 Respondents’ Acceptance towards Impact of Corporate Retail Outlets

4.23 KMO and Bartlett's Test

4.24 Total Variance Explained

4.25 Component Matrix

4.26 Communalities

4.27 Rotated Component Matrix
4.28 Respondents’ Acceptance towards Shopping Environment
4.29 Respondents’ Acceptance towards Product Range
4.30 Respondents’ Acceptance towards Customer Orientation
4.31 Respondents’ Acceptance towards Accessibility
4.32 Respondents’ Acceptance towards Product Navigation
4.33 Respondents’ Acceptance towards Schemes and Offers
4.34 Respondents’ Acceptance towards Complaint Management
4.35 Respondents’ Acceptance towards Attitude of Sales Persons
4.36 Respondents’ Acceptance towards Entertainment
4.37 Mean Rank of the Operations of the Corporate Retail Outlets
4.38 Respondents’ Problems with the Corporate Retail Outlets
4.39 Respondents’ Suggestions for the Effective Functioning of Corporate Retail Outlets
5.1 Demographic Profile of the Small Traders
5.2 Business Profile of the Small Traders
5.3 Respondents’ Satisfaction towards Present State of their Business
5.4 Respondents’ Level of Acceptance towards Attributes of Corporate Retail Outlets
5.5 Changes in the Business Operations of Small Traders in Food and Grocery Business
5.6 Changes in the Business Operations of Small Traders in Fashion and Accessories Business

5.7 Changes in the Business Operations of Small Traders in Pharmaceuticals Business

5.8 Gender and Acceptance towards Impact of Corporate Retail Outlets

5.9 Age and Acceptance towards Impact of Corporate Retail Outlets

5.10 Education and Acceptance towards Impact of Corporate Retail Outlets

5.11 Corporation Belonging to and Acceptance towards Impact of Corporate Retail Outlets

5.12 Experience and Acceptance towards Impact of Corporate Retail Outlets

5.13 Products Deals in and Acceptance towards Impact of Corporate Retail Outlets

5.14 Location of the Shops and Acceptance towards Impact of Corporate Retail Outlets

5.15 Type of Business and Acceptance towards Impact of Corporate Retail Outlets

5.16 Size of the Store and Acceptance towards Impact of Corporate Retail Outlets

5.17 Amount of Investment and Acceptance towards Impact of Corporate Retail Outlets

5.18 Effect of Independent Variables on Respondents’ Acceptance towards Impact of Corporate Retail Outlets

5.19 Respondents’ Acceptance towards Impact of Corporate Retail Outlets
5.20  Respondents’ Awareness on the Closure of Retail Outlets  219
5.21  Reasons for the Closure of Retail Outlets  219
5.22  Respondents’ Acceptance towards the Strategies to Cope with the Challenges of Corporate Retailing  221
5.23  Respondents’ Suggestions to Protect them from the Clutch of Corporate Retailers  224