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*Statement of the Problem*

*Literature review*

Consumer Choice behaviour with respective products and brands - Store selection and store patronage - behaviour - Impact of Stores' space - Consumer Brand Behaviour
- Private Labels Vs. Branded Products
  ➢ Perceived value of a product
  ➢ Influence of family in the buying process
  ➢ Influence of children and adults in buying
  ➢ Shopping basket size
  ➢ Influence of family size on shopping task
  ➢ Goal oriented shopping
  ➢ Number of working persons in a family in relation to basket size
  ➢ Family life cycle
  ➢ Shopping task
  ➢ Role of anchors
  ➢ Role of mall size and Cineplex’s
  ➢ Family decision making process
  ➢ Variables influencing shopping behaviour by RAI

Research Gaps

Objectives of the Study

Need and significance of the study

Scope of the study

Methodology:

Sample size – Criteria for selection of respondents and malls - Questionnaire – Data Collection – Analysis and interpretation of data – Limitations of the study

Limitations of the study

Chapterization
SECTION-A
General category or retailers – Consumer perspectives
1- Demographical profile – age, gender, academic background, occupations, income range,
2- Buying behaviour patterns
   Attitude - interested sections,
   Perception - reality check
   Motivation - drives, motivational factors
   Consumer Learning - learning activities
3- General views about retailing - credit cards, willing to repeat visit

SECTION-B
Specialty retailers – Consumer perspectives
1- Demographical profile - age, gender, academic background, occupations, income range,
2- Buying behaviour patterns
   Attitude – interested sections,
   Perception – reality check
   Motivation – drives, motivational factors
   Consumer Learning – learning activities
3- General views about retailing – credit cards, willing to repeat visit,

SECTION-C
A combined view between General and Specialty retailers - Insights into buying behaviour patterns
### IV Consumer Perception of Organized Retail (190 – 219)

Customer Centric factors:
- Age – Income – Academic Profile

Retail Inducements
- Product Mix – Store design and layout –
- The role of CSA – Store specific drives –
- Motivational factors like advertisements and promotional issues

Decisive Views
- Technology – Perceptual variables –
- Competitive advantages – Consumer learning processes

### V Summary and Conclusion (220 – 239)

**Questionnaire** (240 – 244)

**Bibliography** (245 – 254)