List of Figures

Figure	List of Figures	Page
No.		No's
4.1	Real estate retail potential during 2010-2012	137
5.1	Food - Sex of the Respondent	210
5.2	Age of the Respondent	211
5.3	Marital Status of the Respondent	211
5.4	Family Structure of the Respondent	212
5.5	Monthly Income of the Respondent	214
5.6	Educational Qualification of the Respondent	215
5.7	Occupation of the Respondent	216
5.8	Preference of market (organized stores)	217
5.9	Preference of market (small stores)	218
5.10	Place of Purchase	219
5.11	Cross Tabulation of Gender and Place of Purchase	220
5.12	Cross Tabulation of Age and Place of Purchase	222
5.13	Cross Tabulation of Monthly Income and Place of Purchase	223
5.14	Frequency of Purchase	225
5.15	Cross Tabulation of Gender and Frequency of Purchase	226
5.16	Cross Tabulation of Age and Frequency of Purchase	227
5.17	Cross Tabulation of Monthly Income and Frequency of Purchase	228
5.18	Cross Tabulation of Occupation and Frequency of Purchase	229
5.19	Purpose of Shopping	230
5.20	Kind of Food items Purchased	232

5.21	Spending on Food and Grocery	233
5.22	Spending on Other Items	235
5.23	Comparative Savings	238
5.24	Purpose of buying	242
5.25	Purpose of visit	244
5.26	Cross Tabulation of Gender and Purpose of visit	245
5.27	Cross Tabulation of Age and Purpose of visit	247
5.28	Cross Tabulation of Monthly Income and Purpose of visit	248
5.29	Over all Opinion about the Outlets	251
5.30	Over all Opinion about the Outlets Employees	254
5.31	Apparel - Sex of the Respondent	256
5.32	Age of the Respondent	257
5.33	Marital Status of the Respondent	258
5.34	Family Structure of the Respondent	258
5.35	Monthly Income of the Respondent	260
5.36	Educational Qualification of the Respondent	261
5.37	Occupation of the Respondent	262
5.38	Over all analysis of Demographic Characteristics-Gender and Age of respondents	263
5.39	Gender-Marital status-Type of Family	264
5.40	Organized stores as a Place of Purchase	265
5.41	Small stores as a Place of Purchase	266
5.42	Choice of Organized Market	267
5.43	Cross Tabulation of Gender and Choice of Market	268

5.44	Cross Tabulation of Age and Choice of	269
	Market	
5.45	Cross Tabulation of Monthly Income and Choice of Market	271
5.46	Frequency of Purchase	272
5.47	Cross Tabulation of Gender and Frequency of Purchase	272
5.48	Cross Tabulation of Age and Frequency of Purchase	274
5.49	Cross Tabulation of Monthly Income and Frequency of Purchase	275
5.50	Cross Tabulation of Occupation and Frequency of Purchase	276
5.51	Purpose of Shopping	277
5.52	Type of Apparel Purchased	278
5.53	Spending on Apparel	280
5.54	Spending on Other Items	281
5.55	Spending in Similar items in other stores	283
5.56	Percentage of Savings	284
5.57	Over all analysis of Opinion about Product and services	287
5.58	Purpose of buying	289
5.59	Purpose of visit	290
5.60	Cross Tabulation of Gender and Purpose of visit	291
5.61	Cross Tabulation of Age and Purpose of visit	293
5.62	Cross Tabulation of Monthly Income and Purpose of visit	295
5.63	Over all Opinion about the Outlets	298
5.64	Over all Opinion about the Employees	301
5.65	Employees - Organized retail Outlet in which working	373
5.66	Location	374

5.67	Nature of Job	375
5.68	Department in which Working	376
5.69	Period of Service	377
5.70	Job Profile	377
5.71	Facilities	378
5.72	Chances of Promotion	379
5.73	Chances of Transfer	380
5.74	Incentives on Sales	381
5.75	Frequency of Incentives	382
5.76	Benefits during Seasonal sales and Festivals	383
5.77	Interpersonal Relationship	384
5.78	HR facilities	385
5.79	Other skills	386
5.80	Like about your Outlet	388

List of Plates

Plate	List of Plates	Page
No.		No's
4.1	Apparel	144
4.2	Food-Grocery	146
4.3	Big bazaar	154
4.4	Big bazaar-Central	155
4.5	Shopper's Stop	162
4.6	Spencer's	167
4.7	Star bazaar	175
4.8	Star bazaar	176
4.9	Vishal Mega Mart and Big Mega Mart	181
4.10	More	186
4.11	D'Mart	189
4.12	News paper Article	203
4.13	News paper Article	204
4.14	News paper Article	205
6.1	Technology in Retail	425
6.2	Technology in Retail	426