**Scholar Name:** Shuakla Yupal Sanatkumar  
**Guide Name:** Dr. N.H. Bhatt  
**Registration No:** 11146031012  
**Faculty:** Faculty of Management Studies, Ganpat University  
**Title:** An in-depth study on exploring out shopping behaviour and its determinants in Gujarat state: A Comparative study between rural and urban consumers

**Abstract**

An understanding of consumer shopping behaviour forms the very core of retail managerial decision-making. Based on this knowledge, the retailer develops a strategy consisting of location, facilities, assortments, prices, and promotional policies. Due to such varying shopping habits the concept namely ‘outshopping behaviour’ has caught the attention of retailers and practitioners. The phenomenon of consumer outshopping may have major impact on retail strategy as well as long run implication for economic viability of the geographic market area itself. Outshopping is when one shops outside of his/her home community. The present study is about outshopping behaviour and factor affecting on it. Even present study tries to check the difference among rural and urban consumers for outshopping behaviour. Main objectives of the study are to explore outshopping behaviour of the consumers of Gujarat, to investigate the relationship between need for uniqueness and outshopping behaviour, to investigate the relationship between psychographics and outshopping behaviour, to investigate the relationship between shopping area related attributes and outshopping behaviour, to investigate the linkage between information seeking (media usage) and outshopping behaviour, to investigate the relationship between various demographics (age, education, gender, income, education, tenure of residence) with outshopping behaviour. For the present study, quota sampling method is employed. Rural and urban area is selected as quotas in first stage followed by respondents’ selection though convenience sampling in second stage. For present study 515 sample have been taken out of which, 311 samples have been taken from rural area and approximately 205
responses have been taken from urban area (major cities of Gujarat).

Study revealed the factors such as demographics, psychographics, shopping area attributes, need for uniqueness and source of information were important determinants of outshopping behaviour in Gujarat. Exploratory factor analysis on shopping area attributes revealed the extraction of five factors (viz. Fashion & Entertainment Component, Product Assortment, Fine Dine Facility, Spacious Location, Store Attractiveness) and on psychographics resulted into extraction of three factors (viz. Time & Food Consciousness, Innovative & Fun Seeker, Self-Confident & Fashion Conscious). Multiple regression analysis on a sample of 515 respondents demonstrated that model containing of twenty three variable out of which fifteen dimensions were found to be significant namely Fashion & Entertainment Component, Fine Dine Facility, Spacious Location, Spacious Location, Store Attractiveness, Time & Food Consciousness, Innovative & Fun Seeker, Self-Confident & Fashion Conscious, Need for uniqueness, Information Source 1, age, gender, marital status, weekend shopping, occupation and vehicle ownership in relationship with outshopping. Whereas for rural customers important factors were fashion & entertainment component, Fine dine facility, Store attractiveness, Time & food consciousness, Innovative & fun seeker, Need For Uniqueness, Vehicle Ownership (four wheel) in terms of outshopping. In same line for urban consumers essential factors were Fashion & entertainment component, Spacious location, Time & food consciousness, Innovative & fun seeker, Need For Uniqueness, Information Source 1, Occupation (Student), Tenure of present residence (5years or less), Vehicle Ownership (four wheel) in terms of outshopping.