LIST OF FIGURES

Figure 3.1. Framework of Research Hypothesis 82
Figure 4.1. The Evolution of Retail in India 91
Figure 4.2. Percentage Growth of Organized Retail Trade over Total Retail 99
Figure 5.1. Age (in years) of respondents 135
Figure 5.2. Gender of respondents 135
Figure 5.3. Marital status of respondents 136
Figure 5.4. Number of family members of respondents 136
Figure 5.5. Education level of respondents 137
Figure 5.6. Occupation of respondents 137
Figure 5.7. Annual household income of respondents 138
Figure 6.1. Estimated Marginal Means of Average Spent at EBONY 218
Figure 6.2. Estimated Marginal Means of Average Spent at GLOBUS 221
Figure 6.3. Estimated Marginal Means of Average Spent at LIFESTYLE 224
Figure 6.4. Estimated Marginal Means of Average Spent at PANTALOONS 227
Figure 6.5. Estimated Marginal Means of Average Spent at SHOPPERS STOP 230