### LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure No.</th>
<th>Title of the Figure</th>
<th>Page No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age Groups and Shopping Attitude</td>
<td>99</td>
</tr>
<tr>
<td>2</td>
<td>Occupation of Respondents and Shopping Attitude</td>
<td>103</td>
</tr>
<tr>
<td>3</td>
<td>Qualification of Respondents and Shopping Perception</td>
<td>105</td>
</tr>
<tr>
<td>4</td>
<td>Qualification of Respondents and Shopping Attitude</td>
<td>107</td>
</tr>
<tr>
<td>5</td>
<td>Income Groups of Respondents and Shopping Perception</td>
<td>109</td>
</tr>
<tr>
<td>6</td>
<td>Income Groups of Respondents and Shopping Attitude</td>
<td>112</td>
</tr>
<tr>
<td>7</td>
<td>Mode of Payment and Shopping of Merchandise</td>
<td>120</td>
</tr>
<tr>
<td>8</td>
<td>Products Varieties in Unorganized and Organized Retail Outlets</td>
<td>122</td>
</tr>
<tr>
<td>9</td>
<td>Merchandise Management in Unorganized and Organized Retail Outlets</td>
<td>123</td>
</tr>
<tr>
<td>10</td>
<td>Location of Unorganized and Organized Retail Outlets</td>
<td>124</td>
</tr>
<tr>
<td>11</td>
<td>Replacement and Exchange of products</td>
<td>126</td>
</tr>
<tr>
<td>12</td>
<td>Credit Facility in Unorganized and Organized Retail Formats</td>
<td>127</td>
</tr>
<tr>
<td>13</td>
<td>Availability of Attractive Brands</td>
<td>128</td>
</tr>
<tr>
<td>14</td>
<td>Offers and Discount Schemes</td>
<td>129</td>
</tr>
<tr>
<td>15</td>
<td>Customer Relationship Management</td>
<td>131</td>
</tr>
<tr>
<td>16</td>
<td>Overall Services of Unorganized and Organized Retail Formats</td>
<td>132</td>
</tr>
<tr>
<td>17</td>
<td>Nature of the Advertising and Sales Promotion</td>
<td>134</td>
</tr>
<tr>
<td>18</td>
<td>Employees Behavior in Unorganized and Organized Retail Formats</td>
<td>136</td>
</tr>
<tr>
<td>19</td>
<td>Overall Image of Unorganized and Organized Retail Formats</td>
<td>137</td>
</tr>
<tr>
<td>20</td>
<td>Respondents Time Spend for purchase</td>
<td>139</td>
</tr>
</tbody>
</table>