**An Analysis of Infrastructure Facilities, Awareness, and Consumer Purchasing Behaviour Across Organized Retail Stores in Anand and Vidyanagar**

**ABSTRACT**

This research investigates the infrastructure quality, consumer awareness, and purchasing behaviour across retail stores in Anand and Vidyanagar, Gujarat. The study evaluates nine prominent retail outlets, including supermarkets, hypermarkets, and convenience stores, with a particular focus on the Amul Green Retail Store. Using a structured questionnaire and direct observation, data were collected from 100 consumers and through in-store assessments. Findings reveal that large-format retailers like D-Mart and Smart Bazaar outperform others in terms of infrastructure, product variety, and customer amenities such as billing counters, parking, and washroom facilities. Amul Green, although offering a moderate range of essential products, lacks key infrastructure elements and brand visibility—only 49% of respondents were aware of its existence, and 52% reported never shopping there. Consumer demographic analysis indicated a predominantly young (86% aged 18–26), urban (81%), and educated sample with strong purchasing power. Purchase behaviour trends showed a clear preference for D-Mart and Sardar Ganj Market, driven by convenience and pricing. The study concludes that to remain competitive, smaller retailers must upgrade infrastructure, improve customer experience, and strengthen marketing efforts. The research offers insights valuable for retail strategists and policymakers aiming to optimize consumer engagement and retail performance in semi-urban Indian markets.

Keywords: Retail infrastructure, consumer awareness, buying behaviour, Amul Green Retail Store, Anand, Vidyanagar, D-Mart, retail competitiveness, store facilities, urban retail India

1. **INTRODUCTION**

The global retail industry is a dynamic and rapidly evolving sector that encompasses a wide range of businesses selling goods and services directly to consumers. Fuelled by technological advancements, shifting consumer preferences, and increasing globalization, the industry has seen a significant transformation in recent years. E-commerce has emerged as a dominant force, driving innovation in supply chain management, personalized marketing, and omnichannel retailing. Traditional brick-and-mortar stores are adapting by integrating digital technologies and enhancing customer experiences to remain competitive. As sustainability and ethical sourcing gain importance, retailers are also under growing pressure to adopt environmentally and socially responsible practices. Overall, the global retail landscape continues to be shaped by digital disruption, changing demographics, and an increasing focus on customer-centric strategies.

The global retail market, valued at $31.98 trillion in 2024, is projected to reach $34.87 trillion in 2025 (CAGR 9.0%) and $46.78 trillion by 2029 (CAGR 7.6%). Historic growth has been driven by rapid economic expansion in emerging markets, urbanization, FDI, franchising, and increased demand for supermarkets and discount stores. Going forward, technology advances (data analytics, in-store automation, smart shelves, interactive vending, and drone deliveries), local shopping preferences, and e-commerce collaborations will be key growth factors.

India’s retail sector is highly attractive due to its large population, growing middle class, rising incomes, and urbanization, with the market set to triple from 2019 levels to ₹2,16,57,500 crore (US$ 2.5 trillion) by 2035. In 2022, FMCG (65%), apparel and footwear (10%), and consumer electronics (9%) were the top segments, with FMCG alone projected to reach US$ 220 billion by 2025 and US$ 615.87 billion by 2027. Traditional retail still accounts for 81% of sales, while organized retail and e-commerce hold 12% and 8%, respectively. India’s e-commerce industry is forecast to exceed US$ 350 billion by 2030 (CAGR 23%), growing from US$ 53.08 billion in 2024 to US$ 91.24 billion by 2029, supported by UPI transactions of US$ 1.51 trillion and over 800 million users in 2022.

1. **LITERATURE REVIEW**

Har et al. (2022) introduced the concept of Retail 4.0, marking a transformative shift in the retail industry through the integration of technologies such as Artificial Intelligence (AI), Internet of Things (IoT), Cloud Computing, Big Data Analytics, and Augmented Reality (AR). These advancements are reshaping retail operations by improving decision-making, customer experience, and supply chain efficiency. Their study also discusses the global disparities in the adoption of Retail 4.0, emphasizing the strategic need for aligning technology with retail practices.

Arya and Bharti (2023) explored consumer awareness regarding emerging technologies in retail. Their findings reveal that while general awareness is increasing, there remains a gap in familiarity with specific innovations like vending machines. This highlights the need for better communication and consumer education around retail technologies to maximize their impact and adoption.

Pawar and Sangvikar (2019) presented a case study on DMart, showcasing its growth by focusing on affordability, operational discipline, and a customer-centric approach. DMart’s strategy of offering consistent discounts and targeting middle-income households has enabled it to stand out in India's competitive retail market, earning it the title “Indian Wal-Mart.”

Abrudan et al. (2015) analyzed how innovation in shopping centers can influence customer perception, satisfaction, and loyalty. Their study emphasizes that key elements such as product variety, service quality, and ambiance significantly impact consumer loyalty, suggesting that continuous innovation is essential for competitive advantage in modern retail environments.

Vadakkepatt et al. (2021) emphasized the growing importance of sustainability in retail, noting that retailers play a key role in promoting environmentally responsible practices. Positioned between producers and consumers, retailers are crucial in enabling the circular economy through product return, reuse, and recycling initiatives, despite challenges in scaling these efforts.

Gaur and Panigrahi (2018) discussed the government’s role in retail infrastructure development, particularly during economic recovery phases. Their study underlines that effective state support in infrastructure is critical for ensuring the sustainable growth and expansion of the retail sector.

Qalati et al. (2024) examined the intersection of digital transformation and sustainability, highlighting both opportunities and challenges. While e-commerce allows for innovations like eco-friendly packaging and carbon-neutral logistics, it also introduces new environmental concerns. Offline retail, meanwhile, remains essential for directly engaging consumers in sustainable practices.

1. **RESEARCH OBJECTIVE**
2. To compare the availability and infrastructure facilities of retail stores in Anand and Vidyanagar cities.
3. To assess consumer awareness and analyse buying behaviour towards various retail stores in Anand and Vidyanagar, based on responses from 100 customers
4. **RESEARCH METHODOLOGY**

To effectively carry out the study titled *“An Analysis of Infrastructure Facilities, Awareness, and Consumer Purchasing Behaviour Across Retail Stores in Anand and Vidyanagar,”* a structured research design was developed. The research was conducted in March 2025, utilizing a web-based survey as the primary tool for data collection. A structured questionnaire was designed to gather relevant information aligned with the study’s objectives

The study relies entirely on primary data, collected through structured questionnaires administered to selected retail store managers and customers. For the first objective, data was collected through retail store observations and manager interviews, focusing on infrastructure facilities. A purposive sampling technique was used to select eight prominent retail stores in Anand and Vidyanagar: D-Mart – Karamsad, D-Mart – Vidyanagar, D-Mart – Tulsi Talkies, Reliance – Vidyanagar, Reliance – Grid, Zero Degree – Amul Dairy Road, Zero Degree – Sanket, Amul Green Retail Store, and Param Mart. Each store was evaluated using the same checklist to ensure uniformity in data collection.

For the second objective, a convenience sampling method was used to survey 100 customers who shop at various retail stores in Anand and Vidyanagar. The sample included a diverse mix of age groups, genders, and occupational profiles to gain a broader perspective on consumer buying behaviour.

The collected data was analysed using descriptive statistics, such as frequencies, percentages, and cross-tabulations. A comparative analysis was conducted to identify key differences between retail stores in terms of infrastructure quality, consumer awareness, and purchase preferences. Graphs and tables were used to visually present the findings and enhance interpretability.

1. **MAJOR FINDINGS**

The study of nine retail stores in Anand and Vidyanagar reveals that supermarkets and hypermarkets dominate the market with better infrastructure, size, product arrangement, and facilities. Amul Green Retail Store, though smaller, maintains a decent product range and in-store environment but lags in billing counters, parking, washroom access, and sensory enhancements like music

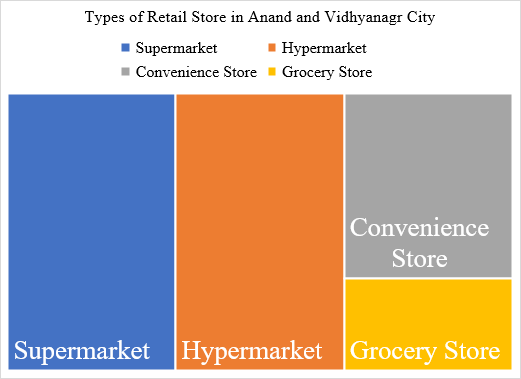
Well-established chains like D-Mart and Sardar Ganj boast over 90% awareness and lead with 51%, 47%, and 49% frequent shoppers, while smaller outlets such as Amul Green (49% aware; 52% never shop) and Dhara Super Store (39% aware; 69% never shop) lag significantly. Online platforms (Amazon, Blinkit) also see growing engagement, highlighting a clear consumer shift toward large-format retailers and digital channels.

1. **RESULTS AND DISCUSSION: -**
   1. **To Compare the Availability and Infrastructure Facilities of Retail Stores In Anand and Vidyanagar Cities.**

**5.1.1 Types of Retail Stores in Anand and Vidyanagar City:**

This analysis explores the diverse types of retail stores operating within these regions, considering their format, scale, target consumer base, and product offerings. Understanding the retail mix is crucial for assessing consumer behavior, market trends, and business opportunities in this dynamic environment

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| --- | --- | --- |
| Table 1: - Types of Retail Stores in Anand and Vidyanagar City | | |
| Sr no. | Type of retail store | No. of stores |
| 1 | Supermarket | 3 |
| 2 | Hypermarket | 3 |
| 3 | Convenience Store | 2 |
| 4 | Grocery Store | 1 |
|  | Total | 9 |





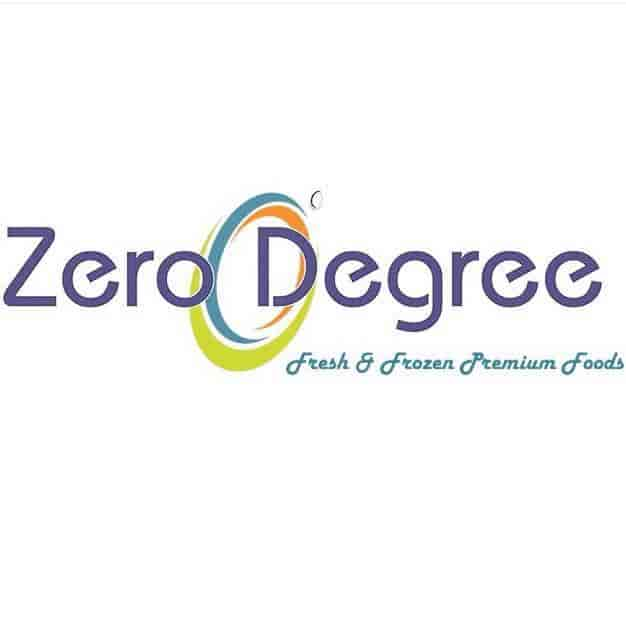












Figure 1: - Types of Retail Store in Anand and Vidyanagar City

Out of the nine selected stores, three were identified as supermarkets, including Param Mart, Smart Bazaar–Grid chowkadi, and D-Mart (Tulsi Talkies). Similarly, three stores fell under the category of hypermarkets, namely Smart Bazaar–Vidyanagar, D-Mart – Karamsad, and D-Mart –Vidyanagar. Additionally, two stores were categorized as convenience stores, both branded as Zero Degree, located at Amul Dairy Road and near Sanket respectively. The Amul Green Retail Store, which is the primary subject of the study, was categorized as a grocery store and was the only store in this specific format within the sample.

This distribution of store types highlights the dominance of supermarket and hypermarket formats in the area, which offer a wider range of products and facilities. In contrast, the Amul Green Retail Store operates in a more niche, compact grocery store format.

**5.1.2 Area Analysis of Retail Stores:**

Store area is a vital component of retail infrastructure, directly influencing product range, customer movement, comfort, and overall shopping experience. In the present study, the built-up area (in square feet) of nine selected retail stores in Anand and Vallabh Vidyanagar was analyzed to compare space capacities across different store formats.

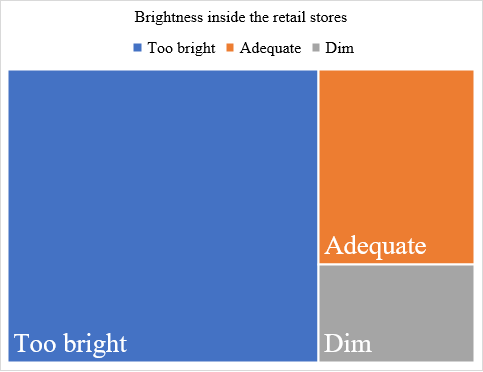
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| Table.2: - Area Analysis of Retail Stores | | |
| Sr No. | Name of Retail Store | Area (sq. feet) |
| 1 | Amul Green Retail Store | 5800 |
| 2 | Param Mart | 5100 |
| 3 | Smart Bazaar- Vidyanagar | 24300 |
| 4 | Smart Bazaar- Grid Chowkadi | 12300 |
| 5 | D-Mart- Karamsad | 103000 |
| 6 | D-Mart-Vidyanagar | 1900 |
| 7 | D-Mart-Tulsi Talkies | 15800 |
| 8 | Zero Degree- Amul Dairy Road | 650 |
| 9 | Zero Degree- Sanket | 700 |
| Source: Secondary Data | | |

Figure 2: - Area of Retail Store

D-Mart Karamsad is the largest store with 103,000 sq. ft., followed by Smart Bazaar (24,300 sq. ft.) and D-Mart Tulsi Talkies (15,800 sq. ft.). The Amul Green Retail Store (5,800 sq. ft.) is mid-sized, larger than Param Mart (5,100 sq. ft.) but smaller than hypermarkets, while Zero Degree outlets are the smallest with under 700 sq. ft. each

**5.1.3 Brightness inside the Retail Stores**

Lighting plays a vital role in shaping the shopping environment, influencing customer mood, product visibility, and overall, in-store experience. In this study, the lighting conditions of nine retail stores in Anand and Vallabh Vidyanagar were evaluated and categorized as too bright, adequate, or dim, based on direct observation.



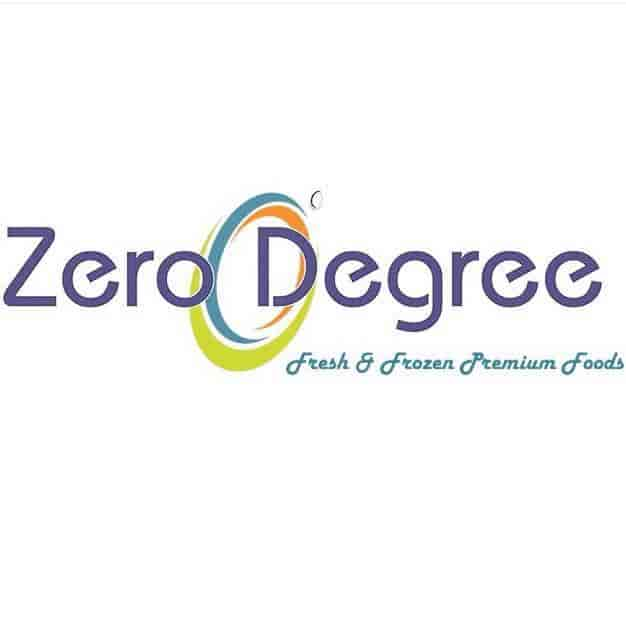








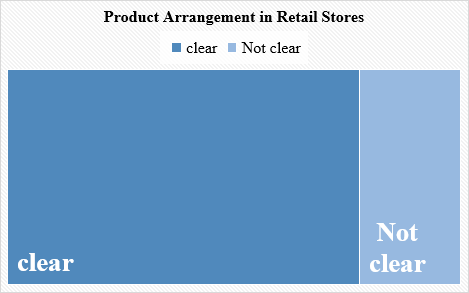




Figure 3: - Brightness inside the Retail Stores

**5.1.4 Product Arrangement in Retail Stores**

Efficient and clear product arrangement is a key element of a well-functioning retail environment. It influences customer convenience, encourages product exploration, and enhances the overall shopping experience. In this study, product arrangement inside nine selected retail stores in Anand and Vallabh Vidyanagar was evaluated based on its clarity—categorized as either clear or not clear.



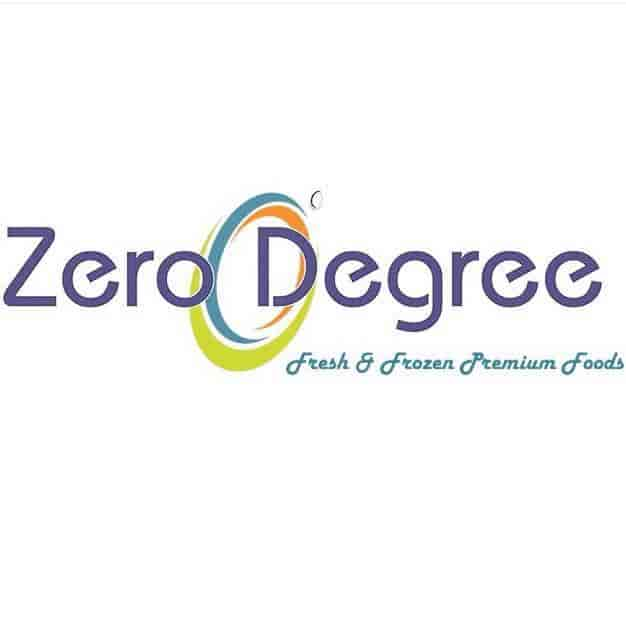










Figure.4: - Product Arrangement in Retail Stores

Six of the nine stores, including Amul Green Retail Store and all D-Mart branches, had clear and well-organized product arrangements, enhancing the shopping experience. In contrast, Param Mart and both Zero Degree stores had unclear arrangements, leading to potential customer confusion and lower satisfaction

**5.1.5. Biling Counters Analysis of Retail Stores:**

Billing counters are a crucial component of retail infrastructure that directly impact checkout efficiency, customer wait times, and overall satisfaction. An adequate number of counters helps in managing peak-hour rush, improving operational flow, and enhancing the shopping experience. In this study, the number of billing counters across nine selected retail stores in Anand and Vallabh Vidyanagar was assessed**.**

Figure.5: - No. Billing Counters of Retail Stores

D-Mart Karamsad has the most billing counters (16), followed by D-Mart Tulsi Talkies and Vidyanagar (15 each), supporting their large customer base. Smart Bazaar locations have 6–12 counters. Amul Green Retail Store and Zero Degree stores each have only 2 counters, which may limit efficiency during peak times

**5.1.6 Temperature & Air Quality Inside the Retail Stores**

Maintaining a comfortable in-store environment is critical for customer satisfaction and prolonged shopping duration. Temperature control and air quality contribute significantly to shoppers’ comfort and directly influence their overall perception of the store. This parameter was evaluated in nine retail outlets in Anand and Vallabh Vidyanagar, and results were categorized as very convenient or neutral based on customer experience.

Figure.6: - Temperature & Air Quality Inside Retail Stores

Six of the nine stores, including Amul Green Retail Store, both Smart Bazaars, and all D-Mart branches, provided a very convenient environment with good temperature and air quality. In contrast, Param Mart and both Zero Degree stores were rated as neutral, indicating only basic comfort levels.

**5.1.7 Background Music Availability Inside the Retail Stores:**

Background music in retail environments plays a significant role in influencing consumer mood, enhancing the shopping experience, and encouraging longer store visits. It can create a pleasant ambiance, reduce perceived wait times, and promote a brand’s identity. In this analysis, background music availability was evaluated across nine retail stores in Anand and Vallabh Vidyanagar.











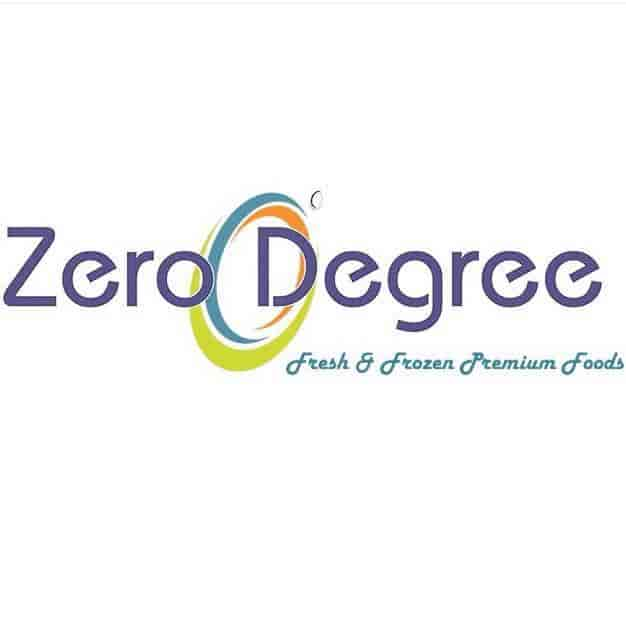


Figure.7: - Background Music Inside the Retail Stores

Only two stores—Amul Green Retail Store and Smart Bazaar – Grid Chowkadi—offer background music, enhancing the shopping experience through sensory engagement. The other seven stores lack this feature, missing an opportunity to improve customer ambiance.

**5.1.8 Availability of Washroom Facility of Retail Stores:**

Availability of clean and accessible washroom facilities is a basic yet essential part of retail infrastructure. It significantly influences customer convenience, especially in large stores where visitors tend to spend more time shopping. Lack of such facilities can deter repeat visits, particularly from families, elderly customers, and those with specific needs.

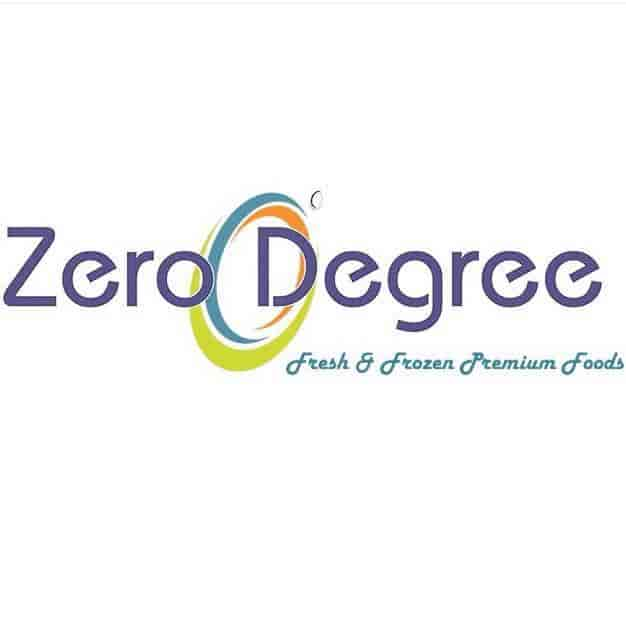










Figure.8: - Availability of Washroom Facility

Five of the nine stores, including both Smart Bazaars and all D-Mart outlets, provide washroom facilities, aligning with their large-format layouts and customer needs. In contrast, Amul Green Retail Store, Param Mart, and both Zero Degree outlets lack this facility, which may reduce customer comfort during longer visits

**5.1.9 Availability of Parking Facility of Retail Stores:**

Parking availability plays a critical role in shaping customer experience in retail settings. A good parking facility not only ensures convenience but also influences the time customers spend in the store and their likelihood of returning. In cities like Anand and Vidyanagar, where space constraints and traffic are common, an accessible and well-managed parking area can become a key differentiator for retail stores

Figure 9: - Availability of Parking Facility of Retail Stores

Among the nine stores, three—Param Mart, D-Mart Karamsad, and Zero Degree – Sanket—offer large parking facilities, accommodating customers with personal vehicles. Four stores, including Smart Bazaar Vidyanagar and two D-Mart branches, provide medium parking. Amul Green Retail Store and Smart Bazaar Grid have small parking areas, which may limit convenience for car-owning customers despite their otherwise strong offerings.

**5.1.10 Product Range Availability of Retail Stores**

Product range availability plays a crucial role in attracting and retaining customers. The ability of a retail store to offer a diverse and comprehensive selection of products directly influences consumer satisfaction, purchase decisions, and brand loyalty. This study aims to analyze the product range availability across five different branded retail stores, utilizing primary data collected through in-store observations, customer surveys, and staff interviews. By evaluating the breadth and depth of product offerings, this research sheds light on how well each brand caters to the varying needs and preferences of its target market.

This analysis holds considerable significance for both academic research and practical retail strategy. Understanding product range availability helps businesses identify gaps in their offerings, align inventory with consumer demand, and enhance operational efficiency. Additionally, the insights derived from comparing multiple retail brands provide a benchmark for best practices in product assortment planning. Retailers can use these findings to refine their merchandising strategies, while scholars can gain a deeper understanding of consumer behavior patterns related to product choice and availability in the retail sector

For this analysis, I have considered five physical retail stores located in Anand and Vidyanagar city: Amul Green Retail Store, Param Mart, D-Mart, Reliance Mart, and Zero Degree. The availability of various product categories across these stores has been examined. In the analysis, ‘Y’ denotes the availability of a specific product category in a given retail store, while ‘NA’ indicates its non-availability.

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Table.3 Product Range Availability of Retail Stores: | | | | | | | |
| Sr No. | Category of Products | Amul Green | Param Mart | D-Mart | Reliance Mart | Zero Degree | Total |
| 1 | Cosmetics | Y | NA | Y | Y | NA | 3 |
| 2 | Dairy Products | Y | Y | Y | Y | Y | 5 |
| 3 | Grocery & Staples | Y | Y | Y | Y | Y | 5 |
| 4 | Tea & Coffee | Y | Y | Y | Y | NA | 4 |
| 5 | Personnel Care | Y | Y | Y | Y | NA | 4 |
| 6 | Soft Drinks | Y | Y | Y | Y | Y | 5 |
| 7 | Bath Soap | Y | Y | Y | Y | NA | 4 |
| 8 | Puja Needs | Y | Y | Y | Y | NA | 4 |
| 9 | Hair Care | Y | Y | Y | Y | NA | 4 |
| 10 | Daily Essentials | Y | Y | Y | Y | NA | 4 |
| 11 | Home Appliances (Electrical) | NA | NA | Y | Y | NA | 2 |
| 12 | Crockery & Footwear | NA | NA | Y | Y | NA | 2 |
| 13 | Luggage | NA | NA | Y | Y | NA | 2 |
| 14 | Toys & Games | NA | NA | Y | Y | NA | 2 |
| 15 | Plastic Containers | NA | NA | Y | Y | NA | 2 |
| 16 | Clothing | NA | NA | Y | Y | NA | 2 |
| 17 | Fruit N Vegetables | NA | NA | Y | Y | Y | 3 |
| 18 | Stationary | NA | NA | Y | Y | NA | 2 |
|  | Total | 10 | 9 | 18 | 18 | 4 |  |
| Y= Available, NA- Not Available | | | | | | | |

The analysis presented in Table 3 clearly highlights significant differences in the product range availability across the five surveyed retail stores. D-Mart and Reliance Mart offer the most comprehensive product assortments, each providing 18 different categories out of the total examined. These two retailers feature an extensive selection that includes not only essential daily items such as dairy products, grocery staples, and personal care but also extends to categories like clothing, toys, home appliances, and luggage—areas where many other stores have limited or no offerings.

In contrast, Amul Green offers a moderate range of products, with availability in 10 of the 18 listed categories. While it provides all core essentials such as dairy, grocery, soft drinks, and personal care items, it lacks in extended product categories such as electronics, clothing, and home goods. Despite this, Amul Green performs better in terms of range than Param Mart (9 categories) and significantly better than Zero Degree (only 4 categories), which appears to have a highly limited assortment. This positioning suggests that Amul Green serves as a mid-range retail option, more diversified than small neighbourhood outlets but not as expansive as large-format hypermarkets like D-Mart or Reliance Mart.

* 1. **To Assess Consumer Awareness and Analyse Buying Behaviour Towards Various Retail Stores in Anand and Vidyanagar, Based on Responses From 100 Customers.**
     1. **Profile of respondents:**

Consumers’ socioeconomic backgrounds are likely to influence their perceptions of the Amul Green Retail Store, including factors like purchasing power, product awareness, and buying decisions. Therefore, this section analyses six key personal characteristics of the respondents to assess their impact on store perception.

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| Table 4: - Demographic Profile of Respondents ( n=100) | | | |
| 1. Gender wise distribution | | | |
| Sr No. | Particulars | Frequency | Percentage |
| 1 | Male | 61 | 61 |
| 2 | Female | 39 | 39 |
|  | Total | 100 | 100 |
| 1. Age wise distribution | | | |
| 1 | 18-22 | 49 | 49 |
| 2 | 23-26 | 37 | 37 |
| 3 | Above 26 | 6 | 6 |
| 4 | below 18 | 8 | 8 |
|  | Total | 100 | 100 |
| 1. Educational Qualification Wise Distribution | | | |
| 1 | Primary | 2 | 2 |
| 2 | Secondary | 9 | 9 |
| 3 | Under Graduation | 57 | 57 |
| 4 | Post Graduation | 25 | 25 |
| 5 | Ph.D. | 7 | 7 |
|  | Total | 100 | 100 |
| 1. Residence wise distribution | | | |
| 1 | Anand Rural | 19 | 19 |
| 2 | Anand Urban | 68 | 68 |
| 3 | Vidyanagar Urban | 13 | 13 |
|  | Total | 100 | 100 |
| 1. Occupation Wise Distribution | | | |
| 1 | student | 38 | 38 |
| 2 | Employee | 24 | 24 |
| 3 | Government Employees | 16 | 16 |
| 4 | Businessman | 5 | 5 |
| 5 | Spiritual guide | 2 | 2 |
| 6 | Retired | 1 | 1 |
| 7 | Unemployed | 14 | 14 |
|  | Total | 100 | 100 |
| 1. Monthly Income-Wise Distribution | | | |
| 1 | Below 10,000 | 4 | 4 |
| 2 | 10,000-50,000 | 22 | 22 |
| 3 | 50,000-1,00,000 | 36 | 36 |
| 4 | above 1,00,000 | 38 | 38 |
|  | Total | 100 | 100 |

1. **Gender-wise Distribution:** Out of 100 respondents, 61% were male and 39% were female. This indicates a slightly male-dominated sample, which may influence consumer preferences, particularly in categories like electronics, groceries, or general household products that often see higher male participation in decision-making in some demographics.
2. **Age-wise Distribution:** The age distribution shows that 49% of respondents were in the 18–22 age group, and 37% were in the 23–26 bracket, making young adults the dominant age group (86% in total). This reflects a consumer base that is energetic, trend-conscious, and more receptive to modern retail formats, digital payments, and brand awareness.
3. **Educational Qualification-wise Distribution:** The educational profile of the respondents shows that the majority were highly educated, with 57% being undergraduates and 25% postgraduates. Only a small portion had primary (2%) or secondary education (9%), while 7% were Ph.D. holders. This implies that the sample population is largely literate and likely to engage thoughtfully with retail environments, including infrastructure, branding, and service quality.
4. **Residence-wise Distribution:** In terms of residence, 68% of the respondents lived in Anand Urban, 19% in Anand Rural, and 13% in Vidyanagar Urban. The strong urban representation is consistent with the study’s focus on retail stores located in Anand and Vidyanagar, ensuring that responses are relevant to areas where modern retail formats are more prevalent.
5. **Occupation-wise Distribution**: The occupational profile shows that students made up the largest group at 38%, followed by private-sector employees at 24% and government employees at 16%. Smaller segments included businessmen (5%), spiritual guides (2%), retirees (1%), and unemployed individuals (14%). This diverse occupational mix provides insights into various consumer needs and spending patterns, from students with limited budgets to employed individuals with steady incomes.
6. **Monthly Income-wise Distribution:** Regarding monthly income, a majority of respondents (74%) earned above ₹50,000, with 38% earning more than ₹1,00,000 and 36% falling in the ₹50,000–₹1,00,000 range. Only a small proportion (4%) earned below ₹10,000. This indicates that the sample mostly consists of middle to high-income consumers who likely have greater purchasing power and can influence retail market trends in Anand and Vidyanagar**.**

**5.2.2 Awareness of Retail Stores Located on Anand and Vidyanagar City Among the Respondents:**

This study reveals into understanding the level of customer awareness regarding different organized retail stores located in Anand and Vidyanagar city. Through a series of meticulously crafted questions, it was aimed to gauge customers' knowledge about the various retail stores. By analysing customer responses, it is possible to identify the strengths of Amul’s market presence and uncover any gaps in awareness that can be addressed through targeted educational campaigns.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Table.5 Awareness of Retail Stores Among Respondents (n=100) | | | | | |
| Sr No. | Retail Stores | Aware | | Not Aware | |
| Frequency | % | Frequency | % |
| 1 | D-Mart, Karamsad | 98 | 98 | 2 | 2 |
| 2 | D-Mart, Vidyanagar | 95 | 95 | 5 | 5 |
| 3 | D-Mart Tulsi Talkies | 91 | 91 | 9 | 9 |
| 4 | Smart-bazaar, Vidyanagar | 96 | 96 | 4 | 4 |
| 5 | Smart-bazaar, Grid | 81 | 81 | 19 | 19 |
| 6 | Sardar Ganj Market | 92 | 92 | 8 | 8 |
| 7 | Param Mart | 60 | 60 | 40 | 40 |
| 8 | Zero Degree Foods | 78 | 78 | 22 | 22 |
| 9 | Dhara super store | 39 | 39 | 61 | 61 |
| 10 | Amul green retail store | 49 | 49 | 51 | 51 |
| 11 | Local store (nearby location) | 88 | 88 | 12 | 12 |
| 12 | Other online (Amazon, Blinkit,..) | 86 | 86 | 14 | 14 |

The awareness levels of various retail stores among the 100 respondents varied significantly. The D-Mart outlets in Karamsad, Vidyanagar, and Tulsi Talkies had the highest awareness, with over 90% of respondents familiar with these stores (98%, 95%, and 91% respectively). Similarly, Smart Bazaar in Vidyanagar and Sardar Ganj Market were well known, with awareness levels of 96% and 92%.

Smart Bazaar at Grid had a slightly lower awareness at 81%, while Zero Degree Foods was known to 78% of respondents, showing moderate recognition in the area. Param Mart had a noticeably lower awareness, with only 60% of respondents familiar with it, indicating potential for greater marketing or visibility efforts.

Dhara Super Store had the lowest awareness among the listed stores, with only 39% of respondents aware and a majority (61%) unaware, suggesting limited reach or presence in the community. The Amul Green Retail Store had an awareness level of 49%, indicating that just under half of the consumers recognized it, which points to room for improvement in brand visibility despite its unique positioning.

Local stores near respondents’ locations were well known to 88% of the sample, reflecting the importance of proximity in consumer awareness. Online retail platforms like Amazon and Blinkit also showed high awareness at 86%, highlighting the growing impact of e-commerce on consumer shopping habits.

Overall, the data reveals strong awareness for major hypermarkets and supermarkets, moderate recognition for smaller or specialized stores, and a notable presence of both local and online retail options in the consumers’ shopping awareness

FIG 10.Awareness of Retail stores Among Respondents

**5.2.3** **Visiting Status of Retail Stores Among Respondents:**

The visiting status of retail stores among respondents is an important metric in consumer research and retail analytics. Analysing this data can provide several valuable insights and serve multiple strategic purpose. Visiting status of respondents showed in Table.6

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Table 6 Visiting Status of Retail Stores Among Respondents (n=100) | | | | | | |
| Sr NO | Retail Stores | very frequently | Frequently | sometimes | occasionally | Never |
| Percentage | | | | |
| 1 | D-Mart, Karamsad, | 16 | 26 | 36 | 17 | 5 |
| 2 | D-Mart, Vidyanagar | 14 | 22 | 31 | 25 | 8 |
| 3 | D-Mart Tulsi Talkies | 12 | 23 | 18 | 23 | 24 |
| 4 | Smar-Bazaar, Vidyanagar | 9 | 24 | 24 | 26 | 17 |
| 5 | Smart-Bazaar, Grid | 11 | 14 | 23 | 14 | 38 |
| 6 | sardar Ganj market | 7 | 24 | 39 | 24 | 6 |
| 7 | Param Mart | 13 | 28 | 40 | 14 | 5 |
| 8 | Zero Degree Foods | 5 | 9 | 20 | 33 | 33 |
| 9 | Dhara super store | 4 | 9 | 15 | 15 | 57 |
| 10 | Amul Green Retail Store | 4 | 12 | 21 | 17 | 46 |
| 11 | Local store (nearby location) | 14 | 17 | 23 | 15 | 31 |
| 12 | Other online (Amazon, Blinkit,..) | 16 | 28 | 22 | 13 | 21 |
| Source: Primary data | | | | | | |

The data from Table.6 reveals varied visiting patterns to different retail stores among respondents. D-Mart branches (Karamsad and Vidyanagar) stand out for their relatively higher frequency of visits, with 16% and 14% of respondents visiting "very frequently," respectively, and significant numbers visiting frequently as well (26% and 22%). In contrast, smaller or local stores such as Zero Degree Foods and Dhara Superstore show lower footfall, with substantial proportions of respondents either visiting "occasionally" or not at all (33% to 57% never visiting). Amul Green 4% of respondents visit very frequently, 12% visit frequently, 21% visit sometimes, 17% visit occasionally, 46% never visit the store. Online retail platforms like Amazon and Blinkit also show notable interest, with 16% of respondents visiting them very frequently and 28% visiting frequently. These patterns suggest that larger retail chains like D-Mart and online stores dominate consumer preferences, while smaller or more localized retail outlets, despite being visited sometimes or occasionally, struggle to maintain consistent customer traffic. This could reflect a growing trend toward convenience shopping or competitive pricing offered by larger or online platforms.

**5.2.4 Purchasing Behaviour from Retails Stores Among the Respondents:**

The below table presents the purchasing behaviour of respondents in five 5 criteria Always, often, sometimes, rarely and never. Their Percentage shown in Table 7

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Table 7 Purchasing Behaviour from Retails Stores Among Respondents (n =100) | | | | | | |
| Sr No. | Retail Stores | Always | Often | Sometimes | Rarely | Never |
| Percentage | | | | |
| 1 | D-mart, Karamsad | 27 | 24 | 25 | 13 | 11 |
| 2 | D-Mart, Vidyangar | 18 | 29 | 24 | 14 | 15 |
| 3 | D-Mart, Tulsi Talkies | 11 | 24 | 25 | 16 | 24 |
| 4 | Smart-bazaar, Vidyanagar | 13 | 22 | 20 | 24 | 21 |
| 5 | Smart-bazaar, Grid | 3 | 14 | 21 | 19 | 43 |
| 6 | Sardar Ganj market | 14 | 35 | 28 | 11 | 12 |
| 7 | Param Mart | 15 | 21 | 16 | 2 | 27 |
| 8 | Zero Degree Foods | 2 | 7 | 26 | 29 | 36 |
| 9 | Dhara super store | 3 | 7 | 9 | 12 | 69 |
| 10 | Amul green retail store | 4 | 8 | 19 | 17 | 52 |
| 11 | Local store (nearby location) | 11 | 13 | 24 | 22 | 30 |
| 12 | Other online (Amazon, Blinkit,..) | 5 | 31 | 22 | 16 | 26 |

The table highlights varied purchasing behaviours across different retail outlets. Among physical stores, D-Mart Karamsad and D-Mart Vidyanagar show the highest frequency of regular shopping, with a combined 51% and 47% of respondents, respectively, stating they "always" or "often" shop there. Sardar Ganj Market also demonstrates strong consumer preference, with 49% reporting frequent purchases. These results suggest that established retail chains and traditional marketplaces continue to attract a substantial share of consumer traffic.

In contrast, stores like Dhara Super Store and Amul Green Retail Store show significantly lower regular patronage, with 69% and 52% of respondents, respectively, stating they *never* shop there. Similarly, Zero Degree Foods and Smart Bazaar Grid have higher percentages of "rarely" or "never" responses, indicating limited consumer engagement. Online platforms such as Amazon, Blinkit, etc. reflect moderate usage, with 36% shopping "often" or "sometimes," indicating growing but still secondary reliance on digital retail.

Overall, the data suggest that consumers still primarily prefer well-established retail chains and traditional markets for regular purchases, while newer or niche outlets, including the Amul Green store, face challenges in attracting consistent customer traffic.

1. **CONCLUSION**

The assessment of nine selected retail stores in Anand and Vidyanagar presents a comprehensive view of the region’s retail infrastructure and service offerings. The store types range from supermarkets and hypermarkets to convenience stores and a standalone grocery store, reflecting a varied and evolving retail ecosystem. Hypermarkets such as D-Mart and Smart Bazaar lead in terms of physical space, number of billing counters, product range, and essential facilities like washrooms and parking, positioning them as more customer-centric and better equipped to handle high footfall. In contrast, convenience stores and smaller outlets tend to have limited space and fewer customer amenities, which may affect overall shopping convenience. Most stores maintain clear product arrangements and comfortable in-store environments with adequate lighting and temperature control, though extremely bright lighting in some cases may affect shopper comfort. Only a few stores employ sensory elements like background music, indicating an underutilization of experiential retail strategies. Additionally, the availability of washrooms and quality parking facilities remain inconsistent across the board. The study concludes that while large-format retail stores are well-equipped and deliver a more complete shopping experience, smaller retail outlets need to improve infrastructure and customer-focused services to remain competitive and meet the growing expectations of modern consumers. The demographic profile of respondents in the study reveals a predominantly male (61%) and young adult (86% aged 18–26) population, with a high level of education and strong urban representation. Most respondents were students or professionals with substantial monthly incomes, indicating a literate, financially capable, and trend-aware consumer base. This suggests that retail preferences in Anand and Vidyanagar are likely shaped by modern expectations, brand consciousness, and a demand for quality infrastructure and services.

Well‐established chains (D-Mart, Smart bazaar) and local markets (Sardar Ganj) dominate awareness (90%+), while smaller outlets like Amul Green (49%) and Dhara Super Store (39%) remain largely unrecognized by shoppers, indicating the need for stronger promotional strategies at those locations.

larger retail chains like D-Mart and online platforms such as Amazon and Blinkit attract the highest and most consistent customer visits, highlighting their dominance in consumer preference due to convenience and competitive pricing. In contrast, smaller and local stores, including Amul Green and Zero Degree, receive fewer regular visits, with a significant portion of respondents never visiting them. This trend reflects shifting consumer behaviour toward larger, well-established retail formats and digital shopping platforms.

Retail chains like D-Mart (51% and 47% frequent shoppers) and Sardar Ganj Market (49%) lead consumer preference, whereas smaller stores like Amul Green (52% never shop) and Dhara Super Store (69% never shop) see low patronage, highlighting a clear preference for established outlets.

**COMPETING INTERESTS DISCLAIMER:**

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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