**Demographic Information of Respondent**

1. Gender:

1) Male 2) Female

1. Age (in completed years):

1) < 18 2) 18 to 28 3) 28 to 38 4) 38 to 48 5) Above 48

1. Marital Status:
2. Married 2) Unmarried
3. Education:
4. Schooling 2) Under Graduate 3) Post Graduate 4) Professional Course
5. Occupation:
6. Business 2) Employee 3) Professional 4) Homemaker
7. Family size (no. of persons):
8. 1-2 2) 3-4 3) 5-6 4) Above 6
9. Frequency of visits to retail store (Per Month)
10. 1-2 2) 3-4 3) 5-6 4) 7-8 5) Above 8