

LIST OF TABLES

Sr. No.	Table No.	Title	Page No.
1	1:5:3:B:1	Table showing No. of families selected for the study...	18
2	1:5:3:D:2	Table showing 'kirana' shops in the selected villages and sample size.	19
3	2:7:1	Density of Population ...	27
4	2:7:2	Male/Female classification of population...	28
5	2:7:3	Taluka-wise population of Sindhudurg district..	29
6	2:8:4	Cropping pattern and comparative productivity..	30
7	2:8:5	Horticulture pattern in Malavan taluka...	31
8	2:13:6	Fishing villages in Sindhudurg district.	32
9	2:13:7	Table showing position of roads in Sindhudurg district...	34
10	2:13:8	Districts without railway in Maharashtra..	35

continued... ii

Sr.No.	Table No.	Title	Page No.
11	2:13:8:A	Retailers supplying Kirana in Malavan taluka..	37
12	3:4:2:1	Classification of respondents by nature of transactions..	46
13	3:4:2:2	Classification of respondents by 'trading' investment ..	47
14	3:4:2:3	Classification of respondents by volume of daily sales ..	48
15	3:4:2:4	Classification of the respondents on the basis of "ownership" ..	49
16	3:5:1:5	Table showing 'sources of finance' ..	50
17	3:5:1:6	Table showing 'source of borrowing'	51
18	3:5:2:7	Table showing 'ownership of business premises'	52
19	3:5:3:8	Table showing the respondents having warehousing facilities..	53
20	3:5:3:9	Table showing volume of warehousing capacity..	53
21	3:5:4:10	Table showing availability of aids to trade..	54
22	3:5:4:11	Table showing respondents' opinion about aids to trade..	55

Continued.....iii

Sr.No. :	Table No. :	- Title -	Page No.
23	3:5:5:12	Table showing buying policies of retailers ...	56
24	3:5:5:13	Table showing buying terms of rural and urban retailers..	57
25	3:5:5:14	Table showing volume of buying of rural and urban retailers..	57
26	3:5:6:15	Table showing the pricing strategy of rural and urban retailers..	58
27	3:5:6:16	Table showing the terms of sale ..	59
28	3:5:6:17	Table showing the average daily turnover...	59
29	3:5:7:18	Table showing the stock positions	60
30	3:5:9:19	Table showing the changes in trading assets...	62
31	3:5:9:20	Table showing the changes in non-trading assets..	63
32	4:2:1	Occupational classification of respondents (buyers)....	70
33	4:2:2	Income-wise classification of respondents...	71
34	4:3:0;3	Table showing the party taking buying decision for kirana..	72
35	4:3:0;4	Table showing 'house-wife' taking the decision and occupation..	73

Continued.. iv

Sr.No.	Table No.	Title	Page No.
36	4:3:1:5	Table showing the buying place of rural and urban respondents..	74
37	4:3:1:6	Occupational classification of respondents buying locally..	75
38	4:3:1:7	Table showing income classification of respondents buying locally	76
39	4:3:2:8	Table showing volume of buying of the rural and urban resp...	78
40	4:3:2:8:B	Table showing income classification of respondents buying locally..	78
41	4:3:2:8:A	Table showing occupational classification of respondents buying	79
42	4:3:3:9	Table showing the shop loyalty of the respondents...	81
43	4:3:3:10	Occupational classification of loyal respondents...	81
44	4:3:3:11	Income classification of loyal respondents..	82
45	4:3:3:12	Motives behind the shop loyalty..	83
46	4:3:4:13	Quality preference of buyers..	85
47	4:3:4:14	Income classification of respondents preferring low quality goods...	86

continued... v

Sr.No.	Table No.	Title	PageNo.
48	4:3:5:15	Terms of payment (Of buyers)	88
49	4:3:5:16	Occupational classification of respondents buying on Cash terms..	89
50	4:3:5:17	Income classification of resp. buying on cash terms..	90
51	4:3:6:18	Income classification of respondents used to bargaining..	92
52	4:3:7:19	Income classification of respondents preferring ready made garments..	94
53	4:3:8:20	Income classification of respondents preferring modern goods..	96
54	4:3:9:21	Income classification of respondents showing brand awareness..	98
55	4:3:11:22	Frequency of dissatisfaction about quality and price ..	100
56	4:3:11:23	Frequency of dissatisfaction about weights and measures..	101
57	5:3:1	Willingness of buyers to join co-operatives..	109
58	5:3:2	Willingness of traders to join co-operatives..	109
59	5:3:3	Occupational classification of respondents to join co-operatives..	110
60	5:4:4	Support of urban buyers to the co-operatives..	112

Sr.No.	Table No.	Title	page No.
61	5:4:5	Income classification of respondents buying from co-operatives..	113
62	5:5:5	Performance of Malavan Taluka Kharedi Vikri Sangh..	115
63	5:6:6	Performance of Bharatgad Consumers' co-operative society..	117
64	5:7:7	Performance of Govt. & Semi.Govt. Employees'Co-op.Society...	119
65	5:8:8	Comparative performance of Co-ops. under study..	120

LIST OF PHOTOGRAPHS

Sr.No.	S U B J E C T		PAGE NO.
1	Fig 4	Respondents co-operation	23
2	Fig 5	Retailers : Interior View (Rural)	66
3	Fig 6	Retailers : Interior View (Urban)	67