

The Awareness, Perception of the Customer and its Impact on Organized and Unorganized Retail Industry

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ABSTRACT

Retail is India's largest industry. It accounts for over 10 per cent of the India's GDP and around eight per cent of the employment. Retail sector is one of India's fastest growing sectors with a 5 per cent compounded annual growth rate. India's huge middle class base and its untapped retail industry are key attractions for global retail giants planning to enter newer markets. Driven by changing lifestyles, strong income growth and favorable demographic patterns, Indian retail is expected to grow 25 per cent annually. It is expected that retail in India could be worth US\$ 175-200 billion by 2016.

Keywords: Retail Industry, Customer, Consumer, Perception.

INTRODUCTION - RETAIL INDUSTRY IN INDIA

The organized retail industry in India had not evolved till the early 1990s. Until then, the industry was dominated by the un-organized sector. It was a sellers market, with a limited number of brands, and little choice available to customers. Lack of trained manpower, tax laws and government regulations all discouraged the growth of organized retailing in India during that period. Lack of consumer awareness and restrictions over entry of foreign players into the sector also contributed to the delay in the growth of organized retailing. Foundation for organized retail in India was laid by Kishore Biyani of Pantaloon Retails India Limited (PRIL). Following Pantaloon's successful venture a host of Indian business giants such as Reliance, Bharti, Birla and others are now entering into retail sector.

A number of factors are driving India's retail market. These include: increase in the young working population, hefty pay-packets, nuclear families in urban areas, increasing working-women population, increase in disposable income and customer aspiration, increase in expenditure for luxury items, and low share of organized retailing. India's retail boom is manifested in sprawling shopping centers, multiplex- malls and huge complexes that offer shopping, entertainment and food all under one roof.

But there is a flip side to the boom in the retail sector. It is feared that the entry of global business giants into organized retail would make redundant the neighborhood kiriyana stores resulting in dislocation in traditional economic structure. Also, the growth path for organized retail in India is not hurdle free. The taxation system still favors small retail business. With the intrinsic complexities of retailing such as rapid price changes, constant threat of product obsolescence and low margins there is always a threat that the venture may turn out to be a loss making one.

A perfect business model for retail is still in evolutionary stage. Procurement is very vital cog in the retail wheel. The retailer has to fight issues like fragmented sourcing, unpredictable availability, unsorted food provisions and daily fluctuating prices as against consumer expectations of round-the-year steady prices, sorted and cleaned food and fresh stock at all times.

TYPES OF RETAIL FORMAT

The various formats of organized retail are:

Hypermarkets: They store products of multiple brands comprising food items and non-food items.

Supermarkets: These are self service stores selling food and personal care products. E.g.: Subhiksha.

Departmental stores: Retailers branded goods in non-food categories. E.g.: Shoppers Stop.

Specialty Chains: These stores focus on a branded product or a product category. E.g.: Bata
Convenience stores: These are small self service outlet located in crowded urban area.

Malls: A huge enclosures which has different retail formats. e.g.: Nucleus

SCENARIO OF RETAILING IN INDIA

Retailing is the most active and attractive sector of last decade. While the retailing industry itself has been present since ages in our country, it is only the recent past that it has witnessed so much dynamism. The emergence of retailing in India has more to do with the increased purchasing power of buyers, especially post-liberalization, increase in product variety, and increase in economies of scale, with the aid of modern supply and distributions solution.

KEY CHALLENGES

- 1) **Location** - "Right Place, Right Choice"
- 2) **Merchandise**
- 3) **Pricing**
- 4) **Target Audience** - "Consumer the prime mover"
- 5) **Scale of Operations**

Top Ten Global Retailers

1. Wal-Mart United States

Sales: \$374.5 billion, Earnings: \$12.9 billion, Stores: 6,800 worldwide

2. Carrefour France

Sales: \$130 billion (€82.1 billion), Earnings: \$5.2 billion (€2.3 billion)

3. Tesco United Kingdom

Sales: \$102.6 billion (£51.8 billion), Earnings: \$5.5 billion (£2.8 billion), Stores: 3,729 worldwide .

4. Metro AG Germany

Sales: \$101 billion (€64.3 billion), Earnings: \$1.5 billion (€83 million), Stores: 2,221

5. Home Depot United States

Sales: \$77.3 billion, Earnings: \$4.2 billion, Stores: 2,258

6. CVS Caremark United States

Sales: \$76.3 billion (includes acquisition of Caremark), Earnings: \$2.6 billion, Stores: 6,245

7. Kroger United States

Sales: \$70.2 billion, Earnings: \$1.2 billion, Stores: 2,486

8. Costco United States

Sales: \$64.9 billion, Earnings: \$1.8 billion, Stores: 520

9. Target United States

Sales: \$63.4 billion, Earnings: \$2.8 billion, Stores: 1,591

10. Groupe Auchan SA France

Sales: \$57.7 billion (€36.7 billion), Earnings: \$1.2 billion (€762 million), Stores: 1,140 (plus 1,448 franchised or associated supermarkets and minimarkets in Italy, France, and Spain)

India's Top Organized Retailers

1. Pantaloon Retail
2. K Raheja Group
3. Tata Group
4. Rpg Group
5. Landmark Group
6. Piramal Group
7. Subhiksha
8. Bharti-Walmart
9. Reliance
10. Av Birla

RESEARCH METHODOLOGY

The research has been done on two different elements.

- ❖ Retailer
- ❖ Customer

NEED OF THE STUDY

To find the impact of the upcoming and existing organized retail store on the small scale retailers. What the small retailers/unorganized retailers will do and what they will implement in the situation of threat of competition to survive.

Time Constraint - Today customers were very busy in their life both personnel and professional life. They don't have enough time to go to different shops in order to purchase goods that can fulfill their needs. They want everything at ones place with self services, which saves there time as well as their energy.

Changing Taste - In today's world the taste and preferences of the customers were changing very frequently. Every time they want some new item of better quality with lesser prices.

Changing Scenario - the multi brand department store offers an intermediate solution with complete brand choices to consumers.

OBJECTIVES OF THE STUDY

- To know the consumers perception about organized and unorganized retail stores (Malls v/s Kirana shops).
- To find out the factors which attract customers/customers towards organized and unorganized retail stores.

- To study the impact of organized retail stores over the unorganized retail stores.
- The study is conducted to find the awareness and perception of the customer and the impact of organized retail store over unorganized retail store, to know the strategy adopted by the small retailers to remain competitive with organized retailers and the problem faced by small retailers.

Nature of the Research: My research design is exploratory and descriptive in nature.

Data Collection: Questionnaire for both the retailers as well as the customers to get the result. Secondary data is collected from magazines like business world, and also from websites

Sampling Plan: Sample size for the primary study if 50 each for both the retailers and the customers.

Sampling Technique: Convenience sampling.

Universe: Unorganized and organized retailers and customers.

Sampling unit: Haryana, Chandigarh, Punjab, Himachal Pardesh and NCR Region.

Sample size: 50 for customers as well as for retailers.

DATA ANALYSIS AND INTERPRETATION

I) For Customers

Q-1 Type of Retail Store that Customers Visit

Options	Respondent
Kirana store	50
Departmental store	40
Malls	42
Canteens	40
All the above	38

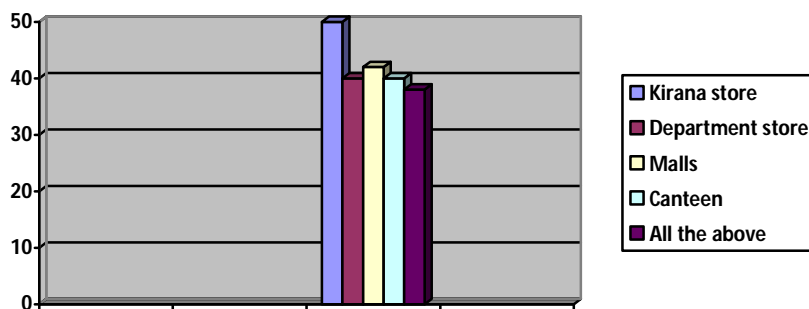


Figure 1

Interpretation

This chart depicts that out of 50, 50 customer visit kirana store, 40 customer visit departmental store, 42 customer visit malls, 40 customer visit canteen whereas out of 50 people 38 customers are the ones who have visited all the above stores.

Q-2 How many times you have visited those Stores?

Options	Respondent
Regular	40
Occasionally	10



Figure 2

Interpretation

This chart shows that out of 50 people 40 people are the one who visit these stores on a regular basis where as only 10 people are the ones who visit those stores occasionally.

Q-3 Reasons for visiting those stores

Option	Respondent
Less price	49
Services offered	30
Infrastructure	35
Brand	45

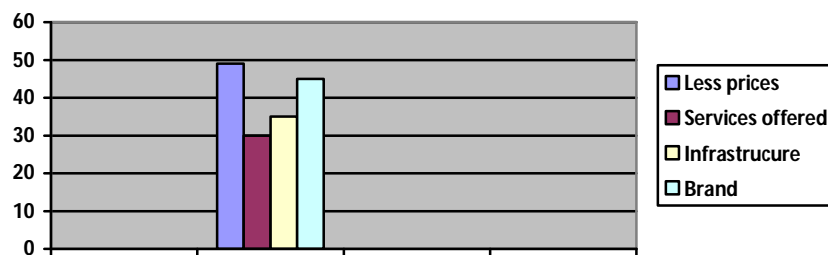


Figure 3

Interpretation

The above chart depicts that now a day's maximum number of people gave priority to the price whenever they went for shopping, after that they consider the brand of the product, services offered and the infrastructure available in the outlets.

Q-4 Location where customers like to visit while shopping

Option	Respondent
Prime location	40
Attractive outlets	35
Branded outlets	46
Any other	34

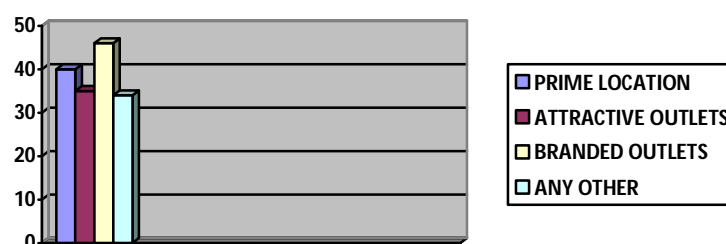


Figure 4

Interpretation

The above chart shows that maximum number of people would like to visit branded outlet while shopping. The next most favored location is prime location from where they can get quality product at cheaper price, followed by attractive outlets and any other outlets.

Q-5 Is there is any difference between the services offered by all the stores in which you have visited? If yes then up to what limit?

Option	Respondent
Yes	45
No	03
Cannot say	02

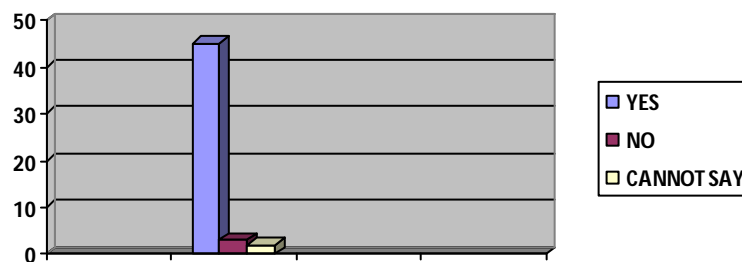


Figure 5

Interpretation

The above chart shows that 45 of the people had realized that there is some difference between the services offered by all the stores in which you have visited. The difference is basically in terms of product quality, infrastructure of the outlet, the way the retailers deals with there customers particularly those retailers of kirana store. However 3 of the people say that they haven't seen any kind of difference between the services offered by all the stores in which you have visited. And 2 of people cannot say about it.

Q-6 Level of satisfaction regarding products in an organized retail store

Options	Respondent
Highly dissatisfied	1
Dissatisfied	2
Neutral	5
Satisfied	15
Highly satisfied	27

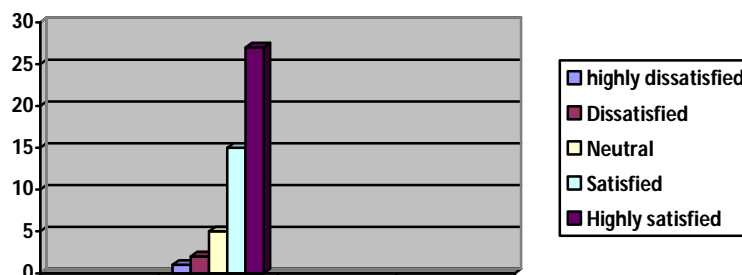


Figure 6

Interpretation

The above chart depicts that out of 50 people 27 people say that they were highly satisfied with the variety of the product that is available in the organized retail store however only 5 people say that

they were neither satisfied nor dissatisfied with the variety of the product available in the organized retail store. 15 people is satisfy with variety of the product.

Q-7 Level of satisfaction regarding services

Options	Respondent
Highly dissatisfied	2
Dissatisfied	3
Neutral	5
Satisfied	10
Highly satisfied	30

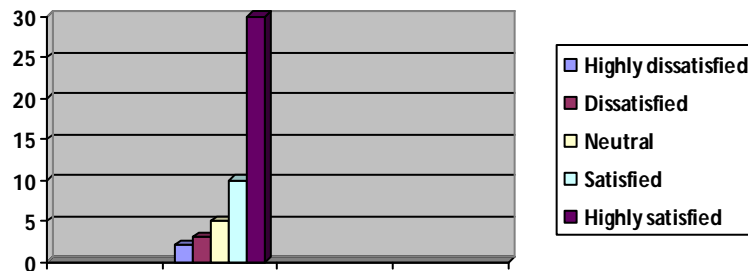


Figure 7

Interpretation

The above chart show the 30 of the people were highly satisfied with the kind of services offered to them in the organized retail stores, whereas 2 of the people say that they were highly dissatisfied with the services offered to them in the organized retail outlet.

Q-8 Level of satisfaction regarding quality of the product

Options	Respondent
Highly dissatisfied	2
Dissatisfied	3
Neutral	2
Satisfied	15
Highly satisfied	28

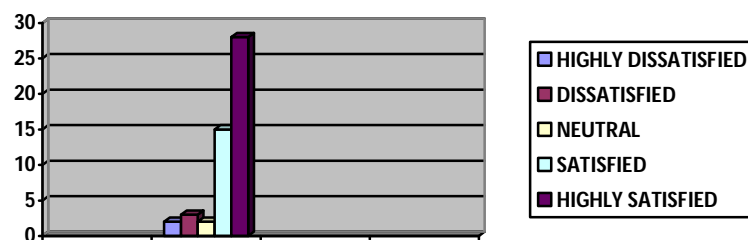


Figure 8

Interpretation

The above chart shows that 28 of the people were highly satisfied with the quality of the product which they purchase from an organized retail store, where as 2 of the people say that they were neither satisfied nor dissatisfied with the quality of the product which they have purchased from an organized retail store they further says that there is hardly any difference between the quality of the product which they have purchased from both the organized and unorganized retail store.

Q-10 Level of satisfaction regarding price of the product

Options	Respondent
Highly dissatisfied	4
Dissatisfied	20
Neutral	5
Satisfied	15
Highly satisfied	6

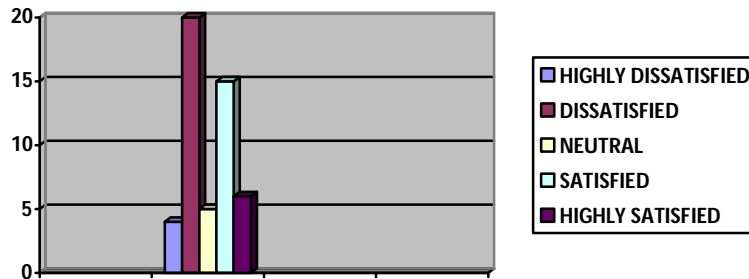


Figure 10

Interpretation

The above chart depicts that 20 of the respondent were dissatisfied with the price charged by the organized retailers. They thought that the organized retailer unnecessary charge higher price to them even though the cost involved in the production of that product is assumed to be less, whereas 15 of the respondent said that they were satisfied with the price charged to them by the organized retailers.

Q-11 Level of satisfaction regarding the infrastructure provided to the customers in an organized retail store

Options	Respondent
Highly dissatisfied	4
Dissatisfied	20
Neutral	4
Satisfied	16
Highly satisfied	6

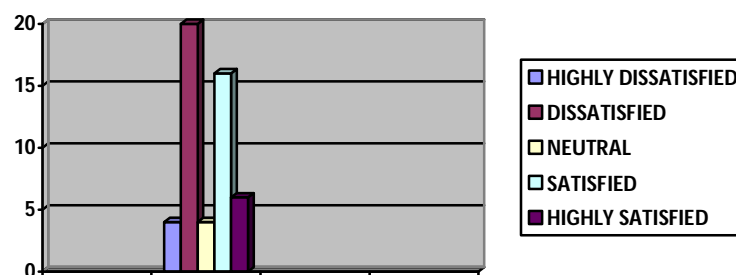


Figure 11

Interpretation

The above chart depicts that majority of the customer that is 6 of the customer were highly satisfied with the kind of infrastructure available in the organized retail outlets particularly in the malls, whereas only 20 of the respondent say that they were dissatisfied with the infrastructure provided to them in the retail stores. They further say that as in most of the organized retail stores there were CCTV cameras due to which they feel uncomfortable while shopping in those retail stores

Q-12 Level of satisfaction regarding variety of product

Options	Respondent
Highly dissatisfied	8
Dissatisfied	30
Neutral	4
Satisfied	6
Highly satisfied	2



Figure 12

Interpretation

The above chart depicts that out of majority of the people that is 30 of the people were dissatisfied with the variety of the product available in the unorganized retail store however only 6 people say that they were satisfied with the variety of the product available in the unorganized retail store.

Q-13 Level of satisfaction regarding services

Options	Respondent
Highly dissatisfied	14
Dissatisfied	19
Neutral	3
Satisfied	10
Highly satisfied	4

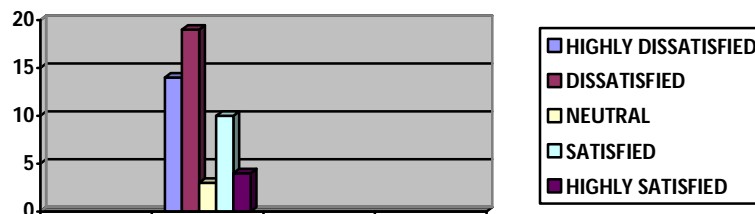


Figure 13

Interpretation

The above chart show that majority of the people that is about 3 of the people were either dissatisfied or highly dissatisfied with the kind of services offered to them by the retailers of unorganized retail stores, whereas only 10 people say that they were satisfied with the services offered to them by the retailer of an organized retail store.

Q-14 Level of satisfaction regarding quality of the product

Options	Respondent
Highly dissatisfied	7
Dissatisfied	6
Neutral	20
Satisfied	13
Highly satisfied	4

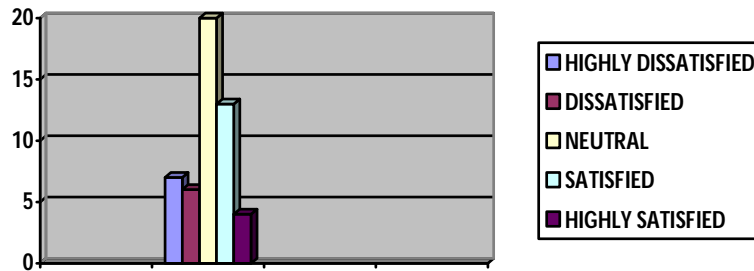


Figure 14

Interpretation

The above chart shows that 20 of the people were neither satisfied nor dissatisfied with the quality of the product which they purchase from an unorganized retail store, where as 6 each of the people say that they were dissatisfied with the quality of the product which they have purchased from an unorganized retail store.

Q-15 Level of satisfaction regarding price of the product

Options	Respondent
Highly dissatisfied	1
Dissatisfied	1
Neutral	8
Satisfied	30
Highly satisfied	10

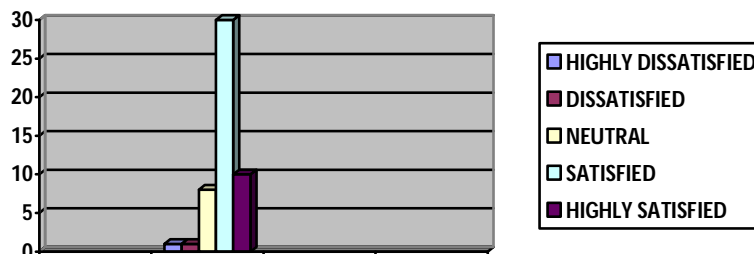


Figure 15

Interpretation

The above chart depicts that 30 of the respondent were satisfied with the price charged by the unorganized retailers .Where as only 1 of the respondent said that they were highly dissatisfied with the price charged to them by the unorganized retailers. They further say that even though now days the inflation rate is dipping continuously and even there is over supply of goods in the market but these unorganized retailers unnecessary increase the price of the product.

Q-16 Level of satisfaction regarding the infrastructure provided to the customers in an organized retail store

Options	Respondent
Highly dissatisfied	10
Dissatisfied	25
Neutral	10
Satisfied	5
Highly satisfied	0



Figure 16

Interpretation

The above chart depicts that majority of the customer that is 25 of the customer were dissatisfied with the kind of infrastructure available in the organized retail outlets particularly in the old kirana stores. They further say that many times these unorganized retailers take large time to fulfill there orders, whereas only 5 of the respondent say that they were satisfied with the infrastructure provided to them in the retail stores.

Q-17 Have you ever gave any suggestion to the owner of the retail outlet

Option	Respondent
Yes	10
No	35
Cannot Say	5

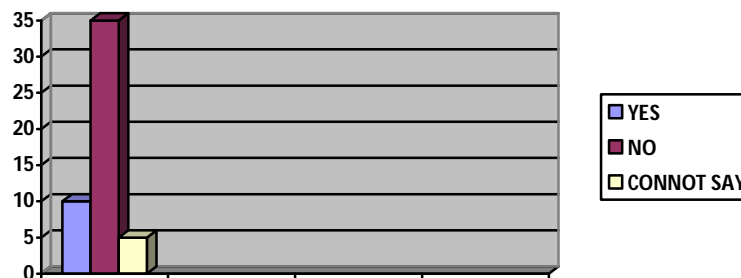


Figure 17

Interpretation

This graph shows that majority of the customers that 35 of the respondent have never gave any kind of suggestion to the retailers where as only 10 have gave some kind of suggestion to the retailers and 5 of respondent cannot gave any suggestion to the retailers which is regarding the improvement in the infrastructure, increasing the variety of the product and providing better quality product and services to the customers.

II) For Retailers

Q-18 Do you think the opening of organized retail store will have any kind of impact on your business.

Option	Respondent
Yes	6
No	38
Cannot say	6

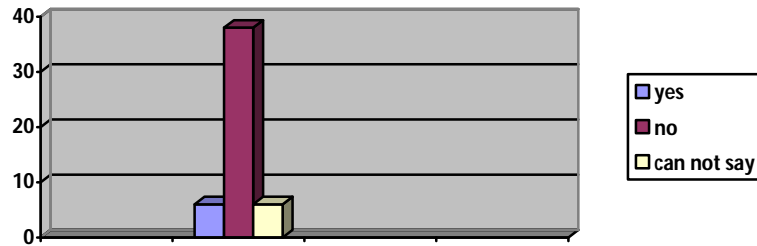


Figure 18

Interpretation

The above graphs show that maximum number of retailers thought that there will not be any kind of impact on there business due to the opening of organized retailers stores.

Reasons for the non impact

Q-19 We have of big as well as small customers

Option	Respondent
Strongly disagree	2
Agree	24
Strongly agree	24



Figure 19

Interpretation

The above chart depicts that about 24 of the retailers were strongly agree with the statement that they have both big as well as small customers they further say that it is due to this reasons due to which there is not harmful impact of the opening of organized retail store over there store.

Q-20 Middle and lower class customers are not going to afford big brand

Option	Respondent
Strongly disagree	10
Agree	25
Strongly agree	15



Figure 20

Interpretation

The above graph shows that majority of the retailers 25 were agree with the statement that middle and lower class customers is not going to afford big brand this means that they were not going to do there shopping from organized retail store.

Q-21 Quality is provided by us at reasonable

Option	Respondent
Strongly disagree	5
Agree	25
Strongly agree	20

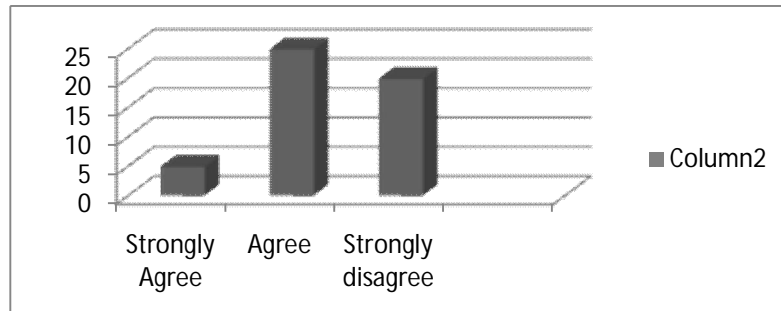


Figure 21

Interpretation

The above chart show that majority of the unorganized retailers though that they provide quality product at the reasonable cost as compared to those organized retailers

Q-22 Customers loyalty changes very frequently

Option	Respondent
Strongly disagree	25
Agree	10
Strongly agree	15

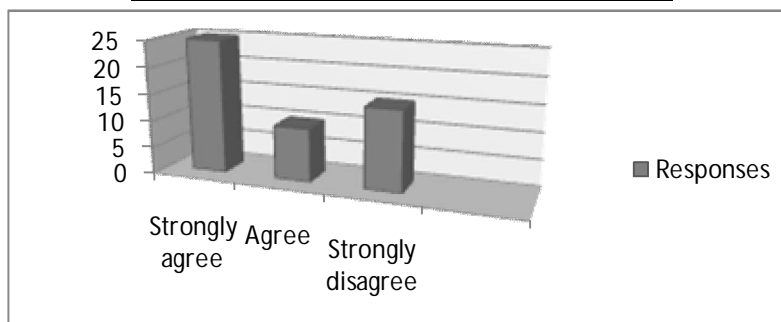


Figure 22

Interpretation

The above graph shows that majority of the unorganized retailers 25 were strongly disagree with the statement that the customers loyalty changes very frequently.

Q-23 Reasons which influence people to go to the organized retail store particularly malls

Option	Respondent
Services offered	30
Infrastructure	35
Brand	45
Show off	25

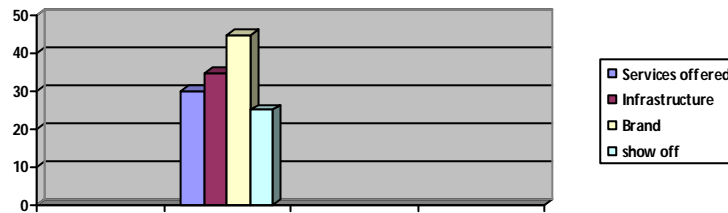


Figure 23

Interpretation

The above chart shows that according to the majority of the unorganized retailers Brand is the main reasons which influence customers to go to the organized retail store followed by infrastructure, services offered and show off.

Q-24 Coming up of organized retail has affected the consumers perception

Option	Respondent
Yes	45
No	5

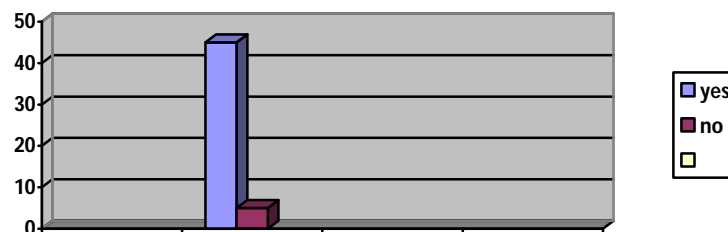


Figure 24

Interpretation

The above graphs shows that maximum number of retailers i.e 45 thought that coming up of organized retail has affected the consumers perception. They further say that now a days customers have started purchasing branded product, they have become more quality conscious and selected in there purchasing and they give more importance to the facilities than the product

Q-25 Strategy you will adopt to overcome the competition

Options	Total ranking	Rank
Diversify the business	150	4
Change the location	230	6
Tie up with the company	180	5
Improving infrastructure	80	1
Increasing variety of product	90	3
Reduction in prices	81	2

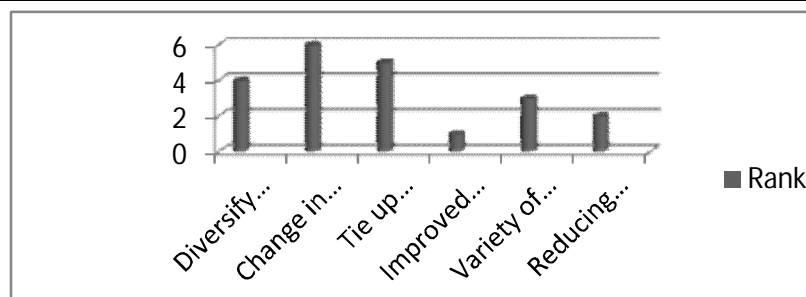


Figure 25

Interpretation

The above graphs shows that the most common strategy that the retailers were going to follow is either they will improve the infrastructure or they reduce the price of product in order to retain there customers so that they can overcome from the competition

FINDINGS AND DISCUSSION

D) For Customers

Type of retail store that customers visit : This chart depicts that out of 50, 50 customer visit kirana store, 40 customer visit departmental store, 42 customer visit malls, 40 customer visit canteen Where as out of 50 people 38 customers are the ones who have visited all the above stores.

How many times you have visited those stores : This chart shows that out of 50 people 40 people are the one who visit these stores on a regular basis where as only 10 people are the ones who visit those stores occasionally.

Reasons for visiting those stores: The above chart depicts that now a day's maximum number of people gave priority to the price whenever they went for shopping, after that they consider the brand of the product, services offered and the infrastructure available in the outlets

Location where customers like to visit while shopping: The above chart shows that maximum number of people would like to visit branded outlet while shopping. The next most favored location is prime location from where they can get quality product at cheaper price, followed by attractive outlets and any other outlets.

Is there is any difference between the services offered by all the stores in which you have visited? If yes, then up to what limit? The above chart shows that 45 of the people had realized that there is some difference between the services offered by all the stores in which you have visited. The difference is basically in terms of product quality, infrastructure of the outlet, the way the retailers deal with their customers particularly those retailers of kirana store. However 3 of the people say that they haven't seen any kind of difference between the services offered by all the stores in which you have visited. And 2 of people cannot say about it.

Level of satisfaction regarding product in an organized retail store : The above chart depicts that out of 50 people 27 people say that they were highly satisfied with the variety of the product that is available in the organized retail store however only 5 person say that they were neither satisfied nor dissatisfied with the variety of the product available in the organized retail store. 15 people are satisfy with variety of the product.

Level of satisfaction regarding services: The above chart show the 30 of the people were highly satisfied with the kind of services offered to them in the organized retail stores, whereas 2 of the people say that they were highly dissatisfied with the services offered to them in the organized retail outlet

Level of satisfaction regarding quality of the product.: The above chart shows that 28 of the people were highly satisfied with the quality of the product which they purchase from an organized retail store, where as 2 of the people say that they were neither satisfied nor dissatisfied with the quality of the product which they have purchased from an organized retail store they further says that there is hardly any difference between the quality of the product which they have purchased from both the organized and unorganized retail store.

Level of satisfaction regarding price of the product: The above chart depicts that 20 of the respondent were dissatisfied with the price charged by the organized retailers. They thought that the

organized retailer unnecessary charge higher price to them even though the cost involved in the production of that product is assumed to be less, whereas 15 of the respondent said that they were satisfied with the price charged to them by the organized retailers.

Level of satisfaction regarding the infrastructure provided to the customers in an organized retail store: The above chart depicts that majority of the customer that is 6 of the customer were highly satisfied with the kind of infrastructure available in the organized retail outlets particularly in the malls, whereas only 20 of the respondent say that they were dissatisfied with the infrastructure provided to them in the retail stores. They further say that as in most of the organized retail stores where CCTV cameras due to which they feel uncomfortable while shopping in those retail stores.

Level of satisfaction regarding variety of product: The above chart depicts that out of majority of the people that is 30 of the people were dissatisfied with the variety of the product available in the unorganized retail store however only 6 people say that they were satisfied with the variety of the products available in the unorganized retail store.

Level of satisfaction regarding services: The above chart show that majority of the people that is about 3 of the people were either dissatisfied or highly dissatisfied with the kind of services offered to the them by the retailers of unorganized retail stores, whereas only 10 of the people say that they were satisfied with the services offered to them by the retailer of an organized retail store.

Level of satisfaction regarding quality of the product: The above chart shows that 20 of the people were neither satisfied nor dissatisfied with the quality of the product which they purchase from an unorganized retail store, where as 6 each of the people say that they were dissatisfied with the quality of the product which they have purchased from an unorganized retail store

Level of satisfaction regarding price of the product: The above chart depicts that 30 of the respondent were satisfied with the price charged by the unorganized retailers .Where as only 1 of the respondent said that they were highly dissatisfied with the price charged to them by the unorganized retailers. They further say that even though now a days the inflation rate is dipping continuously and even there is over supply of goods in the market but these unorganized retailers unnecessary increase the price of the product.

Level of satisfaction regarding the infrastructure provided to the customers in an organized retail store: The above chart depicts that majority of the customer that is 25 of the customer were dissatisfied with the kind of infrastructure available in the organized retail outlets particularly in the old kirana stores. They further say that many times these unorganized retailers take large time to fulfill their orders, whereas only 5 of the respondent say that they were satisfied with the infrastructure provided to them in the retail stores.

Have you ever gave any suggestion to the owner of the retail outlet: This graph shows that majority of the customers that 35 of the respondent have never gave any kind of suggestion to the retailers where as only 10 have gave some kind of suggestion to the retailers and 5 of respondent cannot gave any suggestion to the retailers which is regarding the improvement in the infrastructure, increasing the variety of the product and providing better quality product and services to the customers.

II) For Retailers

Do you think the opening of organized retail store will have any kind of impact on your business: The above graphs show that maximum number of retailers thought that there will not be any kind of impact on their business due to the opening of organized retail stores.

Reasons for the non impact

We have of big as well as small customers: The above chart depicts that about 24 of the retailers were strongly agree with the statement that they have both big as well as small customers they further say that it is due to this reasons due to which there is not harmful impact of the opening of organized retail store over there store.

Middle and lower class customers are not going to afford big brand. : The above graph shows that majority of the retailers 25 were agree with the statement that middle and lower class customers is not going to afford big brand this means that they were not going to do their shopping from organized retail store.

Quality is provided by us at reasonable: The above chart show that majority of the unorganized retailers though that they provide quality product at the reasonable cost as compared to those organized retailers.

Customers' loyalty changes very frequently: The above graphs show that majority of the unorganized retailers 25 were strongly disagree with the statement that the customers' loyalty changes very frequently.

Reasons which influence people to go to the organized retail store particularly malls: The above chart shows that according to the majority of the unorganized retailers Brand is the main reasons which influence customers to go to the organized retail store followed by infrastructure, services offered and show off.

Coming up of organized retail has affected the consumers perception : The above graphs shows that maximum number of the retailers i.e 45 thought that coming up of organized retail has affected the consumers perception. They further say that now a day's customers have started purchasing branded product, they have become more quality conscious and selected in their purchasing and they give more importance to the facilities than the product

Strategy you will adopt to overcome the competition: The above graphs shows that the most common strategy that the retailers were going to follow is either they will improve the infrastructure or they reduce the price of product in order to retain their customers so that they can overcome from the competition

CONCLUSION

After carrying out my research work the most important point which I have noticed is that now a days customers have become more quality conscious. They want quality product at the cheapest cost. In addition to the quality product they also want they must be given quality services and better infrastructure facilities whenever they do shopping's. From customer point of view, my study finds out that customer visit kirana store on regular basis to shop at branded outlets on price priority. 45 of the people had realized that there is some difference between the services offered by all the stores in which they have visited because of high satisfaction level of quality and service offered to them in organised retail outlets and customers satisfied with charged price and dissatisfied from infrastructure in unorganised retail outlets. From retailer point of view the opening of organized retail store will have no impact on their business because of reasonable rate and middle and lower class did not want to buy product from malls, but the coming up of malls and strategy will impact customer's perception.

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