1. **Advertising**: Any paid non personal communication through out of store mass media by an identified sponsor.

2. **Assortment display**: An interior display in which a retailer exhibits wide range of merchandise for the customer.

3. **B2B**: A business model that aims at selling goods and services to commercial customers rather than individual customer.

4. **Barcode label**: A printed label containing black and white coded images meeting industry standards to route packages or retrieve information about the merchandise to which the label is attached.

5. **Branded goods**: Goods marked as proprietary brands, pre packed by the manufacturer, with name of the product displayed on the package.

6. **Consumer behavior**: Consumer behavior has wide connotations and cover areas such as consumer’s perceptions, preferences, his buying habits, buying decisions, behavioral traits exhibited during shopping etc.

7. **Consumer durables**: Consumer goods such as washing machines, T.V, computers etc which yield services or utility over a period of time rather than being completely used up at the moment of consumption.

8. **Consumer Electronics**: It covers electronics items such as television, refrigerator, washing machines, music system, air conditioners, microwave oven, mobiles and computers.
9. **Consumerism:** It involves the activities of the government, business and independent organizations designed to protect consumers from practices infringing upon their rights.

10. **Demographic dividend phase:** It is the phase India is passing through currently and is expected to last till 2025. Due to structural changes in India's demographic profile, the share of economically active people is seen rising along with reduction in age dependency ratio of non working age group population to working age group population.

11. **Demography:** Population

12. **Franchising:** It involves a contractual agreement between a franchisor and a retail franchisee, which allows the latter to conduct a given form of business under an established name and according to a given pattern of business.

13. **Furniture Goods:** Furniture goods include wall units, cupboards, wardrobes and any other form of ready to deliver home furniture made of wood, fiber or metal.

14. **GDP:** A measure of total flow of goods and services produced by the economy over a specified time period. It is obtained by valuing the output of goods and services at market prices and then aggregating.

15. **Globalization:** It is the process of convergence of prices, products, wages, rates of interests and profits around the world.
16. **Glocalization**: It is adaptation of the global practices and standards in local markets as per the requirements of the market situation.

17. **Haats**: A weekly village fair in India with temporarily set up stores normally spread on the ground, with each seller selling diverse product offerings.

18. **Hedonism**: The interpretation of the motivation of all human actions in terms of pleasure and pain.

19. **Impulse purchases**: Occur when the consumers make pre planned purchases, thus influenced by sudden desire or impulse to buy something else.

20. **Kirana store**: A small Indian neighborhood mom and pop store dealing with basic grocery and top-up convenience products with personalized services.

21. **Liberalization**: Liberalization is progressive elimination of control of the states over economic activities.

22. **Local retailer**: Local retailer for the purpose of study is considered as an independent retailer who runs only one retail outlet irrespective of size. The outlet is completely managed by him with the help of either family members or a few employed sales assistants.

23. **Organized retailer**: Organized retailer include any retail outlet or chain which is professionally managed, has accounting transparency and
organized supply chain management with centralized quality and sourcing and big size and volume of sales.

24. **Population by class of towns**: As per the Census 2001, population by class of cities/towns is defined as under:

   - Class I / Tier I cities- Population of 1 lakh and above
   - Class II / Tier II cities- Population between 50,000 and 99,999
   - Class III / Tier III cities- Population between 20,000 and 49,999
   - Class IV / Tier IV towns- Population between 10,000 and 19,999
   - Class V / Tier V towns - Population between 5,000 and 9,999
   - Class VI / Tier VI towns- Population less than 5,000

25. **Predatory pricing**: A policy of setting prices, the purpose of which is to weaken or eliminate competitors or to discourage and prevent the entry of new sellers into the consumer's market.

26. **Private labels**: A brand of products that is produced by a store. The brand carries the store’s own name or one that has been created. For example, Shoppers’ Stop has ‘STOP’ and Pantaloons has ‘BARE’ brand of clothes. This is also known as store brand.

27. **Privatization**: It is transfer of control of ownership from the public sector to the private sector.

28. **Readymade Garment goods**: R.G goods include ready to wear apparels such as men’s wear, women’s wear and children’s wear.
29. **Retail Economics**: A combination of retail statistics, accounting and financials is referred to as retail economics.

30. **Retail logistics**: The total process of moving goods from a manufacturer to a customer in the timeliest and cost efficient manner.

31. **Retailing**: Retailing involves all the activities involved in selling goods or services to the final consumer for personal, non business use.

32. **Shopertainment**: It involves a wholesome experience of shopping, fun and entertainment, all under one roof.

33. **Strategy**: A set of principles which will determine specific actions and decisions and which are designed to achieve well defined goals.

34. **Unorganized sector**: According to National commission of households, unorganized sector refers to enterprises owned by individuals employing less than ten people.