Chapter –II

Literature Review

2.1 Books

2.2 Journals and Magazines

2.3 Reports

2.4 Dissertation and Thesis
Chapter –II

Literature Review

Number of Thesis, Dissertations, Research articles in journals and magazines were found while carrying out present research work on “A Study of Organized Retail Business in selected cities in Western Maharashtra”. This Literature Review formed a base for completion of this study on organized retailing.

2.1 Books

Parasraman M.G. (2003)\(^1\) – In ‘Understanding Shoppers: Building powerful brands using shopper research’, Tata McGraw-Hill, author has categorized shoppers in two typologies: Hindi medium type and English medium type, where the former were more traditional and looked up to the latter for innovating cultural leads. The study indicated that male shoppers belonged to the following segments: traditional, pleasure seeker, social chameleon, and intrinsic progressive man. Women shoppers were contented conservative housewives, the role bound archetypal provider, the anxious working woman rebel.

Newman Andrew, Peter Cullen (2006)\(^2\) – The Book on ‘Retailing: Environment and Operations’, by Thompson Publication explains retailing as set of activities that markets products or services to final consumers for their own personal or household use. It does this by organizing their availability on relatively large scale and supplying them to consumers on relatively small scale. According to authors, the responsive retailer recognizes the importance of additional services for the customer.

Jain J.N., P.P. Singh (2007)\(^3\) - Authors in their book on ‘Modern Retail Management’ by Deep & Deep Publication Pvt. Ltd., have given detail classification of various retailers as well as competitive analysis. Book also throws light on Retail locations; Store planning, Design and Layout of retail stores. Product and Merchandise Management is discussed while giving idea
about branding strategies and private label brands. Dimensions and determinants of retail consumer buying behaviour is elaborated in detail.

Nair Suja (2008)⁴ – ‘Retail Management’ published by Himalaya Publishing House book gives all basics of Retailing Management. Detail overview of Retailing in India gives deep insight. Book is rich with many cases and examples with ample exhibits. Theoretical aspects of retailing like strategic retail planning process and retail merchandising help to understand the retail process. Author also suggests GAPS MODEL to improve retail service quality.

Levy Michel, Weitz Barton A., Ajay Pandit (2009)⁵- ‘Retailing Management’, Sixth Edition, Tata McGraw-Hills Publishing Company Ltd., New Delhi. This book brings out retail scene which looks phenomenal even against backdrop of recession. Though a retail giant India has characterized by a dominant non-organized retail sector which accounts for whopping 95% of the total retail turnover. It throws light on the various important issues like world of retailing, Retail Strategy, Merchandise Management, Store Management, CRM Human Resource Management and relevant case studies. In addition to above, vital subjects such as brand development, retail site locations and retail market strategies have been handled in a different way.

Pradhan Swapna (2009)⁶ - In her book, ‘Retailing Management: Text & Cases’, 3rd edition, Tata McGraw – Hill, New Delhi, clarifies concepts of retailing. It also throws light on retailing in an international context as well as trends in retail in Asian countries. In addition to these private label and category management are also included in revised edition. Store operations, Human Resource Management and organizational structure provide essential information for those who study retail management.

Gaining an insight into the global retail market, its key players, the markets that they compete in, and the format that they operate helps to understand dynamic global retail industry.

2.2 Journals and Magazines

**Martin, Turley (2004)⁸** – In an article on ‘Malls and consumption motivation: an exploratory examination of older generation Y consumers’, researchers undertook a study on the attitudes of generation Y (19 – 25 years) consumers towards the malls and on their consumption motivation. Key findings include that they are more likely to be objectively rather than socially motivated to consume. The findings also suggest that motivation predicts an individual’s perception of shopping mall’s ambience, layout and involvement in shopping. Managerial implications include using objective information, such as price-oriented promotions when trying to attract older generation Y consumers.

**Sinha Piyush Kumar, Dwaraka Prasad Uniyal (2005)⁹** – ‘Using Observational Research for Behavioural Segmentation of Shoppers’, in this research paper authors have identified major shoppers segment as: choice optimizers who want to maximize value and are very involved in the shopping process, premeditated shoppers who buy from a pre-planned list of shopping items, economizing shoppers who are price conscious, support seekers who are influenced by store personnel or by their companion, frequent/infrequent shopper and recreational shopper.

**Amatul Baseer, G. Laxmi Prabha (2007)¹⁰** – ‘Prospects and problems of Indian Retailing’, this study reveals that there are vast opportunities for retailing in India. Problems accompany the opportunities, committing some mistakes and also high cost of equipment and packaging material having impact on growth of the industry. Though the retail sector of India is expected to grow rapidly over the next few years, it is needed to point out that this will definitely not be a smooth ride. As the market develops, it will see its share of ups and downs and just because it is at the nascent stage does not mean that the going will be necessarily
good. As there is increasingly challenging retailing in India, it requires competitive tools, product development and differentiation and cost reduction.

Anbalagan M., V. Gunasekaran(2007)\textsuperscript{11} - In their research work on ‘Retail Consumers Market in India – The Next Big Leap’ authors feel that India is one among the large Asian economies to liberalize its retail sector, a number of retailers have entered in this nascent though dynamic market and numerous international names have envisaged interest. Market liberalisation and increasingly assertive consumers are sowing the seeds of retail transformation that will bring bigger Indian and multinational players onto the scene. India remains one of the last frontiers of modern retailing. The complexities of the vast and varied market as well as India’s unique characteristics will reap larger rewards over the long term. It is clear that the winner in this retail rush is going to be the consumer.

Angshuman Paul, Aditi Prasad, Shashank (2007)\textsuperscript{12} - Authors in their article has discussed about developments in retail by business houses in India. ITC began slowly but then raced ahead with their retail strategy of e-choupal and choupal sagar. Reliance Retail began with a bang, but was forced to shut down outlets and go slow. Wal-Mart is supporting to Bharati Retail for back end operations. Pantaloon Retail with their Big bazaar, aims to operationalise 25 million sq. ft. by 2011. Vishal Mega Mart is going to invest Rs. 12500 crores by 2010 and Subhiksha, pioneer in setting up small sized functional stores.

Dassani Vaishali (2007)\textsuperscript{13} - She has specified all the details regarding Reliance mart, which occupied 1,65,000 Sq.Ft. of retail space at Ahmedabad. Reliance Retail, a part of Reliance group’s initiative opened hypermarkets in Jamnagar and Gurgaon. Sixty two national distribution centers across India will serve as supply chain network for Reliance Retail’s first phase of expansion across 1500 towns in urban and rural India. News of Wal-Mart’s entry has provoked opposition from small scale retailers fearing that millions will lose their livelihood if large chains come in.
G. Laxmi Prabha, Amatul Baseer (2007)\textsuperscript{14} – ‘Emerging Retail Trends in India’, here authors have discussed about emerging trends in Indian Retail. Strong regional and national players are emerging across formats and product categories. Real estate developers are also moving fast through the learning curve to provide qualitative environment to the consumers. The shopping mall formats are fast evolving. Partnering among brands, retailers, franchisees, investors and malls is taking place. The demanding assertive Indian consumer is now sowing the seeds for an exciting retail transformation that has already started bringing in larger interest from international brands. With the advent of these players, the race is on to please the Indian consumer and its time for the Indian consumer to sit back and enjoy the hospitality of being treated like a king.

Gupta C.P., Mitali Chaturvedi (2007)\textsuperscript{15} – ‘Retailing: An Emerging Trend in India’, authors have commented that, in India Retail Industry has become the second largest employer after agriculture. It is found that the gap between living standards of the consumers of metro and non-metro cities are narrowing own day by day. One of the prime concerns of the retailers is the availability of space for the retailing in India. The availability of prime space would definitely enable the retailers to deliver better quality products and services to the consumers, resulting in increase in operational efficiencies and decline in costs for the supply chain. This new arena will offer new jobs, high salaries, better living conditions, world quality products and services, a unique shopping experience and more social activities and huge business opportunities to the world retail players.

Gupta S.L., Tripat Kaur (2007)\textsuperscript{16} – ‘Exploring the trends of retail formats in India – A study of Shopping malls’, this study presents an overview of the present situation of organized retail formats with a special reference to shopping malls. It is concluded that understanding of our shopper’s attitude towards different characteristics of the stores and retailers response towards the shoppers’ mood. The results suggested that if proper window display and other methods of presentation of merchandising are done, the retailers are able to attract more shoppers. Study also focuses on product categorization, merchandise co-ordination and market segmentation.
Malliswari M N, (2007)\textsuperscript{17} – ‘Emerging Trends and Strategies in Indian Retailing’, here author in her article on ‘Emerging Trends and Strategies in Indian Retailing’ has given overview on recent strategies in Indian Retailing. The peculiarity of the Indian Retail scene lies in the co-existence of innumerable small informal retail stores alongside with modern chain stores and malls. The poor and middle class constituting a major part of population, patronize the smaller stores as they are more comfortable with them. Small local stores still find patronage from substantial number of customers belonging to the middle class and above because of their convenient location in residential areas.

Md. Ismail El-Adly (2007)\textsuperscript{18} – In ‘Shopping malls attractiveness’, he undertook a segmentation approach to shopping malls attractiveness in the UAE revealed six mall attractiveness factors from the shoppers’ perspective: comfort, entertainment, diversity, mall essence, convenience, and luxury. It also arrived at three malls shopper segments, specifically, relaxed shoppers, demanding shoppers, and pragmatic shoppers. Each segment was profiled in terms of mall attractiveness attributes, demographics and shopping behaviour.

Palveen Kaur, Raghbir Singh, (2007)\textsuperscript{19} – ‘Uncovering retail shopping motives of Indian Youths’, authors looked at uncovering retail shopping motives of Indian youth and reveal that Indian youth primarily shops from a hedonic perspective. Various factors were identified covering shopping motives: hedonic (meeting friends and getting new ideas), market mavens (to identify new trends), peer group association, utilitarian motive, status consciousness and impulse shopping and economic shopping motives.

Panandikar S.C. , Rajiv Gupte,(2007)\textsuperscript{20} – ‘Models of Consumer Behaviour in Mall Culture’, here authors state that malls have revolutionized the concept of retailing and they pose serious competition to their conventional counterparts in terms of service, ambience, price, access to the brands etc. Furthermore they have created a niche in the minds of consumer through a perception of innovation style and status. They observed that most preferred items are food and stationary followed by toys and beauty care products. Price was observed as influencing factor followed by product offer, shop display and previous experience.
The boom in malls has created its own economy and brand – the brand of fun, for the Indian consumers who lie at the center.

R. Tamilarasan (2007) 21 – ‘A study on Retail Stores Service Quality Dimensions in Select Retail Stores of Chennai City’, in this research paper, author has examined most preferred quality dimension within the retail service quality dimensions such as tangibles, responsiveness, assurance and empathy. He has also tried to assess the importance and actual quality among dimensions of exterior and interior atmospheres as well as merchandise suitability. The study after an in-depth analysis of a variety of store dimensions and service quality dimensions reveals that all these dimensions have to be improved to earn competitive edge and survive in the retail business.

Sharif Memon (2007) 22 – ‘Competitive Promotional Tools & Retailing – The Game where you differentiate or die’, in his research study, author focuses on the recent trends in India demonstrate that variety of big retailers is expanding their businesses. The best instances are Tatas, RPG, Adanis and the list persists. The Indian industry is shaped up with retail players like Food retailers, Health and beauty goods retailers, Clothing etc. Also it gives organized retail formats in India like Hypermarket, Supermarket, Speciality Stores etc. The competitive tools include all the tools starting from Advertising, Sales Promotion, Direct Marketing, Personal Selling, Public Relations, Publicity, Interactive Marketing and Point of Purchase Marketing. The study focuses on three retail chains viz. Big Bazaar, Adani and India Bazaar.

Srivastava Shuchi, (2007) 23 – ‘Not quite Corner Shops’, this article tries to bring out current scene of traditional retailing. Title is extended as ‘Not quite Corner Shops – So is the big bad wolf of retail gobbling up mom-n-pop stores? Not really, they are preening to look it in the eye. It also tries to focus on the questions like, Will Indian consumers change their shopping habits? Will deep pockets out price and outmaneuver the existing players? Will the traditional mom-n-pop shops will survive. It has been found that, there is negative impact on revenues and profits, to begin with. But over a period of time, it wears off as the mom-n-pop stores are able to adjust and adapt, and therefore able to find ways to protect their niche.
V. Shridhar (2007) 24 – ‘Retail invasion’, this article focuses on retail invasion taking control of the supply chain in India, and there is growing unease among people who depend on retailing for livelihood. There are about 15 million retail outlets in India; of this only 2 per cent are in the organised sector. 95 per cent of the outlets occupy less than 500 sq.ft. of space. India has the highest density of retail outlets in the world. There are about 15 outlets per 1000 inhabitants in India compared to 4 or 5 in developed countries. About 40 million people make living from the activities that one under retailing. Unorganized retail is done through family-owned shops, roadside eateries, kiosks at street corners, hawkers and street vendors plying their wares on pushcarts. They cater the need of low-value, high frequency customers.

Freda J Swaminathan, Vina Vani, (2008) 25 – ‘Consumer attitudes color growth of malls’, this paper studies growth of malls in India. The research recognizes that in an economy where organized retailing plays important role in boosting consumptions expenditure. There is need to understand consumer attitude towards these malls. Consumer attitude towards these malls would influence kind of offerings and experience retailers need to come up with. The research is limited to Delhi NCR region and provides directions regarding the winning retail formats tomorrow. It brings out the result that mall have affected consumer shopping and entertainment behaviour.

Ganguli Shrishendu, B. Vinoth Kumar (2008) 26 – ‘Drivers of Customer Satisfaction and loyalty in Indian Retail Supermarkets: An exploratory study’, takes into consideration both service quality and features and measures their impact on consumer satisfaction as well as loyalty. This study attempts to find out the underling constructs of these service variables for the Indian retail super market customers. An attempt has been made to explore the impact of these factors on customer satisfaction and loyalty as dependent variables, also explores the effect of satisfaction on loyalty. Authors have concluded that, customer satisfaction has strong influence on loyalty, which means satisfied customers continue shopping and recommend retail store to others.
Mishra Rohit Kumar (2008)27 – ‘A study on retail strategies’, the aim of this study is to identify the impact of Branding in ‘Retail Industry’. The study is basically the analysis of retail branding strategies adopted by the retailers in India and how this strategy becomes an important part of the development of retail sector. This study covers various sources to identify the essence of the booming retail sector and to concentrate the status and power and opportunity of retail branding in India. Study also tries to analyse the components which are necessary for a perfect retail brand and effectiveness of various intermediaries involved in retail sector. Author feels that retailers need to be innovative in branding the value proposition and deciding what services to deliver for successful branding.

Sahoo Debajani, Hari Govind Mishra (2008)28 – ‘Organized Retail in India: A case study of Bal-Wart’, this study takes into consideration partnership of Bharat-Wal-Mart entry strategy. With annual sales over US $ 250 Billion, Wal-Mart is a global Fortune 500 company. Wal-Mart’s supply chain and distribution expertise coupled with its extensive merchandise mix and lack of competition in India, the retail giant is aiming for sustainable triple-digit annual growth over the next five to ten years. Wal-Mart has the opportunity to benefit from Indian consumerism, but it must act decisively.

Sahoo Harpreet Singh, Narinder Kaur (2008)29 – ‘Retailing in India: Recent Trends and Challenges’, in their article author has mentioned that India’s retail war has just begun. International players like Wal-Mart, Tesco, and Carrefour have decided to enter this goldmine industry. The entry of Wal-Mart into India will benefit consumers by providing access to huge variety of products. India’s infrastructure will develop faster to match the sophisticated supply chains needed by larger stores. Organized retail faces innumerable opportunities and challenges, in terms of competition, Government restriction on FDI, lack of infrastructure and dominance of unorganized sector.

Singh Abhinava S., Sidhartha G. Das, Mamta Mahapatra (2008)30 – ‘Audacious Kiranas vs. Organized Retailers’, this study of Indian Retail Industry is an attempt to elucidate on the realignment tactics and strategies of Kirana against emerging organized retailers. New retail business models are being
created to lure the Indian consumer away from the traditional Kirana. The Kirana are not playing salient spectators to this new reality. Although current demographic indicators and growing consumerism point positively towards the growth of organized retailers, consumers are still loyal to Kiranas. In spite of the success stories like Big Bazaar, the Indian Kirana community which forms the hub of small business and entrepreneurs in India is still holding ground in the extremely competitive Indian retail market.

**Ramesh H.N. (2008)**[^31] – ‘Cyber retailing - Indian Profile’, this article highlights on importance of retailing, scope and types of retailing and retail mix and retail strategy for successful retailing. Retailing can not be overlooked for its contribution to the economic development. Lot of professionalism was used for acquiring, maintaining and retaining the customers. Many industrial houses have entered into retailing with twin objectives. One of the objectives is to provide superior service to the customers for building brand loyalty for which intermediaries may not be so effective. Another objective is to reap the superior profit in the terminal market. This article notes negative and positive impact of information technology on retailing.

**Ravichanran K., David Sam Jayakumar, Abdus Samad K., (2008)**[^32] – ‘Service Quality: Food Retail’, this paper identifies the critical quality dimension of food and grocery shoppers based on the Retail Service Quality Scale Proposed by Dabholkar A. (1996) that takes into account the retail settings. It investigates the service quality items under five different factors and the results have been indicated. The quality of service provided by food retailers and be assessed by pioneering work done by the experts in retail marketing.

**Bapat A., Patil P., (2009)**[^33] – ‘Retail Management – A Road Ahead’, it has been stated that Indian retailing enjoys many unique features, is still in primitive way. They are not in a position to implement world class practices of supply chain management. The concepts of quick response are missing. The two bases of modern retailing the electronic data interface and mutually respectable partnership among retailers and suppliers are missing to great extent in Indian context. Also, Indian marketing channel members are performing some unnecessary tasks, which make channel structure heavy and inefficient.
Cherish Mathew, (2009) 34 – ‘Organized Retailing - Opportunity or Threat?’, this article deals with comparison of the marketing systems of organized and unorganized retailing to assess the feasibility of ‘Organized Retailing’ as a strategic choice out of new business opportunities. The phenomenal size of retailing business in India along with high potential has attracted leading Indian and multinational operations towards ‘retailing’ and expanding their business portfolio. However the current trend of aggressive expansion strategy by major organized retailers has created resistance from some socio-political forces thus raising apprehensions about the future scope of the business.

C V Krishna, (2009) 35 – ‘Next Generation Retailing, An Empirical Study using Factor Analysis’, this article deals with comparison of marketing system of organized and unorganized retailers. The phenomenal size of retailing business in India along with high growth potential has attracted leading Indian and multinational corporations towards ‘retailing’ or expanding their business portfolio. The current trend of aggressive expansion strategy by major organized retailers has created resistance from some socio-political forces, thus raising apprehensions about the future scope of this business.

Choudhari Himanshu, Vandana Sharma (2009) 36 - ‘Empirical Study on Operational Efficiency in Retail Stores in Chandigarh Tricity’, in this article, authors have stated that, it is essential to know-how of all factors which will help retailers to sustain in the long run. It was observed that there is significant influence of format of retail stores and location on the operational efficiency. Location of the retail store must be central to the customers to encourage higher footfall and combat competition.

Dutta Nandita (2009) 37 - ‘Friend, Wholesaler an Guide’, here she speaks about ‘How German wholesaler ‘Metro’ is helping customers like ‘Kiranas’ to grow their business. Metro Cash & Carry India, the Indian arm of German Wholesaler Metro AG opened its Kolkata Store six months ago. Metro helped small Kirana shop in a village outside Kolata transform from a hole-in-the-wall outlet to a central point of the village. For customers like hotels restaurants and caterers, Metro has a community approach. The idea is to give them a platform to meet
and exchange ideas. Towards the end, the company has initiated to bring chefs from India and other countries to share their experience on different kind of cuisines and menu merchandising.

**Khera Sartaj (2009)** – In ‘Organized Retail Business in India under the Spell of Recession’, author states that Organized Retail Business in India are reeling under the impact of recession, which has, not only hit the global market but also Indian Retail sector. This article attempts to review various aspects of the effects of recession. The problem areas have been highlighted and suitable solutions are provided. These solutions would enable the retail business in India to combat recession and take the much needed path of recovery.

**Pande Tripurai (2009)** – ‘Economic Slowdown – Silver Lining for Retailing in India’, this article attempts to focus on the fundamentals of retailing and the scope of efficiencies therein. The retail sector in India is now at an inflexion point, and the trend points towards the high growth trajectory led by the onward march of organized retailing and increase in consumer demand. Developments in the retail sector have gripped to the population in urban areas to such a degree that that the retail players are now bandying about differentiation, branding and customer satisfaction almost continuously.

**Pradhumn Kumar (2009)** – ‘Retailing Luxury Products in India – Redefining Lifestyle’, this article bring out that the retailing is the most happening business in India, with huge potential of generating revenues and contributing to the nation’s economy. It also examines the numerous brands available in the luxury category in India and the market segments of these products. Various international luxury brands have entered in India to tap the local market. Several conductive factors have facilitated the growth of luxury brands in India during the recent past, which would continue to drive further growth.

**Saxena Nitu (2009)** – ‘Changing Consumer Behaviour, Its Influence on organized retailing in India’, through this research author states that traditional demographic variables cannot clearly identify complete characteristics of an evolutionary retail market, as consumers in the same demographic group have
diverse psychographic make ups. Therefore psychographic factors influencing consumer behaviour have to be understood more closely by organized retailers. Further organized retailing has tremendous influence on consumer behaviour. Thus consumer Behaviour and organized retailing have reciprocal influence on each other.

Shrivastava Ashish Kumar, Saket Ranjan Praveer (2009) – ‘Organized Retail in FMCG Segment: Rural Market Prospects’, the paper attempts to evaluate the prospects of Organized Retail in FMCG Segment in Rural Market. The study has been carried out on the selected categories of FMCG viz. (i) Packaged Food and Beverages; (ii) Cosmetics; (iii) Toiletries; and (iv) Apparels through evaluating the effectiveness of determinants of organized retail. The hypothesis has been taken that some of the determinants of retail are more important in the opinion of consumer along with the different opinion of demographic classes.

Sheeja S. (2009) – ‘India’s Subhiksha – Aping Wal-Mart’s EDLP Strategy?’, this case study focuses on Subhiksha’s Unique Selling Proposition which was powerful pricing strategy. Subhiksha had not placed itself against conventional Indian players like Nilgiris or Food World, Spencer’s Daily and Big Bazaar who had set up air-conditioned outlets in India. The author talks about what challenges Subhiksha faced and will the discount model suite the Indian Retail Market?

Sukanya Ashokkumar, Shilpa Gopal (2009) – ‘Diffusion of Innovation in Private Labels in Food Products’, this study is conducted with the objective of finding out the diffusion of innovation in private labels. The study helps to identify the factors that determine the buying behaviour of private label. Diffusion of innovation is a process by which an innovative idea or product or practice is communicated to the public. The concept of private labels has been significantly increasing in recent years. Big retailers are launching their private brands and pitching them against the well established manufacturer’s brands in the shelves of the retail store. The retailer’s brands compete with the producer’s brand in various factors like, price, value for money, customization etc.
Valsamma Anthony- (2009) 45 – ‘Small Retail Stores thrive on Customer relations – An Empirical Study’ is based on a survey of small unorganized retail outlets. The study reveals that the traditional retail outlets enjoy considerable strengths by way of unique sales proposition and customer relationship management measures adopted by them. These outlets are quite successful and profitable. Incorporating necessary modifications to their business format in tune with changing circumstances, adoption of modern techniques would help them to withstand the growing competition from organized retailers.

V. Ramanathan, (2009) 46, ‘The new face of unorganized retailers in India, From Convenience to Category Killers’, here author states that Indian retail can be traced back to weekly markets, melas and village fairs in the rural areas to Kirana stores in urban areas. However, big format organized retail stores are expected to garner about 16 – 18 % of the total retail market in the next five years. Due to the growth of organized retail outlets, the unorganized retailers are prompted to change their method of operation.

Y. Ramakrishna – (2009) 47 – ‘Factors that would facilitate continued retail boom in India’, author has proposed divergent views regarding the future of organized retailing in India. One very important and positive influence is the possibility of restrictions on FDI would be removed. However, the slump experienced over the past one year has promoted many industry analysts to revisit the earlier bullish forecast regarding the rapid growth of organized retailing in India. There are several strong reasons for anticipating a further boom in the organized retail sector in India.

Bhatia Hitesh (2010) 48 – ‘Retail Business in India – Revolution or Evolution’, this article attempts to trace transformation of traditional format of fairs and melas into contemporary and modern retailing in India. The modern retail formats reflect a gradual evolution of trade from melas to malls, contradicting the general theory of revolution. Modern retailing can become truly egalitarian and widespread in its reach, only when it can address needs of this segment of population.
J. Prasad, A. R. Aryasri (2010) - Authors in their Research Paper on ‘A study on Role of Consumerism in Modern Retailing in India’ have stated that emergence of hypermarkets; shopping malls have become destination centers to cater ever-changing need of consumers. It is imperative to understand changing trends of consumerism that led to the growth of organized retailing in India. The study puts great focus upon overview of selected organized retail formats like food and grocery, apparel and throws light upon changing trends of retailing and prospects associated with it.

Sathyanarayanan R.S. (2010) – Author has suggested in their research on ‘Measuring Service Quality in the Context of Indian Retail’ that offering service quality in retail is highly imperative for retailers, as competition is getting stiffer day-by-day and customers are becoming more demanding and discerning. Creating unique customer experience is essential for retailers to woo customers and retain them in long run. Hence Retailers should focus on improving customer service quality by carefully analyzing perception and expectation of customers towards the store on various dimensions, and taking appropriate actions to improve the situation.

Sahoo Swaroop Chandra, Das Prakash Chandra (2010) – ‘Consumer Decision Making Styles in Shopping Malls’, an attempt has been made by these authors to know about the decision making styles of buyers in shopping malls. The purchase of goods and services include a number of factors that could affect each decision. Increase in numbers of variety of goods and stores, shopping malls and the availability of multi-component products have broadened the sphere of consumer choice and have complicated process of decision making.

Saxena Nitu, (2010) – ‘Service Orientation in Retailing’, author has stated that, service orientation in retailing has come to the fore with the emergence of organized retailing, and has spread its roots to traditional formats as well. The changing expectations of consumers have necessitated that services are effectively planned and executed. Successful retailers know that the demand for their merchandise is not just price elastic, as economists would like to believe, but also service elastic. Accordingly service orientation should be integrated into
all aspects of retailing. The goal should not be only customer satisfaction, but also customer delight.

**Singh Swati (2010)** – ‘The Rise of Non-Metros- New Retail Frontiers’ in this article researcher discusses the changes taking place in Tier II and III cities and also the factors that have facilitated transformation. As markets in metros face saturation, organized retailing is moving to non-metros to make the most of changing behavioral patterns brought about the increased earnings, western influences, increased number of working women and desire for luxury items. Consumers in small cities want to eat shop and get entertained under the same roof like their counterparts in metros.

**Verma Amit,(2010)** – ‘Category Management- Merchandise buzz in Retail Operations’, this article presents a literature survey on the concept of category management in retail operations based on the exposition on category management given in research papers. Category management has gained importance as a result of dynamic changes in consumer outlook coupled with increasing competition. It helps to ensure better product planning on the retail shelves so that it can increase profitability and meeting consumer demands.

### 2.3 Reports

**KPMG in Hong Kong, China ‘Retail Outlook for China (2005)** - In China, both hypermarkets and supermarkets are perceived as food specialists and include fresh food produce to cater to local tastes. Convenience stores have been another format that have done exceedingly well in larger cities. These convenience stores have increased their services beyond snack foods, beverages and dairy products to include financial services and utility bill payment facilities. China’s traditional urban retail format – the department store – has not been very successful in competing with modern trade. Mall development in China started in the early 1990s. By 2002, there were over 100 malls in China, most of them concentrated in the large cities such as Shanghai, Chengdu, Guangzhou and Beijing. At present, there are more than 400 shopping centers and malls operating in China.
Major trends in spending patterns as per KSA Technopak study is that grocery shopping, personal care, apparel and eating out are the major reasons why Indians in SEC A and B shop. Indian Consumers are spending the international way with groceries share coming down and lifestyle related expenses increasing. The study has identified four clusters of consumers: those who enjoy shopping and like to shop in departmental stores, those who are value conscious who are promotion and price driven, fashion driven shoppers especially of apparel and time saver who wants to do quick shopping.

Retail Asia (2005), KPMG in India Analysis - Indian retailing set to double in the next three years, with the emergence of more national retail chains. The optimism about Indian retail is corroborated by the KPMG in India 2005 Retail Survey. More than 70 percent of our survey respondents expect to grow in excess of 40 percent per annum in the next three years. Going by the growth plans of the retailers we met, modern retailing is expected to double in terms of the number of outlets and amount of retail space in the next three years, with the emergence of more national retail chains. In such a scenario of rapid growth, the preparedness of Indian retailers in terms of having appropriate formats, scalable processes, appropriate technology and relevant organization capability will be crucial to success. The survey explored these aspects. India would see experimentation by retailers to identify the winning format suited to different geographies and segments – implying multiple formats by retailers. Such experimentation and identification of an appropriate format for local conditions would differentiate winners from losers in the Indian retail market of the future.

Indian Retail: on the fast track, FICCI – KPMG Report, June (2006) - FICCI initiatives in retail are led by its Retail Committee, comprising business leaders from major retail chains in India. It addresses issues in the retail sector and targets policy interventions to create a growth environment for organized retailing. Federation of Indian Chambers of Commerce and Industry (FICCI) invited KPMG in India to conduct a survey to gain a better insight into the retail sector. This report is a synthesis of the findings from this survey conducted. The Indian consumer is changing rapidly. The average consumer today is richer,
younger and more aspirational in his or her needs than ever before. Consumers now value convenience and choice on a par with getting value for their hard earned money. A range of modern retailers is attempting to serve the needs of the ‘new’ Indian consumer. The last few years have witnessed an explosion of organized retail formats like supermarkets and hypermarkets in an otherwise fragmented Indian retail market. To tap this growth opportunity, Indian retail organizations need to be prepared for a quick scale up across dimensions of people, processes and technology in addition to identifying the right formats and value propositions for the Indian consumer.

Retail in India: Getting organized to drive growth, A CII – A T Kearney Report (2006) 59 - Confederation of Indian Industry (CII) requested A T Kearney to identify key issues and challenges that organized retail in India faces today and to develop specific actionable recommendations that will propel industry on a growth path. The report has analysed several areas of concern for growth of retailing in India. These issues were detailed out for generic Indian industry, for retail sector specific. The report has analysed best practices in policy and infrastructure facilities. The Indian retail sector is at inflation point, with organized retail poised for an approximately 35 % CAGR for the next few years. A retail consumer in India does not enjoy the value that organized retail has brought. There are suggestions and policy changes recommended.

Can Indian Retail Risk Foreign Ownership?, Inside Out, Images Retail, March (2007) 60 - The article highlights on Foreign Direct Investment (FDI) in Indian retailing. India’s policy makers are under pressure from various quarters and strong lobbyist groups to protect interest of millions of home grown retail outfits. According to Kamal Nath, Commerce and Industry Minister, four sectors under consideration for opening up are: electronic goods, Office equipment and stationary, sports goods and building materials. The exact implications of the FDI are best understood by the companies who will be directly affected by major policy decisions on retail investment.

Images India Retail Report (2007) 61 - Standing on the threshold of a retail revolution and witnessing a fast changing retail landscape, India is all set to
experience the phenomenon of global village. India presents a grand opportunity to the world at large, to use it as a business hub. A ‘Vibrant Economy’, India tops A T Kearney’s list of emerging markets for global retailers for the third consecutive year. The second fastest growing economy in the world, the third largest economy in terms of GDP in the next five years and the fourth largest economy in PPP terms after USA, China and Japan, India is rated among the top 10 FDI destinations.

**Impact of Organized Retailing on Unorganized Sector, ICRIER Working Paper No. 222 (2008)**\(^62\) - Indian Council for Research on International Economic Relations (ICRIER) undertook this study to help policymakers in their task of promoting modernization of the retail sector while maximizing its employment potential. The study has indicated how consumers and farmers benefit from organized retailing. It has also found that small retailers in the vicinity of organized retailer experienced decline in sales and profit in the initial years of the entry but adverse impact however weakens over time. The study has also examined impact on intermediaries and manufacturers. There are recommendations for regulating interaction of small retailers with large retailers and for strengthening competitive response of unorganized retailer.

**India Retail Report (2009) IMAGES F&R Research**\(^63\) - India’s dynamic retail landscape presents a grand opportunity to investors from across the globe, to use India as a strategic business hub. With the changing face of retail, the Indian consumer is in for a rapid transformation. A need for consolidation in retail business is evident and to give it effect many have hit the drawing boards again – not necessarily means that there is any down turn in the industry. In spite of the fast track growth of the retail industry, India is still undergoing through the initial development phase of modern retail. As per the Images F&R Research estimates for India Retail Report the Indian Retail market stood at Rs.1,330,000 crore in 2007 with annual growth of about 10.8 per cent. Of this, the share of organised Retail in 2007 was estimated to be only 5.9 per cent, which was Rs.78,300 crores. But this modern retail segment grew at the rate of 42.4 per cent in 2007, and is expected to maintain a faster growth rate over the next three years, especially in view of the fact that major global players and Indian corporate houses are seen
entering the fray in a big way. Even at the going rate, organised retail is expected to touch Rs.2,30,000 crores (at constant prices) by 2010, constituting roughly 13 per cent of the total retail market.

2.4 Dissertation and Thesis

Kulkarni A.A. (2000) 64 - In his Ph.D. Thesis on ‘Analysis of emerging practices in retailing in Kolhapur City’, the researcher has tried to observe the changes in the field of retailing. The study deals with retailing in consumer goods only. It considers textiles, food and personal care products, books, music cards, gift articles and consumer durables. Information from retailers regarding merchandise handled organizational structure and product range, was collected and analysed. Researcher had found scope for modern retailing in future.

Chile Sarjerao (2009) 65 - In M.Phil. Dissertation he has stated in his research on ‘Effects of Organized Retailing on Small Traders in Kolhapur City’ that the effect on small traders is negligible because of personal relations with customers. People also prefer to buy things in small quantity and mostly the purchase on credit. Vendors of grocery and garment have been affected but effect is not significant.
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