Retailing involves the business activities involved in selling goods and services to consumers for their personal, family and household use. It includes every sale to the final consumer ranging from cars to apparel to meals at restaurants to movie tickets. Retailing is at last stage of the distribution process.

Retailing occupies a strong position in the economies of all the societies. However retailing is by no means static. We are witnessing an increasing series of changes in retailing with the retailing sales at the highest point in the history. Wal Mart is now the leading company in the world in terms of sales ahead of ExxonMobil, General Motors and other manufacturing giants.

Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. The Indian retail market is estimated to be US$ 450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, forbidding foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51% ownership and a bureaucratic process.

The retail sector in India is highly fragmented with organized retail contributing to 5% of total retail sales. Organized Retail is growing rapidly with the emergence of large organized chains like Shoppers stop, Lifestyle, Pantaloons etc.

The present study focuses on various dimensions and measures of organized retail that are likely to impact the consumer behaviour in India. The findings of the study would provide a view of organized retail in India and Buyers behaviour associated with it. This would help Indian companies improve their performance in Indian Retailing Industry.

This thesis is divided in to five chapters. Chapter one begins with the Introduction. It describes about Retailing, Retailing industry in India, the Research background and Motivations.
Chapter two consists of the Review of Literature on the Store Image dimensions and Shopping Motivations.

Chapter three deals with the Research Design, the Research Hypothesis and procedures to be followed for conducting the study, specifically this chapter describe the instrument development process, pilot study and pretesting, Data Collection and Data Analysis procedures. The issues of Reliability and Validity of the measurement scales are addressed here.

Chapter four focuses with the analysis of the data collected for the purpose of the study. Factor Analysis, ANOVA, T Tests, Correlation and Multiple Regression were used for the Analysis. This chapter highlights the interpretation of the same.

The last chapter deals with the Conclusions and Implications and also provides the direction for future research on the basis of insights gained from the present study.

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