Chapter – 1
INTRODUCTION

1.1) Introduction

The first topic entitled as introduction covers the basic concepts associated with retail, retailing and retail trade. Further, the topic mentions the origin and history of the retailing and various retailing theories. The chapter mentions about various elements in grocery retailing like small grocery shopkeepers, hypermarkets, wholesaler and three different segments of the customers. The chapter outlines need and significance of the study and its relevance and uniqueness. Further, it states about objectives, scope, limitations, and hypothesis formulated of the study.

In a fast changing world scenario, trade has assumed a significant role. It is a potentially very powerful instrument of economic development. As an impact of globalization, both domestic and international trades are facing many challenges. In a country like India where a vast majority of people live in rural and semi urban areas, trade becomes even more important, in so far as essential goods are concerned. Time has come when the impact of the changing situation on trade, particularly grocery retail trade needs to be carefully analyzed. With this view in the mind, the present study focuses upon studying different facets of retail trading with special reference to grocery products.

The nature of retail trade in India is such that it includes in its fold small retailers, wholesalers, hypermarkets and customers. It is necessary that the interdependence of all these factors is to be carefully studied. In the present situation, retail trade is passing through the transition phase. Thus, it becomes appropriate to consider all these aspects of grocery retail trade and analyze their operations.

Concept of Retail

Retail is the final stage of the economic activity. By virtue of this fact, retail occupies important places in the world economy. In an attempt to understand the scope of the term retail, various definitions of the term have been examined.
Definition of „Retailing”

According to Philip Kotler, retailing includes all the activities involved in selling goods or services to the final consumer for personal, non business use. A retailer or retail store is any business enterprise whose sale volume comes primarily from retailing.

Retail trade in India

Post liberalization era saw retail industry undergoing a revolutionary change. India is a land of retail democracy- hundreds of thousands of weekly haats and bazaars are located across the length and breadth of our country by people’s own self-organizational capacities. Our streets are bazaars – lively, vibrant, safe and the source of livelihood for millions. India has the highest shop density in the world, with 11 outlets per 1000 people. Retail in India has started with the concept of weekly markets, where all the traders gather at one big place to sell their products every week. The people come to these weekly markets to buy the household items for the next week. Village fairs and melas were also common as it had more of an entertainment value. Once the lifestyle of people started changing, the need of small general stores, which were closer and convenient for the people, became more evident. After India became independent, a new change was brought about in the field of retail trading in order to provide all necessary goods to the consumers at the reasonable prices. Public distribution system was introduced. It was thought that this system would prove effective in providing the necessary link between the producers and the customers. The system was implemented through a wide network of ration shops spread over the entire country. In changing business scenario, Indian Retail Industry has become the derivative of the growing economy with changing demographics and preferences of the Indian consumers. In the 1990’s, all the larger grocery retailers have introduced structural changes in the business with the specific goal of acquiring customer’s attention. The use of structural changes has become so eminent and started attracting customer’s attention. Changing face of retailing industries are becoming increasingly important and, the shopping under one umbrella concept continues to emerge as a popular retailing, especially for developed economies.
This study is an attempt to determine the changing practices of the grocery retail trade in the form of the operations of small grocery shopkeepers, and hypermarkets. Further, attempt is made by the researcher to study the views of the three different segments of the customers in Kolhapur city. With the growing realization that brands are one of a firm’s most valuable intangible assets, branding has emerged as a top priority in the last decade for grocery retailing. Given its highly competitive nature, branding can be especially important in the retailing industry to influence customer’s perceptions and drive store choice and loyalty. Researcher attempts to find the role of branding in grocery retailing. To focus attention on the fast changing pattern of grocery retail trade in Indian cities like Kolhapur, the present study is entitled as —A study of retail trade with reference to grocery trade in Kolhapur city.

The various theories used by the grocery retail trades are explained below –

**The wheel of Retailing** –

Retailing strategies should match the changing environment in terms of prices, product categories, and promotional strategies. Retail life cycle is becoming narrower than ever before. So, it is mandatory for the retailers to not only observe what consumers buy but also improvement to understand why they buy.

According to this theory, retail organizations enter the market with a low-cost, low-price, low-service format, using opportunistic buying and basic premises to undercut established competitors and establish them in the market. For those, which succeed, there is a tendency over time to add product lines, upgrade stores and add services, which will tend to increase price levels for the merchandise. In this stage, retailers mostly depend upon quality of product, useful services to be provided to the customers at reasonably competitive price and establishing contacts with the customers in order to ensure a constant demand in the future.

**Cyclical Theory** –

Cyclical theory explains the different phases in a company. According to this theory, change follows a pattern and all phases have identifiable attributes associated with them. There are three primary components associated with the theory: wheel of retailing, retail life cycle and retail accordion. While wheel of retailing refers to a
company entering the market with low prices and affordable service in order to challenge competitors, retail life cycle addresses the four stages that a company goes through when entering the buyer's market. The retail accordion aspect of cyclical theory suggests that some businesses go from outlets that offer an array of products to establishments providing a narrow selection of goods and services. These establishments later return to a generalized outlet store. Retail accordion is also known as general-specific-general theory.

Environmental Theory –

Environmental theory states that retail institutions being are economic entities. Within such entities, retailers are confronted with an environment filled with customers, technology innovation and market competitors. Retailers who meet the needs and demands of their environment find success, while retailers who fail to do this plummet. For this reason, it is important for retailers to be aware of and adjust to changing environments. The same story is repeated in case of chain stores in the city of Kolhapur.

1.2) Statement of the Problem

In the late 80’s, India has been seen the emergence of general stores in form of small mom and pop stores. In the early of 90’s, departmental stores started showing their presence in specific areas and cities of the India. Early 2000 and then brought the paradigm shift in the retail sector when retail industry in India has seen the sea change in form of the structure, systems and services offered to the customers. The retail industry has grown exponentially all over the world and India, which is being dominated by mom and pop stores, has accepted the change in the basic structure of retailing.

Changing needs of the customers fueled the growth in the grocery retail sector. The growth of retail industry is the result of changes in lifestyle, tastes and preferences of the customers. Further, other factors such as changes in level of awareness, awareness about the brands and various services offered are responsible for the growth of retail trade. These are some of the parameters where expectations of the
Indian customers are becoming more than ever before. Therefore, it is necessary in the present study, to assess and review the customer’s views, various stores attributes of the hypermarkets and small grocery shopkeepers. The retailing industry is customer centric rather than product centric. Therefore, customer’s opinion has to be analyzed. Secondly, unorganized grocery retail traders i.e. small grocery shopkeeper’s views regarding changing nature of the retail business has to be critically assessed. Hence, their opinion is considered for making the study more comprehensive. Wholesalers and organized retailers are other elements of grocery retail trade and they are interviewed in order to study the grocery retail trade as a whole. Wholesaler performs an important role in overall distribution of the grocery products. It is from the wholesalers that the grocery products are sold to SGS and hypermarkets and to the customers. Thus, the wholesalers can be called as the starting points for the distribution channel.

1.3) Need and significance of the study

In the Indian retailing industry, grocery is the most dominating sector that is growing at the rate of 9% annually. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing workingwomen population and emerging opportunities in the services sector are going to be the key factors in the growth of the organized retail sector in India. The growth pattern in organized retailing and the changing consumption pattern made by the Indian customers will follow a rising graph helping the newer retailers to enter the India retail industry.

The most significant aspect of this study is that it is collected the necessary information from all elements of grocery retail trade i.e. small grocery shopkeepers, hypermarkets, wholesalers and customers. Further, five major parameters are tested namely, price, taste, brand, services offered and problems faced by the retailers. The association between various elements in form of variables is considered for the study.

The term shopping frequency, for the purpose of this study means the number of
times the customer visits the grocery shops. The researcher has found that there is direct nexus between shopping frequency and income level of the customers. It is observed that the customers belonging to lower income group more frequently visit the grocery shops as they have very little amount to spend their purchase of grocery is primarily need based.

Customers, for the purpose of this study belong to different age groups. It is therefore necessary to study relation between age group of the customers and their requirement for facility like home delivery.

The term ‘price offers’ has been considered for the study. Study of price offers provided to the customers and its association with customers visit to particular retail formats needs special mention. Various income groups of customers and their preference towards branded grocery products needs to be study. An attempt has been made to study the association between these two parameters as the branded grocery industry is trying to enter the Indian retail industry to make the present Indian consumers more brands conscious because at present 60% of the Indian grocery basket consists of non-branded items.

**Unorganized retail trade (Small grocery shops) –** The present study is limited to Kolhapur city only. The grocery trading in Kolhapur city is more or less dominated by small grocery shopkeepers. Hence, the study has dealt with small grocery shops in details.

**Organized retail trade (Hypermarkets) –** A recent trend in grocery trading in Kolhapur city is the advent of the organized retailing in the form of hypermarkets. The researcher has therefore decided to study the development and operations of hypermarkets and their impact on the grocery trading and the changes brought about by the small grocery shopkeepers for their survival.

**Wholesalers –** In any form of trading, wholesalers assume a position of importance as they are generally responsible for supplying the products in bulk to both hypermarkets and small shopkeepers and also to the customers. It is therefore necessary, for present study, to analyze the working of wholesalers and their
relations with hypermarkets and SGS.

**Customers** – For the purpose of the present study, the customers have been subdivided into the following three categories namely –

i) Customers shopping from both retail trades (Sample size of 500 customers)

ii) Customers shopping only from small grocery shops (Sample size of 200 customers)

iii) Customers shopping only from hypermarkets (Sample size of 200 customers)

i) **Customers shopping only from SGS** –

The customers in the Kolhapur city belong to the lower and middle-income group. As a result, they are used to purchasing the grocery products from small grocery shopkeepers. They are not prepared to purchase the products from hypermarkets, as these markets are limited in number.

ii) **Customers shopping from both (hypermarkets & SGS) retail trades** -

For the present study, the customers shopping from both, the SGS and hypermarkets have a special place of importance because they have helped the researcher in having a comparative analysis as regards changing consumption pattern.

iii) **Customers shopping only from hypermarkets** –

These customers are small in number as the development of hypermarkets in Kolhapur city started from 2006 onwards. Still the researcher has analyzed the pattern of demand of these customers and their views, as number, of these customers is likely to increase in the near future.

Need and significance of the study is divided into few characteristics. These characteristics are –
a) **Relevance**

The rise in double income families leading to higher disposable incomes fuelled by economic growth has led to significant life style change and spending patterns of the customers. Grocery retail industry in India is greatly fragmented comparing to the developed and other developing countries. This provides enormous potential for the retail industry to excel throughout the country, as the market for the final product is huge. The share of organized retailing is 12% of the total retail industry, which is expected to increase at 14 percent by the year 2020. Grocery retail trade has 60% of total market share. So, it becomes inevitable to study it separately.  

Indian retail trade is classified into two categories. First organized and second unorganized. The unorganized retail trade is dominated by small grocery shops. It constitutes 90% of the total retail trades in India. The 10% of the retail trade are organized only. The retail trade is related to hypermarkets, chain stores and shopping malls. Thus in order to assess the current scenario and anticipate future challenges in depth analysis of retail trade is important.  

b) **Applicability**

The Kolhapur grocery market is dominated by unorganized retail trades i.e. small grocery shop owners. The two different bodies are managing the entire grocery industry in Kolhapur city. Approximately 1200 small grocery shop owners and 4 hypermarkets namely Big Bazaar, D-Mart, Lucky bazaar and Vishal mega mart are existing in Kolhapur city. In last few years, the Kolhapur retail trade has gone through a change. The chain stores like Subhiksha have come into existence and had to close down within two years from its commencement. The ownership of Shetkari bazaar has changed. It has been taken over by the Magnet. Magnet is in its initial stages and had closed down in January 2010. So it is very important to study the state of hypermarkets in Kolhapur city as compared to the growth of small shops.  

In the light of the above facts, it becomes imperative to have an exclusive analysis of grocery retail trading in all its perspective particularly in developing city like Kolhapur. The present study is undertaken with the very purpose of studying the
changing pattern of grocery retail trade in Kolhapur city.

c) **Methods** -

Sound research methods are used to do the present study of Kolhapur grocery retail trade which has seen opening and closing of the organized retailers in form of hypermarkets. Thus, the study of the hypermarkets became inevitable. The arrival of hypermarkets has added another dimension in the entire retail trade in Kolhapur city. There is need to study the impact of hypermarkets on the small grocery shopkeepers. Hypermarkets are having the huge operating finance. Therefore, the hypermarkets invest huge finances in sales promotions. The most important element associated with the study of retail trades is the customers. Therefore, the Customers opinion needs to be studied. These opinions are gathered by researcher with the help of structured questionnaire. A separate questionnaire is designed for SGS, wholesalers and hypermarkets.

d) **Originality & Novelty –**

The researcher is of the view that this study is novel in the following respect –

a) So far so good, no research has been done on grocery retail trade in Kolhapur city in grocery. Therefore, the work is original and first of its kind in the field of grocery retail trading.

b) The study concerns itself with grocery retail trade in Kolhapur city, which is unique in itself as it is developing city consisting of lower middle class people and surrounded by such villages, which produces grocery products.

c) The study has concentrated upon three types of customers. Firstly, those customers who buy the grocery from small grocery shop keepers and hypermarkets. Secondly, those customers who buy the grocery only from small grocery shop keepers and lastly those customers who buy the grocery only from hypermarkets.

e) **Literature Available –**

The books on retail management, reports like ICRIER retail provide number of insights. The research papers add new dimensions to the present study. Attending
and referring proceedings of International conferences have helped the researcher in addressing number of unfold issues on retailing.

f) Managerial Implications –

The research will help the retailers to improve their performance in Kolhapur city. Kolhapur is upcoming city from the industrialization point of view, the research will further help the people in uplifting their social stature and creating a awareness regarding changing retail trends in grocery retailing. Therefore, it is important to study the grocery retail trades and related components in Kolhapur city.

The study is significant in the present scenario where the customer’s lifestyle, taste and loyalty are changing. Their expectations from the small grocery shopkeepers and hypermarkets are changing. This study will help both the retailers in understanding customer’s demand about the services, brand preferences etc.

1.4) About Kolhapur city –

Selection of Kolhapur city as an area of research has a special prominence. Kolhapur is a city which has a historical background. It was due to the foresight of the late Shrimant Chhatrapati Shahu Maharaj that this city developed in almost all sectors. Chhatrapati Shahu helped the traders in Kolhapur to develop them by providing them necessary infrastructure. Not only had this but he also asked his men to purchase the necessary goods from the retailers in the city itself. After independence Kolhapur come on the international trading map as it is a very developing expert market for jaggary and specially ‘Kolhapuri Chappals’. Thus, expert potentialities in the city of Kolhapur are very likely to themselves in the city. One more aspect that is prominent is that Kolhapur consists of small-scale industries run by generally low-income group entrepreneurs. Kolhapur is dominated by the industries, which are not the sole manufacturers of the products but used to manufacture bye products especially for auto industry. Foundry business is one of the major segments of the industries in Kolhapur industrial area. This has helped in developing SGS and hypermarkets together. Following are the organized retailers in Kolhapur city –
Features of D Mart –

- Situated at: _E‘ ward, Tarabai Park area, which is prime location of Kolhapur city and has upper middle class locality.
- Sets the image of discount store even though hypermarket.
- Offers value for money. Everyday low pricing strategy is followed. Provides lots of offers.
- Large frontage makes hypermarket clearly visible from outside.
- Huge parking for the vehicles of the customers.
- The grocery products taken for the study are kept on the ground floor.
- Refreshment stalls are available for children’s enjoyment.
- The interiors are green.
- The logo is put on the sides.
- Music was played and appealing to the customers.
- Clumsy layouts are experienced by customers.
- Shopping trolleys are small.
- The ceiling is not structured properly.
- The grocery product mix is good and lot of variety is available.
- The D Mart price and maximum retail price (MRP) both were visible on price tag.
- The D Mart advertises and promotes through —Hoardingsl
- The advertisement appears in the newspaper.
- —Price offersl are circulated through handbills.
- Multiple unit pricing strategy is followed in case of FMCG
- Counters are less.
- Poor space utilization in the hypermarket
- Presence of competitors like Big Bazaar, Lucky Bazaar and upcoming Reliance Retail and Star Bazaar.
2) Features of Big bazaar –
- Situated at: _E’_ ward, Udayam nagar area which has middle class locality.
- Sets the image of discount store even though hypermarket. Offers value for money.
- Provides lots of offers to target customers – on specific days. (Sabse sasta din etc.)
- Large frontage makes hypermarket clearly visible from outside Huge parking for the vehicles of the customers.
- Merchandising of the grocery products taken for the study are kept on the ground floor.
- Refreshment stalls are available for children’s enjoyment
- Music was played and appealing to the customers. Shopping trolleys are small.
- The ceiling is not structured properly
- Less number of verities in grocery is available. Few counters are not operating.
- The Big Bazar advertises and promotes through newspapers, leaflets and —Hoardings—
- The advertisement appears in the newspaper.
- —Price offers— are announced time to time in the store itself.
- Multiple unit pricing strategy is followed in case of FMCG
- Presence of competitors like D Mart and Lucky Bazaar and upcoming Reliance Retail and Star Bazaar.

3) Features of Lucky Bazaar –
- Started by keeping in view the need of local market and the customers who belongs to lower and middle class.
- Situated at: _E ward, Rajarampuri, which is the heart of Kolhapur.
- More verities in grocery are available.
- Layout is clumsy.
- Refreshment stalls are available for children’s enjoyment.
- Ambience is poor.
- Less no. of counters.
Poor space utilization in the hypermarket.
Operating in the Kolhapur since decade.
Presence of competitors like D Mart and Big Bazaar and upcoming Reliance Retail and Star Bazaar.

1.5) **Objectives of the study** –

- The main objective is to study the grocery retail trade in Kolhapur city. With this main objective in mind, study has following objectives –
  1) To study the history and present status of grocery retail trades and its formats in Kolhapur city.
  2) To find out and analyze working of existing organized and unorganized retail trades in Kolhapur city.
  3) To take a review of services provided by retail trades.
  4) To assess the impact of brand of grocery products on customers buying decision.
  5) To study the customer's views towards the grocery retail trade.
  6) To ascertain and analyze problems (if any) faced by grocery trade in Kolhapur city and to make suggestions accordingly

1.6) **Hypotheses of the study** –

Researcher has formulated the hypotheses based upon the objectives and the review of literature. The hypotheses of the present study are mentioned below –

- Retail trade formats in grocery are undergoing change with respect to time.
- There is relationship between income group of the customers and shopping frequency.
- Age of the respondents and requirement of home delivery are associated with each other.
- Customers belonging to higher income group prefer branded grocery products.
- There is association between the place of shopping and —price offersl on grocery products to the customers.
1.7) **Scope of the study** –

The scope of the study is mentioned in terms of area under consideration, the time span, retail formats, different customer segments and the grocery products purchased by them. The elements are mentioned below –

1. **Geographical scope** - The study covers Kolhapur city as one geographical unit.

2. **The time period for this study** – The retail initiatives during 2000-2009 is taken for the study.

3. **Only hypermarkets** in Kolhapur city are considered for the study.

4. **Registered small grocery shops** - Small grocery shops having the registration (shop act license) are taken for the study and the shop keepers having the area less than 400 sq. ft. are taken for the study.

5. **Wholesalers** in Kolhapur city are taken for the study.

6. The customers shopping from both hypermarkets and small grocery shops are taken for the study. The customers shopping only from small grocery shops as well as the customers shopping only from hypermarkets are separately considered for the study to review the difference between shopping behaviors of three different segments.

7. Grocery products taken for the study – Wheat, Rice, Dal, Tea and Oil which assume special importance in the consumer budgeting.

1.8) **Limitations of the study** –

The limitations of the present study are given below –

- Time span considered for the state of retail trade is from 2000 to 2009.
- Responses of the customers sometimes are beyond control.
- The factors other than perception and attitude of the customers are not studied because of time constraint.
1.9) **Keywords of the study –**

The keywords used in the present study are defined as follows –

- **Unorganized Retail Trades (SGS)** – The Shopkeeper having the space less than 500 Sq. Feet’s of the shop and has the shop act license are the unorganized retailers.

- **Organized Retail Trades** – The trades providing the space more than 20000 Sq. Feet’s for the customers and for merchandizing and having the manpower more than 75 are defined as organized retail trade for the present study.

- **Retail Formats** – Retail formats are nothing but the place where buyer and shoppers meets together for satisfying the needs.

- **Customer’s views** – Customer’s views are taken in forms of the attitude, perception and preference generated towards organized and unorganized grocery retail trades.

- **Brands** – Brand is nothing but the perception and imagination about the product.

- **Services** – Services are nothing but the additional value which product carries for feeling the customer’s need and satisfy them.

- **Sales promotion** – It is the tool used especially by the organized retailers to make the customers aware about the hypermarkets and to attract them.

- **Shopping** – for the present study, the word _shopping_ is termed as a sort of need in case of the customers purchasing only from small grocery shop keepers and a sort of activity of enjoyment and time pass for the customers purchasing from organized retail trade i.e. hypermarkets.

- **Shopping frequency** – for the present study, the word _shopping frequency_
of the customers is nothing but visiting the same place to purchase same grocery product of same brand.

- **Spending pattern** – the term ‘spending pattern’ for the present study is defined as the amount in Rs. spend to purchase the grocery.

1.10) Chapter Scheme –

**Chapter 1 - Introduction**

This chapter includes the relevance, importance and novelty of the study of the organized and unorganized sectors of retailing pertaining to the city of Kolhapur. It further covers managerial implications of the study and various elements in the grocery retail trade.

**Chapter 2 - Review of Literature**

This chapter includes following 2 mainstreams of the research analysis concerning the subject. The part A concerns itself with the nature and scope of retail in both of its formats organized and unorganized in India and world.

Part B consists of books, magazines, research papers, reports and other publications related to the subject of the research. They are arranged in chronological order.

Part C of research consists of the pilot study carried out by the researcher so as to find out various facets of grocery retailing and finalizing objectives, material and methods of research.

Part D consists of research gaps in the present literature.
Chapter 3 - Research Methodology

This chapter consists of various research methods used in the study. The research methods consist of source of primary data, secondary data and research tool. Sample procedure consists of sample size and type of a sample used in the study and finally research plan. The variables and the data coding procedure is the integral part of research methodology.

Chapter 4 - Results and discussions –

This chapter is divided into following six sections –

4.1) Analysis of Organized and Unorganized Grocery Retail Trade in Kolhapur city

This chapter considers the working of various elements of retail trade in Kolhapur city like wholesalers, small grocery shopkeepers and hypermarkets. Further, this topic presents the data related with the operation of the retailers and comparison with hypermarkets.

4.2) Services Rendered by Grocery Retail Trade in Kolhapur city

This chapter includes the service elements offered by organized and unorganized retail trades. The chapter covers customers opinion about the services provided by the retailers as well as hypermarkets. Further, comparative analysis is done to understand the customer's expectations about retailers.

4.3) Impact of brand, taste and price of grocery products on customer’s buying decision

This chapter consists of various parameters associated with the brands and the data related with the customer's opinion on the role of brand in grocery retailing.
4.4) **Ascertainment and Evaluation of customer”s views towards grocery retail trade**

This chapter covers the demographics of the customers and their perception, attitude and opinion about the sales promotional activities.

4.5) **Problems faced by grocery retail traders in Kolhapur City**

The unique feature of the present study lies with the fact that it covers problems and challenges faced by the retailers. This chapter consists of the various problems associated with organized and unorganized retail trades. The problems faced by hypermarkets and small grocery shopkeepers are different in the nature. The problems and challenges need spatial mention as the problems have great bearing on the present performance and performance in the future of the grocery business.

4.6) **Hypotheses Testing –**

All the hypotheses formulated based on objectives are tested and validated using statistical techniques in this section. The statistical techniques in form of Z test and spearman’s rank correlation coefficient are used to validate the hypotheses. Further, conclusions are drawn based on the inferences of the hypotheses.

**Chapter 5 - Summary, Conclusion and Suggestions**

This chapter includes summery of all the results. Results pertaining to the working of small grocery shop keeper i.e. unorganized retailers, hypermarkets and wholesalers. Further, the results pertaining to three different segment of the customers are summarized. The short conclusion is mentioned based on the findings at the end of the study.
Chapter 6 - Bibliography

This includes the list of the books, reports, journals, articles that are arranged chronologically.

Chapter 7 - Appendices

The topic includes all the questionnaires of customers, small grocery shop keepers, hypermarket authorities and wholesalers. Interview schedule and list of small grocery shopkeepers, hypermarkets and wholesalers contacted is mentioned at the end of the topic.

To summarize, chapter covers the concept and theories of grocery retailing, objectives, hypotheses, scope and limitations of the study. The topic describes the significance of retail trade and its contribution to economic growth of the country. India has seen the exponential growth of grocery retail trade and it becomes important to study in detail the formats of retailing, its nature and scope. Chapter scheme is described at a glance.

In next topic, researcher would like to give the emphasis upon the literature available and historical background of the topic under study. It covers origin history of retail trade in general and grocery retail in particular. Based upon the literature available, various research gaps and outcome of the pilot study.