PREFACE

Changing lifestyles are prompting changes in the retail environment. Paucity of time and an increase in disposable incomes have created a need for new types of retail formats. This means that retailers will have to become better at knowing their customers and predicting their needs and wants. As the socio-economic structure in India changed so did the field of retailing. A once unorganized sector became transformed into an organized sector in the last decade of the 20th century as companies, both old and new, entered the arena.

High volume malls, shopping outlets, supermarkets and hypermarkets mushroomed, requiring the application of modern management techniques to run them efficiently and effectively. Retail success in today’s competitive environment is all about getting the right product to the right place at the right time, at the lowest cost possible.

All these factors motivated to make a comparative study of organized and unorganized retail customers in Rajasthan. The study is covered under 5 chapters.

The study focusses on the retail scenario in India in terms of both the organized and unorganized retail. It throws light on the various formats of the organized and unorganized retail in the country, the driving forces leading to a change from organized to unorganized retail, the opportunities and challenges ahead. It also brings into picture the upcoming trends in the retailing sector. To sum up, it broadly defines the retail scenario in the country.

“Purchase behaviour Of Retail Customers” discusses the major purchase decision influencers that actually shape a customer’s preference regarding what to buy and from where. Further, the stages of buying process, types of consumer purchase decisions and the types of buying behaviour are also
stated in the chapter. The chapter, in all throws light the major parameter that leads to the purchases and that is the influencers of purchase behaviour of retail customers.

In Chapter three, the research methodology is discussed and the problem, significance, objectives, hypothesis of the study are highlighted. A review of related articles, journals and books have also been done during the study period which is also given in the chapter. Further, the scope, universe of the study and also what type of sources are referred to during the study are also mentioned. Finally, the tools for the data analysis and the hypothesis testing are stated. Chi-square test and the z-test are applied to test the hypothesis. The basic objective of this chapter is to tell the methodology adopted for carrying down the research in accordance with the topic.

The analysis and interpretation part is stated in detail in chapter four. The filled in questionnaires are put in a tabulated form and pie charts are prepared out of it. Further, based on the data collected, various inferences are drawn. The chi-square and the z-test are applied on the collected data and the results are revealed. This chapter is the primary application of the chapter on research methodology.

In the last chapter, the findings, suggestions, limitations and the scope for further study are mentioned. The contents of this chapter are based on the matter collected during the research and the observations made. A major part of the findings is inferred from the data collected and tabulated during the research in Chapter four.