CONTENTS

1 INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

1.2 E-COMMERCE AND ONLINE RETAIL BUSINESS IN INDIA

1.3 PARADIGM OF UNORGANISED AND ORGANISED RETAIL IN INDIA

1.4 CONSUMER TRADE-OFF BETWEEN ORGANISED AND UNORGANISED RETAIL STORES

1.5 EVOLUTION OF RETAIL IN INDIA

1.6 STATEMENT OF THE PROBLEM

1.7 REVIEW OF CURRENT LITERATURE

1.8 SIGNIFICANCE OF THE PRESENT STUDY

1.9 SCOPE OF THE STUDY

1.10 PROFILE OF THE STUDY AREA

1.11 OBJECTIVES OF THE STUDY

1.12 HYPOTHESIS OF THE STUDY

1.13 RESEARCH METHODOLOGY

1.13.1 Sampling Procedure and size

1.13.2 Sampling Design and Target Population

1.13.3 Frame work of analysis

1.13.4 Construction of questionnaire

1.13.5 Pre-test

1.13.6 Collection of Data

1.13.7 Statistical tools used for analysis

1.13.8 Chi-Square Test

1.13.9 Paired t-test

1.13.10 Correlation Analysis

1.13.11 Factor Analysis

1.13.12 Multiple Regression Analysis

1.14 Limitations of the Study

1.15 Scheme of the Study
2 RETAILING IN INDIA

2.1 INTRODUCTION

2.2 FRAME WORK OF INDIAN RETAILING

2.3 MEANING AND DEFINATION OF RETAILING

2.4 UNORGANIZED AND ORGANIZED QUADRANT

2.5 RETAIL FORMATS IN INDIA

2.6 RETAILING IN HYDERABAD

2.7 EVOLUTION OF RETAILING IN INDIA

2.8 FACTORS INFLUENCING FOR RETAILING IN INDIA

2.9 GLOBAL RETAILING INDUSTRY

2.9.1 Global Retail Business Model in India

2.10 RETAIL PENATRATIONS IN INDIA (ORGANIZED AND UNORGANIZED)

2.11 INDIAN RETAIL BUSINESS VALUE / VOLUME

2.12 ELECTRONIC-RETAILING

2.13 RETAIL IN FOOD AND GROCERY

2.14 CHALLENGES IN RETAILING

2.15 GOVERNMENT INITIATIVES

3 CONSUMER BUYING BEHAVIOUR

3.1 CONSUMER BEHAVIOR - AN OVERVIEW

3.1.1 Purchase behavior of consumers

3.2 FACTORS INFLUENCING ON RETAIL CONSUMER BUYING BEHAVIOR

3.3 THEORIES OF CONSUMER BEHAVIORS

3.3.1 Economic theories

3.3.2 Psychological theories

3.3.3 Psycho- analytical theories

3.3.4 Socio cultural theories

3.4 BEHAVIOR MODELS OF CONSUMER DECISION

3.4.1 Economic Model

3.4.2 Nicosia Model

3.4.3 Howard-Sheth Model

3.4.4 Engel Kollat Blackwell Model