CHAPTER-II
REVIEW OF LITERATURE

2.1 INTRODUCTION

It is often said that the quality of a research study depends on the quality and quantity of literature surveyed. The researcher first broadly selected the field of study and the issues to be probed and decided on the information required. Later the researcher discussed with the Guide in detail and other Senior Professors and Lecturers in the Commerce Department while deciding the source of information.

Various websites and the libraries of Vivekananda College, Madras University and IIM, Bangalore, provided volumes of information for almost all the research issues and the other related matter. The archives in Chennai City provided historical and anthropological facts. Some of the reputed newspaper organizations like The Hindu, Times of India, etc. provided much published information. The publications of the Government of India like Planning Commission, Statistical Department of the Government of Tamil Nadu contained classified source of information for incorporating in the research.

The information compiled from the above sources was first scanned and the information was segregated on the basis of its importance. Then the summary of each material was developed. The details indicated in the review literature are name of the author, title of the book/report, place of publication, year of publication, etc. The final information is presented in the order of the year in which it was published.
2.2 LIST OF REVIEWS

R. Krishnan (2001) in his research thesis titled “Technology in the Indian Retail supply chain” pointed out the,“ Information Technology can and will play a major role in improving the efficiencies of the retail supply chain in India. Organizations have become aware of the importance of technology to improve efficiencies and are taking definite steps toward leveraging IT in improving the efficiencies of the supply chains.”

R. Thenmozhi (June 2004) in her article titled “Logistics Management” summarized her opinion as,” The traditional concept of Logistics started with products at Producer’s Plants and ended with handing them over to Users. But the present concepts of Logistics Management deal with both incoming and outgoing distributions. i.e the entire Supply Chain, which is actually oriented to effect value – added flows from origin to destination”.

Gibson G. Vedamani, (2006) CEO, Retailer Association of India, in his article titled “A Revolution in the Making” highlighted the,” Availability of Quality Real Estate is an important factor for Retailing to take off in a big way. In practical terms this means that all the malls being planned should be available for Rattlers to exploit. This, along with more brands appearing in the Indian Retail landscape, will enable Retailing to achieve a growth rate of 30 % in the next 5 years”.

Simrit Kaur (2006-2007) in her research paper titled “Crisis of Retail Trade” concluded with,” A rapid increase in the demand for real estate is escalating the rental prices to a level that is way beyond the purchasing power of a common man. A large
number of small and marginal farmers are also likely to suffer on account of the non-verifiable and arbitrary quality standards set by the modern retailers”.

**Smriti Bajaj (2006–2007)** submitted a dissertation titled “Consumer Perceptions of Global and Local Brands in the Indian Retail Industry” came out with some useful conclusions as,” Indian consumers were not prejudiced against foreign brand names. In fact, they evaluated them higher on technology, quality, status and esteem than Indian brands and attributed higher credibility to those countries of origin.”

**Anuradha Kelhan, (2007)** in her topic on “Impact of Malls on small shops and Hawkers” pointed out to a decline in sales of groceries, fruits and vegetables, processed foods, garments, shoes, electronic and electrical goods in these retail outlets, ultimately threatening 5 per cent of them with closure or a major decline in business. Only 14 per cent of the sample of small shops and hawkers has so far been able to respond to the competitive threat of the malls with the institution of fresh sales-promotion initiatives.

**A. Sreejith and Dr. Jagathy Raj V.P. (2007)** presented a research paper titled “Organized Retail Market Boom and the Indian Society” narrated the, “Intense competition among the players of various formats all help to increase the quality of service of the existing local retailers and greater customer satisfaction in Indian society”.

**Preeta Vyas and Ankush Sharma, (2007)** representing Indian Institute of Management, Ahmedabad, in their research paper titled “Indian Organised Apparel Retail Sector and DSS” [Decision Support Systems] observed the, “DSS [Decision
Support System] which provide timely and accurate information can be viewed as an integrated entity providing management with the tools and information to assist their decision making. It appears that Indian apparel sector is in a trajectory and new players are keen to enter with latest DSS tools to use information for decision making which may provide them a competitive edge.”

Vijay Gobale, Ashutosh Dhekne, Piyush Masrani, Sumesh Tirodkar and Tonmay Mande (2008) in their research study on “Demand Forecasting in the Indian Retail Industry” came out with the “Demand forecasting remains a critical tool that plays key roles in manufacturing, advertising, placement and allocation of resources. It is useful for retailers who have their own brand labels and also for small scale retailers with no brand labels.”

N. Poornima Srikrishna (2008, January 15) wrote an article titled “Satisfied Customer is product goodwill ambassador” in which she highlighted the, “Customer is the focal point of every business. The very existence of business depends on Customer satisfaction. A sound product and a competitive price are a must to please the customer but definitely not the only parameter that result in customer satisfaction “.

D. Murali (2008, January 26) wrote an article on “Build a Mall as a brand” in which he narrated the “Make sure that the building is populated by brands that communicate the right message by their very existence”.

Managala Ramamurthy (2008, February 9) wrote an article “Shop for answers” in which she emphasized the boom trend for retail as “There are 400 million customers
waiting to be tapped. With a good quality product at the right price, our aim is to reach out to India like the Indian Post Office System”.

*Catherine Jana Glon (2008, March 3)* wrote an article “Retail Renaissance” in which she revealed the “Super Markets have a huge spread. To win the patronage of the local market is a real challenge. How a Retailer caters to the needs of the local market lays his success because customer is the undisputed King of the Retail Industry.”

*Sandhiya Dev (2008, April 6)* in her article titled “Purchase Power” and stressed the, “Children constitute a major consumer market with direct purchasing power for snacks and sweets and indirect purchase influence while shopping for high end items.”

*Meera S (2008, May 4)* presented an article on “Super Market Shopping in Chennai” in which she highlighted the, “The Super Market culture is here to stay in Chennai. One of the advantages of these outlets over the traditional grocery stores–which are also going in for Super Market–like displays–knows clearly what is available. The outlets have to introduce and promote products without compromising on their brand neutrality.”

*Anjali Prayag (2008, December 31)* wrote an article titled “Luxury Segment Consumers look for Value Retailing” in which she suggested, “Brand value, even in the luxury segment has never been under so much scrutiny; Consumers are looking for the return they will get from the experience of owning, wearing or giving fewer, better things.”
Professor Joshuva Banfield, Director, Centre for Retail Research, Nottingham, U.K., (2008, December) wrote an research article titled “Best of The Worst” in which he analysed the following. “The costs of the retail crime, calculated on the basis of crimes by customers, employees and suppliers / Vendors plus the costs of loss prevention were 112.8 billion dollars in 2008. These costs have to be paid by every one – Retailers, Employees, Suppliers and Shoppers – and are equivalent to 229.73 dollars per family”.

Mr. Zainab Morbiwala (2008, December) wrote a research article titled “Catalogue Retail in India” in which he emphasized the, “With the trend of Catalogue retailing, yet to gain momentum in India, most Retailers – still focused on the brick and mortar format – are yet to fully exploit the true potential of the medium”.

Sangeetha Gosh (2008, December) wrote a research article titled “Retail Kiosk - Plug and Profit” in which she stressed upon the, “The Indian Retail Scenario has been witnessing significant advancement with traditional Retail formats making way for more innovative and technologically evolved formats. One of the innovations to watch out for these the “The Retail Kiosk” which truly makes business sense for Retailers because of its cost benefit structure “at the point of sale” establishment process and ease and convenience for the customers too”.

Bhavya Misra (2008, December) wrote a research article titled “Stop! Reverse and Play” in which she emphasized the importance of recycling with the, “Reverse supply chain includes aspects such as remanufacturing and refurbishing, processing returned merchandise due to damage, seasonal inventory, restock, salvage etc. No
business exists exclusive of its whole gamut of activities, with out paying attention to not only forward supply chain but also the reverse of it”.

_Sandhya Dev (2009, January 4)_ wrote an article titled “Making your Shopping Experience Pleasurable” in which she highlighted the importance of malls as, “Mall Management is pivotal to the growth of the business. Both the Mall and the Retailer are interdependent. From the Customer’s point of view he / she benefits to obtain a variety under one roof”.

_S. Meera (2009, February 22)_ wrote an article titled “All in One Place” in which she pointed out the role of multi brand outlets as, “Men’s, Women’s and Children’s wear, different brands, from lipstick to belts, from bags to Garments-All under one roof. This makes it easier for the customer to shop for the entire family, and for the retail outlet to retain Customer loyalty.”

_Vignesh Shankaran Rajaram (2009, May 10)_ presented a research article titled “Big Gadgets, savvy customers” in which he emphasized the role of consumer in retailing with the, “Today’s consumer’s is well informed and well updated, transforming the way his choices are made. At the end of the day, it is the end customer who ‘makes’ or ‘breaks’ a gadget. Here, the customer certainly wins.”

_Suranjana Basu and Shubra Saini (2009, November)_ presented an article titled “Multiple Channels of Retail” in which they summarized the,” The evolution of Retail is now directing itself to Multi - Channel retailing or cross channel retailing. Besides
brick and mortar stores retail is making ways to other channels like Internet, Mobile Phones, TV and print to cross over the boundaries of usual form of retailing”.

G. Manokaran, (2009, November) presented a research paper on “Green Marketing” narrated the following with reference to the role of retailing in environmental protection as, “Companies that develop new and improved Products and Services with environmental inputs in mind give themselves access to new markets, increase their profit, sustainability, and competitive advantage over the companies which are not concerned for the environment”.

M. Balasubramanian (2009, December) is Research Scholar in Jamal Mohammed College, Trichy, presented a research paper on “Twinsumerism” in which he highlighted the, “The twinsumer trend is part of an all – encompassing trend changing who and what consumers rely on when making purchase decisions, both need and impulse driven”.

Andrew Levermore, (2009) Executive, Buying & Merchandising Management, Marco, South Africa, presented an research article titled “Are we paused or poised” in which he suggested the, “Retailing is not an easy game that can be learnt in a board room. It is some science, but mostly art. There is absolutely no substitute for starting at the bottom”.

Geoff Hiscock, Business Journalist & Author, Sydney, Australia, (2009) wrote an research article titled “Are there clouds in the Indian sky?” in which he came out with the, “The shortcomings that do exist in India include a lack of good, affordable retail
space; A lack of skills in jobs that range from Management to Merchandising to truck driving; a lack of reliable, good-quality suppliers; and lack of logistics to get food and other products on to store shelves in time and on budget. It is the sort of scenario that opens a mountain of possibilities for Indian and Overseas investors and entrepreneurs”.

**Dr. Ashok Gulati and Kavery Ganguli**, Director, IFPRI, Asia, New Delhi, (2009) presented a research paper titled “Retail Lift the Tail; ensuring competitiveness with inclusiveness” in which they came out with the, “The recent performance of the organised Retail sector particularly the food and grocery has been very impressive and this resulted in unveiling a host of opportunities as well as challenges before the Agri-Food Sector. The primary challenge lies in steering this impetus to ensure growth with inclusiveness that is a policy priority and has enormous implications for a small holder – driven agricultural sector”.

**B.S. Nagesh, Chairman, Retailer Association of India, Customer care Associate & M.D., Shopper’s Stop Ltd., (2009)** presented a research paper on the “Challenges of executing Modern Retail in India” in which he pointed as,” Human Resources are an integral part of any Retail setup. Human Resources cost is amongst the top three operating costs in the P & L of any Retailer. Retailers in India have to pay a very high Salary for the Managerial staff thus squeezing on the money available for the front end associates. This has led to big inequality in the stand cards of Associates thus leading to high level of attrition and poor quality of service”.
Tim Eynon, Director, Provogue (India) Ltd., (2009) wrote a research article titled “Growth planning for the Retail Industry” in which he emphasized the, “We must recognize that the organized Retail Sector, whilst important for the growth of the overall Indian Economy, must coexist with the traditional sector if we are to succeed in the overall goal of improving the standards of living of everyone in India”.

Anshuman Magazine, Managing Director, CB Richard Ellis India, (2009) published an article titled “Change in Dynamics of the Indian Retail Sector” in which he indicated the, “The Retail Sector in India is witnessing unparalleled growth. Fresh Retail geographies are emerging, innovative formats are being introduced and Retailers are tapping new consumer segments with prolific product offerings.”

Damodar Mall, Group Customer Director, Future Group, (2009) wrote an article titled “Green habits Retailing” in which he emphasized as,” Modern Retail is following the foot steps of Telecom. There is certainly an opportunity to skip many stages of the evolutionary cycle here as well. As we grow, modernize and consume more, we can retain and encourage Green habits and transmit them to the rest of the world as “Next practices”.

Jeyanth Kochar, Managing Director, GO FISH, Retail Solutions, (2009) in his article “Who is caring for the Customer?” pointed out the role of customer service in retailing as,” Customer Service is the greatest sustainable advantage that a Retailer has and the sooner you learn this, the greater will be your potential profit.”
Brenda Sternquist, Professor of International Retailing, Michigan State University, (2009) published an article titled “International Retail Trends and their Impact on India” in which she stressed upon, “Scientific Logistics allow companies to track inventory, make calculations about how trucks can be optimized in the transportation paths and how inventory can be optimized. The importance of the Scientific Logistics is in knowing the information behind the inventory”.

Archana Prakash, Director, People Tree, HR Services Pvt.Ltd., (2009) presented an article titled “Exit it, Enter Retail” in which she pointed out the following as their skills required of retailers,” Customer – handling skills, pleasing personality and knowledge of English and local language is a must in the entertainment Retail segment”.

Rajneesh Mahajan, Director, Transaction Services, Retail Cushman & Wakefield, India, (2009) wrote an article titled “City wise Real Estate Trends” in which he compared the interdependence of retailing and real estate in the following manner - “Along side emerging directions in Retail formats, the Real Estate Developments are also evolving top create quality spaces for Retailer’s diverse market requirements”.

Sachin Khandelwal (2009) presented an article titled “New Growth Opportunities” in which he emphasized the following about the role of various credit cards in Retailing, “In a growing economy like India, card products are just beginning to move beyond the urban affluent and upper middle class, opening potentially large new growth opportunities”.

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Manoj Kumar Jain, A.K. Dalela and Sandeep Kumar Tiwari (2009) presented a research paper titled “Customer Relationship Management in Indian Retail Market”, in which he highlighted the role of CRM in retail as; “CRM enhances customer satisfaction and offers a pleasant shopping experience where the customer is treated important. Indian retailers have to implement these strategies to have a better growth and improve customer satisfaction.

Subeer Moitra of KPMG India,(2009-2010), in his article “The Present Scenario about Retailing” in which he made an assessment of the present in retailing and also predicted its future as;” India’s rapid economic growth and the ongoing consumer boom have contributed greatly to the growth of the Retail Sector. More specialized consumer markets such as luxury goods, big-ticket durables, entertainment services and housing may find further in roads in niche cities. Although niche cities may not appear as large on the surface, consumption patterns may evolve more quickly, creating deeper addressable markets”.

Mohit Khattar, Managing Director, Nature’s Basket Limited, (2010, January) in his article “What is your pick, big or small” in which he narrated the role of packaging as “Products that are consumed daily or by a larger percentage of the family members typically do better with large sizes, whereas Products consumed infrequently or by some members of the family do well with smaller sizes”.

Sharmila Das (2010, January) presented an article titled “Keeping your employees motivated” in which she offered the following suggestions for motivating the employees of retail outlets, “Keeping an employee of a retail outlet motivated has many
dimensions, providing opportunities for learning and growth, encouraging employees to take additional responsibility, financial security and respect and having fair policies”.

*Shubhra Saini, (2010, January)* in her article, “*Saving Paper is the need of the hour*” in which she gave the following ideas for the retailers about the usage of papers in retail outlets as,” Retailers should ask their employees to use the paper judiciously, should switch to paper bags from poly bags or should ask the customers to carry the paper bags from home, should use cloth napkins instead of paper napkins for internal use, should use waste papers for internal communication, should prefer online mode to communicate with their customers, should prefer using recycled paper.

*Vinitha Nayar (2010, February 7)* in her article titled “*The Thrill of a bargain*” narrates the experiences of the customers while shopping on the road side shops as, “Shopping on the street will never go out of style even with the onslaught of swanky malls and swish stores. One of the most enticing thrills of street shopping is of course the great bargains which are why, even though Malls and state-of-the-art stores beckon, the allure of street shopping will never fade.”

*Meera.S (2010, February 21)* in her article titled “*Bar Codes make billing easy*” in which she emphasized the importance of bar-coding in retailing as, “It saves a lot of time and at the same time it attempts to eliminate the errors arising on account of manual intervention on billing or stock count.”

*S. Meera (2010, February 28)* in her article titled “*Hyper Markets for Value seekers*” in which she highlighted the importance of hyper markets with the, “Hyper
Markets offer value on the retail purchase. They may be located a little far away but that is not a deterrent because the savings would still justify that travel cost in case of bulk buying.”

N. Kanimozhi & Dr. A. Jayakumar of Periyar University, Salem – 11 (2010, February) presented a research paper titled “Challenges and opportunities of Rural Marketing” in which they emphasized the potential of rural markets elaborately as, “The importance of the rural market for some FMCG and durable marketers is underlined by the fact that the rural market accounts for close to 70% of toilet soap users and 38% of all two wheelers purchased. The rural market accounts for half the total market for TV sets, fans, pressure cookers, bicycles, washing soaps, blades, tea, salt and tooth powder. What is more, the rural market for FMCG products is growing much faster than the urban counterpart.”

Vishal Krishna (2010, February) wrote an article titled “Wild Cards” in which he summarized the relevance of retail formats by the following critical comments as,” The organized retail space has very little differentiation. Most business models are similar. However, models are still evolving in the country and there is ample opportunity for new players.”

S. Sathya Sundari (2010, March) in her research paper titled “Consumer perception and behaviour”, in which she suggested the following to the retailers for understanding the consumer behaviour is,” The study of consumer behaviour investigates and develops methods to quantify, forecast and influence the behaviour of consumers.”
K. Gopinath, CEO, Modern Technologies (2010, March) presented a paper titled “Centralized Retail Solutions” in which he narrated the role of technology in retail operations by way of the, “Managing the total Retail operations across all the branches was a huge issue. For connecting the whole operations, we deployed RAYMEDI Solution, and now I am viewing every single transaction from my desktop through online billing station”.

Ramesh Jeyaraman, General Manager (India), ADT security (2010, March) wrote an article titled “Safeguards for Retail Business” in which he offered the following suggestions for loss prevention to the retailers is, “In the retail sector, we see the market beginning to pick up and the loss prevention is especially gaining importance. We are seeing an increased need for video surveillance, people counting and electronic article surveillance solutions”.

Vyas Anand, Spokesperson, Dabur India Ltd., (2010, May) in his article titled “Slipping on a Retailer’s shoes” in which he expressed the importance of consumers in relation to retail as, “In retail, consumers need convenience. The neighbourhood kirana store by virtue of being the nearest store to consumers will always occupy that position of convenience”.

Neeraj Jaipuria – Director – Sales, Asia Pacific, BI Retail (2010, May) presented an article titled “Trends of retailing” in which he analysed the purchases of consumers with the age group as,” There are multiple factors driving Indian Retail Growth. With roughly 60% of the total population below 30 years of age, favourable demographics are expected to drive consumption across categories. The much talked
about the purchasing power of a young consuming middle class is finally crystallizing today”

*Sahiba Sachdev, (2010, May)* wrote an article titled “*Gaming Retail Game Plan*” in which he narrated the, “Gaming is the new retail opportunity. With the advancement of technology, the Internet and mobile phones, the craze for gaming, which took birth in the mid 70’s, has developed.”

*Sailesh Chaturvedi, CEO & Director, Tommy, Hilfigure Apparels, India, (2010, May)* presented an article titled “*Loyalty programme right!*” in which he emphasized the importance of Customer loyalty programme as, “A Customer loyalty programme is a well thought-out and lasting marketing effort which provides encouragement to repeat purchases by customers who display loyal buying behaviour. In retailing these programmes generally reward loyal customers with discounts, special offers, rebates, points or prices”.

*Mary Luise Jacobsen, MD, Retail Management Solutions (RMS) Pvt. Ltd., Singapore, (2010, May)* presented an article titled “*Developing a Private Brand*” in which she highlighted the, “A successful brand is one that keeps the promise so that customers will remain loyal. It involves much more than a name, logo and slick marketing”.

*Vivette D-Cruz, Manager,* Retail and Consumer Products Practice, Earnst & Young (2010, May), in her article “*The Changing face of the Indian Retail*” emphasized
the, “To capitalize on the opportunities in the retail sector, players are to have patience and perseverance as retail is a capital and people intensive sector.”

**Sujay Mehdudia (2010, July 8)** wrote an article titled “*Enhanced FDI in Retail will transfer Rural Economy*” in which he brought out the benefits of the FDI as, “FDI in retail will generate amazing number of opportunities to the rural and urban youth and also provide remunerative price for their produce to the farmers. Small vendors and merchants will be ensured of products at whole sale prices and reasonable prices by the big chains.”

**Ramnath Subbu (2010, July 12)** wrote an article titled “*Lofty ambitions rekindle interest in Retailing*” in which he emphasized about the need for Foreign Direct Investment in retail as, “When FDI flows into retail, there are a whole range of benefits. For the end-consumer, prices will be kept in check by the large scale competition and beneficiaries would encompass all from ‘Farm to Folk’. Also, the supply chain will become a value chain”.

**Vijayalaskhmi Sridhar (2010, August 22)** presented an article titled “*Smart Surveillance*” in which she emphasized the need for store security as, with the retail sector growing steadily and customer demands increasing, safety and security provisions at retail establishments seem to be the need of the hour. Cameras and CCTVs installed at suitable vantage points at retail outlets help the management to virtually ‘see’ what is happening at the store and to forestall thefts.”
S. Meera (2010, August 29) in her article titled “Take your own bag” in which she emphasized about the importance of cloth and jute bags in the retailing as “The cloth or Jute bag was a faithful companion for the shoppers till plastics came into the picture. It is time now to reintroduce the traditional cloth bags in order to save the environment from pollution”.

Vidhya Hattangadi, Director cum Professor (Marketing) of Management at Anjuman – I – Islam’s Allana Institute of Management Studies, Mumbai (September 2010) presented an article titled “In the Wonderland of Visual Merchandisers – All that glitters is Gold” in which she highlighted the importance of Visual Merchandising in the, “In the wake of the retail boom Visual Merchandising (VM) has begun to play a key role in creating the right ambience within the stores and attracting the shopper’s attention. VM is fast catching up in the metros. Big retail companies are also investing a lot in Visual Merchandising. It infuses a new life into the stores. Passion for design and creativity are the trade marks of a good Visual Merchandiser”.

Priyanka Azad, Senior Lecturer, Marketing and Retail, New Delhi (September 2010) presented an article titled “Private Labels in the Indian retail sector spreading their wings” in which she highlighted the importance of the private labels by the “Over the past few years, private label brands have penetrated into the Indian retail markets and, most arguably, have begun to dominate the National brands”.

Meera.S (2010, October 24) wrote an article titled “The insatiable need” in which she emphasized the importance of trained manpower for the retail outlets through the, “Retail involves high levels of customer interaction; the employees have to have the
adequate skill–set, knowledge and tools to be successful at the work place. A Retailer can give training for his employees through independent training institutes or management institutes”.

*Vijayalakshmi Sridhar (2010, October 24)* wrote an article titled “*Changing choices*” in which she stressed about the importance of product variety by the, “Today’s customer is continuously looking for variety in his life in the products he / she uses. The retail market has transformed to meet these new consumer requirements.”

*Deepa Venkataraman (2010, November 7)* presented an article titled “*It is a Mall World after all*” in which she narrated about the emergence of Malls as “Consumers have already felt the comfortable experience of having shopping, entertainment and food all under one roof and hence there is a strong need to have Malls located at various catchment areas which are still untapped.”

*S. Jain (2010, November 14)* wrote an article titled “*Your virtual card gets bigger*” in which he highlighted the role of online shopping in the days to come through the,”“Shopping no longer means braving your way through traffic jams and crowds. You can shop at an E-Store and in future, online retail will gain in popularity”.

*Rahul Dev (2010, November 21)* presented an article titled “*What is in Sale? and … discount !*” in which he highlighted the importance of the bargain in the minds of the customers as,“ The different kind of offer sales by retailers is like electricity. If used wisely and with care, it can help save a lot of money as long as the shopping is planned and executed well.”
V. Rajesh, (2010, November 21) a retail expert wrote an article titled “They bring Retail to you” in which he emphasized about the importance of moving retailers as, “Moving retailers (Vendors, Push Carts and Moving Retailers of all kinds) help to provide a direct connect to a specific customer group. There are possibilities to leverage this connect, the buying behavior of the specific group, and maximize this format to increase penetration. The ideas are limitless”.

Priyank Azad, Senior Lecturer, Marketing and retail Management, Delhi Business School (November 2010) in her article titled “Seven Steps to Success in Indian Retail” in which she suggested the, “1) Cost Management 2) merchandising 3) An Integrated Supply Chain Network 4) Customer Satisfaction through Multi-Format Retailing 5) Store Design and Ambience 6) Forming alliances 7) Innovations”

Meenal Dhotre, Assistant Professor in Viswa Karma Institute of Management (VIM), Pune (November 2010) wrote an article titled “Customer Complaints – How to turn them into assets?” in which she emphasized the following in relation to customer satisfaction is, ”While customer complaints can be a real challenge for a company, they also provide an opportunity for the company to turn negative situations to positive ones. By effectively dealing with the customer complaints, a company can not only appease a dissatisfied customer but also build loyalty”.

Dr. I. Sathya Sundaram, Economists and Writer, Machilipatinam – 521001, AP, (November 2010) wrote an article titled “FDI in Retail Sector” in which he highlighted the role of FDI in retailing as , “FDI in retailing is likely to confer the
benefits of new technologies on consumers. The bulk of the Indian economy would gain from the emergence of well capitalized retail mobility. The retailers can ensure cost reduction, and lower prices. Also, retailing can ensure the quality of the product, better shopping, experience and customer services.”

_Bhavana Nagpal (2010, December 5)_ wrote an article titled _“The Power of branding”_ in which she presented the following comments as, “Retail is not just about selling a specific product, it is not just about advertising. It is about understanding customer needs, meeting their expectations, serving them well inside the store and establishing the perception in the mind of the consumer that the brand is ‘reflection of me’.

_Meera.S (2010, December 5)_ wrote an article titled _“Enhancing the Retail Value Chain”_ in which she elaborated the social responsibility of the retailers as “The retailer is becoming proactive in addressing social and environmental related issues through stringent practices.”

_V. Rajesh (2010, December 26)_ wrote an article titled _“What is Impulse Shopping?”_ in which he narrated the, “Impulse Shopping is serious business for any self-service store as customers can end up buying as much as a third of their purchases based on impulse triggers. Such purchases are triggered by the retailer using several cues such as visibility, sound, smell, etc”.

_Sandipan Deb, Faculty Associate, Faculty of Management, IU, Tripura (2010, December)_ presented an article titled _“Rethinking Sales – the promotional paradigm”_ in
which he emphasized the changing ways of selling methods of retailers through the, “The landscape of selling has changed dramatically. Over the last decade as a result of intense competition and the changing business scenario. This requires the companies to adapt to this rapidly changing context by exploring new avenues and revamping the existing strategies.”

_Pooja Pathak, Lecturer in School of Management Sciences, Lucknow, UP, (2010, December) _presented an article titled “The Celebrity endorsement Market in India” in which she highlighted the, “Celebrity endorsements have a huge impact on the Customer’s minds and can ‘persuade’ customers to buy a product. Retailers as marketers have to successfully follow and implement Celebrity endorsements.”

_Priyank Azad, Senior Lecturer, Marketing and Retail Management, Delhi business School, New Delhi (2010, December) _in her article titled “Wal-Mart in India – Strategies and Scope” narrated the following relating to the performance of Wal-Mart discount stores as, “Wal-Mart, world’s No.1 retailer recently made an entry into the Indian markets through a joint venture with Bharti Enterprises Ltd., Looking at Wal-Mart’s performance in the past few decades and its efficient implementation of strategies in different markets across the world, its future seems bright and shining in India.”

_Ramesh Srinivas, Executive Director, K.P.M.G Advisory Services (2010) _presented a paper titled “Hopes of Rapid Growth Revive” in which he emphasized the role of FDI in India through the, “FDI or No FDI, India needs more retailers and increased retail presence. The Governments favourable talks on FDI ignited ambitions in
many of the global players to be among the first movers into a virgin retail territory, namely, India”.

2.3 HOW THIS STUDY VARIES FROM THE PREVIOUS STUDIES

After the review of literature, the researcher observed that there are so many studies existing in the field of retailing. But majority of them focus on one aspect of the marketing viz. logistics, advertising, salesmanship, offers and discounts etc. But a majority of them are yet to focus on the new emerging areas in the field of retailing.

The researcher has identified a gap to be filled by deciding to take up a comprehensive study focusing the customers who constitute the deciding factor in retail marketing. The present study analysis the customer opinion and also points out the inconveniences faced by the customers and the retailers. It also offers suggestions to overcome the present day problem and inconveniences met by the customers. Due to the following reasons, the present study can be distinguished from others.

- Brand consciousness is on the rise in the present environment. The above factor is studied by measuring the relationship between manufacturer brands and private brands.
- Many new retail formats are emerging. Every one of them have their own special features. The level of popularity in the minds of the customers is measured among the sample customers.
- The amount of retail sales is directly related to the incomes of the customers. This factor is brought out in the above study.
• The type of retail payment and the most popular among the credit cards used by the customers is brought to limelight in the above study.

• Retailers use advertising to attract and retain customers. The advertising programmes can be made effective by concentrating on the main purchase decision-maker among the family members of the customers. The study analysis the above feature of marketing.

• Cold storage facilities are a must to preserve the products and present them in an hygienic manner to the customers. The availability of infrastructure facilities like rail/road connectivity is carefully analyzed in the above study.

• The success of the shop-keeper is decided by how he is able to cater different varieties of goods under one roof. The above factor is highlighted in the study.

• Opinions of the customers in relation to Foreign Direct Investment, Value Added Tax and the demand for the industry retail sector are brought to focus in the study.

• Valuable suggestions given by anybody should be welcomes by the retailers and implemented meticulously. The study offers a list of suggestions to the retailers to improve employee performance, introduce modern practices and thereby increase their overall profitability.

The entire researcher thereby has adopted a different approach and presented a novel study on the emerging trends in retail marketing and also offered valuable suggestions for the current problems facing the sector.