CHAPTER 3
LITERATURE REVIEW
Ahmed Zafar U., Ghingold Morry, Dahari Zainurin (2007) studied the consumer behaviour of Malaysian consumers in Klang Valley of Malaysia. The study was extensive in terms of consumer’s buying pattern. Young and single consumers whose income is sponsored by parents are visiting malls in high frequency as to others. Amongst the consumers of malls the people of higher education level are least preferring malls as well as their frequency of visiting mall and amount spent in the malls is very nominal. But surprisingly the persons of higher income category having the highest frequency of malls which indirectly indicates that the mall visitors are treating it as status and good time spending place rather than serious buying place for necessary of life. Post secondary students are long staying and high frequency store visitors which indicates that the Organized retailers have to offer more offerings with reference to them as well as entire internal decoration is supposed to be matching to their requirements. But in terms of profitability or in terms of expenditure in the mall the picture is more pathetic. More than half of the visitors are spending just one tenth of their monthly income the store which reveals the fact that the Organized retailers are succeed in the attracting consumers and bring them inside the mall but cant convert them into extensive or intensive buyers which is to be treated as one of the adverse point for the future position of the malls. Shopping malls have become social and recreational centers where people go for multiple purpose shopping, recreation pursuit, social gathering, entertainment, and sampling browsing around and time pass. Visitors are taking into account the aesthetics aspects of malls in terms of ambience and interior design in selecting mall as well as patronize factor (malls owned by Malaysian business men). This study indicates that the mall owners are supposed to develop specific organized retail format for such type of consumer. Consumers are expecting and perceiving malls as “experienced” place rather than point of purchase. From mall managers view point one should offer 360 services to consumers rather than generic stores retailing to groceries or entertainment or food for making visitors to actual consumers.

Arora Sweta, Rathi Priya, Malhotra Vaishali (2011), have depicted the impact of malls or Organized retailing on the consumer behaviour of New
Delhi and NCR areas with the primary sample purely on the basis of convenience random sampling basis. An attempt has been made for the measuring satisfaction level of the consumers from malls for grocesory, FMCG, and apparels items. Consumer behaviour in retailing is more unpredictable and volatile and to certain extent it is confusing. Average Indian consumer is highly attracted by the Organized retail format and its services which is due to increase in the income, change in life style, other demographic factors and very attractive display and promotional tools in the urban areas and backed by foreign direct investment. Traditional retailing is very efficient and economical in terms of operational expenses and customer relationship management. Newly evolved stores require at least two to three years gestation period which may cause premature death of Organized retail sector. But attractive ambience, deep assortment and Organized merchandise management can beat the traditional retailers. Key findings are based on the small sample size of the New Delhi area which may not draw right and unbiased and conclusive evidence of impact of the mall effect. Not only this but the survey has been conducted in the area nearby the mall area which may give biased result.

Azad Priyank (2010) has explained the importance of the private label in the Organized retailing. In India organised retailers had developed separate strategy of development of various private labels in the category of FMCG sector and later on it also spread towards eatables and readymade garments but out of all Organized retailers every one cat get success.. It gives clear cut indication that Indian consumers can be manipulating by only one of the P of the marketing which is Price. Private labels are cheaper to the Organized retailers as it is available direly from manufacturer so there is no margin to middle men. Private labels are treated as perfect substitute to the national brands and consumers find them of similar to national brand in terms of quality and lower in terms of price. Private labels are very useful in case of the consumers having lower purchasing power or in the depression time. Private labels sales in the Organized retail industry contribute to the extent of onefifth which is very interesting factor. But the national brand marketers negotiate with the Organized retailers for bulk buying which inturn make the prices equal to private labels and wipe out the impact of the private labels in the discount stores of Organized retailing which is not focused at all. Brand
loyalty and Brand perceptions of national brand are so strong that it can’t be replaced by the private labels.

Azam Khalid M and Akhtar Asif (2007) has examined the service quality of three malls viz. Vishal Megamart, Big Bazaar and Spencer hyper market of Ghaziabad with the help of “SERVQUAL” model of Persuraman and on the basis of only five dimensions viz, Physical Evidence, Reliability, Personal Interaction, Problem solving and Policy aspects of mall. Survey has been conducted inside the stores as well as on the basis of the simple random convenience samples of the consumers of all these malls. The study reveals that the physical aspects play very important role in determining service quality. The study is a failed to point the pin pot which are required or expected by consumers in terms of physical evidence. Reliability is the second dimension which is generally constructed on the basis of the several sub factors like policy of replacement, price off on specific product, warranty period of consumer durables etc. All these factors are just ignored in measuring the “Reliability” Very high gap has been registered with respect to reliability amongst the Bigbazar and Spencer. Personal inter action is the third dimension of the study but here there is gap in inter liking the effect of “personal interaction” on the service quality and its other aspects. Personal Interaction with consumer is to be treated as basic requirement for better CRM practices in the area of marketing. Personal interaction is to be reflected in the policy of malls which is lacking. Only efforts for inspiring consumers for buying products (focusing on the feeling of “safety” ) of and “hipness” aspects of the employees are considered which is to be treated as very narrow. Consumer’s expectation and perception towards the problem solving ability of store is also measured. There is very vast gap between expectation of consumers and actual attempt of malls management for the solution of the problem. Lastly the role of “policy” for enhancement of service quality of the store has been examined by the researcher. Policy in terms of parking place, convenience and acceptance of the credit card has been rightly examined. The said research conclude that mall management have to go for regular in-depth study of various service quality factors and its impact on the consumers perception towards over service quality. Basically speaking the SERVQUAL model has suggested several gaps, but the said research paper has not followed such conventional gap evaluation which indicates that study is very
much deviated and not reflecting gap in terms of management perception, consumer expectation, staff performance and other aspects.

Bagaria Amit (2011) examines the success of modern retail in the contemporary situations. Modern retail is full of attraction to the urban consumers as well to certain extent for semi urban consumers also but for the mall in the later stage it is difficult to survive. It reveals the strategy of location and targeting Indian consumers. All most all the Organized retailers have targeted Metros and Mega cities and type B towns are ignored or kept under lower profile. Towns of India are carrying high population as to metros and megacities. To make food retail and apparel retail one should capture Type B town and increase foot falls in the Organized retail sector. Argument is absolute appropriate that still India can manage Organized retail to the extent of just 4% which is very insignificant in terms of world parameters. The focus has been. It depicts the gap in the strategy of location and capturing the market of grocery and food and beverages by the Organized retail sector. India’s most potential market is semi urban which is still catered by unorganized retailers. Not only this but the lack of any attempt of nationals Organized retailers to join hand with the local retailers for capturing market is also eye-catching cap and can be treated as most potential one also. Mall are needed to be developed in such areas where foot falls are naturally higher and whose audience or consumers are not expecting more than basic offerings and services which can keep the operational cost down and high turnover. Different category wise different market has not been captured by different Organized retailers like apparels market, FMCG market, Consumer Durables Market. Hence the marketers strategy of just spreading operations in the “me too” areas may not be much more profitable as to operating in the different market and different environment where no of consumers are higher. But the author has just ignored the basic problems which may be faced by the Organized retailers in terms of technology, specified human resources, operational distance and inventory management alongwith high transportation cost. More over the psychology of the consumer can’t be changes overnight by launching mal in suck area in terms of “Adoption” of the Organized retailing as well as it cut off the consumer from “human touch” and “credit period facility”.
Bhupta Malini and Vaish Nandini, (2010) has examined the impact of meltdown on the Organized retail industry in India. The Indian Organized retailing sector is passing through the downturn situation after ten years span. The great Indian consumer was eager to enter the mall of the city is in turn just not interested any more to enter the contemporary entertainment and buying place of the city due to financial melt own echoes in the Indian economy. Ahmedabad is the highest affected by the economic meltdown as there has been reduction in the retail space to the extent of 653000 s.q. ft in the western region of the country. The big players of the industry has revised its retail format and exercises has been witnessed the indianisation of retail format as per the consumer profile. But there is lack of proper understanding of the consumer. Increasing transportation cost, only occasional offers, psychological negative thinking for spending, high rent of the real estate and restructuring of various organisations in the city, adversely affect the consumers and make them deface the malls of the city for linger period. For the present scenario the policy of opening of malls in the different areas of city with out taking into account consumer’s mind set. High rentals of the real estate is playing very vital role in denting profitability of the existing malls in these upcoming cities as for the new ones the profitability timing has been extended to greater extent which compels the big players either to postpone their plans for new outlets or to wind up their present operations to greater extent. It has been witness in the form of the withdrawal of Birla’s “More” from entire Ahmedabad, slow death of “Shubiksha”, reducing of Reliance mall by reducing one third space of “Mega Mall”. Most of the malls which are emerged between 2005-2007 are facing big problems as they expect that the consumers can be easily attracted by gift, discount, other entertainment frills, and value for money expectation satisfaction through local or private labels has been failed. Proper exercise before opening of mall is needed in the form of proper study of consumer’s expectations, possible break even point, impact of perception of slow down in the Indian economy and its counter impact in the particular city.

Chiliya N, Herbst G., and Roberts-Lombard (2009) has examined the mind set of retailers of grocery shops of south African town ship and examining several areas for increasing the profitability of the retail store. Paradigm shift has been observed in the grocery business in the entire world
which compels the small retailers to change the format of their business model to certain extent. The study is based on the basis of rely from 300 retailers of grocery of East London area of South Africa. Major research area is in terms of the initiatives by the retailers for marketing of their stores and its operations are considered as the most important. Retailers consider Price is the most effective P for attracting consumers. Retailers are charging price of the products differently and even it changes daily basis also. Retailers are very rigid in terms of propaganda or advertisement of their stores as more than ninety percent believes that the word of mouth publicity is the most effective tool of promotion and hence one should not waste money for the advertisement in any media. Customer care or customer relationship management is to be treated as most effective tool in marketing for creating store patronage and satisfaction of the customers but just one third of the retailers believe in such system which is to be treated as most responsive factor for reducing profitability of the store. Research amongst the present shoppers from the store is just ignored by the retail operators as it provides no relevant and useful information which in turn result into ignoring meeting customers at regular period of time which create lack of knowledge about customer’s expectations. Small grocery merchants are failed to offer wide assortment of offerings as the malls in the nearby city offers multiple choice selection of brands at very reasonable or low price which result into “brand insensitiveness” amongst the consumers of the surrounding area. Quality service is to be treated as important factor but the actions of the retailer shock lack of effort in delivery quality service to consumers. Packing is just ignored by these retailers which had been revealed by response from various customers outside the stores. The entire study focuses that the grocery merchants are failed to take any initiatives at all in terms of marketing for the enhancement of profitability of the stores. Due to malls in the nearby city the local consumers of township may be attracted by the Organized retailing which reduce the footfalls in the small shops. Statically analysis with the ANOV reflects that’s various initiatives like promotion of products, customer service, customer interest knowing, packing, play important role but it has not considered by marketers of grocesory as marketing strategy for increasing profitability. Financial management of the grocesory stores is also played very important role in the profitability. Bad debt and improper cash management
plays major role. Lack of sufficient fund is the key factors which restricts the 
grocery merchants for the initiative of keeping new offerings and value 
added services.

Dr. Chavadi Chandan A, and Kokatnur Shilpa S, (2010) has studied 
the sales promotional effect inside the shopping malls on consumer behaviour 
as well as an attempt has been made to know the factors considered by the 
consumers for selecting retail outlet locations. The sales promotional tools is 
to be treated as most impactive weapon for the attracting consumer and 
converting foot falls into actual buyers in the Organized retail sector. But it is 
very difficult to know the most effective sales promotional tools amongst ten 
different used by the organized retailers. Free gift, buy one get one free, 
discount coupon, next time purchase discount, flat off on the MRP, 
refund/rebate, Premium bonus point etc are used by the Organized retailers. 
But of this only one sales promotional tools “flat discount on MRP” is highly 
effective or preferred by consumers of Bangalore. One should understand the 
product life cycle stage or particular product or brand and accordingly design 
the sales promotional tool for such separate brand or product. The conclusion 
has been brought from study of only malls of Bangalore and which is based 
on their observational and questionnaire based survey. Taking into account 
only two malls in the most modern city of the country and judging the most 
effective sales promotional tool is not justifiable at all. If researcher has taken 
into account similar format for at least ten malls of the mega city like 
Bangalore where cosmopolitan population is very may reflect correct picture. 
Factor analysis tool has been utilized for the examining the factors taken into 
account for the selection of store. Out of all the factors consumers take into 
account merchandise mix, service quality of the Organized retailer, ambience 
and convenience in selection of the retail outlet. Unorgnised retailer or 
traditional retailers are suppose to take steps in these areas to increase the 
satisfaction level of present consumers.

Ismali El-Adly Mohammed (2007) has nicely made and attempt of 
segmenting consumers of malls with the help of customer analysis. An 
extraordinary and successful attempt have been made to know the 
attractiveness of the mall and perfect novel classification of consumers which 
are absolutely based on their behavioural aspects and their expectation 
aspects. On the basis of liking and preference to six factors viz. Comfort,
Entertainment, Diversity. Mall essence, Convenience, and luxury. Each element has been constructed on the basis of the several mall attractiveness attributes. In total 26 attributes have been selected and on the basis of its influence on the consumer behaviour different clusters of consumers have been designed its preference and likings are examined. The study reveals that the physical environment of mall and its tenant fro allied services are to be treated as the most important for creating patronage behaviour of the consumer. On the basis of expectation and behaviour six different types of consumers have been identified which includes first category in the form of relaxed shoppers who is largest segment of the respondents. In this segment more than sixty young local people are included wise age group is below forty and who prefer weekends for the shopping and spending less than two hours. This segment is doing very systematic purchasing at their convenient time. Mall essence or store offerings and comfort in terms of service to customers are given highest importance by these category customers. The second segment traced is Demanding shoppers which consist of local youngsters and giving importance to diversity and luxury of the mall. Hence mall management should develop new and attractive category of products for enhancing the essence of the store which captures these type of consumer inside for higher time which result into higher sales. Third category which has been identifies is pragmatic shoppers who are living single and giving importance to essence of stores and quality of offerings and its competitive price who believe that shopping mall should enables shoppers to compare price of offerings in the malls and at other places. Mall management can create satisfaction amongst such consumers by giving free gifts, quantity discounts, gift voucher etc. This segment takes into account several other factors like parking place, cleanliness, ease of movement and access, security but on the other hand just ignoring entertainment factor. The said study is based on the study of behaviour of staff of UAE University which can’t be made applicable in the other market place.

**Joseph Darwin R and Pnachanatham N, (2007)** has explain the impact of the giant retail out lets on small shops and Hawkers of Chennai city. The policy of the central government for welcoming FDI in the Organized retailing India may cause terrific unemployment in the area of unorgnised or traditional retail sector which is to be treated as very important pulse of Indian
Retailing is contributing one tenth portion in the gross domestic product. Marginal shop owners and hawkers are taken in the study who are situated near the Organized retail outlets which shows very nearby results and worth findings. The study reveals that there is reduction of over all sales from all these respondent’s retail counter. It indirect proves that the conservative south Indian and Chennai consumer’s are highly attracted by the Organized retailer’s sales promotion tools, great ambience, vide variety of offerings and value added services. The probably reason behind is the change in the life style of consumers of Chennai. Week end purchasing under one roof due to shortage of time for working couples of Chennai. But the researchers has not made any proper attempt to know the alteration or changes made by the retailer to counterfeit the attraction given by the malls or for the development of sustainability of family business.

Kalhan Anuradha (2007) has studied the impact of mall on small shops and hawkers in the Mubai’s lower parel, bhandup, mulund and other greater Bombay areas. Only 30 hawkers respondents are taken into account which is very small in size to conclude anything about impact of mall. However total 82 retailers who are located within one kilometer of mall are taken of various segments and its impact has been studied simultaneously. Study reveals that more than one fifth sales have been eroded by the malls which compel them to change the sales mix from their shop. Ultimately the hawkers and retailers have reduced the inventory of grocery as well as several FMCG items to greater extent. More surprisingly the small retailers whose average size of shop is less than 400 ft had been hitted highest by the mall’s marketing efforts. It ultimately affected the psychology of retailers and created feeling of threat to their business. Not only has this but the study revealed very surprisingly the fact that malls agents and other people harassed such store owners and hawkers to greater extent which indirectly forces one forth of stores to shut down their activities to certain extent. Here the matter is social justice and one should draw an attention of local authority in this regard for the employment of the small retailers and hawkers. As traditional retail format requires only two to three people for the retail stores operations employment generated by the unorgnised retail sector is not affected directly but affect indirectly to the surrounding service providers and pull cart people for delivery of goods which has not been examined at all.
Kumar Pradhunmn (2011) has examined the effect of “in-store” advertisement on the consumer behaviour with specific reference to twin cities Hyderabad and Secundrabad with sample size of just 140 consumers. The study has focused the impact of the in store advertisement in the form of signage, announcement of sales promotion which runs for entire week or so and daily scheme of discount, cross merchandise marketing and special bundle offer. The study show that almost all the consumers inside the stores are listening the advertisement and it is made in easy and attractive language. Half of the customers are purchasing merchandise after the listening advertisement after realizing that the offer though advertisement is in beneficial to them. One third of the consumers are not taking into account the advertisement through announcement inside the store. Signage, price-tag, Instruction, Discount board, Display cards are also taken into account in the study but it provides information about store or product but can’t attract the consumers for purchasing merchandise. As the research has taken onto account the scheduler for data collection tool there is lack of interaction between the consumers and researchers which can’t give correct information about the impact in terms of sales or buying by the consumers from the stores. As the study is showing result of only one store “Big Bazar” of particular locality of mega city in comparison with the adjoin city it may not reflect the accurate or plain reaction of the consumers towards the instore advertisements. It indirectly indicates that the kiranawals improvement in the display and announcement or advertisement in the pricelist at least.

Malik Rani MAnju (2011) examines the prominent factors for service quality of the Organized retailing outlets in the Kruukhetra. Service quality has been examined with reference to experience of shopping as well as satisfaction of consumers from the products or services purchased from the Organized retail outlets with the help of SERVQUAL model of persuraman on the basis of primary data from 150 respondents with the help of structured questionnaire. Quality of the retailers has been examined from the consumers or buyers on the ground of the types and variety of merchandises offered, prices charged by the stores, promotional scheme, physical aspects and lastly the interaction with the staff. The research has not strictly adopted the SERVEQUAL model of persuram for the service quality evaluation but only servearal factors inside the stores as well as two P of marketing mix. Gap in the service delivery as
well as perception of the employees for the quality of service is just ignored which is the prime limitation of the study. The findings indicates that the offerings or merchandise management vizz. Variety of offerings and its deep assortment is associated with the quality of store by consumers and consumer takes into account this fact in selecting retail outlets for products like FMCG products, grocesory, and consumer durables and other personal care products. Physical evidence of the store in terms of Convenience location of store, Parking space and Outlet Atmospheric elements and light arrangement is the most important and second important factor considered by consumers from the view point of the quality of the store. But convenience for the consumer for moving inside the store and arrangement of offerings and billing procedure and replacement of the products aspects are just ignored. Now the most surprisingly the research has associated sales promotional scheme with the quality of retail out lets. The sales promotional scheme for the offerings have actually no relationship with service quality. Customers are giving preference to flat discount for the quality of sores evaluation Locational. Convenience is to be treated as the most the important factor. PENDING.

Misra Anuranjan and Khan Yaseen Mohmad (2008) has examines the impact of government policy towards the foreign direct investment in the Organized retailing in India. The step of the government is to be treated as fuel to the industry as industry is passing through the second stage of stability of industry life cycle and the step of the government is to be treated as the fuel to the industry which is facing down turn since last one and half year as facing the jolts of financial meltdown. The future of the Indian Organized retail is very bright and expecting to grow at the rate of 10% by 2015. Industry is facing various problems like high rentals, lack of trained staff, lack of technology and storage management, supply chain management and of course funds. Retail is to be treated as multi-faced industry and serving to much more deep segmented consumer market of urban India. It indirectly compels the traditional retailers to change its format to certain extent. In last two years the industry has seen many upset in the form of withdrawal of the operation absolutely from one or more state due to non-acceptance of consumers or lack of profitability or other reasons. Not only this but industry has witness mergers and question to certain extent. Indian retail sector is to be treated as most promising sector in terms of employment generation. Not
only this but the future of the industry is very bright as there is increase in the income of great Indian middle class is highly attracted by the Organized retailing as it offers discounts and provide “experience shopping” to them. Opening of the doors for the foreign direct investment in this sector will prove to be adverse for the small retailers. Small retailers are conservative in terms of their practice for the marketing of their stores. The small retailers or kiranawalas have to think about novel ways of increase foot falls in the stores as well as have make several changes in their traditional look then only they can survive. The average consumers of the urban and semi urban cities of India move his face from such small stores for buying daily necessary to the consumer durables and of course for the life style products in case consumer of higher income group. Government policy for the foreign direct investment is to be treated as the most important positive move for the farmers as the foreign direct investment fund will be help full for the corporate buying from the farmers directly and Organized storage and supply chain management which in turn reduce the wastage of commodity and fair price to the farmers and consumers both not only this but it generate employment side by side which intron increase the purchasing power of the population of the country. The policy of government of India indirectly help full to the international marketer players who are hesitate in entering in the Indian market directly. Due to relaxing foreign direct investment foreign or international player can easily enter in the joint venture with Indian Organized retailers and expand its operation in terms of capturing market as well as in terms of offering merchandise to Indian consumers.

Mukherjee Kingshuk (2007) have explained the reason for the failure of mall or Organized retailing in several cities of India. Mall or Organized retailers are failed to match the offerings offered and the consumer’s want. The segmentation function of the marketers is proper. Attracting consumers by attractive display and good ambience may increase the foot falls but failed to convert it in the actual purchase due to gapin the understanding consumer mindset. In the last five years real estate price affects adversely to the Organized retailers. Selection of location of the mall is the critical and key factor in the present situation which carries very huge investments. Profitability of the mall is wipeout by the blocking of huge investment in the land and other interior aspects and its operational expenses. Consumer’s
profiles to be studied first before finalizing the location of mall and segment in which Organized retail want to enter.

Rajgopal (2008) has traced out that perspective of shopping mall ambience and shopping satisfaction effectively become a measure of retailing performance, customer attraction and propensity to shop for urban shoppers. This tendency of shopper’s demands for change in the strategy of mall management and retailing by offering more recreational infrastructure, extended working hours, place for demonstration and consumer education on the innovative and high technology products and services. This study discusses the impact of growing congestion of shopping malls in reference to personality traits of shoppers affecting the preferences for shopping malls in reference to store assortments, convenience, distance to malls, economic advantage and leisure facilities. The result of the study reveals that ambience of the shopping mall and assortment of the store in the malls attracts higher customer traffic to the malls. However agglomeration of the small retail stores around large shopping malls in a traditional retailing style may restricts the consumers to visit the malls. It is found during the study the people consider mall as a place of “relaxation” rather then buying place as well as attitude is spending long time in the mall and spending will be executed only in case of sales promotional scheme offered by the malls. Urban consumers are trapped by the shopping arousal developed by the malls but it is not sufficient for converting visitors into customers unless and until more attractive efforts are not made. As the present research paper is prepped on the basis of consumer’s expectation and marketer’s reaction in the Mexico it will provide better insight to Indian managers as the economy growth life style of Indian and Mexican consumer is similar to certain extent.

Saxena Nitu (2009) has examined the reasons for the development of the Organized retailing in India. The very reason for the development of Organized retailing is the liberalization which generated employment in India which indirectly increases the purchasing power of great Indian middle class. Multinationals have shifted their operations to India china and other south east countries where labour is very chip which in turns result into rush of mnc food retail chains in India. Lower middle class is highly influenced by the behavior pattern of upper middle class which in turn result into purchasing from mall or eating out in the multiplex and Organized retail sector is to be treated as
“status” or modern “lifestyle”. Organized retailers have developed different retail structure with reference to the consumer behaviour specifically in case of food retail, vegetables and daily necessary groceries. Deep penetration of Organized retailing can’t be achieved without changing the perception of the Organized retailing amongst consumers. One should take into account the psychology of the consumers and then determining the perfect segmentation (on the basis of socioeconomic aspects of consumers) and accordingly positioning should be made. But all the Organized retailers are taking into account urban consumers and their mind set for development of the malls which in turn can create a problem for survival in long run after such market becomes saturated.

**Shaoo Debajani and Mishra GovindHari (2008)** has reveals the strategy of world’s Wall Mart’s biggest Organized retailer for Indian Organized retail sector. The study reveals several efforts of the wall mart for utilization of 360 degree marketing efforts for creating customer satisfaction and brand loyalty amongst Indian customers. The policy of the government of India for relaxing foreign direct investment for Organized retail sector is to be treated as most favorable factor for the giant retailer. At present wall mart is operating in the northern India and in the Banglore with the tie-up with the Bharti group. At present wall mart is following conservative approach and following wait and watch policy for opening the new outlets. The study reveals that wall mart is emphasizing the discount through the world class practice of the “ every day low price” for attracting consumers at first approach. The inside the sore aspects are to be treaded as factors which are “long lasting experience” carried out by the consumers along with the offerings which is to be treats as most influence for store patronage. The firm want to go for understanding continuous evaluation of the expectation of consumer though survey’s and opinions. The study reveals that the core competency of the wall mart is to know the service quality gap and perception of the consumers at the regular interval of time. Extracting the gap of the service quality is the most important and difficult task but compensating it by various efforts is too be treats most crucial function.

**Singh Swati (2010)** has identified the new destination for the modern or organized retailing in India. Emphasis has been given on the opening outlets in the Type –B towns or semi-urban areas. The purchasing power of
the semi urban areas has been increased due to lots of efforts of government of India and development of IT sector who provide good employment to the semi urban people of the hinterland of India. All these are to be treated as aspired consumers. In turn the indirect way organized retail industry have to increase its market share by launching its outlets in the nearby town of the cities of the country whose customers are purchasing almost everything from FMCG to consumer durables from nearby malls. Location is always to be treated as the most important and technical decision in the organized retailing which requires the research. Organised retail sector having advantageous situation in the tier –II to tier –III cities in terms of availability of cheaper and prime location space for retail outlets, tapping of high consumption area which is contributing one third of the total consumption, earnings by youth which has been attracted by the organized retailing, availability of cheap labour force and low cost of operation. Instead of increasing offerings through organized retail outlets in the present format in the metros it would be more practical to increase no stores or tapping new market as its risk level is low. In the semi urban areas “private labels” are enjoying nearly monopoly in food and grocery items which can’t smashed out by the multinationals though organized retail entry in such areas. Organized retailing the semi urban areas is the be treated as positive for the economy of such area also as it generates employment in that area. The researcher has overlooked several areas live availability of specialized or skilled labour force for organized retailing, lack of techno savvy operational staff, supply chain management, lack brand awareness and low literacy rate, and slow adoption of the organized retailing by the conservative consumers. The said opinion may be applicable only in case of food retailing and to certain extent for FMCG sectors but it can’t be applicable for other products. Not only this but there is no clarification has been given for the format of the retail in semi urban areas.

Venkateshwarlu. H and Rajani. C.V (2007) has examines the impact of malls on small shopkeepers of Hyderabad and Secunderabad with the help of primary study from 50 shop keeper’s which focus on the strength of small retailers and attractions of Malls (which can’t be created by small retailers) in the present consumerism scenario of Indian retail industry. The impact and effect of Malls on small shops have been revealed in the terms of Reduction in the margin, Reduction in the turnover, and unethical practices by malls and
its counter attack by small retailers. The mall culture is successful in attracting consumers of India who is living is metro cities or megacities but un able to sustain their foot fall as small retailers know the psychology of consumers more smartly. Small retailers had increased credit facilities and offering some value addition services as well as credit amount to regular customers which can be treated as major step towards long term relationship with customers. On the other side customers get better deal, good atmosphere and wide assortments in the mall which can’t be counterfeit by the small retailers. Malls are facing supply chain problems and inventory problems which increases their cost of storage and allied matters. Not only this but in last five years Indian real estate market is shooting up which indirectly affects the mall or Organized retailing industry adverse in terms in rocket high rentals. The study reveals that the small retailer’s survival is not possible without making systematic and appropriate changes irrespective of their size and pattern and even segmentation. Supermarkets are becoming blessings for great Indian middle class whose both members are earning and expecting everything under one roof and expecting buying grocery is not routine boring work but like “family enjoyment".