CHAPTER-2

LITERATURE REVIEW
2.1 Introduction:

The main objective of this study is to look at the organized pharmacy retail stores in India and Gujarat and their service and factors which motivate the customers to approach them. Literature review forms a very important part of the thesis as it represents the whole spectrum of research in the area of performance measurement practices in general and those used by the retail organizations in particular.

This topic is multi-dimensional and multi-disciplinary. It deals with various aspects of Retailing, Promotional strategy & customer relationship management activities. In order to understand the issues involved and gain insights into the subject matter of research, a detailed study of background literature was undertaken. The literature pertaining to the following aspects was reviewed:

1. Customer perception towards organized retail stores
2. Customer preference towards organized retail stores
3. Effects of organized stores on the unorganized retail sector
4. Factors affecting performance of Retailers
5. Challenges & opportunities in organized retailing

The literature review was mainly done in two ways i.e.

a) Library Research: Text books and journals available in various libraries were referred

b) Internet research: the researcher referred to research papers and articles in various e-journals. Research databases like IUPINDIA, DELNET, JSTOR and Emerald were used for relevant referencing.
Foresee results / FGI research report, (2005): A research report for customer satisfaction, loyalty, and buying behavior in the multi-channel retail world. Request your customers today and optimal comfort. "Matches" frequencies qualifying standards for the product purchase and transport, to research. For more channel purchase behavior creates a majority, is one of the best way to assess and compare the impact of retail channels the comparative growing customer satisfaction and loyalty.

The important findings from the customer satisfaction with the multi-channel shopping: multi-channel customers in the web main research channel more than satisfied with the shop and research. Shoppers who research and buy the product free to the Internet with a meaningful look at greater satisfaction, loyalty and is likely to be the link. The web is a very important element, the most important growth opportunity for multi-channel strategy retailer objections from the most loyal customer segment and brand image. The channel storage and brand image for the main categories also differ from each other by retailers urgency; additional retail category. He felt by Purchase Promotional offers may be long term.

To: RAJBLI said, international research, (2011): herbs retail quality of service and device development and validation. This study is to the quality of service the equipment is in the retail pharmacy. Satisfied with the quality of service for the consumer it is important factor. There is very little research in relation to the quality of service's perception. The retail sector witnessed enormous changes expected India and the retail pharmacy. It is assumed that the relatively mature markets, where the quality of service scales have been developed it seems doubtful that these measures are not appropriate in Indian environment without conversion.

We have seen remarkable change retail grocery stores. Similar to the way, we too experience the pharmacy profession (RAO 2006). In this context the learning becomes in pharmacy retail quality of service requirements, and for the users. This study aims to measure the medicine expectations and customers in the retail
pharmacy. This study the data collected using structured questionnaire to retail customers, the sample size of 600.

The findings from the study suggests that, the total reliability of pharmacopoeial SERVQUAL scale Cronbach's alpha is close to 0.755 is 0.8 -1 (Bryman, Carmer) (2005). However when one by one the size has been evaluated, Cronbach's alpha is within the range of 0.676 -0.507, but bearing in mind this factor analysis and exploratory, face validity of the results. The Kaiser Meyer Olkin (KMO), it is, it is found that this is a 0.653 analyzes shall be the special examination, appropriate and acceptable as the KMO is not correct (0.5 Othman Deramchi (alias Abou Youssef). and Owen 2001). Thus, it can be concluded that the matrix is not a multi-Check collinearity or peculiarity. The Bartlett's test results show that the very remarkable Sphericity (sig. =0.000 ), which will make a proposal that, in the analysis investigating multidimensionality adequate and suitable. Therefore, the statistical and analytical studies of the reactions resulted in the planned elements of instrument is not wide enough the quality of service in retail pharmacy.

**An introduction to queuing and customer satisfaction, Bunday BD (2001):** come the lines or lines, it appears that the US. Just think how many had to wait in line and the last month and the time had to do with inertia or year is waiting for the "Wait" is part of the round our everyday whether we are a fund of line grocery, the brake light, barbershop, and or the pharmacy. Examination of Queuing the appropriate line in the operations management. The main purpose of this is the reader gives a general education queuing and queuing and the related terminology, and how to communicate with the message queuing theory in customer satisfaction. Queuing theory uses mathematical models and the performance evaluation of measures to improve and hopefully customers for the queueing. Queuing theory has been used for different applications, and the service industries in general. The message queuing theory has used things such as staff title, productivity, work environment, the client waiting time, and wait for the user environment. The pharmacy, queuing theory may be useful for the many factors, such as the prescription filling time, the patient, the patient waiting time again, pharmacist and technician staff. The message queuing theory the in
particular may be beneficial to the pharmacies in the very large amount of tasks
and/or those which are more points than the veterans' affairs, Department of Defense,
Ministry of higher education organizations, health systems and carefully.
A very impressive queuing management tool that is often ignored, in particular with
regard to the practice pharmacy. An appropriate application is a remarkable results
active management tool. There is no doubt that the various factors, such as physical,
psychological and emotional, etc., that affect the customer experience of waiting.
Enhanced queuing understanding and the different measures related customer waiting
time, the guides are also valuable effect of conclusions, that the participants' satisfaction as the customers, employees and management. In addition, many devices such as computer simulation, modeling automated message queuing technology that increase in this process. Always dominant in the society and of the pharmacies. In addition, the health industry is still in progress, the pharmacists are also continuous and increasing pressure on the more and more and more and more and more. It would be nice to practice pharmacy for a given load and manage the wait-time was, even then be held to some extent, reduce the customers waiting time that may be the customer better service.

American journal of pharmaceutical education (2004): to determine whether an advanced pharmaceutical course student advice - Patient perceptions of pharmaceutical care and whether there are differences in student perceptions of the pharmaceutical care retail - the clinic.

During the preliminary survey and post-course instrument containing 20 was intended to measure the students perceptions about pharmacists is important. The patient's advice, the students observed in pharmaceutical care 5 20 purpose of carrying out the most important tasks. Similarly, the students and the analysis of interactions between the patient, your pharmacist in was less barriers to communication, students experience more educational, monitoring and evaluation were, the better the hospital. Students' perceptions of the pharmaceutical care, significantly different from the University hospital and the retail.

I thought, the pharmaceutical care and the advice to the patient during the education in more than one setting should be used.

Asian journal (2010): driving research in retail, evolving movement in India. In India in the established is the retail sector has become the 2ND largest employer in agriculture. The Indian retail market, the 5TH largest retail destination. The increase
from 2005 of US$266 billion USD 435 billion USD, from 2010 2015 587 billion. Organized the players into the pharmacy business, that is extremely uneven. The retail side appointing high growth rates. - The full retail pharmacy market growing about 15 percent, while organized retail pharmacy saw somewhere in the between 35 and 40 percent, Technopak advisors. In addition, there are high margin 25- 35 %. This study is to understand the planet planet controlled toward health & customer perception. This study is the planet's health shop (Ahmedabad), where the study has been carried out together with the questioner. The conclusion on the investigation shows that the CRM and the romance of concern to warehouse, they are in a good portfolio, while the vertical and horizontal should be extended. Although the hypothesis, that customer perception toward the planet's health was positive. And so it may be said, that the management goes to the right the better customer satisfaction.

For the customer feels that the store automatic climate control system and decoration is not correct and does not require a change. The store layout is such that the customer easy to explore the search for products. Expanding the product range must be horizontally and vertically in the we are the needs of customers. Workers trained in managing customers enough the wind in the planet health other retail outlets. In addition, the workforce must be trained in the technical part, which understanding and using a number. The billing and payment system is optimized to reduce waiting time. Testing the hypothesis, it was found that the customer was aware the planet toward positive health. The study, it can be concluded that the management a road to the right customer satisfaction and the customer.

The context of the analysis, Jose Rosa Augusto Pinochet Bastos & Pablo but Munoz-per-track parameters (2007): What is the model advanced to demonstrate loyalty to the quality of service and customer satisfaction. A really fine scale has established the Portuguese pharmacies and toward the two levels it shall carry out an assessment of the urban and the rural pharmacies. The structural equation modeling methodology and urban pharmacies we have tried to prove that the competition, the lower the chance for loyalty, and the more does not depend on whether the customer the service from the more the chance.

In today's competitive world the upsurge, firms to the quality of the product and the customer satisfaction and thus, the firm can increase the customer the company's customer loyalty toward them. The keys are the lead is very important for the companies in this competitive market. Let us support THE what is the customer more faithful the vital element, which the company. The main objective is to understand the
study of the behavior and purpose of the positive relationship between the customer a high quality service and customer satisfaction and loyalty, the obtainable, supports the positive behavior. This is a quasi-start of the test is the service, which is not discovered during the analysis, but the customers the quality and customer satisfaction. It seems that, this area will certainly be very hunt. This test will ensure that the quality of satisfaction directly proportional directly proportional to the satisfaction and positive behavioral (H1 and H2). The (H3) in the service quality and behavioral aspects of direct proportionality were not. The structural equation modeling methodology and what is it that the urban pharmacies more than the competition, the lower the chance for loyalty, and the more does not depend on whether the customer the service from the more the chance. It is a very interesting result of the study is not desirable, that the behavioral objectives for the pharmacies. That, of course, is probably the services offered and the client feels the pharmacy pharmacy medicine instead of another. In addition, there are a number of additional course of my researches may also make proposals to the test on a pre-this may be the CAN HUMANS FIND IN A MERE REITERATION OF the study is the customer satisfaction and loyalty factors remain the same as this study. But, more, different variables can also be added to the model tested some new variables in the new area of the exploratory factorial analysis, and is not recognized by the structural equations analysis is also relevant if the market structure in the pharmacies competitive, and similar to that of the test in the area.

**Customer Satisfaction Survey to collect the FMCG retail outlets in Ludhiana Sikhs (2005):** the very essentiality according to the study of the customers' desire to buy the FMCG organized the FMCG retail stores, compare the unorganized. In addition, it was found that the majority of the respondents are not happy with the quality, price and product organized by retail shops. It is here that the study shows that, in the clients you want to spend more time at organized retail outlets the other local kirana stores. During the investigation, it was found that the customers were satisfied as organized by the FMCG markets. This study will be exposed, it is recommended by the customer more than organized FMCG retail FMCG unorganized retail sales, due to which organized the FMCG retail are the local kirana shops & street - by itinerant tradesmen.

**What D. Kandhare, Kiran S. Raygude scientists, research library, (2011):** the present study is not designed to measure, in order to purchase the customer and the purchasing behavior of independent retail chain pharmacies pharmacies and the pharmacies, or shopping mall. This study convenience sampling method was used,
the cross-sectional descriptive study. The questionnaire was established to assess customer satisfaction, as well as retail pharmacies customers' behavior. The questionnaire to a shopping center, pharmacy, chemist 21 27 106 individual customers 12 chemist retail Drug Store and a doctor. The relationship between personal satisfaction and the customer's buying, as usual, he was destined for the pharmacies and between the various quality of service in the field of pharmacy and pharmacy the availability. It was found that consumers in pharmacy business behavior shows that picture and the observations, have significant impact on individual features of final outcome.

The producers must confirm that the drug consumer reaches the appropriate quality. In India, the producers of multi-layered, not the cold-chain management process remains a strong and expensive. Despite this, the producers active sales gradually understand the importance of a system, the whole of the final consumer. Brand awareness among consumers will lead to design and quality have no cognizance of organized retailers due to change of value-added services, laboratory equipment, diagnostics, and other value-added services. The association was further and profitable industry deals with the many and good pharmacy practice. The inclusive conclusion store consumers behavior is in agreement that the image is observed with individual characteristics, which have a significant impact on the final result is 8.

Critical to the study of organized retail consumer preferences (2011): the outstanding long years the retail trade and the uneven "kirana" store, the Indian retail industry toward modernization, has begun. New formats (e.g. Hypermarkets, supermarkets, departmental stores and special shops are spearheading the modernisation. In Jaipur, Rajasthan, the concept of retail trade in very quickly to the consumers and the public sector is well organized expected for the next five years. But the consumer retail to meet their needs of the region and to the various towns and cities. The consumer decision-making procedures depends on the consumer behavior. Consumers are often tested due to certain decisions can significantly affect the behavior and expected. Research will focus on the three organized public sector although Jaipur, fast as you are. Wear and clothing and food chain, and an attempt is made to the effect that the retailers like big bazaar, you will be more than one, etc., to the Jaipur. The purpose of the research impact of consumer demographic variables of different types of Jaipur organized forms of retail and grocery store food (convenient, supermarket, hypermarket) and the customer satisfaction and loyalty driving Jaipur retail supermarkets. The study also finds that recommendations made by the consumer to a shopping center.
The consumer preferences change quickly and extremely diversified more and more. It is hard to retail shops, and satisfy the customers needs. For most consumers and attractive prices, good programs and offers all the shopping and convenience shopping. This empirical Study examined the effect of demographic dynamics and the customer loyalty variables organized food retail shops and grocery store and fast-food chains Jaipur. Now the consumer purchase food and grocery stores as a tangled more than ever. The organized food and grocery store retails outlet preferred by consumers for the variety store. The perceptions and opinions may be different in the consumers purchase items, the different types of retail shops. Consumer income levels have a key role of the demand on the modern form. The results show that the consumers toward more functional optimization while shopping saves you time and money. The test results also demonstrate that the most consumers are both price and quality conscious. It was also found that customer satisfaction has a strong influence on the loyalty, which are the consumers, who tend to the shop and continue the rest of them. Only in the large retail chains, which is to meet the needs of consumers new age whereas there is still some consumers the most old age are willing to buy the local kirana stores. Some of them have myth, which the big department stores too expensive the money and he could not purchase the large, so that they do not want the large store in particular, of the 2-3 items to buy.

**The organized retail sector is the unorganized (2012):** India 15 million business correctly for the shopkeepers' nation. Retail sales in the second-largest employer in agriculture the country. Indian organized retail sector of the clock spectacular growth; is currently $450 billion and expected to reach $640 billion until 2015. Currently, the organized retail sector approximately 9% of the total make up the total retail sector and touch 16% 2011-12. ASSOCHAM study also suggested that mall culture is not able to penetrate the expectations. Currently, the retail sales report, research in India. Taking into account the increasing importance of the organized retail intrusion, and select the product category (food products and beverages, FMCG & apparels), the study of the demographic profile and organized retail customers the Kiranas Jammu was holding out.

For retailers, organized chains will develop the economies of costs is not to allow them to attract the Indian consumers aware products, economical prices. In addition, the employment opportunities may be organized by the general public the better working conditions and better wages for years to come, however, a significant majority of people on unorganized retail does not fit into the employment of emerging segment to add to your basket. During the course of the investigation should be
extended to the other region Ladhakh and also they should have come to the retailers by the group, organized, but you don't understand the retail traffic will the income and employment. The major conclusions drawn from this study may not be a enthusiastic survival situation the country is the Karana-vs the organized retail.

The retail trade in global pharma: opportunities and challenges (2007): the other sectors in the global pharma sector is just a very strong against the competition. The introduction of the new concept retail malls the clients daily used the products all in one place here and there, without the various products for all stores. They are able to each and all, which is the basic needs, as well as the secondary as a large, middle and lower class of society. The main question now is, what the future in upsurges little shop- the global pharma industry? The answer to that is that when he saw that a global pharma also retail stores in fast-moving consumer goods retail in most of the cases. The consumer, that you will enjoy your purchase all air-conditioned environment - fruits, clothes, health products, gift items, and much more. This scenario does not say that the "original " the small global pharma will store, or the Hindi phrase which goes on the " kehl with Swagat is saath hoti dekhi tayyari vidai".

Apollo hospital initiative, which the US to the Pharmacy retail chain store for you, in which more than 642 pharmacies in India, and is designed to reach 1,000 units in the 2008 financial year. Last year at 262 Apollo pharmacy pharmacies and stores it in the RS8.8 crore increased on the profit. Now, it plans to reach to the RS16 crore 2008-09 financial year. Many of the new player to the well-organized, well-organized retail outlets of the overall market, it is expected that the present 2% growth often forward-to-back in the next year. The data from the latest Indian retail review says, to the year 2020 the growth rate of the organized retail segment is expected to be 20% the increase gain many of the new player please enter the security market. This conclusion is drawn may not be to say that the man the retail market, in particular, the organized retail segment in the near future. And then there are the future of our small unorganized retailers? Here is the famous in Hindi said the famous novelist, Premchand as fly as the " Kisaan ab apni hi zameen par mazdoor ban Wong Kar reh jayega"

Express pharma: retail chains followed by the modal (2010): all the world's Pharmacy retail chain while driving the 'Patient' with the 'health care'. This change includes not only the role of the pharmacist but overall, in the pharmacy are in stock. The pharmacists dispense not only forward only on medical prescription of drugs to
the patient's relatively, should be able to maintain the patient's drug profile i.e. what drugs the patient received information relevant to the patient in the drugs and their use and the whole disease management services. It seems to be the increased the role your pharmacist, it is only possible if the pharmacy and will be organized for professionally.

**Pharmacopoeial retail in India (2008):** medicinal product in retail and now even a picture. It is a beautiful dusty shelves the previously sold promised, but in a completely new look. The new pharmacopoeia shops boast an excellent shop. But cosmetic. What is it that better quality, comfort, and a promise. India thus has worn out the customers and a false, expired or poorly stored drugs now offered by one of the other options. The retail sector global pharma and the consolidation, the many organized players investing long-term. Retail pharmacy occurs at the most, the dominant distribution channel that is responsible for the appropriate pharmaceutical and related products in accordance with the needs of our customers. It is extremely lucrative market high margin (20% or more) but it is also broken the know reports share anything organized player, the 1-3% of the total pharmaceutical market.

**Manufacturer: managers, gamers high pharmacy retail India (2011):** the order laid down by the industry in terms of volume 4, and 13. The value and the intended be ranked among the top ten markets, to the financial year 2015 Retail pharmaceutical sector of India growing sector and they fasted, but highly organized and unorganized patched divided into. Specifically the global pharma retail sector is strongly dominated by the unorganized channel, the medicinal products and space in a share of 97% of the organized sector occupies and only 3% share. The total retail pharmaceutical sector increasing average 18% percent per annum interest rate expected the last few years by the even greater numbers of near future. The woman was well-organized retail pharmacy 25% on average per year since a few years, and this 35 to 40% of the total somewhere in the next few years. He is currently the section a player close to 15 stores and they are well combined with close to 2000 throughout India.

**International Marketing Conference Marketing & society, organized retail market**
and the Indian society (2007): information technology and the associated services played an important role in the Indian GDP. 9.2 children at present. Organized retail in India is one of the best example of the open economy. The it industries were able to demand for development throughout the world Indian talents, imported workers the standard of living and the special. This is only a small cross-sectional directly affects the Indian population organized. Each Indian population affect the Indian society and each sector. Here is a reference to the slow progress of the retail market and the effect of India during the years of economic growth. Is likely to be optimistic this will cause the revolution in different sectors. Here you can see the stimulus package in retail consumer society improve customer satisfaction, and the possible market share of the different types of seller.

Gujarat global pharma industry, the future, the KPMG in India (2008): the International Pharmaceutical company representing the current significant developments, and the emphasis is on the slightly outdated markets (such as the United States in particular, to encourage new Latin America and Asia Pacific. India does not remain, it is also imprinted on the substantial share the world's multinational pharma pie, and the concept of generics includes the sector, R&D new chemical entities (NCE) and the contract research and manufacturing services (crams an).

If you examine one of the sectors of Indian Gujarat precedes growth the pharmaceutical industry the other Member States. Gujarat share close to 42% of the share of Indian pharmaceutical turnover, 22% export and 20% of drastic reduction in chemical emissions. The pharmaceutical industry has a Gujarat a knowledge center and innovation-focused. You have successfully traveling forward, that the very first Gujarat the global pharmaceutical industry, the advanced and ideal location is in the global clinical research and development generic medicinal product is not always the growth of the market continue to be competitive.

Thavan IJRMM chances, the UN-organized retail in India, Vol 1 (2012): the story of Indian retail is very complex. The country's approximately 40 % of the total GDP of 1 trillion dollars from the local sales of unorganized retail outlets is interpreted by the more than 94 % of the total retail sales of approximately 400 billion dollars. The organized retail is interpreted by only 6% of the total retail sales. Are a
number of challenges to face to face with the Indian retail trade; there should be, inter alia, these are the following: real estate matters, legal framework works, availability of capital, human resources and supply chain growth and management. Although, that in such circumstances, the faster growth organized sector may be the changes in the demographic structure and the clients (fast life style), and the enhanced supply chain. If, however, the current fall in world markets are already worrying about the from all over the world. India is not the exclusion. The inflation and the economic deceleration also adversely affected by the retail sector. This was an unexpected, the consumers interest gradually finishing shop and services.

The organized retail sector will affect the unorganized sector (2008): it is very important for the present economic situation in the beginning is the Indian organized retail and growth. Significant growth of organized retail sector confident in the current annual and the near future will be much faster. The most important industrial corporates are also in this area, and future development plans and also in this sector. Also the presence of multinational companies in India and in retail chains in cooperation with Member States of the large Indian companies in this country for business. Although, the thoughts already increase in the influence of organized retail but very worried about the country in the unorganized sector. I would like to know that it would have been thus did he stand with upraised the evolution of organized retail retailers are explicitly contrary to the the unorganized. It has also organized and talked, the ongoing retail expertise will, the supply chain, and this will better the markets and the producers (farmers and small includes). This will benefit the producers of higher prices for consumers, on the other hand and lower prices, and the other and this win-win situation for both the producers and the consumers. Other than in accordance with the plan views of the organized retail, therefore, it is very important that the in-depth investigation of the organized retail sector in India effects

the whole of the country along with the organized retail sector is indeed the conclusion it is a blessing or a curse upon the Indian society.

Short report on the pharmaceutical industry in India (2012): in the Indian pharmaceutical industry is currently the middle table ranks India wide scientific-based industries in the options complex drug production and technology. A very well-
organized, should be evaluated by the Indian pharmaceutical companies in the $4.5 billion, approximately 8-9 percent annual very high-ranking Indian center of the third world, the technology, the medicinal products and the manufacture of medicinal products. This type of sophisticated simple headache pills antibiotics and complex cardiac compounds; almost all medical and now in India. But it's not just that it's now the most pharmaceutical companies have entered into a forward in the new strategy integration, where are the customers of organized pharmacy very sympathetic, customer-centric services.

The retail sector The viewpoint and the client, the Asian (2012): global retailers will continue to be the Asia but is still difficult. Meanwhile, more and more and more Asian retailers going beyond the borders. While holding the inflation and the general retail sales volume based on the affluence, thriftyly while driving must be new trends, there is an increasing demand for functional foods. If required, the fashion and clothing is still enthusiastic, foreign brands are more and more casual and sports equipment. Online retail: fantastic growth of the local retailers, bell housing. FMCG companies also is becoming more and more Asia market is still a challenging consumer according to taste, as more and more companies and phone system market- leading the struggle to convert the strategies.

David J. Indian retail sector, challenges and opportunities, Outlook, and Dun & Bradstreet's (2011): In the last few years in the retail segment adult base it- astonishingly! India and played an important role in the country's growth story. Trying to understand the consumer behavior and the user competition the two top issues and challenges in the Indian traders is struggling with, apart from the economic deceleration. The company's 88 % this study detects that the international economic but it is an increase in excessive growth in organized retail. Although, the food and hospitality segment considers that shall not be obstructed by the global economic deceleration. Mumbai, the maximum extent, it contributed to the retailers, the study. In Bangalore, Delhi, Calcutta, and the other towns and cities; the top of the list, the country's five preferred locations. One of the hubs in addition to the following in order: Ahmedabad, Chennai, Mumbai, New j-in Bangalore, Delhi, Calcutta, Jaipur.; which, taken together, 46% of the country all the warehouses. Thus, the retail sector and
massive potential prospects for growth and profitability.

**Langer- & Kelkar Indian, pharmaceutical marketing, Biopharma International (2008):** the drug purchasers must guarantee that the appropriate quality. In India, the manufacturers are not the multi-layered, with the cold supply chain management process is still complex and costly. And yet, the producers gradually appeared in the efficient distribution system, the final consumer. At last the challenges the Indian systems realignment and the patient benefits from the health system.

**Chinmay Singh, assistant manager, price PricewaterhouseCoopers India (2011):** today's global pharma retail market in India is RS 50,000 crore. The organized sector is the total market approximately RS 4,000 crore in 2011 and 22,500 expected by 2016 crore to RS you see, I do not, it must be the growth in this market is very good at present. As the market surveys, the legitimate high margin between the global pharma company, therefore, 25, and 35 percent, although, this will continue to be the section allows you to, that the surprising business opportunity. The slightly startled, this section is the intrusion of the great many of the new player's corporate groups, and the also the non-medical or health background you will enter the industry.

Also many international operators are waiting for you at the groups and wait for the political changes combs the Indian market and the media. And then the political control allows 100% foreign direct investment (FDI) only a branded stores. But the pharmacy retail, the multi-branded category easier, FDI is waiting for certain norms, so that the companies in their flight. Retail trade in medicinal product in India is very unstable, it is divided into, and the unorganized organized and unorganized this place in the sectoral rules on currently has more than 97% of the market share. The admittance to the pharmaceutical companies and among the well-organized players organized retail retail multinational pharma in the field of pharmacy is the landscape (i.e., the purchase and the whole new experience of users by offering approaching them. The state-of-the-art and the newly developed pharmacy retail chains more source - and well-organized logistics systems management inventory, so that the company is optimal use available resources. Similar in general directly from the
manufacturers, and then the temperature-controlled storage patient himself looking for the coolers and the pharmacies. The very large retail pharmacy chain, the better the rates will be for the procurement of medicines and also the benefits of this for the final user, so that they retain the customers better quality services.

Vidushi Handa & Navneet and Grover, the retail sector India: issues and challenges, international journal of the multidisciplinary research, (2012): study describes the retail sector in India. This awareness more and more Brand awareness and men and different socio-economic classes and the vision India urban and extra-urban retail markets seeing exceptional growth. This role of the Government of India and for further industrial development allows quick rearrangements. India's great country for the middle class and the retail sector of yours are still untapped almost surprising forces willing to the global retail giants new markets, and this helps the Indian retail industry development faster. The investigation includes the retail segment in India, policies, plans, power and opportunities in specialized stores retail format in India, new trends, opportunities and challenges. The study is complete, the expected effect of the global players the Indian retail industry. It is also intended to draw the attention of the near future by the industry.

Mandeep Singh & Harvinder Kaur, retail in India: the growth is already well-organized, APJRB, (2010): offers a retail one important link manufacturers and customers in the modern market economy. This organized global pharma the retail segment continued its impact on consumer welfare. The retailers to the consumer with a wide diversity, whether it is a wide variety of uniform services, such as the guaranteed insurance service and product quality, that was up to more choice and more knowledgeable to purchase fitness. Not only this but also offer the manufacturers and the consumers is much more than the company desired information can help the products, and services for the per. Productivity and efficiency of the retail activity is reduced and the mechanism of conversion price. Helping them meet the retail services segments connected by forward and backward, as in the health tourism, entertainment and cultural services, pharmaceutical products, manufacture of consumer products, etc., that is a very interesting study of a particular emphasis on retail development global pharma sector in India is heating up and how the Foundation
for the growth is well organized and unorganized. In the retail sector in India during the past decade significant makeover.

Senthil AND kettle, pharma retail in India: in the scenario (2007): India, the daily entry of new health and fitness products, health and fitness clubs, and the entry of new market, the insurance company enough information the more paying attention to the health, hygiene, and never. A short analysis, the conventional products and organized retail multinational pharma us to the conclusion that there was no, each for a forte. The SWOT analysis in a modern retail multinational pharma please briefly captures the current situation. Only about 2% of the plus 6, then a lakh. Pharmacies is organized pharmacopoeiamanufacturing - sale" giant. Therefore, this is also the market is poised for the new phase is very much a list of medicinal products manufactured abroad "patent" and the government taking into account allows FDI in this sector. With a per capita health expenditure and also the global pharma is ready. First, the government and the "retail" global pharma organizations, insurance companies located in a larger cake on the later extensions.

The developing trend of the middle and upper class in India, for the care of the health and fitness more and more and more attention is paid to the paying health, hygiene, and never experienced fitness and. The daily entry of new health and fitness products, spread the health and fitness club, and the market of new insurance companies own the huge advertising outlay is amply indicative of this process. It is therefore only natural and logical that a mob is now ready for a great professional and organized health care marketing and distribution, medical Welcome to the producers and the consumers. Health care is already 3 rows of the Indian consumers and exceeds the clothing and entertainment. The emerging scenario is already in shape, many multinational pharma companies themselves to be received by the retail sector, as it has already finished, the medicines and they also benefit to the customers of the. During the speech as a business and, Gautam Pandya, G. M., Pharma organization C-Marg Pvt. Ltd - global pharma retail discount store, as it will be the retail chains would be acquired directly from the global pharma company. The future will evolve commercial channel, in such a way that the suppliers is limited to the value to retailers, the reason is that near the retailers to the end users. Nullifies the
intermediary role that retailers will become stronger it produces is not a negotiating mandate, and the bargaining is the companies themselves to retail." Co-action is justified by the retail chains are the sales and the association long-term to consumers. It would be an effective supply chain inventory or the narrow self-housing. It is also cut off the expiration date of products and kit. Interesting as such, this system will return to the intermediaries also instruct artificial shortage life-saving medicines and medicinal products in order to ensure that this huge profits. Computer operations on the business warrants to the immediate, and accurate, and besides, there is the centralized purchasing and the company is not uncommon for counterfeit medicines was dripping from the shelves. And promotions shall be managed by even the master franchisee, and many added value offered by the company's services in the free camps to a loyal customer database. The spine support will be provided to inventory master franchisee and ultimately translations in the right margin profit has improved. Customers benefit by having the goods will be smaller than the reduced the maximum retail price of the goods, free medical advice on benefits, the continuity in time loss benefits of the treatment or charge only customer profiles and the database.

Ann is Koenraad Cleempoel Petermans & emotions, measuring the customer experiences shop environment (2009): the economy and the moves are not evenly placing on a create service dominant logic, and memorable user experiences the difference between retail environment strategy. In spite of the fact that the customer receives more attention, and keep the knowledge and the experiences and literature and intentions are often missing in the central concepts and empirical. Similar attempts have been made in recording the dominant role of the emotions-store consumer responses. The paper examines the applicability of the donate two oral literature and the visual self-report instrument measurement of emotion and excitement of your experience with retail stores.

In today's global market to try to gain more and more difficult. Today customers notice the current standardized products and services for retailers to find the distinction between strategies and manufacturers. The differentiating himself to the enemy, therefore, an unforgettable experience for the many shop environment is important.  The current
economic environment, the customer experience, it is assumed that it is much more than satisfied with the purchased brand or product and the level of service. In place, because personal, relevant context and the retailers brands. The retail experience, which are in flower the importance of the customer becomes the decisive the long-term retailer. And the "user experience" repeatedly, more attention will be the product of literature and the practices often direct the central concepts and lack practical support. The three assessment methods for the investigation of emotions the customer experiences shop environment, the writers you want to contribute to the need for existing empirical support. In the evaluation of the assets of emotions, which are an essential part of the customer experiences the retail environment.

_Nisha Rathore, the study of consumer behavior in retail, to organized and unorganized (2009):_ the Indian shop in the evolutionary design comes from the super market Kirana store a decade ago. This section was not un-organized the early stage, and that forward and now more and more hypermarket and supermarket. The book shows that what are the most important driving the retail revolution in India, and how it changed the customer revolution a purchase behaviors. The disposable income of middle class, the infrastructure and development according to the choice and the customer the most important factor, which is responsible for the organized retail in India. The organized retail has been introduced in the past decade has developed and the sunrise in the Indian industry. This document also refers to the impact of the unorganized retail sector organized. This test is used to determine if he has received the consumer also organized. The survey suggests that consumer behavior, and the unorganized organized retail, the purchase and the factors which influence the shopping shopping in India.