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This Research is an attempt to study and evaluate consumer’s preferences, perception and patronage to retail sector in this country. The growth of retail sector itself is a prove of consumer preference of retail sector. Numbers of upcoming retail units even in smaller towns in this country present the future of retailing.

India is a young nation with almost 70% of population comprising of the youth. Today is Indian market can be described as heterogeneous market based on their interest, attitude, behavior, taste and buying habits vary a lot. Consumer is, often much more sophisticated than many marketers recognized. It’s tough because buying decisions amount this groups can vary by both age & gender.

In attempt to attain the objectives of research almost all the sectors of retailing as the evaluated by researcher in this work.

Thesis is presented in Six chapters were chapter 1. Deals with general introduction of retail sector in india, chapter 2. Consist of various researches conducted in retailing sector, chapter 3. Details of the methodology use while & chapter 4 & chapter 5 deals with different Analysis & retailing.

The researcher has put his best of the efforts in developing in this thesis. & the researcher is also individual thank full to all concern who helped in at various levels.