REFERENCES


3. Alderson, Wroe and Shapiro, Stanley J (1964), Towards a theory of Retail competition, Theory in Marketing, pages 190-212, Richard D Irwin, Homewood, IL


9. Arieh Goldmana, S. Ramaswamib and Robert E. Krider (2002), Barriers to the advancement of modern food retail formats: theory and measurement Received


44. Businessworld-The Marketing Whitebook (2010-2011). pg283, Source: KPMG Analysis and Retailers Association of India


47. Cartesian Economic Meltdown Survey 2008 Businessworld-The Marketing Whitebook-(2010-2011) pg283


73. David Clingingsmith, Jeffrey G. Williamson (2005), Harvard University, August “India’s Deindustrialization in the 18th and 19th Centuries” (Devangshu Dutta 2006)

http://post.economics.harvard.edu/faculty/jwilliam/papers/GEHNIIndianDeind.pdf


93. FICCI Ernst and Young report (2007), December, Winning with Intelligent Supply Chains - http://www.financialexpress.com/news/organised retail to touch 30 billion,


102. Fram, Eugene H and Joel Axelrod (1990), The Distressed Shopper” *American Demographics*, 12 October 44-45.


124. http://business.mapsofindia.com/india-retail-industry/8th Annual Global Retail Development Index (GRDI) of AT Kearney
134. ICRIER Retail Report (2008), Angel Research


199. Priya Ayyar, Priyank Singhal, (2008), Shopping goes hyper, Feb 15, Edelweiss Securities Ltd.


231. Stephen J Arnold; Tae H Oum; Douglas J Tigert (1983), Determinant attributes in retail patronage: Seasonal, temporal, and regional *JMR, Journal of Marketing Research* (pre-1986); May; 20, 000002; ABI/INFORM Globalpg. 149

232. Stephen J. Hoch, Eric T. Bradlow, Brian Wansink (1999), Marketing Science Vol. 18, No. 4, Fall, pp. 527-546 DOI: 10.1287/mksc.18.4.527 The Variety of an Assortment


236. Suchard, H.T. and Cooper, J(1990) Shopper Typologies- The Australian case and as compared to the American case. *Journal of International Marketing and Marketing Research*, 14:133-149


260. www.doingbusiness.org/data/.../india/starting-a-business/Retreived 12th October 2010


