Contents
Contents

Chapter 1 Introduction
1.1 Introduction 1
1.2 Significance and need for study 10
1.3 Review of literature 12
1.4 Statement of the problem 15
1.5 objectives of the study 16
1.6 Hypothesis 17
1.7 Methodology 18
   1.7.1 Sampling 20
   1.7.2 Questionnaire and schedule 21
   1.7.3 Sources and Methods of data collection 22
   1.7.3 Statistical tool 23
1.8 Limitations 25
1.9 Chapterisation 26

Chapter 2 Retailing
2.1 Introduction 30
2.2 History of Retailing 33
2.3 Retailing – An industry, the strategies and technology 36
   2.3.1 Retailing Strategy 38
2.4 Retailing – Customer values and services 47
2.5 Indian Scenario 51
   2.5.1 Reasons for change in the Indian consumer 52
2.6 Supply chain management and Retailing 54
2.7 Information Technology in Retailing and
   Retailing Information System 70
2.8 Growth of Retailing in India 73
Chapter 3  Overview of Retailing Industry

3.1 Introduction 93

3.2 Retailing formats 96
  3.2.1 Evolution of Retail formats 96
  3.2.2 Social development and their impact 97
  3.2.3 Industrial revolution 97
  3.2.4 Emergence of Self-service 98
  3.2.5 Supermarkets 98
  3.2.6 Specialty stores, malls and other formats 99
  3.2.7 Rise of the Web 100
  3.2.8 Phases of growth of retail markets 100
  3.2.9 Classification of retail stores 102
    3.2.9.1 Classification on the basis of ownership 102
  3.2.10 Classification on the basis of the merchandise offered 105
  3.2.11 Non-store retailing 110
  3.2.12 Emerging trends 113

3.3 Global retailing scenario 115

3.4 Major retailers and their activities 119

3.5 Problems of Indian Retailers 124

3.6 Problems at a glance 128

3.7 Retailing scenario in Bangalore city 129
  3.7.1 Retailing scene of Bangalore city 132

Chapter 4  Comparison between Large retail chain shops and Small & Medium Retailers

4.1 Introduction 140

4.2 Major retailers in India 142

4.3 Drivers of retail 147

4.4 Retail space development 148

4.5 Challenges Ahead 164

4.6 Comparative study between large retail chain shops and Small and medium retailers 169

4.7 Major inference of the study 194
Chapter 5  Data Analysis and Conceptual architecture of retailing
5.1  Introduction 202
5.2  Data analysis 205
   5.2.1  Data analysis of the retailing with respect to customer responses 205
   5.2.2  Data analysis of the retailing with respect to Small and medium retailers 245
   5.2.3  Data analysis of the retailing with respect to Large retail chain shops 272

Chapter 6  Hypothesis Testing and New conceptual architecture of E-Retailing for small and medium retailers
6.1  Introduction 299
6.2  Testing of Hypothesis 301
6.3  Necessity of new architecture 308
6.4  Web centric supply chain management and retailing 311

Chapter 7  Conclusion and Suggestions
7.1  Introduction 318
7.2  Summary 318
7.3  Suggestions 333
7.4  Scope of further studies 337

Bibliography 338

Appendices
   Appendix -1 : Questionnaire 354
   Appendix -2 : Statistical tables 367