PREFACE

Retailing Industry is gaining attention of policy makers, businessmen, academicians and researcher across the world as it is playing an important role in the development of any country. It provides direct and indirect employment to people in any country. It is also contributing the economic development of any country.

In any country retailing industry covers two important segments namely Organised Retailing segment and Unorganised Retailing Segment. Organised retailing business is well developed USA, Canada, Briten and France since last hundred years but in developing country like India it is gaining attention since last twenty years. In every country there is coexistence of both organised retailing and unorganised retailing business in every country but proportion differ from country to country. In country like India unorganised retailing business contributes more than ninety percentage of total retailing business where as in USA organised retailing business contributes more than eighty five percentage. At present there is competition between organised and unorganised retailing business to attract customers from the society.

The present study concentrates on buying behaviour pattern of middle class people of selected districts of Gujarat state towards organised retailing and unorganised retailing business. The present study is divided into seven chapters.

The FIRST CHAPTER concentrates on conceptual framework of Marketing and Retail Marketing. The initial part of the chapter covers different aspects of marketing like what is marketing, special characteristics of consumer marketing and scope of marketing. The second part of the chapter concentrates on retail marketing that include what is retailing, organised and unorganised retailing, classification of retailing business, an overview of retailing industry in the world, statistical data of world retailing industry. The last part of the chapter concentrates on Indian Retailing industry that includes corporate look of Indian Retailing Industry, sectoral analysis of Indian Modern retailing Industry in 2014, statistical data of Indian Retailing Industry and status of retailing industry in Gujarat.
The Second Chapter provides broad idea about Consumer Behaviour which includes meaning of consumer behaviour, need for understanding consumer behaviour, models of consumer behaviour and profile of the Indian consumers and the market potentiality of various products and services.

The Third chapter gives the idea about historical, geographical, demographical and industrial snapshot of Gujarat state and Anad and Kheda districts.

The Fourth Chapter concentrates on review of literature that covers review of different research papers published in different journals.

The Fifth Chapter concentrates on Research Methodology which clarifies the research methodology used in field work, data collection, data analysis and statistical tools used in the data analysis.

The Sixth Chapter focuses on data analysis which is divided into three parts the first part concentrates on demographic analysis of the respondents whereas second part of the chapter deals with testing of hypothesis. The last part of the chapter deals with factor analysis of the different parameters pertaining to buying behaviour pattern of respondents.

The Seventh chapter deals with findings of the research and future scope of the study.

At the end bibliography is presented and copy of questionnaire and research paper published in the journal has been enclosed.