PREFACE

The Indian Retailing Sector is at an inflection point, more so the trends are visible in 21st century after the Indian Economy is made wide open by liberalization, privatization and globalization measures pursued by the Indian government. The Indian retail industry is the fifth largest in the world, comprising of organized sectors, India retail industry is one of the fastest growing industries in India, especially over the last few years. The saga of Indian retail can be seen more visibly from 2000 onwards in a small way with the entry of RGP group, Foodworld chain of retail stores. The reminiscences of organized retailing in India can be witnessed during 1900’s in the form Bombay stores, Niligiri stores, Spencers, Reliance mart etc.,

Retailing is one of the largest industries in India and one of the biggest sources of employment in the country. The Indian retail market has around 14 million outlets, the largest retail outlet destiny in the world. India has been identified as the third most attractive retail destination’ globally from among thirty emerging markets. As per this report Indian retail market is worth about $410 billion, out of which 5% of sales are through organized retail. Though the sale percentage of organized retail in India is less, but the modern retail formats are showing very interesting trends due to changing lifestyle of consumers.
Retailing is booming the world over; India is no exception to it. This is the world’s largest private industry contributing $6.6 trillion and is 25 times the size of the Indian market. If the world retail scenario is watched, organized retail market holds 40 per cent of this market out of which 50 of the top fortune 500 companies and 25 of the top 200 Asian companies are retailers. Whereas, the Indian organized retail contribution is at abysmal stage of 3% of the total retail turnover and in general retailing is contributing to 7% of employment.

Looking at the importance of this topic, the researcher has studied this topic, after indentifying the research gaps. The success to any business lies in its marketing activities, there retailers support, and knowledge of consumers, changing behavioral patterns and their perceptions is vital.

For the purpose of the systematic study, the topic is studied on empirical lines, has been carried out and incorporated in this thesis. The thesis consists of five chapters.

**Chapter-1** describes the introduction, that present theoretical framework of organized retail in detail.

**Chapter-2** describes review of earlier works and indentifying the gaps in the earlier researchers, providing insight into the growth of the organized retailing, and the customer perception on the organized retailing.
Chapter-3 contains the objectives of the present work and the methodology of research work.

Chapter-4 gives the data analysis of the hypothesis mentioned.

Chapter-5 Finally, findings, suggestions and conclusions are given on the topic to give meaningful perspectives to this study.

At the end is given summary of the present investigations followed by appendix.