Retailing is not a new concept to the business world; it has been in existence since a long time. Retailing is the vital part of the business world as it is the final link between consumers and manufacturers. Indian retailing industry is the largest industries in India. Retailing in India is currently estimated to be a USD 200 billion industry, of which organized retailing makes up 3 percent or USD 6.4 billion. By 2014, organized retail is projected to reach USD 36 billion and in terms of market share it is expected to rise by 20 to 25 per cent. Only 2-3 percent of retailers are large-scale who have the ambition of bringing organized retailing to the whole of India. The organized retail market is expected to grow much faster than the traditional retail. It is estimated that organized retail market will acquire a share of 20 percent by 2020.

The liberalization of Foreign Direct Investments (FDIs) in Indian retail sector has opened the doors to the foreign investors to invest in the organized retail stores and to establish foreign organized retail stores in India. Till recently the organized retailing was confined to the metropolitan cities only. With the liberalized conditions the global organized retial sector is looking at the unexplored Indian market, particularly in the semi urban and rural segments of India. The establishment of organized retail markets in semi urban India has already made its begin. The organized retail has brought a paradigm shift in the life-style of Indian consumer.
In the present customer centric market, customer has been regarded as ‘king’ and the customer perception has a great influence in the success of any market, organized retailing has no exception to it. To achieve the best customer support, the organizations align its people, process and technology to serve customers.

In the present study, an attempt has been made to understand the growth of organized retailing in India and penetration into tier 2 cities of India. The present study mainly aims at understanding the perception of the 1st generation customers to the organized retailing in semi urban areas of India. The customer perception with reference to product, price, location and other related aspects has been studied. The researcher has considered all the related factors which influence the customer perception and the opinions have been collected. A structured questionnaire has been used to collect the data. Appropriate statistical tools have been used to draw conclusions. Critical analysis has been made on the information collected and conclusions were draw. The conclusions and suggestions based on the study have been present in the thesis.