

PREFACE

The retail industry is continuously changing as the global and regional economies are transforming worldwide. Retail Sector is the most booming sector in the Indian economy. Some of the biggest players of the world are going to enter into the industry soon. It is on the threshold of a big revolution after the IT sector

The retail boom will face a strong competition from the 12 million mom-and-pop stores, which are easily accessible and approachable and provide services like free home delivery and goods at credit. But buying from Malls, Supermarkets and Department stores like Subhiksha, Marks & Spencers, etc gives a different feeling and the environment of pick and choose from a variety of products. A number of retail giants are also going to explore the market such as Reliance Retail Ltd and Wal-mart.

Loyalty is becoming increasingly important for retailers as it can provide the organization with a valuable and sustainable competitive advantage. In the Indian context there is a growing need to evaluate the true drivers of shopper' store choice criteria. Both retailers and shoppers are currently in an evaluation phase with no clear verdict as to what may drive the loyalty towards the stores in the longer term. This research focuses on hypermarket chain retailer.

Considering the significant importance of attracting and retaining customers by retail stores in today's business, it will make sense to compare and contrast the two prominent retail chains of Bangalore to know the reasons for customers getting attracted to these chains. Also to know the customer's rating towards these stores.

The study comprises six chapters that present a theoretical framework of Retailing, review of research works, analysis of research findings, customer views and suggestions to make selected hypermarkets chains more effective.

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