

CONTENTS

Certificate

Declaration

Acknowledgements

Table of Contents

List of Tables

List of Figures

Acronyms and Abbreviations

Chapter	Contents	Page No.
Chapter 1	Introduction to Retail	
1.1	Retail Sector	2
1.2	Characteristics of Retailing	4
1.3	Classification of Retail Units	4
1.4	Growth of Retail sector in India	6
1.5	Role of Supply Chain in Retail Process	7
1.6	Opportunity in Indian Retail	8
1.7	Retail Formats in India	10
1.8	Major Retailers	16
1.9	India Vs World Retail Scenario	18
1.10	Retail Models in India: Current and Emerging	20
1.11	Modern Retail	20
1.12	Growth Drivers of Retail Sector	23
1.13	Organized Retail	24
1.14	Indian Retail with Emergence of Globalization	30
Chapter 2	Demographics and Market Segmentation	
2.1	Demographics	44
2.2	Market Segmentation and Customer Demographics	47
2.3	Basis for Segmenting Customer Markets	48

2.4	The Role of Demographics on Indian Retail	53
Chapter 3	Literature Review:	
3.1	Concept of Retail	58
3.2	Retail Scenario in India	60
3.3	Expansion of Organized Retail by Format	68
3.4	Opportunities and Threats of Indian Retail Industry	72
3.5	Retail Scenario in Bangalore	78
3.6	Reviews of Growth of Retail in India	90
3.7	Emerging Retail Formats	99
3.8	Factors influencing Retail	118
Chapter 4	Research Design:	
4.1	Statement of the problem	186
4.2	Rationale behind the study	188
4.3	Objectives of the Research	188
4.4	Hypothesis	189
4.5	Definition of concepts	189
4.6	Methodology and Sampling	195
4.7	Sampling Method	198
4.8	Data Collection Method	200
4.9	Analysis of Data	203
4.10	Limitations	216
4.11	Scope for further Research	217
4.12	Chapter scheme	217
Chapter 5	Data analysis, Results and Discussions:	
5.1	Demographic Profile of the Respondents in Bangalore	223
5.2	Impact of Demographic Variable on Shopping Behavior	233
5.3	Customer Behavior in Bangalore	237
5.4	Customer Preference on Shopping in Retail Outlets	239

5.5	Customer Patronage	253
5.6	Variables that lead Customers to Visit a Retail Store	257
5.7	Factors Responsible for Customers Preferences to a Retail Store	260
5.8	Performance of Small Retailers in Bangalore	269
5.9	SWOT Analysis of Modern Retail Models	285
5.10	Porter's Five Force Analysis of Organized Retail Industry	287
Chapter 6	Findings, Recommendations and Conclusions:	
6.1	Summary of Findings	295
6.2	Growth of Organized Vs. Small Retail Outlets	303
6.3	Expectation of the Customers	304
6.4	Customer Patronage and Preference to Retail Stores	305
6.5	Relation Between Customer Demographics and their Shopping Behavior	306
6.6	Factors Driving the Choice of Customer in Retailer's Perspective	307
6.7	Hypothesis	308
6.8	Recommendations	309
6.9	Conclusion	312
Annexure one: Questionnaire		315
Annexure two: Bibliography		325