EXECUTIVE SUMMARY

Retailing plays a vital role in the world economy. Indian retailing industry has seen outstanding changes. The retail sector in India, which is dominated by small and unorganized entrepreneurs consisting of standalone stores, boutiques and kirana stores are drastically changing its face. There has been significant expansion in organized retailing business in recent years. Many big industrial houses have entered in organized retail sector with very strong-minded future growth plans. There has been a huge development of new retail formats such as malls, hypermarkets, supermarkets and lifestyle stores. Change is only constant in the retail world; survival in organized retail will depend on the ability to adapt the change. These new retail formats are rising at a rapid speed in India; there remains a need among Indian businesses to understand the changing behavior of consumers towards shopping in these organized retail outlets.

In Nashik city great changes have taken place in organized retail sector in 2001-2010. Today retailing is a fun-filled experience for the whole family. Where the Nashik city was in the dominance of unorganized retailing conventional kirana stores (grocery stores), roadside mini departmental stores at the panwala shop, the roadside self-service restaurant; the organized retailing sector has now emerged in a crucial way. The Nashik market space is being engaged by shopping malls, chain stores, departmental stores, shopping centers, food courts, fast food outlet. The shopping behavior, life style of Nashik customer, in particular, has been changing noticeably, which can be viewed as paradigm shift. The significant changes have taken place in consumer shopping behavior in Nashik city.

The exact understanding of consumer need to help the retailer make product that likes to be successful in the market. Consumer understanding or an understanding of changing consumer shopping behavior is initial point of strategy formation. It is not only important to understand what consumer knows about a product? But also what they do not know? Therefore all main players in retailing are focusing to understand changing consumer shopping behavior and develop strategy for tapping consumer. The firm needs to study consumers to see how its product is perceived, if there is
good match. Therefore all main players in retailing are focusing on understanding changing consumer shopping behavior and develop strategy for tapping consumer. This study is undertaken with view to analyze the changes in consumer shopping behavior with special reference to organized retail sector. It also studies the changes in organized retail sector. It attempts to know different motivating factors affecting the buying decision in organized retail shops. The study tries to find out limitations in organized retail outlet.

Researcher has analyzed the primary, secondary data and examined hypotheses.

**In the study it was found that,**

Indian retail market has shown greater acceptance for organized retailing formats over the last decade.

It is clear from the study that there are significant changes in consumer shopping behavior in Nashik city. Researcher has explored many changes in consumer shopping behavior.

Many factors are like demographic profile, culture, and peer group of consumer are influencing consumer shopping behavior. Various discount schemes, offers an influence consumer during actual buying. Consumer buying behavior is based on impulse buying. Various stores’ interior and exterior atmospheric factors, offers, schemes are tempting consumers for more buying.

The significant changes have taken place in organized retail sector. These major changes are responsible for change in market size, changes in organized retail market share from 4% to 7.44% and projected to be 9 per cent of total retail market by 2015 and 20 per cent by 2020. Researcher has emphasized on changes in retail format - conventional formats to modern retail formats. Foreign Investment and Employment opportunity increased in organized retail sector. Great change observed in New Retail Space (million sq. ft.), Average store Size (Sq. ft.), No. of stores. Researcher has highlighted the changes in the retail reforms and showed the impact of FDI in Indian Retail Sector.
Pay parking, less involvement of sale person during buying process, premium price, credit facility, lack of relationship are limitations of organized retail shop. Researcher has recommended many remedial measures to overcome from the limitations in organized retail sector. The researcher has suggested some innovative ways to attract consumers after examined the changes in consumer shopping behaviour with organized retail sector.