PREFACE

An important aspect of the current economic scenario in India is the emergence of organized retail. There has been considerable growth in organized retailing business in recent years. Major industrial houses have entered this area and have announced very ambitious future expansion plans. Transnational corporations are also seeking to come to India and set up retail chains in collaboration with big Indian companies. The Indian retail sector is highly fragmented, consisting predominantly of small, independent, owner-managed shops. At the macro level factors such as rising disposable income, dominance of the younger population in spending, urbanization, shift of the traditional family structure towards the nuclear family are buttressing the organized retail growth in India.

The aim of this study is to analyze the changes in consumer shopping behaviour with special reference to organized retail sector. The study the changes in organized retail sector. For this study the primary and secondary method of data collections were used. The thesis consists of seven chapters and three appendices.

Chapter One deals with the subject matter and research area of the study. It is overview of the purpose and background of the study. It deals with introduction, rational of the study. As well as brief overview of Organized Retail and Unorganized Retail, Journey of Organized Retail in India, Organized Retail Format.

Chapter Two is about research methodology, which describes the topic, objectives and hypotheses of the research. This chapter includes the research design, data collection, techniques of analysis and limitation of the study.

Chapter Three presents review of literature, which sets the academic tone for the research. It contains the review and a comprehensive discussion of the rich and diverse literature available in the area of consumer shopping behavior and organized retail sector.

Chapter Four deals with the profile of organized retail sector. This chapter is the description of Indian scenario in context to the organized retail industry.
Chapter Five presents the changes in Organized Retail Sector (2001-2012). This chapter is description of the changes taken place in Indian organized retail sector as well as key notable changes taken place of organized retail sector.

Chapter Six deals with the analysis and interpretation of the collected data received from respondents. Hypotheses are examined in this chapter.

Chapter Seven reveals the Conclusions and the Recommendations. The Recommendations are given on the basis of Finding and Conclusions.

There are four Appendices in the thesis.

i) Appendix- A = Questionnaire for Consumer.

ii) Appendix- B = Questionnaire for Employee.

iii) Appendix- C = Glossary.

iv) Appendix- D= Bibliography.

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