

Study on Customers' Perception Management towards Organized Retailing

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Abstract – Retailing is the one of the most seasoned business that human civilization has known. It goes about as an interface among makers and purchasers improve the progression of products and enterprises and raise the proficiency of appropriation in an economy. Subsequently client viewed as ruler of retailing area and there is a need to distinguish the client insight towards coordinated retail location. The current investigation dissected the different variables that influence the discernment towards coordinated retail locations. Whatever upset the retailing area has gone through, retailing fundamentally includes all exercises worried about the conveyance of products and ventures or making ownership utility to merchandise and enterprises. Accordingly, showcasing is the center territory for any retail activity as the achievement or disappointment of the retailer depends on how well they comprehend and serve the requirements of their clients. Accordingly the information about customer conduct is significant for the presence of the business area. The accomplishment of advertising, in these inexorably serious and worldwide business sectors of today relies upon the comprehension of the dynamic cycles of the purchasers.

Keywords – Consumer, Perception, Organized Retail Store

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INTRODUCTION

Retail business has direct cooperation with the purchasers in the worth chain. They go about as mediators between the end clients and the providers like wholesalers or makers. In this manner, they are in a situation to adequately convey the reaction and changing inclinations of the buyers to the providers or the business people of the organization. This aides the makers and advertisers to rethink their item and change the segments of its showcasing system in like manner (Rani 2012). Previously, when providers were prevailing, retailers provided the product that was on offer and shoppers chose from this. Nonetheless, as retailers have become fundamentally more remarkable they can apply their control over the providers and stock just the brands they wish to sell, contingent upon their general retail procedure and provider connections (David Gilbert, 2012). With the coming of arising retail designs the items to be offered to the shoppers are dictated by the retailer. Also, retail rack space is currently valuable. So the retailer can profoundly impact the item and administration needs of the purchasers.

OBJECTIVE OF THE STUDY

1. To look at the elements which impact the client to It is the measure of difference the factors have with each buy from a

coordinated retail locations. other. It is additionally the extent of fluctuation clarified by the regular factor.

2. To look at the issues that shopper faces while purchasing from coordinated retail locations

ROLE OF RETAILER IN DISTRIBUTION CHANNEL

From a financial perspective, the retailer gives genuine added worth or utility to the client. Retailer plays out specific capacities like, foresees client needs, creating combinations of items, obtaining market data, and financing.

The worth making capacities performed by retailers are as per the following:

1. Providing an Assortment of Products and Services

Retail designs like general stores convey in excess of 30,000 unique things made by more than 500 organizations. Offering immense assortment of items will give clients a wide choice of brands, plans, size, shading and cost at one area.

2. Breaking Bulk

Commonly makers and wholesalers transport stock in mass amount to the retailers. Retailers at that point offer items in more modest amounts according to the necessity of buyers or utilization design. This is called as mass breaking. Breaking mass is imperative to both the makes and customers. While it is practical for makers to pack and ship stock in huge amounts the client will buy stock in more modest and more reasonable amounts.

3. Holding Inventory

A significant capacity of retailers is to keep stock in more modest sizes, with the goal that the items will be accessible according to the client's necessities. By keeping up the stock, retailers give an advantage to clients as they lessen clients cost of putting away items.

4. Providing Services

Retailers offer types of assistance which make it simple for the clients to buy results willingly. They show the items, which will assist the clients with review and test them prior to purchasing. A few retailers additionally give home conveyance administration to the buy over a specific sum. Salesmen in retail location likewise give direction to the client with respect to item and furthermore gives some extra data as well.

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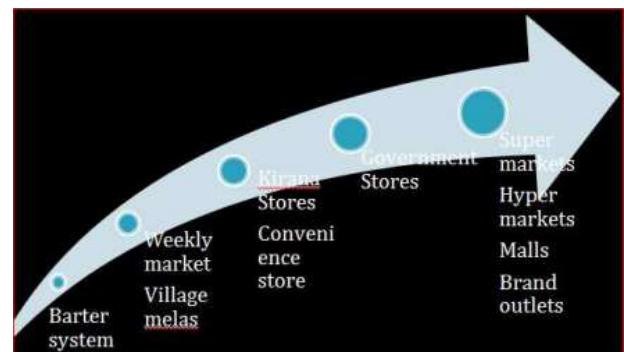
Evolution of Retailing in India

Early retailing in India can be followed to the week by week haats or gathering at the commercial center where sellers used to put their contribution discounted. This commercial center likewise saw the development of nearby 'Mother and Pop stores', i.e., the regular kirana stores selling various products with advantageous accessibility. Kirana stores have customarily ruled the Indian retail market for quite a while. Main part of the retail locations in India are little family-run organizations using transcendently family unit work. The inborn points of interest of the chaotic retail area incorporate minimal effort structure, irrelevant land cost, affordable work costs, low duty liabilities and experience with shop-faithful clients.

Coordinated retail started to make its quality felt in India in the 1970's when shops like Raymond's, Nallis and Bata entered the market through their select stores or franchisees. The mid 1980's seen the rise of coordinated retail locations, for example, "Akbarallys" in Mumbai and "Spencer's" in Chennai. These stores later advanced into multi-chain outlets and were the first to set up the idea of coordinated retailing in India. Yet, they came up short on the necessary foundation.

During the 1990's, the flood of Liberalization, Privatization and globalization introduced new retailing designs, present day procedures and elite retail outlets like Shopper's Stop(1991), Pantaloons(1997) and others. Further change was seen during the early long stretches of the 21st century with the launch of various Supermarkets and Department stores. The princely and the upper working class delighted in the shopping feel, well disposed design and the single purpose of procurement for a wide assortment of products (Rani, 2012). Notwithstanding being a developing industry, coordinated retail area represents just 10% (2018, Techno-Park Report) of the retailing business in India.

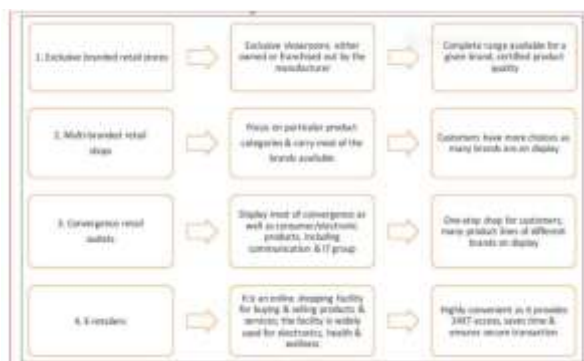
Figure 1. Introduction to organized retail



Source: IBEF

The Indian retail area saw sharp development throughout the most recent couple of years. Anyway it is to a great extent overwhelmed by the chaotic area. There has been a huge development in the coordinated portion as significant retail major parts in the nation like Tata, Reliance Industries and numerous others are a lot of intrigued to putting resources into the Indian Retail market. Numerous other reformist players ventured into the region with long haul objectives to extend their business across verticals, urban areas, organizations and sections. Food and staple, garments and footwear portion are the fundamental income drivers in the Indian retailing area.

Organized retail formats in India



Source: IBEF

Benefits of organized Retailing

India's Planning Commission, in its Approach Paper for the Eleventh Five Year Plan, (2006, pp. 27-8) has noted: "Coordinated retailing carries numerous advantages to makers just as to metropolitan purchasers. It will likewise give work of a better. Coordinated retailing in horticultural produce will upgrade supply chains and give better costs to ranchers just as to buyers.

1. Link with Agriculture

Coordinated retail will radically change the rural store network in the country. CRISIL's investigation has revealed that, in 2007 a complete yearly loss of around 1,000 billion in the rural store network. 57% of which is because of avoidable wastage and expenses of capacity and commissions (CRISIL Research, June 2007). Organized retailers have just begun acquisition of products of the soil straightforwardly from the ranchers, which prompts disintermediation. They are putting tremendous sums in coordinations. This incorporates concentrated warehousing and dispersion focuses, transport and cold stockpiling. Enormous quantities of untalented specialists for arranging, reviewing, bundling and marking are utilized by them. Every one of these activities will improve nature of items and lessen a definitive purchaser cost.

2. Benefits for consumers

Coordinated retail can offer purchasers a few advantages like more extensive item decision, lower costs, better shopping encounters and improved quality levels.

3. Greater job creation

Coordinated retail will set out greater business open doors. The main increment will be in front-end occupations for retail staff. Coordinated retail can give talented just as incompetent positions.

4. Efficient supply chain

The strong sourcing and appropriation network liable to be set up by current exchange would bring about a more effective production network the executives, diminished lead times, less stock outs, decreased wastage, and steady item quality.

5. Survival of traditional retail

In India both coordinated and chaotic retailers will proceed to coincide. Presently, significant portion of retail has a place with sloppy area and it will stay a huge power later on moreover. As developing utilization warrant the development of both coordinated and disorderly retail, the later need to improve, overhaul their stores and upgrade esteem added administrations to hold and reinforce the associations with their clients.

Perception Management

In showcasing setting "PM is the capacity to comprehend the purchaser's real discernment and utilize those as a way for molding wanted insights, support and for changing negative buyer insight. Well beyond, it likewise employ particular educational signs and techniques to impact the buyers insight as wanted by the advertiser".

In spite of the fact that discernment the board tasks are ordinarily done inside the worldwide field among governments and among governments and residents, utilization of insight the executives strategy have become part of standard data the board frameworks from various perspectives that don't concern military mission or government relations with populace. As obviously apparent in publicizing and advertising efforts, discernments can be overseen (Peter Callamari, 2003).

Insight the executives is more efficient, driving an enemy to all the more gradually actualizes changes positive for the originator. Despite the fact that it is broadly utilized in global governmental issues and military, as of late its application in business discovered to be advantageous particularly in emergency the board and winning shoppers. PM requests key arranged arranging as it is worried about long haul complex manipulative interaction of impacting the assessment of others which considers a proactive instead of a responsive system.

Perception and emotion as organism

The life form alludes to the interceding inside interaction between the boosts and the response of the shoppers. It is an interaction wherein the buyers changes over the boosts into significant data and use them to fathom the climate prior to making any judgment or end. Basically it

comprises of the perceptual, mental and thinking activities (Bagozzi 1986). Shoppers may utilize the ecological prompts as a reason for building up a surmising about the value, item, or administration quality in that store (Kirk L Wakefield, 1998). For instance, the utilization of rug floor and exquisite style in a store configuration may cause shoppers to surmise that the store may charge excessive cost and give top caliber of product and administration. Showcasing signals fill in as a proxy pointer for buyers, as they structure convictions about the administrations or item quality. The actual climate is wealthy in such signs, and as such might be powerful in clients.

The current investigation inspects the impact of the store air on the showcasing improvements like marketing, assistance, administration, region and settlement. A central fascination of a coordinated retail location is on its promoting. Stores that are seen as having better marketing are likely than be liked by the purchasers (Doreen et al., 2002). Advancement is identified with limited time aspects of advertising. Advancements help to make public mindfulness about the exercises of the store and increment the likelihood of support (Bagozzi et al., 1988). Partly shopper's visit to the retail locations frequently appears as a sporting action whose value is supported by the degree of administration arrangement inside the store, which incorporates giving data on product, reacting to customer inquiry, direction to stock area, participation by deals staff, etc. (Dooren et al., 2002). Openness or district is another factor that pulls in the customers to the store. Better openness infers less hindrances and therefore less disappointment to buyers making an excursion to the store. Expedient check outs and various installment alternatives will encourage simple purchasing and the value show likewise goes about as a kind of perspective for correlation and save the time utilized for shopping.

Experiences got from three interrelated hypotheses - derivation hypothesis, mapping hypothesis and hypothesis of affordance - establish the general establishment of our suggestion about the induction of store environment. Derivation hypothesis proposes that individuals cause decisions about the obscure based on the data they get from the prompts that are accessible to them (Huber & McCann 1982, Nisbett & Ross 1980). Patterns are intellectual constructions of coordinated earlier information, disconnected for a fact that guides deductions and expectations (Fiske 1982). They help to shape individuals' assumptions in new or uncertain contexts (Fiske & Linville 1980). Similarly the hypothesis of affordance propose that individuals see the store climate as a significant substance and that such an insight passes on the data straightforwardly to them (Gibson 1979). These hypotheses together suggest that purchasers go to store air prompts when assessing stores since they accept that these signals offer solid data about item related credits like quality, cost and by and large

shopping experience (Binter 1992). For instance, a client entering a store with tile floor, the smell of popcorn and fluorescent lighting may access from memory "a bargain shop" outline and derive that the store's stock is low valued and of normal quality and that the store has insignificant administrations. Exact proof backings that data from ecological signs impact shopper impression of specialist organizations (Baumgarten & Hensel 1987) and encourages buyers to classifications administration firms.

Commitment & loyalty as the Response - Behavioural intention

The reaction is the ultimate result or last activity towards the response of customers including mental responses like demeanor or conduct responses (Bagozzi, 1986). Contingent upon the living being measure, the resultant enthusiastic state can impact customer's tendency to proceed, shorten or stop his retail conduct in the store (Donovan and Rossitor 1982).

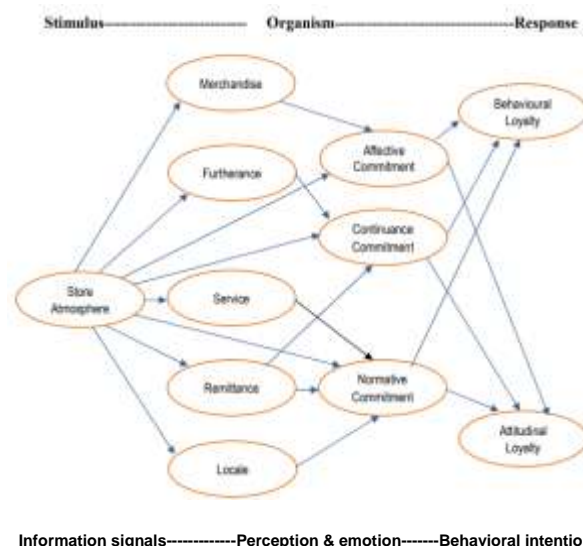
For the store dedication to happen store responsibility is an essential condition and its nonappearance may prompt deceptive devotion. A shopper gets focused on the store and along these lines becomes store steadfast dependent on the express and broad dynamic just as evaluative cycles done towards the thought about store (Bloemer and Ruyter, 1998). The pith of full of feeling responsibility is that the clients come to obtain an enthusiastic connection to their accomplice in a utilization relationship. At the point when customers come to like (or, at times, love) brands or specialist co-ops, they experience the mental condition of emotional responsibility and companionship (Fullerton 2009). Specialists who have inspected the clouded side of advertising connections have certainly perceived that responsibility can affect shopper conduct through the two sensations of good effect and sensations of duration. Regulating responsibility addresses a power that ties clients to the organization from a feeling of good commitment (Allen and Meyer 1990; Meyer and Herscovitch 2001), for observational examination of the applied model the current investigation utilized Structural Equation Modeling.

Conceptual frame work of Perception Management

The study aims to improve Perception Management by integrating the two research streams, i.e., the S-O-R Model and the Perception Management Model. A brief overview of the studies done so far on the Stimulus Organism Response Model, on the one hand, and Perception Control, on the other, is given in the present study. In doing so, the analysis would demonstrate that while both research streams historically have distinct focuses, both streams'

underlying characteristics are more similar than what the scholars specifically identify. In other words, both the S-O-R model and the Perception Management literature have pointed to the same knowledge that, on the one hand, is considered important for assessing the response and, on the other hand, for controlling customer perceptions. In order to analyse the role of modern retail signals in controlling the attitudes and behavioural reactions of consumers towards organised retailing, the study argues that both research streams should be combined. A variety of studies have been carried out by environmental psychology researchers using the Mehrabian-Russel model to store environmental studies [e.g., Anderson P., (1986); Dawson, Bloch, & Ridgway, (1990); Golden & Zimmer, (1986); Sherman & Smith, (1986); (Azeem 2013); (Bakers 1990); and (Bakers 1990) (Binter 1992). This leading strategy in environmental psychology is focused on the model of StimulusOrganism-Response (S-O-R). This research aims to validate this paradigm as well. In particular, Perception Management scholars have looked at various insightful signals and techniques that influence external audience perceptions and how these perceptions affect the behavioural reactions of stakeholders to the organisation (Brown & Dacin, 1997; Elsbach & Glynnn, 1996; Rao, 1994; Rindova, Williamson, & Petkova, 2005). Scholars tend to stress that insightful signals can intensify the emotional attraction of stakeholders to a brand, ultimately leading to greater identification with the organisation and inherently beneficial attitudes towards the company (Bhattacharya & Sen, 2003; Fombrun & Van Riel, 2004). Haldener (2008) examined Perception Management as a connection between expressions of organisational identity (signals), the perception of stakeholders, and the organization's behavioural intent. The study shows that both types of research streams concentrate on similar types of knowledge linkage, despite their different focal points of concern. The study argues that both research streams cross roads in these similarities of relationships and where we integrate insights to study the role of organised retail marketing-related signals in controlling the expectations and behavioural reactions of consumers to organised retailing. However, we do not have clear insight into how organised retailers currently treat their marketing-related signals at this margin, and how this impacts the expectations and subsequent actions of customers. The present study aims to bridge the insights of the S-O-R Model and Perception Management literature and work towards a model that illuminates how modern retail signals influence customer perceptions in order to gain further insight into this topic.

Figure 1.6: Conceptual Model



REVIEW OF LITERATURE

Mukherjee (2010) completed an examination to investigate the determinants behind the retail development in West Bengal and demography savvy inclination of buyers towards both coordinated and chaotic retailing and part of advancement in inspiring clients in retail situation. The discoveries of the investigation notice that articles of clothing and rich things like amusement, home style and electronic things are the determinant objects in the development of coordinated retail market. The segment factors like age gathering and pay gathering of clients add to the retail market improvement. The consumer loyalty level shifts with various worth added administrations given by the coordinated and the sloppy retailers.

Shah (2015) has recognized issues looked by the coordinated retailers in India and he attempts to build up a system for investigating the issues of coordinated retail in India. The top to bottom examination of the customer's inclination and conduct measurements uncovered that shopper's inclination towards retail design is reliant on shopping focused transient viewpoints, store ascribes and situational factors. The examination yield suggests confinement as an advertising reality rather than globalization.

Mouha Banerjee (2015) inspects the chance of the coordination of Business Intelligence with Supply Chain Management to upgrade upper hand. The investigation directed on an Indian retailer working in explicit zones of the nation uncovers the solid and critical connection among SCM and upper hand and the sharing of data with the providers is seen as a significant element of SCM by the retail heads. The scientist's think that at present the Indian retailers need essential IT framework stage with the channel accomplices for

consistent progression of data. Besides the divided data climate isn't helpful for the usage of BI.

Suresh (2012) discovered that the shopping center designers have not yet perceived the need of division, focusing on and situating of the shopping centers. The examination analyzed fulfillment worried about five components of shopping center situating like accommodation, atmosphere, shopping experience, property the board and diversion and the outcomes show that the customer discernment in regards to the situating of a portion of the shopping centers is clear yet they are befuddled to make a reasonable differentiation between numerous different shopping centers. There is an absence of lucidity among shopping center designers with respect to situating and picture.

Arpita Mukherjee (2011) as a feature of ICRIER project dissected the effect of the retail FDI strategy on Indian shoppers and dependent on the investigation made some arrangement suggestions to the Indian government. This paper analyzes buyers shopping conduct across various item classes, information on unfamiliar brands and disposition towards changing FDI in retails. The elements deciding the decision of current retail outlets were additionally analyzed. The outcome shows that the acquisition of brands changes across various item classifications and they believe that both conventional and present day retailers can exist together in India. Customer's information and the utilization of unfamiliar brands are additionally investigated. Greater part of the respondents are agreeable to permitting FDI in multi brand retail. The examination suggests that the public authority ought to permit FDI in multi brand retail which will upgrade brand information and decisions.

Bart Minton (2015) found that right around 10000 ranchers in the good countries of Madagascar produce vegetables for stores in Europe; little ranchers who partake in these agreements have high government assistance, more pay solidness and more limited lean periods. He likewise found a critical impact by improved innovation appropriation, better asset the executives and overflow on the efficiency of the staple yield rice. The commitments of this investigation challenge the view that worldwide stock chains are a danger instead of a chance for the least fortunate ranchers and nations.

Vedamani (2011) while investigating the shared traits and contrasts in techniques received by the coordinated attire retailers in India and abroad found a couple of normal patterns and examples in the advancement of coordinated retailers. While the normal store size, quantities of stores per firm and volumes are now a lot bigger in the organizations abroad, the organizations in India don't show a development pattern to accomplish comparable extents. Client procurement, client direction and client relationship patterns are discovered to be normal among both the organizations abroad and

those in India. The elements impacting the development of attire retail firms abroad and methodologies change generally from what we find in the organizations in India openings with retailing advancements.

Lina M.Fernadas (2012) in an examination on FDI in multiband retail underlined the huge improvement in India's GDP and in general monetary turn of events. The approach of multi-brand retail by the Indian government would get upgrades rustic foundation, innovation, cost for agrarian produce and business openings. Further it will make greater business opportunities for talented representatives.

Babanlal (2015) in his investigation has essentially attempted to discover the fulfillment level of clients towards Big marketplace and the affecting element that drives individuals to shop at Big market. He discovered that the majority of the clients are affected by the offers and item assortment in Big market. Likewise he discovered that the clients shop more in the Food market and Men's wear division in the Big marketplace.

Vlachos (2014) in an examination think that through usage of RFID, retailers and their provider approach more precise and more definite information on stock, request and supply history. Actualizing RFID at the provider distribution center and bed level expands provider execution.

Dhruv Grewal (2014) learned about how explicit components in the store climate impact shopper deduction about product and administration quality and examine the degree to which these elements intercede the impact of store climate on store picture. He attempts to assess how buyers see distinctive store climate as notoriety or markdown relying on the presence of different ecological variables.

Eric R Spangenberg (2016) finds that subjects in the scented climate saw that they invested less energy in the store than they spent in the non-aroma condition. Subjects in the non-fragrance condition are seen to invest fundamentally more energy in the store than they really did. They additionally believe that encompassing aroma may prompt an upgraded abstract encounter for retail customers; the time shoppers spend inspecting stock, hanging tight in lines or hanging tight for help might be made to appear to be more limited.

RESEARCH METHODOLOGY

Exploration technique is the logical rules for tackling an examination issue with accentuation on examination theory, research approach, research strategies, research procedure, time skyline and exploration plan

A. Data Collection

Remembering the goals of the investigation, a meeting plan covering all parts of the examination has been formed considering the important recommendations of the specialists in the field. It has been pre-tried on a little preliminary gathering (comprising of 50 examples from the Northern Region) to check the fluctuation in the view of the purchasers and the legitimacy and unwavering quality of the inquiries in the timetable. Based on the reaction from the pilot study, fundamental adjustments have been made in the timetable and the altered meeting plan has been utilized for the assortment of essential information. A duplicate of the meeting plan is added.

B. Data Analysis

Information investigation is perhaps the most adaptable and regularly utilized multivariate techniques in advertising research. In advertising research we frequently face a circumstance where we have at least two gatherings, and we need to build up a superior comprehension of how these gatherings or things contrast regarding some arrangement of logical metric factors, like a bunch of properties or execution evaluations that we expect to be of equivalent stretches. Information examination can be utilized to figure out which indicator factors are identified with the needy variable. It is additionally generally used to make perceptual planning by advertisers. This will assist the retailer with finding out about client's insights in various sections and furthermore targets them better in their advertising efforts.

RESULTS AND DISCUSSION

A. Result

As opposed to the flow see that client' dependability is viewed as the aftereffect of their assessment of the help or item, past specialists has stressed that varieties in level of devotion are likewise because of customer qualities, for example, financial circumstance or mental make-up and so forth That is, reliability - in this setting for the most part saw as conduct faithfulness - is pretty much viewed as something because of the purchaser's very own attributes, instead of something the firm can influence by performing great (Annei Maggi, 1999). In light of these points of view, the current investigation expects to find the impact of the customer attributes on the variety in level of devotion.

1. Shopping Mall

Shopping center is a course of action of retail locations wherein the retail space is shared by the anchor store and different retailers and giving the

correct blend of shopping, food court and amusement". For the current investigation the scientist has embraced this definition.

2. Hypermarket

They offer the most Extensive product blend, item and brand decisions under one rooftop, make prevalent Value (Mathew and lower costs).

3. Supermarket

The stores center around explicit item classes and offer generally great varieties. They don't play the game on cost however rely upon accommodation and administration to draw in the shoppers.

B. Discussion

From the prior conversation it very well may be presumed that the store climate fundamentally impact the customer's discernment in practically all components. Further store climate in shopping centers profoundly impact the purchaser promoting boosts discernment contrasted with other two configurations. In Hypermarkets, marketing and area angles are the most impacting variables of purchaser's full of feeling responsibility. Customer's passionate connection is the primary factor affecting attitudinal unwaveringness on the whole arrangements, while buyer's attention to exchanging cost and sensation of commitment will drive them to keep up the support conduct. However, these are not impacting purchaser's disposition towards the retailer devotion. we can gather that despite the fact that shopper's have more elevated level of positive promoting improvements insights; there is a critical lessening in that after they visited the coordinated retail outlet. Their discernment identifying with practically all variables have diminished after the visit to the store, yet the salesman related insight has not essentially changed. The vast majority of the respondents may effectively set a pattern that coordinated outlets are self-administration stores, so a falloff in deals people administrations doesn't a lot of impact their deduction identified with that angle.

CONCLUSION

Unmistakably buyer discernment essentially impact the dependability conduct. The Consumer's discernment as to practically all the components of advertising improvements is positive. In any case, when contrasted and the before visit discernment, it was discovered that the impression of all components diminished essentially after buyers have direct involvement in the coordinated retail outlets. Alluring store climate is a successful showcasing instrument of coordinated retailers. The examination result

uncovers that the design, cool and neatness make a positive effect among customers. While the alluring smell, public zones and music couldn't make a good enthusiastic inclination. It was discovered that discernment and feeling can impact the conduct goals of responsibility and faithfulness. Result uncovers that shoppers felt emotional responsibility more than regularizing or continuation responsibility. In spite of the fact that buyers are not making continuous buys from coordinated outlets, they have uplifting mentality towards it. Based on attitudinal and social unwaveringness the investigation classifies the purchasers as Loyal, Spurious steadfast, Latent faithful and Non steadfast. The investigation found that variety in customer attributes and customer assessments (discernment) brings about variety in customer dedication.

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