

Impact of Globalization on Consumerism – A Case Study of Meerut District

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Abstract – *The adjustment in the global guideline of economy is clear and evident. The attack of market-situated framework over the free enterprise strategy is tolerating on 'the reason that the unreasonable communication of aggressive powers will yield the best portion of our financial assets, the most reduced costs, the most noteworthy quality and the best material advancement.' Globalization in its present instantiation is the combination of private enterprise and trend setting innovations, additionally called "techno-capital". Consumerism is probably going to command the Indian market in the following thousand years, because of the financial changes introduced and the few understandings marked under the World Trade Organization. The progress will be from a dominantly "venders' market" to a "purchaser's market" where the decision practiced by the customer will be impacted by the dimension of shopper mindfulness accomplished. While globalization is the prevailing authority of the present age, consumerism has turned into the premise of its riches. The present routine about consumerism cultivates certain types of personality, (for example, self at play, communicated in displays, diversions, and epicurean ways of life) where dreams of oneself can be explain in virtual domains. The present examination is an endeavour to ponder the effect of globalization on consumerism in Meerut through the picked statistic and financial factors. The examination attempts to grasp reality behind the rising consumerism among the urban working class of India, with uncommon reference to Meerut.*

Keywords: Consumerism, Globalization, Impact, Consumption, Meerut

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1. INTRODUCTION

Globalization might be portrayed as the consolidated impacts of trade progression, advertise joining, worldwide account and venture, innovative change, the expanding distribution of generation crosswise over national boundaries, and the rise of new structures of global administration. The global commercial centre, furnished with the use of global interchanges, has turned into the focal point of the global business field, which keeps the world markets open and competitive practices reasonable. In the meantime, the counter globalization development is additionally creating, challenging the dangers of suppressive strategies utilized by global organizations, which influences regional trade substances.

Contemporary patterns in globalization and corporate responsiveness to expanding rivalry recommend that globally coordinated strategies be to a great extent client driven and bolstered by the buyer consensus on displaying approaches for some businesses. The internet based life based firm-level model clarifies corporate responsiveness in reference to industry

patterns from financial points of view and authoritative conduct.

Globalization and the extension of the purchaser society are interwoven. Globalization is the fast spread of the entrepreneur advertise (counting trade and private venture) everywhere, incorporating the trading of assets, other various social examples, and the developing relations among nations and areas. Since the provincial periods beginning in the late sixteenth century, industrialization has been a global procedure in which assets (counting work) in one region of the world have been utilize to support those in different territories. In numerous regards, this is a procedure that has been continuing for somewhere around five thousand years, since the production of the soonest city-states, with their class frameworks and market economies. The ascent of contemporary customer society concentrating on the utilization of materials created for a mass market is the present period of this relationship that has in the previous five hundred years progressively connect rich regions and gatherings to poor ones, with rich territories being describe by overconsumption and poor zones by under consumption.

1.1 Globalization

Globalization, driven by overall streams of media, migration and advancements, is melding individuals' lives and changing practices. Progressively, individuals live in a global insight that portrays procedure of social synchronization bringing about the emergence of Global Consumer Culture (GCC).

Globalization is the quick spread of the industrialist showcase around the globe, including consumer society dependent on materials created for a mass market. This is the present period of a relationship in the previous five hundred years connecting overconsumption in rich gatherings and regions to under consumption in poor ones. Overconsumption surpasses the cut-off points of manageability by utilizing a greater number of resources than are expected to support a healthy quality of life and in manners that debase the earth and those in it, while under consumption is consumption that is deficient to keep up a healthy quality of life for all. Most under consumption in the global framework is identifies with social inequity, which obstructs some from required resources, for example, sustenance.

1.2 Consumerism

Consumerism is the conviction that the way of life is not simply living over some total or relative limit measure, however the possibility that prosperity and satisfaction is concentrated on individual spending of products and ventures. In Modern Economics, Consumerism is view as advantageous because the additionally spending people do in a public, the more the economy develops overall.

1.3 Connecting Globalization with Consumerism

There are some who commend globalization through consumerism; such individuals authentic the new political economy and its merchandise, contraptions, and amusement items. In any case, while some may find selfhood in a consumerism supporting existing conditions, others would oppose and others escape from the impacts of the global political economy in the different types of the clear, liberality that frequently grant the outflow of the transgressive in emblematic structures. Seeing that techno-capital, has either robotized, deskilled or traded numerous employments, numerous more youthful individuals, distanced by global capital. as well as "pressed" by the new global request, are probably going to withdraw into subcultures of reversal based opposition running from the stun shake of Marilyn Manson or Eminem, to the being a fan of savagery, for example, "proficient" wrestling or subcultures of outrageous body alterations. Such domains of resistance fluctuating from the "cool" to the unusual give destinations where some can discover job is since as they make and additionally grasp transgressive characters that mark restriction to and

outrage toward the global request. In the meantime, social opposition, in lieu of political activity serves to continue the very estrangement and mastery that induce its emergence. Finally, others grill the misfortunes of the global economy. An eminent global equity personality is testing the financial aberrations, natural plunder and human rights manhandles related with the new global economy. In face of the globalization of capital, with the pounding destitution of the larger parts, natural raid and human rights manhandles, developing numbers look for commitment in associations that would test the new types of estrangement, power and abuse in a word commanded by transnational entrepreneur organizations.

A connection between globalization, mobility and consumerism could be establish within the domain of three main factors, which are:

- Access to resources and markets on a global basis.
- Production of consumers all over the world with an extensive range of products and services that were not easily available before, and
- Central and essential understanding of globalization and the innovative world being the idea of "consumerism" however this articulation is by all accounts in a continuous change.

Globalization in this manner set the conditions for consumerism through an interrelated procedure, which works through the previously mentioned components.

1.4 Impact of Globalization on Consumer Culture

Consumer culture is a culture in which the achievement of proprietorship and ownership of goods and administrations is displaying as the essential point of individual undertakings and the key wellspring of societal position and glory. By 'consumer culture' we mean culture where what we devour, and the manner by which we expend goods and administrations gave in business sectors has come to speak to our characters, intercede our associations with others and even shape our approaches. Globalization's consequences for the manner in which individuals live, play, and learn and the effect is hard to gauge however promptly clear in practically all social orders over the globe. The homogenization of consumer culture instead of decent variety is one more of the significant effects of the globalization procedure. This will turn out to be progressively universal in view of the advancement of Information Technology (IT). Globalization is not an unavoidable phase of a verifiable procedure, yet rather another period of world private enterprise set

apart by the change of the prior institutional (financial and political) game plans, propensities, culture and theoretical originations of the world.

In this new world, advancing competition and effectiveness has turned into a focal financial rule and competition law has turned into a centre administrative system. The intrusion of market-situated framework over the free enterprise arrangement is acknowledge on 'the reason that the excessive collaboration of competitive powers will yield the best assignment of our financial resources, the least costs, the most noteworthy quality and the best material advancement.' The anguish over destructive spread of present day consumerism in a globalizing world could be assemble from all sides of world. Some portray it as "social rootlessness" is the thing that sold by MNEs like Nike and MacDonald's; some argue as critically as naming 'Consumerist law is simply the adversary of Republican Government'. Sandal further argues that it denies us of our association with self-governing maker foundations like private company and unions, abandoning us reliant on the substantial enterprises that supply us with the consumer goods we crave.

2. REVIEW OF LITERATURE

Sawaya et al. (2005) have shown how globalization affected consumption and dietary example in Brazil. For instance, there study uncovers that TV proprietorship has pervaded all layers of the public, from the upper and white-collar classes to less favored regions. In the poorest urban territories, for example, Natal, in the province of Maranhão, the penetration of TVs was near 86 percent. TV is today the primary wellspring of excitement, notwithstanding for lower-income families, who go through five to eight hours every day before the TV. As the creating economies are moving towards a universe of homogeneous consumption, unfortunate area of the public is thinking that it is hard to keep up their relative consumption standard.

Hosseini Nezakati (2013) - This exploration intends to investigate consumer conduct and their reactions to conceivable impacts of globalization, bringing about embracing distinctive global showcasing strategies in an Asian nation especially Malaysia which is so extraordinary of European ones, particularly, as far as social viewpoints. Homogeneity and heterogeneity in consumer conduct are the primary methodologies of this examination. Instead of influences obstructing the conceivable marvels of two-extremity of world economy or domains, to discover organizations global advertising strategies are the exploration goals. Along these lines, this examination inspects information gathered through, separately, qualitative and quantitative techniques and addresses organizations' advertisers and consumers However, due to in various influencing variables and multidimensional nature of

globalization, now of concentrate there is no outright proof to indicate results yet the theoretical presumptions on organizations' tendency toward standardization or customization strategies.

Deepak Kumar (2014) - Globalization in its present instantiation is the combination of free enterprise and cutting edge innovations, likewise called "techno-capital". It produces powers that both homogenize and separate personality. Contemporary globalization has affected the social, social, financial, mechanical, and natural domains; encouraged changes of character; and, served to new types of subjectivity. While globalization is the dominant authority of the present age, consumerism has turned into the premise of its riches ray authority do as such at the expense of estranged subjectivities. It is set that the different enunciations of character instantiate the problematic of distance and personality in our current would try to beat this estrangement through political activity. While little minorities praise industrialist globalization, particularly through consumerism, the new types of riches and influence distance the masses. In entirety, the goal of this paper is to look for the connection between globalization, consumerism, and character and how the transaction of these components promotes unsustainable consumption practices.

Meenu Mahajan (2015) - This paper contains a concise audit of the exploration that has been did on consumerism amid the most recent two decades. The survey is not intended to give thorough inclusion of past research contemplates, however rather to call attention to territories where look into has been missing or where new research openings have as of late developed. In reality, the paper alludes to just few past research thinks about three of which are the investigations that were displaying quickly preceding the conveyance of this "discussant's" paper. The audit is sort out to cover look into trying to portray and clarify consumerism (on both a full scale and miniaturized scale level), anticipate the development's future (on the two dimensions) and control parts of the development (on the two dimensions). Consumerism on an increasingly miniaturized scale level, being worried about understanding progressively about the individual mentalities and conclusions that give some fundamental underlying help to the consumer development. Progressively large-scale level observational examinations, inspecting how the quality and essentialness of the general development has been influence by consumer frames of mind and sentiments.

3. OBJECTIVES OF THE STUDY

- To seek the relation between globalization and consumerism in Meerut district

- To study the impact of globalization on consumerism in Meerut through the chosen demographic and socio-economic variables.
- To comprehend the truth behind the rising consumerism amongst the urban middle class of India, with special reference to Meerut
- To experiment the twin objectives compassing a detailed quantitative study and a secondary qualitative study
- To analyze the consumer preference for branded clothes is independent of the family income

4. RESEARCH METHODOLOGY

The present examination was undertake with the twin goals compassing a nitty gritty quantitative investigation and an auxiliary qualitative investigation. The quantitative investigation was coordinated to assess the impact of the socio-monetary factors on way of life and consumerism, and in the meantime to investigate the adoption of brand inclination among the respondents. In the knowing the past, the investigation additionally has an auxiliary qualitative target to assess the advancement of Meerut city to its present-day created structure?

4.1 Research design

The analyst designed comfort random inspecting for designing an organized survey dependent on nominal scale.

4.2 Tools used in this study

An aggregate of 276 questionnaires were distribute among the respondents of Meerut city to gather the essential information. The examination was direct in two market regions: the shopping centers and significant markets in Meerut (Sadar bazaar and Budhana entryway). The respondents finished the poll at the buying time with anonymity.

4.3 Sample Size

250, questionnaires, which were finished, were chosen out for further examination, out of which 53% were people and 47% females. The reactions were additionally arrange to surmise the useful outcomes according to the goals of the examination.

4.4 Statistical Tools used in this study

The correlations of the socio-economic variables were tested using chi-square (χ^2) test.

4.5 Hypothesis

In the light of the pre-defined objectives, the following hypothesis was formulated and tested-

H₀: The consumer preference for branded clothes is independent of the family income.

5. RESULTS AND ANALYSIS

5.1 Quantitative Study Profile of the Respondents

While undertaking the fieldwork, explicit center was, keep to relatively speaking to individuals of different segments viz. professionals, Government workers, educators, businesspersons and so on. The graphical representation for the distribution of the different statistic variables as far as their individual rates are show as pie charts (Figure 1 to 3).

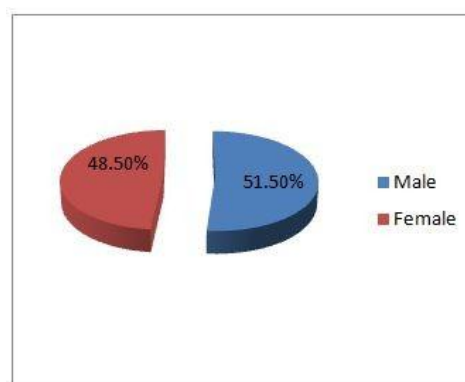


Figure 1: Gender Distribution

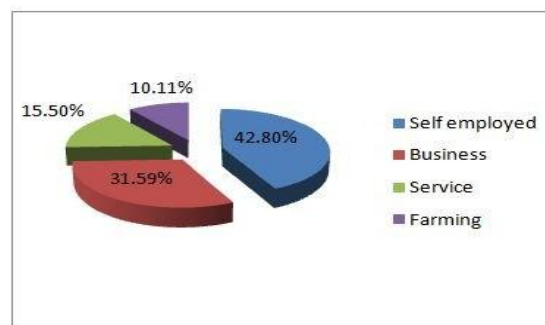


Figure 2: Occupational Background

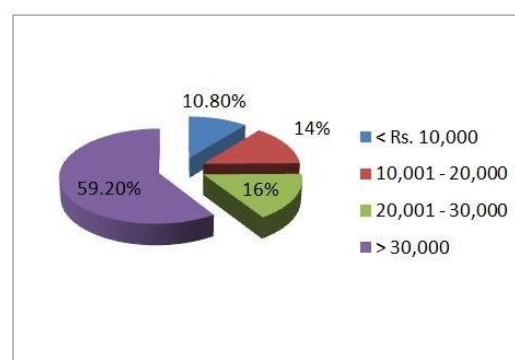


Figure 3: Monthly Family Income

5.1.1 Food Consumption Pattern

The consumption pattern for the food articles have been analyzed in the light of motivating components impacting food buy, role of relatives in choosing the buy of explicit food articles, costs on the non-vital extravagant food articles, consumption of cheap food articles and frequency of eating out in inn/eatery. In the present occasions, an enormous move can be watched skewed for expending more natural products, pastry kitchen items and 'accommodation food' for example expanding 'cheap food culture' because of changing commercial practice and changing lifestyle in the country.

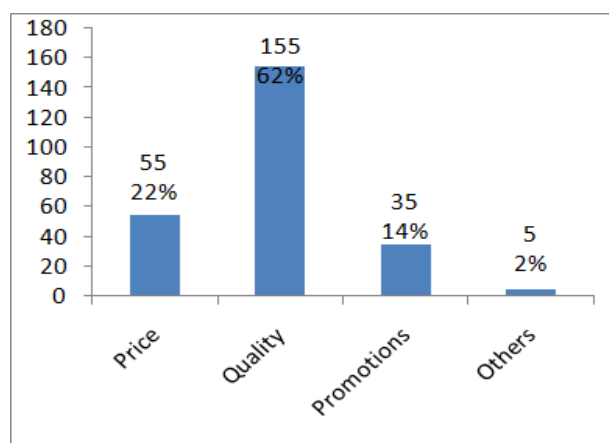


Figure 4: Factors Motivating the Purchase of Food Articles

The results (figure 4) disclosed that majority of respondents (62%) identified quality of the food article as the major factor motivating the buying behavior, followed by price (22%), while promotional campaign have a little influence over the buying behavior.

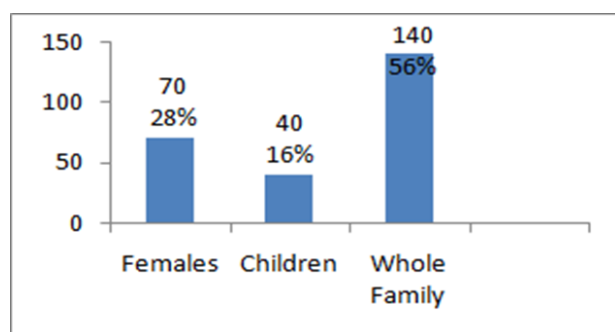


Figure 5: Role of Family Members in Decision Making for Purchase of Food Articles

The outcomes (figure 5) uncovered that the consumption and purchase of food articles is certainly not a solitary decision of any one family member, yet the entire family as a unit chooses the equivalent (56%). The females (28%), which bodes well as they are the ones who handle the kitchen and the eating routine of other family members, trail this. Then

again, the youngsters contribute 16% to the said decision.

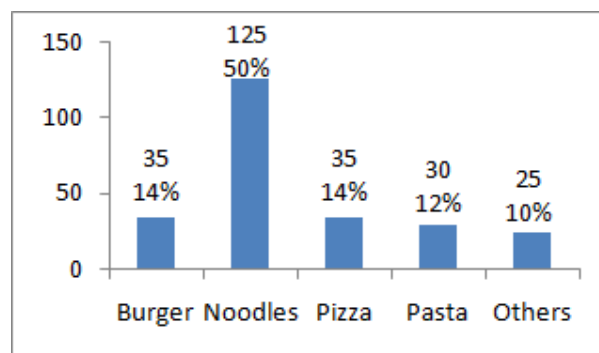


Figure 6: Consumption Pattern of Fast Food

It is apparent from figure 6 that among the different inexpensive food things, noodles is the most top pick (half), while burger, pizza and pasta show practically identical outcomes (14%, 14% and 12% separately). Maggie (showcased by Nestle foods) which is the most mainstream noodle brand has advanced to suit the fiery taste buds of the Indian consumers by creating reasonable variations to stay ahead in the race. Maggie is by and intently pursued by other mainstream brands like Chings, Yipme and other people who continue redesigning their variations as indicated by the taste inclination of the Indian consumers.

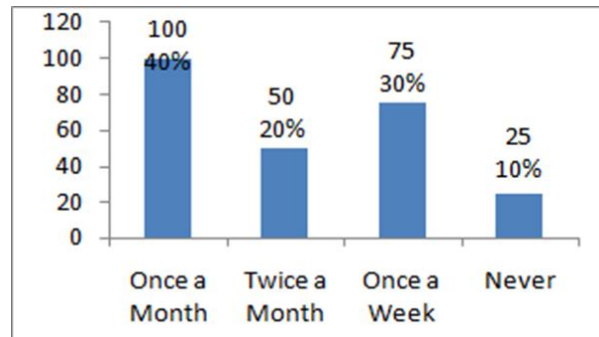


Figure 7: Eating out in Restaurant

As displayed from the outcomes (figure 7), dominant part of respondents (40%) appreciate to eat out at restaurant once every month with their family, trailed by respondents who go out once per week (30%) and the individuals who eat out two times per month trail behind them with 20%. It very well may be induce from the information dissected for considering the food consumption pattern (figures 4-7); that individuals are ending up progressively mindful of the different brands and raising quality awareness is likewise influencing the purchase of different food articles. Different types of media, corporate and government-drove specialists and offices are assuming impressive roles in making sufficient sum consumer mindfulness in the populace. All these together are in charge of the changing frame of mind of consumers which in

eventually bring about changing consumption patterns. The attention today is on comfort of consumption and efficient choices. The role of women in family is fortified by the aftereffects of the examination relating to their role as a decision-creator for buying different food articles. Additionally eating out at restaurants and inns is inclining up among the respondents (90%).

5.1.2 Fashion Involvement and Buying Behavior

Fashion is traveling through the different socio-financial classes of the general public as the extra cash close by is expanding and furthermore because we are attempting to imitate the global fashion patterns on account of our presentation to world media. The fashion distribution pattern cross over the socio-financial dimensions are being portrayed underneath.

It was discovered that while the significant bit of respondents (60%) demonstrates their inclination towards the branded garments, still there is the other 40% who are not made a big deal about the brand of garments and are content with privately sewed or acquired pieces of clothing. On the off chance that we dig further into the outcomes, we can even more likely examine the inclination for brands independently in the different segments of the public by isolating the reactions of the respondents dependent on their family income. The equivalent is delineated in detail in table 1 given underneath. Note: The values of degrees of opportunity and dimension of criticalness are 3 and 5% for figuring of chi-square (χ^2) value.

Table 1: Preference for Branded Clothes A Cross Various Income Groups

Family Income	Yes	No	Total	Chi-Square Value (χ^2)
Less than Rs. 10000	2 7.41% (16.2)	25 92.59% (10.8)	27	61.59
Between Rs. 10001 to Rs. 20000	16 45.71% (21)	19 54.29% (14)	35	
Between Rs. 20001 to Rs. 30000	16 40% (24)	24 60% (16)	40	
Above Rs. 30000	116 78.38% (88.8)	32 21.62% (59.2)	148	
Total	150	100	250	

It is clear from table 1 that major portion of the respondents (78.38%) among those with family income greater than Rs. 30,000 showed their preference towards buying branded clothes. In comparison, this preference towards choosing branded options is not very prevalent among other classes having lesser family income.

The proposed hypothesis (H_0) was tested by performing Chi-square (χ^2) test for the above data (table 1) at 5% significance level. The calculated

value of χ^2 is **61.59**, which found to be significant. Hence, in conclusion the Null hypothesis (H_0) is being rejected in favour of the Alternate hypothesis, which states: **"The consumer preference for branded clothes is independent of the family income"**.

The outcomes delineating the pattern of utilizing artificial imitation adornments among women are given in figure 8. The outcomes uncover that 80% women wear imitation adornments eventually, while the staying 20% never wear it. While the previous speaks to the new-age advanced ladies who need to stay aware of the present patterns by embracing the most recent fashion styles, the last is the agent of still convention bound fragment who isn't troubled by what is happening in the fashion circuit and think of it as disgraceful to wear imitation gems.

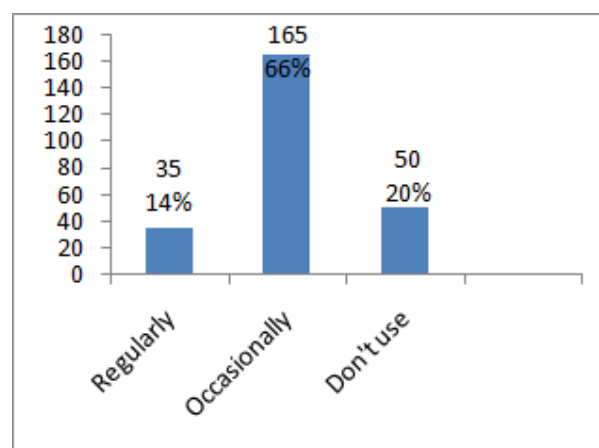


Figure 8: Artificial Imitated Jewellery Trend among Women

5.2 Qualitative Study: Evolution of Meerut City In to Its Present form

The city of Meerut, which has once been a spectator and observer to the upsurge and decay of the British Empire in India, has embraced its very own interminable history. The city, which was commanded by agrarian families, has progressively observed the move of the city boundaries and development of the urban area, along these lines changing the picture of the city. Amid the procedure, the city has changed between stages of development and quiescence. Because of its vital area advantages there are many indications of "Potential for Urbanization", and generally future advancement openings. The foundations fragment of Meerut is at present experiencing a blast face with numerous new ventures identifying with real estate, shopping malls, and entertainment, rail and street connectivity and so on. There are in excess of 90 real estate designers chipping away at the distinctive real estate ventures worth Rs.900cr.

Table 2: Malls in Meerut

S. No	Name of the Mall	Year of establishment	Location
1	PVS Mall	2004	Shastri Nagar
2	The Rap Magnum Mall/GG Mall	2005	Delhi Road
3	Melange Mall	2007	Roorkee Road
4	Era Mall	2008	Delhi Road

The shopping center culture began in Meerut in the year 2004 with the foundation of the primary shopping center in the city, PVS Mall. In spite of the being in 2004, a sum of five malls have come up in the city in the range of 10 years (Table 2). An intriguing thing to note here is that the area of these malls is to such an extent that it seals all the passage/leave focuses to the city, with the end goal that openness to shop at the malls is accessible to consumers all through the city.

Meerut is renowned as a mechanical city. It additionally well known for Handloom work and Scissors Industry from maturity. Being near Delhi, it is perfect for ventures like material, transformers, sugar, refinery, synthetic substances, building, paper, sports goods and adornments. Meerut is the biggest providers of Sports Goods being the biggest Indian Cricket Goods maker and exporter. Uttar Pradesh State Industrial Development Corporation (UPSIDC) has effectively two mechanical estates in Meerut specifically Partapur and Uddyogpuram. Mohakampur Industrial Area is a private activity. Bhurbaral Industrial Area is under advancement. Another Industrial Area has been distinguish by UPSIDC at Gagol Road contiguous Delhi Road for which 1200 hectares of land is accessible for modern advancement. Recognized modern areas are at Shatabdinagar, Delhi Road, Bagpat Road, Roorki Road, Mawana Road, Parikshitgarh Road, Garh Road and Hapur Road. Further 2000 hectares land is being proposed for Industrial improvement close Delhi-Meerut Express way. NIPRO GLASS from Japan has set up a vast glass plant for therapeutic use.

As per new modern arrangement of legislature of India, District Industries Center (DIC) was setup using in 1979 in Meerut district to speedup mechanical improvement. The principle target of DIC is to give every one of the administrations under a solitary rooftop. A general chief, who is helping by seven supervisors' in-control and different workers of different capacities, heads each DIC. There are 55 units in the district those go under extensive and medium scale ventures, with the speculation of Rs. 330.22 crore and give work to 28922 individuals. These are situated in the areas like Delhi Road, Kankarkhera, Sadar Bazar, Modipuram, Daurala, Mawana, Partapur and Baghat Road and so forth. These ventures produce Alcohol, Straw Boards, Transformers, Tire-tubes, Cotton Yarn, Sugar, Chemicals, Milk Products, and Paper and so on. Other than, the above there are 21702 Small Scale

Units working at Meerut with the venture of Rs. 435.15 crore giving work to 108285 individuals. These businesses are creating Electrical Equipments, Flour, Suji, Eatable Items, Sports Goods, Electronic Items, and Engineering Items and so on. Further, in these enterprises of Meerut district, some master hands are additionally occupied with crafted by Scissors, Hasthargha, Range and Chaplain, Musical Instruments and so forth.

6. CONCLUSION

Consumerism is key to current types of globalization just as consumerism is essential to understanding globalization and the innovative world. This association could be gotten a handle on in the way that globalization empowers access to resources just as business sectors globally. The globalization drove consumerism in its temperament makes two critical issues which could be taken into discussion which are; the patterns and impacts which fuels imbalances and the unsustainable consumption and exhaustion of the ecological resources.

The association among globalization and consumerism could be set up contemplating the numerous elements viz; connection of globalization and consumerism with the exportation of advances and exercises that can effect sly affect the ecosphere, connection of globalization and consumerism with the expanded dimensions of item exportation, connection of globalization and consumerism with support of consumption and production of artificial needs, connection of globalization and consumerism with the spread of manufacturing plants worldwide on one hand which had made more framework vital and then again which discharge earth harming substances to the ecosphere, connection of globalization and consumerism with the overuse of global resources slighting regular cycles, ignoring conventional practices over progressively refined markets, deforestation prompting environment forswearing and annihilation of species and hereditary building. Contemporary society in India is set apart by developing significance of consumer culture, fuelled by the ascent of discretionary cash flow in the hands of consumers all things considered and expanding accessibility of products in the open market. The wonder of the overall rising pattern of consumerism is likewise well obvious in Meerut.

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