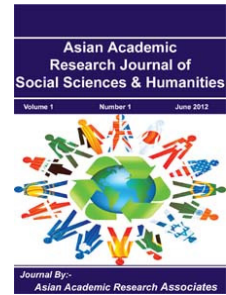




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ORGANIZED RETAILING: A MODERN EXPERIENCE OF PURCHASING

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Abstract

Consumer dynamics in India are changing along with the Globalization and their increased exposure towards the global retail environment. Being one of the most populous countries in the world, India is seen as an opportunity for investment in Retail sector. Retail landscape in India is also changing very rapidly. Retail is one of the most dynamic sectors in India. With the introduction of various retail formats in India, the consumer spending habits have changed and this has made the sector dynamic. This has not only influenced the prices of various commodities that are available to customers, but it has also influenced the overall purchase experience. India's Retail sector is expanding and modernizing along with Indian economic development. Operating costs in metropolitan cities are skyrocketing and therefore Tier II and Tier III cities have been in demand for retail investments. Some of the top emerging retail destinations in India are: Pune, Jaipur, Chandigarh, Raipur, Ahmadabad, Ludhiana etc. Therefore this research paper focuses on the assessing and establishing the relationship among the demographic profile of consumers and their preference with reference to the various factors such as variety of the merchandize, services and convenience provided, effect of promotional tools in organized retailing and some other factors that contribute to overall purchase experience. This research has been conducted in the city of Pune, Maharashtra.

Key Words: Indian retail industry, Organized Retailing, Purchase Experience, Consumer preferences and perceptions.

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