CUSTOMERS PERCEPTIONS TOWARDS ORGANIZED RETAILING AND SMALL SCALE RETAILERS

** Dr.Gimson.D.Parambil, Associate Professor, St.Xavier's College Vaikom.

INTRODUCTION

In 2004, The High Court of Delhi defined the term „retail‟ as a sale for final consumption in contrast to a sale for further sale or processing (i.e. wholesale); A sale to the ultimate consumer. Retailing can be said to be the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between the manufacturer and institutional buyers such as the government and other bulk customers. Retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. A retailer is involved in the act of selling goods to the individual consumer at a margin of profit

        In the last decade, retailing sector in India has seen a vast transformation from traditional retailing to modern retailing. The traditional retail consists of small retailers like general stores, medical stores, footwear stores, apparel shops, hand-cart hawkers and footpath vendors. As the economy has started growing in India, retail sector has also started modernizing and growing. Some of the major industrial houses like Reliance Industries, Bharti group, Aditya Birla group and Tata Trent have entered this sector. It is expected that the growth of organized retail in India is going to be high in future. Amongst organized retail shopping malls are becoming attractive destinations for retailers and shoppers. As it is clearly evident, number of malls has gone up tremendously over the years. However the growth story also has thrown up some hurdles.

        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 and it is poised for much faster growth in the future. 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. However, opinions are divided on the impact of the growth of organized retail in the country. Concerns have been raised that the growth of organized retailing may have an adverse impact on retailers in the unorganized sector. It has also been argued that growth of organized retailing will yield efficiencies in the supply chain, enabling better access to markets to producers (including farmers and small producers) and enabling higher prices, on the one hand and, lower prices to consumers, on the other hand.

        The reasons for the emergence of Retail in India are increasing double income families, disposable income, and impact of developed nations. With the help of modern management techniques it will become the specialist Retailers in future. The relationship between the retailer & customer is very close .we can see that the caveat emptor or 'buyers beware' era is past and the caveat vendor or 'sellers beware' era now holds way. Sellers beware of what? Sellers beware of consumers' diverse, changing, and sometimes erratic needs and want which have to be met at the highest level of satisfaction, even better than the competition.

SCOPE OF STUDY

A Retail revolution is sweeping through India with retail ambiences getting upgraded, clearly the scruffy neighborhood retail stores are becoming the past for hypermarkets customer's, and find it difficult to

shop habitually at filthy grocery shops. With the growth of malls, multiplexes and hypermarkets, the customer's is being exposed to a new kind of shopping experience and services that surely redefining the expectation from shopping. The share of organized retail in total retail market in India is growing. Many domestic as well as global players have already entered in this market. Competition is at its high pace. Grate focus is on the customer preferences over attributes of retail stores that are most important. Factor analysis is used for identifying the main factors. The factors include customer perception, customer attitude, promotional measures, services offered and role of brand.

STATEMENT OF THE PROBLEM

The retail segment is in a position of large scale expansion. The customer is the most important stakeholder in this segment. So this study aims at finding out the "customer perception towards organized retailer and Small scale retailers" using some selected factors like customer perception, customers attitude, promotional measures, services offered and role of brand.

OBJECTIVE OF THE STUDY

1. To study the customers perception towards organized retailing and small scale retailing.
2. To study the customers attitude towards organized retailing and small scale retailing.
3. To study the promotional measures towards organized retailing and small scale retailing.
4. To study the services offered towards organized retailing and small scale retailing.
5. To study the role of brand towards organized retailing and small scale retailing.

RESEARCH METHODOLOGY

Data Collection & Sampling
This study is based on both the primary and secondary data.
Primary Data
Primary data are collected directly from 100 respondents with the help of a questionnaire.
Secondary Data
Secondary data was collected from websites, journals and books.
Sample Size
Sample size means limited to 100. Convenient sampling is followed for data collection. The data is collected from Ernakulum city.
Tools for Analysis
The primary data collected through structured questionnaire .Collected data were analyzed by applying appropriate statistical techniques and also presented by means of tables and diagrams. Statistical techniques such as percentage, scaling and Z-test are used.
Research Hypothesis
The following hypotheses were formulated for the purpose of testing The details are mentioned below:
H1o: There is no difference both respect to customer perception in organized retail stores and small retail stores
H2o: There is no difference both respect to customer attitude in organized retail stores and small retail stores

H3o: There is no difference both respect to promotional measures in organized retail stores and small retail stores

H4o: There is no difference both respect to services offered in organized retail stores and small retail stores

H5o: There is no difference both respect to role of brand in organized retail stores and small retail stores

LIMITATIONS

:The survey was restricted to Ernakulum city only.

1. The sample may not be the true representative of the customers.

   Bias of the respondents may also affect the study results

2. Convenience sampling has its own limitations. .

REVIEW OF LITERATURE

Konda Santhosh Kumar (2015) in his study "Organized retailing in India: opportunity & challenges" The retail panorama in India is changing hastily and is being scrutinized by large scale investments by foreign and domestic players. Market liberalization and changing consumer behavior have sown the seeds of a retail transformation. Indian retailing is growing fast and imparting the consumer preferences across the country today retailing is largest contributing sector to country's GDP i.e. 14 to 22%. It offers huge potential for growth in coming years. India is becoming most favored retail destination in the world.

Er.R.Shenbagasuriyan and **Dr.G.Balachandar (2016)** in his study "A Comparative Study on Consumer Perception towards organized retail sector with unorganized retail sector" Consumer Perception carried out the attention of the consumers towards the product, interpretation, memory, and purchase decision of the consumers.

Rahul Singh and Dr. Jeet Singh (2015) done an empirical research on customer's preferences towards organized retailers and unorganized retailers in Moradabad city, he concludes that Organized retail sector is in a more advantageous position as compared to unorganized sector.

Piyush Kumar Sinha (2012) conduct a study "Development of Modern Retailing in India: It's Impacts on Distribution and Procurement Networks and Changing Consumption Pattern". The study attempts to explore the industry and evaluate the extent of its impact on distribution and procurement Networks and changing consumption pattern in India.

B.Kusuma (2013) "A study on organized retailing and its challenges and retail customer services" reveals the fact that India is becoming most favored retail destination in the world. This paper provides information about the growth of as well as challenges faced by organized retail sector in India. It also emphasize on major players of retailers in India and customer services provided by the retailers. The study also deals with various retail formats and the opportunities for the growth of retail industry in India and also provides some suggestions to overcome the challenges.

M.VengadeshPrabhu (2012) "A study on factor patterns of retail stores influencing the buying behavior in Coimbatore city". This study evaluates applicability of a widely accepted scale, Retail Service Quality Scale (RSQS) in India. The study revealed the factor patterns of retail services in Indian retail stores with special reference to Supermarkets and Hypermarkets in Coimbatore City.

Sahu (2010) describes that a rise in consumer confidence, improvement in profitability and aggressive expansion plans signal better tidings for listed players in the organized retail space.

Kushwaha (2011) compared the perception of consumers in organized and unorganized retail market and found that factors like cleanliness, distance, price, quality, safety and space for shopping are the determinant factors for unorganized retail

Mathew Joseph(2010) stated that unorganized retailers in the vicinity of organized retailers experienced a decline in their volume of business and profit in the initial years after the entry of large organized retailers.

Dr. Shukla Ashok and Jain Vishal (2011), "Paradigm shift of Indian retailing" A Global perspective" Journal of IMS group, Vol-4, July-Dec 2011. This paper studies the present Indian retail market and the influence of global retailing on it for the future. It also highlights the emerging trends of Indian retailing.

SinhaPiyush Kumar and Kar Sanjay Kumar,(2013) "An insight into the growth of new retail formats in India", 2013,investigates modern retail developments and growth of modern formats in this country. It also discusses the challenges and opportunities available to the retailers to succeed in this country

ANALYSIS AND INTERPRETATION

This chapter deals with the analysis of the data collected. The data was analyzed in three different stages. The first section is the profile analysis which includes a brief analysis of the demographic profile of the sample respondents. In the second section the descriptive analysis and factor analysis of the measures are done. In the third section the hypothesis formed at the outset were tested.

Table 1.

Analysis of Demographic Profile of the Respondents					
		Organized retailer		Small retailers	
Particulars	Variables	Frequency	Percentage	Frequency	Percentage
Occupation	Employed Class	18	36	9	18
	Entrepreneurs	24	48	17	34
	Farmers	-	-	13	26
	Others	8	16	11	22
Income level of the customers	Less Than-10,000	3	6	15	30
	10,000 – 20,000	9	18	9	18
	20,000 – 30,000	8	16	13	26
	30,000 – 40,000	11	22	5	10
	More than 40,000	19	38	8	16
Frequency of Shopping	More than once a week	17	34	23	46
	Once in a week	23	46	24	48
	Once in two week	8	16	2	4
	Once in a month	2	4	1	2
Amount Spent for Shopping	Less than 1000	4	8	25	50
	Between 1000-2000	7	14	18	36
	Above 2000	39	78	7	14

Table 2.

Measures of Customer Perception

Measures	Item Acronym	Org. Retailers			Small Retailers		
		A M	Mo	SD	A M	Mo	SD
Organized retailers have More varieties of than small shops	CP1	3.84	3	.934	2.84	3	1.149
I visit Organized retailer because it has more space and it is not crowded	CP2	3.76	3	.981	1.72	1	.784
I visit organized retailer whenever I need some enjoyment.	CP3	3.70	4^a	1.111	2.02	2	.795
I visit only one organized retailer or bazaar	CP4	3.06	3	1.406	3.3	3	1.266
I visit because it works ethically about products/services.	CP5	3.28	3^a	1.196	2.46	3^a	.908
I visit the organized retailer because of the freshness of product	CP6	3.76	3^a	1.080	2.6	3	1.143
I visit organized retailer for the time pass.	CP7	2.88	2^a	1.409	1.62	2	.667
I visit the organized retailer because they gives discounts on MRP	CP8	2.56	2	1.146	3.52	4	.839

(a. Multiple modes exist. The smallest value is shown)

Table 3.

Measures of customer attitude

Measures	Item Acronym	Org. Retailer			Small Retailer		
		A M	Mo	SD	A M	Mo	SD
1. I visit the particular organized retailer because it is well known.	CA1	3.06	3^a	1.202	3.96	4	.781
2. I visit the organized retailer because somebody has suggested me.	CA2	2.76	2	1.364	2.28	2	.927
3. I visit Organized retailer because it is on the way to my home / work place	CA3	2.74	2^a	1.226	3.98	5	1.152
4. I visit the organized retailer because environment is brighter	CA4	2.44	1^a	1.358	1.72	1	.882
5. I visit the organized retailer because products are classified properly	CA5	4.24	4	.870	2.76	3	.894
6. I visit the organized retailer because of computerized billing	CA6	2.80	3	1.195	2.02	2	1.040
7. I visit the organized retailer because prices are clearly visible	CA7	3.22	3	1.183	2.36	2	.722

(a. Multiple modes exist. The smallest value is shown)

Table 4.

Promotional measures

Measures	Item Acronym	Org. Retailer			Small Retailer		
		A M	Mo	SD	A M	Mo	SD
1. I visit the particular organized retailers because I have seen its advertisement	PM1	2.74	3	.986	1.92	2	.274
2. I visit the organized retailer because they give Weekly offers	PM2	2.26	1[a]	1.121	1.2	1	.404
3. I visit because layout of the shop helps me to search the desired product.	PM3	2.68	2	1.096	1.7	2	.463
4. I visit the organized retailers because there is availability of entertainment like food court, restaurant or café.	PM4	2.92	3	1.275	1	1	0
5. I visit the organized retailers because there are enjoyment facilities for children.	PM5	3.26	2[a]	1.065	1.38	1	.490
6. I visit the organized retailer because products are arranged properly.	PM6	3.60	4	1.125	2.76	3	.893
7. I visit the organized retailer because credit card facility is available.	PM7	2.30	2	1.035	1.64	2	.485
8. I visit the organized retailer because the gifts are given	PM8	2.84	3	1.218	2.34	2	.658
9. I visit the organized retailer because I can visualize range of all the grocery products from one place.	PM9	3.14	3[a]	1.125	1.76	2	.431

(a. Multiple modes exist. The smallest value is shown)

Table 5.

Measures of Services offered

Measures	Item Acronym	Org. Retailer			Small Retailer		
		A M	Mo	SD	A M	Mo	SD
1.I visit the organized retailers because there is promptness in service	S01	3.26	4	1.411	3.5	4	.839
2. I visit because it has more than one counter for checkout.	SO2	4.48	5	.886	-	-	-
3. I visit the organized retailer because of its long working hours	SO3	3.46	3	.613	2.76	2	1.001
4. I visit organized retailer because employees are polite and helpful.	SO4	3.12	3	.895	3.12	2	1.062
5. I visit because handling of customer complaints is prompt.	SO5	3.36	3	.749	1.94	2	.620
6. I visit because they provide error free sales transactions.	SO6	3.96	4	.533	2.68	2[a]	1.220
7. I visit because stock out situation won't exist	SO7	3.68	4	.653	1.8	2	.728
8. I visit the organized retailers because its ambience is good.	SO8	3.52	4	.505	3.42	3	.785
9. I visit the organized retailers because parking facility is available.	SO9	4.04	4	.669	1.58	2	.499
10. I visit because there is provision for home delivery.	SO10	3.44	3	.577	1.22	1	.418
11. I visit because almost all the products including grocery are available under one umbrella.	SO11	3.50	4	.909	1.12	1	.328

(a. Multiple modes exist. The smallest value is shown)

able 6. Measures of Role of brand

Measures	Item Acronym	Org. Retailer			Small Retailer		
		A M	Mo	SD	A M	Mo	SD
1. I purchase only branded grocery products	RB1	3.70	4	.735	1.7	2	.647
2. I check price before selecting a particular product and its brand.	RB2	4.26	4	.565	3.5	3	1.182
3. Price is more important than brand for me.	RB3	3.14	3	.639	3.68	3[a]	1.220
4. Taste is more important for me than its brand.	RB4	2.86	3	1.010	3.72	3	.730
5. I purchase particular brand because I have trust in it.	RB5	3.86	4	.670	1.72	2	.701

(a. Multiple modes exist. The smallest value is shown)

Formulated hypothesis is testing in this section

Testing of hypothesis

Testing significance difference between two population means (or testing equality of two population means)

Procedure

1. Set up a null hypothesis that there is no significance difference between the two means i.e. ($\mu1=\mu2$)

2. When population S.D is known or when the samples are large (>30) the test applied is Z-test.

3. Test statistics = $\underline{(X1-X_{2)}}$ where X1 and X2 are sample means.

$$\text{S.E}$$

 S.E can be obtained by the formula;

When the two samples are drawn from population with different S.D (says '1'□ and '□2') then

S.E= $\sqrt{\underline{□^2 \quad □^2}}$

$\quad$ $N1^{+ N2}$

4. Degree of freedom

$\quad$ d.f $=\infty$ for Z-test

5. Obtain the table value

6. When the calculated value is less than the table value numerically the test   statistic falls in the acceptance region and so we accept the null hypothesis, otherwise reject it.

Hypotheses of the study

➢ There is a significant difference between organized retail stores and unorganized retail stores regarding the factor customer perception.

➢ There is a significant difference between organized retail stores and unorganized retail stores regarding the factor customer attitude.

➢ There is a significant difference between organized retail stores and unorganized retail stores regarding the factor promotional measures.

➢ There is a significant difference between organized retail stores and unorganized retail stores regarding the factor services offered.

➢ There is a significant difference between organized retail stores and unorganized retail stores regarding the factor role of brand.

Table 6

Combined Mean and SD

	CN		CA		PM		SO		RB	
	Org.	Sma.	Org.	Sm.	Org.	Sma.	Org.	Sma	Org.	Sma.
AM	3.355	2.51	3.037	2.73	2.860	1.744	3.620	2.104	3.564	2.87
SD	.3344	.9439	.4250	.914	.4745	.5854	.3425	.6817	.3373	.896

Here the sample size is (100) large so we apply Z-test for testing hypothesis. Degree of freedom is infinite (∞) for the Z-test. The level of significance is 5% it means confidence with which a null hypothesis is accepted or rejected depends on what is called significant level.

Hypothesis Model

Table 7

Measures	Standard error	Z-test	Degree of freedom	Table value @ 5% significance level
CP	.10734	7.872	∞	1.96
CA	.14255	2.15	∞	1.96
PM	.10657	10.471	∞	1.96
SO	.10789	14.051	∞	1.96
RB	.13539	5.1259	∞	1.96

In case of CN the table value of Z-test at 5% level of significance is 1.96.the calculated value is 7.872 is numerically greater than the table value. So we reject the Null hypothesis and accept the alternative hypothesis. Here there is a significant difference between organized retail stores and unorganized retail stores regarding the factor customer notion.

In case of CA the table value of Z-test at 5% level of significance is 1.96. The calculated value is 2.15 is numerically greater than the table value. So we reject the Null hypothesis and accept the alternative hypothesis. Here there is a significant difference between organized retail stores and unorganized retail stores regarding the factor customer attitude.

In case of PM the table value of Z-test at 5% level of significance is 1.96. The calculated value is 10.471 is numerically greater than the table value. So we reject the Null hypothesis and accept the alternative hypothesis. Here there is a significant difference between organized retail stores and unorganized retail stores regarding the factor promotional measures.

In case of SO the table value of Z-test at 5% level of significance is 1.96. The calculated value is 14.051 is numerically greater than the table value. So we reject the Null hypothesis and accept the alternative hypothesis. Here there is a significant difference between organized retail stores and unorganized retail stores regarding the factor services offered.

In case of RB the table value of Z-test at 5% level of significance is 1.96. The calculated value is 5.1259 is numerically greater than the table value. So we reject the Null hypothesis and accept the alternative hypothesis. Here there is a significant difference between organized retail stores and unorganized retail stores regarding the factor role of brand. Among the various measures SO and PM have more influence in perception of the respondents towards organized retailing.

This chapter deals with analysis of the data. The data were analysed in three different sections. The first section is about the profile of the respondents. In the second section the descriptive analysis of the specified measures i.e. customer perception, customer attitude, promotional measures, services offered and role of brand. In the third section contains hypothesis testing. It is found that SO,PM, CP,RB and CA have significant influence in the perception of organized retailing. But among all SO and PM have more influence on the perception of organized retailing.

FINDINGS AND SUGGESTIONS

1.In case of organized retailing 38% of respondents have monthly income above 40000 and only 6% respondents have monthly income less than 10000 and in case of small scale retailing 30% have monthly income less than 10000 and 16% have monthly income above 40,000.

2.In both cases majority of the respondents belongs to business class.

3.In both cases majority of the respondents goes once in a week for shopping.

4.In case of organized retailing 78% are spend above 2000 for shopping and in 5.case of small scale retailing less than 1000 rupees are spend for shopping

6.Customer perception

Customer Perception (CP) measures are influencing customers for shopping from organized retailers. But CP measures are not influencing customers for shopping from small retail shops.

7.Customer attitude

Customers in the organized retailing and small scale retailing have the same opinion regarding the customer attitudes in shopping decision.

8.Promotional measures

Promotional measures doess not affects the purchase from both the organized retailers and small scale retailing

9.Services offered

Various services offered by the organized retailing influencing the customers but various services offered by the small scale retailing are not much affect the customers.

10.Role of brand

Brand has a positive role in organized retailing but it has a negative role in small scale retailing.

SUGGESTIONS

a) The Government should encourage setting up of modern large cash-and-carry outlets, which could supply not only to kirana stores but also to licensed hawkers at wholesale rates.
b) The Government should make available credit at reasonable rates of interest.
c) The Government should take initiatives to build up modern market .
d) Promotional measures should be carried down to protect the small scale retailers.
e) Small retail shops have to give much important for services offered for the customers
f) Small retailers have to improve themselves by using branded and quality products.
g) Retail stores should start using modern methods of business like franchise of famous brands
h) Small retailers should try to make the shopping of customers a memorable moments.

CONCLUSION

The very modern organized stores have taken the idea of retailing nowhere else than from these old shops. The growth in the Indian organized retail market is mainly due to the change in the consumer's behavior. This change has come in the consumer due to increased income, changing lifestyles, and patterns of demography which are favorable. Now the consumer wants to shop at a place where he can get food, entertainment, and shopping all less than one roof. This has given Indian organized retail market a major boost.

Thus, in India it is quite skeptical that the organized retail will be ever able to overcome the unorganized retail completely. The values, cultures and beliefs of the customers prompt them to go the same retail shop where they can get the product required, at low price and with least waiting time for billing. No matter how lucrative is this sector and how bright is the market; the organized sector in retailing has to go a long way to understand the customer requirement. This research concluded that Organized and small sectors can co-exist and flourish.

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