

# **EFFECT OF ORGANIZED RETAIL ON UNORGANIZED RETAIL IN INDIAN RETAIL MARKET**

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## **ABSTRACT**

Retail is currently the flourishing sector of the Indian economy. This trend is expected to continue for at least the next two-three decades, and it is attracting huge attention from all entrepreneurs, business heads, investors as well as real estate owners and builders. Availability of quality, retail space, wider availability of products and brand communication are some of the factors that are driving the retail in India. Retail sector is also supporting to create huge employment while a new form of organized retail sector has emerged within the retail industry and it gave speedy phase to Indian retail sector. The rationale of the study is two fold: First, to examine the nature of changes in the retail sector taking place due to organized form of retailing and implications of shift to this new form of retailing. Secondly, this area has remained largely an unexplored part of research till date especially in the Indian context. The broad objective of the study is to understand consumer behavior towards organised and unorganised retail stores and To find out the consumers satisfaction level from organised retail stores as well as unorganised retail stores. the perception of the traditional retailers about the modern retailing. The study uses primary data collected through in depth qualitative analysis to represent organized and unorganized retail sectors respectively.

**KEYWORDS:** Organised retail, unorganised retail, consumer satisfaction, consumer behavior