

# **COMPARATIVE STUDY OF ORGANIZED AND UN-ORGANIZED RETAILING IN HYDERABAD**

**Y. VINODHINI& B. MOHAN KUMAR**

Professor & Principal, Al-Qurmoshi Insittute of Business Management, Hyderabad.

Associate Professor, St Pauls College of Management & It, Turkayamajal, R.R. Dist:

## **ABSTRACT**

The world of retail merchandising has come a long way since the days when general stores, that stocked everything from groceries to stationery, and small shops that sold limited varieties of products, reigned supreme. There is a movement now from the unorganized to the organized sector. There are now more modern retail formats such as supermarkets and malls. Several companies are setting up exclusive showrooms and large format stores such as Westside and several others are expanding. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. This paper explores the organized and unorganized retailing in India and makes a comparative study through empirical approach and uses statistical tools to analyse the data such as percentages, averages and anova for testing the hypothesis.

**KEY WORDS:** Retail Format, Organized Sector, Customer, Grocery, Shopping