ARCHETYPE MOVE OF RETAILING IN INDIA

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ABSTRACT
Globalization is revolutionary word in dictionary of Indian Economy. It changed the Indian Business Format completely as it emerged the new concept of open economy. Nothing have left untouched from this change, retailing have moved from 100% unorganized to 6% organized sector, it contributes 10% to GDP and it is second largest sector next to agriculture which provides employment to 8% of total population in India. Due to all these factors retail has become a lucrative area of concern for Industrialist, Researcher and Academicians. The objective of this paper is to firstly, verify what nature of relationship and linkage exist between globalization, cultural change and Organized Retail. Secondly, to determine various barriers in the path of success of organized retailing with respect to customer and retailers point of view. Self Administration Questionnaire is used and reliability test and Percentile method is applied. Sample of 200 customer and 50 retailers is considered in Pune region. The barriers in organized retailing growth were classified in to five categories i.e. Psychological Factors, Social Factors, Physiological Factors, Monetary Factors and Sales Services Factors with customer’s perspective and ten factors with retailer’s perspective. Measures are formulated to overcome these barriers.

KEY WORDS: Globalization, Retail Format, Cultural Changes, India, Barriers.