TABLE OF CONTENTS

Certificate Acknowledgement Abstract Table of contents List of tables List of figures List of abbreviations

CHAPTER 1- INTRODUCTION

11 Introduction What is Retail 1 1.2 Retailing broadly involves 2 1.3 Retail Concept 3 **Retailing Characteristics** 5 1.4 1.5 Evolution of Retail in India 5 1.6 Organized v/s Unorganized Retailing 7 9 Strategy- Mix Based Retailers 1.7 Services vs. Goods Retail Mix Based 1.8 10 1.9 Non-Store Retailers 11 1.10 Some other types of Retail business models 12 1.11 Major Organized Retailers in Indian market 15 1.12 Recent Trends in Indian Retail 19

1-48

1.13 Consumer Perception: An Overview221.14 Elements of Perception221.15 Elements of perception23

1.16	Retail Implications of Perception	25
1.17	Foreign Direct Investment (FDI)	26
1.18	Types of FDI	26
1.19	FDI Routes	27
1.20	Entry Options for Foreign Players in Indian Retail sector	29
1.21	Reason for Investment opportunities in retail sector in India	32
1.22	Organized Retail in Nascent Stage	38
1.23	Favorable Government Policy on FDI	39
1.24	FDI in Retail and its impact on Employment Generation in Retail Sector	
1.25	Debate in favor of FDI in Multi Brand	41 45
1.26	Debate against foreign Direct Investment	47
1.27	Chapter Scheme	48
CHAPTER 2- REVIEW OF LITERATURE		
CHA	APTER 2- REVIEW OF LITERATURE	49-58
CH A	APTER 2- REVIEW OF LITERATURE Reviews of Literature	49-58 49
2.1 2.2	Reviews of Literature	49
2.1 2.2	Reviews of Literature Research Gap Analysis	49 58
2.1 2.2 CH A	Reviews of Literature Research Gap Analysis APTER 3- RESEARCH METHODOLOGY	49 58 59-75
 2.1 2.2 CH4 3.1 	Reviews of Literature Research Gap Analysis APTER 3- RESEARCH METHODOLOGY Statement of the problem	49 58 59-75 59
 2.1 2.2 CH4 3.1 3.2 	Reviews of Literature Research Gap Analysis APTER 3- RESEARCH METHODOLOGY Statement of the problem Objectives	49 58 59-75 59 59
 2.1 2.2 CH4 3.1 3.2 3.3 	Reviews of Literature Research Gap Analysis APTER 3- RESEARCH METHODOLOGY Statement of the problem Objectives Hypotheses	49 58 59-75 59 59 60
 2.1 2.2 CH4 3.1 3.2 3.3 3.4 	Reviews of Literature Research Gap Analysis APTER 3- RESEARCH METHODOLOGY Statement of the problem Objectives Hypotheses Need and Significance of the study	49 58 59-75 59 59 60 61

CHAPTER 4- DATA ANALYSIS AND INTERPRETATION		76-130
4.1	OBJECTIVE 1 st	78
4.2	OBJECTIVE 2 nd	89
4.3	OBJECTIVE 3 rd	125
CHAPTER 5 SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS		131-136
5.1	Findings of the Research	131
5.2	Recommendations	132
5.3	Summary	132
5.4	Scope for future Research	135
BIBLIOGRAPHY		137-146
APPENDICES		147-167
Appendix-A Questionnaire		147
Appendix-B Research Papers Published		149