

Emerging Retail Formats and It's Attributes: An Insight to Convenient Shopping

Deepika Jhamb¹ and r kiran²

¹ Thapar University

Received: 17 December 2011 Accepted: 9 January 2012 Published: 23 January 2012

Abstract

The present paper tries to understand the improvement in retail sector in India, especially the modern retail formats, its attribute, type of goods and impact of consumers' demography on choice of emerging retail formats. Methodology: A self-structured questionnaire has been used for collecting the data from 100 urban consumers of three major cities of Punjab i.e. Jalandhar, Amritsar and Ludhiana. Stratified random sampling method has been used for the study.

Index terms— Retail formats, Attributes, Shopping, Convenience, Products, Consumers? and Demography.

1 INTRODUCTION

etail sector witnessed significant development in the past 10 years -from small unorganized family-owned retail formats to organized retailing. Liberalization of the economy, rise in per capita income and growing consumerism have encourage larger business houses and manufactures to set up retail formats; real estate companies and venture capitalist are investing in retail infrastructure. Retail sales in India amount to \$410 billion and account for 10-11 % of gross domestic product. The Indian retail market has around 14 million outlets and has the largest retail outlet destiny in the world, (A.T. Kearney 2010). The retail sector in India is witnessing a huge revamping exercise as the traditional retailers are making way for new innovative formats. These modern retail formats provide wide variety to customers and offer an ideal shopping experience with an amalgamation of product, entertainment and service, all under a single roof. Malls, Hypermarkets/Supermarkets and Specialty Stores are the emerging retail formats that considered in the present study.

The modern Indian consumer is seeking more value in terms of improved availability and quality, pleasant shopping environment, financing option, trial rooms for clothing products, return and exchange policies and competitive prices. This has created a rapid growing opportunity for organized, modern retail formats to emerge in recent years and grow at a fast pace. (Ar, 2007, Kotler, 2006). Customer taste and preferences are changing leading to radical transformation in lifestyles and spending patterns which in turn are giving rise to new business opportunities. There is a change being observed in the shopping pattern of customers, which has resulted in the emergence of big retail chains in most metros; mini metros and towns. Halepete (2008) expresses that due to rapid growth in retail sector, global retailers like Wal-Mart, GAP, Tesco, J.C Penney, Sears and Carrefour are trying to establish themselves in Indian market; Infact Wal-Mart and TESCO has already opened their stores with Bharti and TATA in Indian market. In India, there is a need to go in for a study to identify the winning format suited to different segments and preferences of consumers for various goods from emerging retail formats.

2 a) Growth of Organized Retail In Year 2009-2010

According to Talwar (2010) during the past decade, retail industries have built up strong lifestyle brands positioning themselves to cater to the tastes and preferences of their consumers and utilizing the increasing income of the end-users. With the economy recovering faster than anticipated, there is a drastic change in the consumer spending patterns and the year 2010 is the beginning of a deciding decade on how much India will develop in the next 10 years. It is expected that the country will accelerate its GDP growth and will sustain a

4 LITERATURE REVIEW A) EMERGING RETAIL FORMATS:

44 GDP growth of about 9.6% by 2020. India is housing about 1.30 billion people and the per capita income of every
45 Indian will be at an average of 8%, which is double than the current. The number of middle class households
46 will increase from 120 million ebruary F to 170 million with the addition of 50 million people earning US\$ 1692
47 to US\$ 22,556 a year.

3 II.

4 LITERATURE REVIEW a) Emerging Retail Formats:

50 According to Swinyard (1997), Shopping patterns of US consumers are more sophisticated, they expect high
51 level of services and merchandise quality. Moreover economic and demographic trends are dramatically affecting
52 the retail industry. Micromarketing, globalization, new formats and age related merchandising changes are
53 the consequences of retailing trends in USA. Aggarwal (2007) and Bhardwaj and Makkar (2007) highlight the
54 emergence of organized retailing in India and view the Catalytic effects of retail on Indian Economy. Employment
55 generation, growth of real estate, increase in disposable income and development of retail ancillary market are the
56 various catalytic effects on Indian economy. The changing Indian retail scenario with the intervention of organized
57 retail in the form of modern retail formats has also seen remarkable shift in the preferences of consumers. ??upta
58 et al. (2003) studied the changing Indian consumer behavior in the past decade due to availability of large
59 assortment of major products leaving an impact on their consumption and consumption structure. The consumer
60 is no longer shopping for clothes/household products from the local market; rather the place of shopping has
61 shifted to the stores in malls. Arshad et al (2008) and Ghosh et al (2010) highlighting the prospects of retailing
62 in India opined that 47% of India's population is under the age of 20 and this will further increase to 55% by 2015
63 and this young population will immensely contribute to the growth of the retail sector in the country. The study
64 by Dash et al (2009) and CII (2008) depict that growing middle class, large number of earning youth customers,
65 increase in spending, and improvement in infrastructure, liberalization of Indian economy and India's booming
66 economy are the various opportunities for organized retailing in India.

67 The consumer has multiple options to choosering from the shopkeeper to the most sophisticated
68 supermarkets, departmental stores, plazas and malls which provide the latest and better quality products and it
69 made India the top spot among the favored retail destination as observed by Gupta (2004), Jasola (2007) and India
70 Retail Report ??2009). According to Mishra (2007Mishra () & (2008)), consumers buy essentially convenience
71 goods with low level of risk from organized outlets and essential products of more involvement from traditional
72 retailers. Further Mishra explores that India is currently in the second phase of evaluation, i.e., consumer demand
73 organized formats. Retailers need to customize retail models as per taste and preferences of Indian consumer.
74 Tusharinani (2007) noted the consumers in the metro cities. Hino (2010) shared his observation about the
75 emergence and expansion of supermarkets that gradually decreased the market share of the traditional formats
76 by displacing them and the factors that helped supermarkets in gaining consumers favors over the traditional
77 stores are the 'consumers economic ability' and the 'format output'. ??uruvilla and Ganguli (2008), ??opal
78 (2008) and Srivastava (2008) opine that mall development is expected to grow at a frantic pace in metros and
79 mini metros driven by the organized retail sector. Malls comprise of 90% of the total future retail development.
80 The basic reason behind the growth of malls is that it offers an experience and not just goods. There is a wide
81 range of shopping experience-bargains and discounts, high-end brands for couples, gaming and other amusement
82 facilities for kids and the multiplexes theaters etc.

83 Goyal and Aggarwal (2009) and Ali and Kapoor (2010) opine that in India, a consuming class is emerging
84 as a result of increasing income levels and dual career families with high disposable incomes. With retailers
85 eyeing their presence in the market, it is important to identify the target shoppers as well as the prime factors of
86 enjoyment in shopping. Shukla (2007) and Goyal et al (2009) described that food and grocery; health and beauty;
87 apparel; jewellery and consumer durables are the fastest growing categories of organized retail and fashion sector
88 in India commands lion's share in the organized retail pie. The most appropriate retail formats for various items
89 are: Food and grocery-Supermarket; Health and beauty care services-Supermarket;

90 Clothing and Apparels'-Mall; Entertainment-Mall; Watches-Hypermarket; Pharmaceuticals-Hypermarket;
91 Mobile, accessories & Services-Hypermarket; Foot wares-Departmental store. The study by Satish and Raju
92 (2010) throws light on the major Indian retailers which highly contribute to the retail sector in India. Pantaloon,
93 Tata Group, RPG Group, Reliance Group and A V Birla group are some of the major Indian retailers.
94 According to Halepete (2008), India is expanding internationally due to saturation of markets and challenges
95 faced by international retailers. Partnership between Bharti and Wal-Mart is one of the successful expansions
96 of international retail in India. b) Attributes and Choice of Retail Formats: Erdem et al (1999) examines the
97 linkage between consumer values and the importance of some salient store attributes. The study indicated that the
98 important judgments for store attributes were influenced by the set of terminal and instrumental values viewed as
99 important by the shoppers. Herpen and Pieters ??2000) identify that the attribute-approach captures consumer's
100 ebruary F transformation of traditional formats into new formats, viz., departmental stores, hypermarkets,
101 supermarkets, specialty stores and malls taking the lead in attracting perception of assortment variety better
102 than the productbased approach and that it offers new insights into assortment variety. Urbonavicius et al (2005)
103 methodology is based on the three latent factors that integrate multiple retailers' image attributes and explain
104 interrelationships among them. These factors are: 1) additional value and image, 2) store, and 3) products.

105 These factors aggregate numerous attributes of multiple retailers, and allow comparing positions of the chain
106 stores. Popkowski et al (2001) observed that the changing retail structure has provided the consumers with
107 more options in the form of formats and services such as less travel time, large variety of products and quality
108 products etc. Thang et al (2003) and Dalwadi et al (2010) supported that consumers' choice of shopping malls
109 over traditional market stores is influenced by various factors like ambience, assortment, sales promotion schemes
110 and in-store services. The facility of one stop-shop had a positive response from the consumers, who found it
111 more convenient, time saving and satisfactory. The study by Jackson et al (2006) demonstrates that consumer
112 choice between stores can be understood in terms of accessibility and convenience, whereas choice within stores
113 involves notions of value, price, and quality. Another study by Jackson et al (2011) investigates the extent to
114 which attitudes toward mall attributes and shopping value derived from a mall visit differ across gender and
115 generational cohorts. Analysis of results show that there are no differences in hedonic and utilitarian shopping
116 values by generational cohort, but generational differences in attitude toward mall hygiene factors, location
117 convenience and entertainment features did exist. Lather et al (2006) and Gupta (2007) study uncovered six main
118 indicators: viz., price, sales personnel, quality of merchandise, assortment of merchandise, advertising services
119 and convenience services that play key role for retailers in choosing the type of retail formats that may help them
120 to cope up with the changing preferences of consumers. Mittal et al (2008) suggest that the retailers marketing
121 strategy will have to take into account two sets of attributes: (1) loyalty drivers and (2) shopping experience
122 enhancers. These attributes will have to be integrated into the retail format. For apparel shopping the loyalty
123 drivers are merchandise mix, sales promotions, price, and recommendation/relationship whereas the shopping
124 experience enhancers are store reputation/advertisements, temperature (air conditioning), return/guarantee, and
125 ambient conditions. Enjoyable pleasant and attractive in store shopping environment increases the chances of
126 impulsive buying among consumers, Crispen et al (2009). According to Gopal (2006), Jain and Bagdare (2009),
127 Jacobs et al (2010) layout, ambience, display, self service, value added services, technology based operations and
128 many more dimensions with modern outlook and practices are the major determinants of modern retail formats.
129 Crossmerchandise, private-label brands, fun and entertainment, effective sales personnel and technology adoption
130 are the various strategies recommended for retailers by Ghosh and Tripathi (2010). Robinson (1998) and Herper
131 et al (2000) mentioned a need for consumer orientation rather than product orientation for future developments
132 in retailing. Tripathi et al (2008) is of the view that the household size of a family has a positive effect on the
133 likelihood of a shopping trip. Similarly high family income levels, may lead to higher consumption levels, which
134 would imply larger aggregate shopping. According to Singh (2007) the degree of brand awareness of various food
135 products among urban respondents is more in comparison to rural households. Post-graduate rural and urban
136 respondents have high degree of brand awareness for many food products in comparison to other educational
137 levels of the households. The young consumer seeks more and more information about the new products available
138 and retailers need to communicate them more effectively is emphasized by Kaur et al (2007). According to Benito
139 et al (2006) the households that patronize supermarkets are more advanced in the cycle of their family life,
140 have higher educational levels, and work in more professional activities; Discount stores are preferred by older
141 households, those with less education, and those employed in less qualified professional activities and finally,
142 the hypermarket seems to attract the grocery spending of the youngest households with small children, lower
143 educational levels, and more basic professional activities.

144 5 III.

145 Objective of the study ? To study the major products and store attributes influencing consumers' towards
146 innovative retail formats. ? To study the product-wise preferences of consumers towards innovative retail
147 formats. ? To study the impact of demography factors (gender, age and income) on consumers' preferences'
148 towards innovative retail formats.

149 6 IV. RESEARCH METHODOLOGY

150 The present study is based upon the primary and secondary data. A self-structured questionnaire has been used
151 for collecting the primary data from consumers of Punjab. The questionnaire has been tested for reliability and
152 content validity. The overall reliability of the questionnaire as depicted by Cronbach alpha is .936. Data has
153 been collected from 100 urban consumers of three major cities of Punjab i.e. Jalandhar, Amritsar and Ludhiana.
154 Stratified random sampling method has been used for the study. Two types of goods have been taken up for the
155 study. These are: The above table shows the basic characteristics of the consumer households surveyed. Out of
156 the 100 respondents surveyed, 68 per cent were female. Age compositions of the sampled respondents indicate
157 that the surveyed group is young enough to respond about various emerging retail formats and its attributes. Out
158 of the total surveyed consumers, more than 64 per cent of the respondents were between 18 to 30 years of age.
159 Educational profile of the respondents shows that most of them have postgraduate or graduate level qualifications.
160 Only 17 per cent of the respondents are from the undergraduate level. Most of the sample consumers' i.e. 49
161 percent belong to service class followed by business men and others. It is important to note that about 54 per
162 cent of the respondents have two or three working members in their families. Sample households falling between
163 the yearly income group of more than Rs 5 Lac to 10 Lac dominated, with a 65 per cent share followed by 27
164 per cent share of 2 Lac to 5Lac.

7 RESULTS AND ANALYSIS

8 b) Product type and consumers' preferences for different retail formats

Section 2 covers the consumers' preferences of shopping goods and convenience goods from different retail formats in detail. Moreover the various attributes via product attributes and store attributes that affecting the consumers' preferences from emerging retail formats have also been considered in this section. The results as shown in table 2 highlight that from the above eight products, consumers prefer to purchase clothing (highest average score of 4.02) from malls; this was followed by Footwear, bags and Baggage's and electronics. Furniture and jewellery are the least preferred products purchased by consumers from malls. From the table 2.2, the result clearly highlight that from the above eight convenience products, consumers prefer to purchase Food and Grocery (highest average score of 4.02) from malls; this was followed by gift items and beverages. Confectionary and personal care products are other preferred products. On the other hand Stationary and toys are given the least priority for purchasing from malls. The highly preferred convenience products from Hypermarkets/Supermarkets are Food and Grocery, Confectionary and Beverages. Consumers give equal importance to purchase of Stationary and Magazines and toys are the least preferred products to be purchased from Hypermarkets/Supermarkets. As shown in above table, there is a high deviation of results for this retail format. Clothing, Footwear and Jewellery are rank 1st, 2nd and 3rd in preference of purchase from specialty store. Furniture and Electronics are other highly preferred items purchased from specialty store. On the other hand consumers don't prefer to visit specialty store for items like Home Furnishing and Bags and Baggage's. The table ??.1 represents the various product attributes that influence consumers' preferences to shop from emerging retail formats. The results depict that Quality, Availability of brands and assortment of merchandise are the major product attributes which attract towards emerging retail formats. On the other hand, Exchange facilities and bundling offers have given least importance by consumers. VII.

9 CONCLUSION

The present research examines the emergence of modern retail formats in India. The major emphasizes of the study is on consumers preferences of shopping goods and convenience goods from modern retail formats. The findings of the paper reveal that consumers prefer modern retail formats due to quality, variety of brands, parking facility, trained sales personnel and for security purpose. Consumers' prefer malls and specialty store to purchase various shopping goods like clothing, Footwear and Jewellery more as compared to convenience goods. The paper further explores that higher income consumers and younger generation visit modern retail formats more as compared to older once with low income.



Figure 1: ebruaryF

195

¹© 2012 Global Journals Inc. (US)

²Emerging Retail Formats and It's Attributes: An Insight to Convenient Shopping

1

Figure 2: Table 1 :

2

Shopping Goods	Mean	Std. Deviation	Rank
Clothing	4.02	1.16	1
Footwear	3.61	1.04	2
Jewellery	2.10	1.14	8
Furniture	2.43	1.28	7
Home Appliance	2.86	1.15	5
Home furnishing	3.80	1.11	6
Bags and Baggage's	3.27	1.13	3
Electronics	3.12	1.16	4
Average	3.57	1.15	

Figure 3: Table 2 .

2

Convenience Goods	Mean	Std. Deviation	Rank
Food and Grocery	3.57	1.35	1
Beverages	3.33	1.14	3
Confectionary	3.25	1.20	4
Personal care products	3.22	1.15	5
Stationary	2.78	1.22	7
Magazines	3.00	1.25	6
Gift Items	3.41	1.17	2
Toys	2.73	1.43	8
Average	3.16	1.24	

Figure 4: Table 2 .

3

Shopping Goods	Mean	Std. Deviation	Rank
Clothing	3.10	1.24	3
Footwear	2.96	1.04	6
Jewellery	2.61	1.37	8
Furniture	2.67	1.21	7
Home Appliance	3.18	1.13	1
Home furnishing	3.06	1.21	4.5
Bags and Baggage's	3.06	1.43	4.5
Electronics	3.14	1.31	2
Average	2.97	1.24	

Figure 5: Table 3 .

4

	Mean	Std. Deviation	Rank
Shopping Goods			
Clothing	3.90	1.19	1
Footwear	3.76	1.16	2
Jewellery	3.67	1.34	3
Furniture	3.65	1.21	4
Home Appliance	3.57	1.30	6
Home furnishing	3.43	1.28	7
Bags and Baggage's	3.41	1.28	8
Electronics	3.61	1.36	5
Average	3.63	1.27	

Figure 6: Table 4 .

4

	Mean	Std. Deviation	Rank
Convenience Goods			
Food and Grocery	3.31	1.33	5
Beverages	3.27	1.33	6
Confectionary	3.33	1.13	3.5
Personal care products	3.43	1.24	2
Stationary	3.33	1.40	3.5
Magazines	3.53	1.30	1
Gift Items	3.25	1.26	7
Toys	2.90	1.46	8
Average	3.30	1.31	

For purchasing Convenience goods from specialty stores, consumers prefer to buy Magazines, Personal Care Products, stationary and Confectionary.

On the other hand, Gift items and toys are least ranked lower in priority of Specialty stores.

Figure 7: Table 4 .

5

Product Attributes	Mean	Std. Deviation	Rank
Improved quality	4.31	1.26	1
Reasonable price	3.82	1.21	6
Availability of Brands	4.04	.98	2
Assortment of merchandise	3.92	1.13	3
Availability of products	4.14	.92	5
Display of products	4.00	1.04	4
Warrantee of products	3.73	1.15	7.5
Proper packaging	3.73	.96	7.5
Exchange facility	3.37	1.31	9
Bundling offers	2.94	1.35	10

Figure 8: Table 5 .

5

Store Attributes	Mean	Std. Deviation	Rank
Ambience	3.94	.99	6
Location	3.92	.96	7
Security	3.76	.91	3
Promotions	3.45	.94	9

Figure 9: Table 5 .

- 196 [Retailing and Consumer Services] , *Retailing and Consumer Services* 17 p. .
- 197 [Arshad and Hisam ()] , S A Arshad , M W Hisam . 2008. (Issues in Retailing)
- 198 [Dash and Chandy ()] *A study on the challenges and opportunities faced by organized retail players in Bangalore,*
199 Dash , S Chandy . <http://ssrn.com/abstract=1435218> 2009.
- 200 [An empirical assessment of the multi-attributes of store image *Journal of Retailing and Consumer Services*]
201 'An empirical assessment of the multi-attributes of store image'. *Journal of Retailing and Consumer Services*
202 10 (4) p. .
- 203 [Hino ()] 'Antecedents of supermarket formats' Adoption and usage: A study in context of nonwestern customers'.
204 Hino . *Journal of Retailing and Consumer Services* 2010. 17 (1) p. .
- 205 [Gupta (2004)] 'Brand Position of General Store From Consumer's Perspective-A comparative Study on
206 Departmental Store and Traditional Shop'. M Gupta . *Proceedings of Conference on IPR*, (Conference on
207 IPRPatiala) 2004. March 25-26, 2004. Thapar University
- 208 [Ali et al. ()] 'Buying behavior of consumers for food products in an emerging economy'. J Ali , S Kapoor , J
209 Moorthy . *British Food Journal* 2010. 112 (2) p. .
- 210 [Srivastava ()] 'Changing retail scene in India'. R K Srivastava . *International Journal of Retail and Distribution*
211 *Management* 2008. 36 (9) p. .
- 212 [Singh ()] 'Consumer Awareness and Consumption Pattern of Food products in Haryana'. H Singh . *Journal of*
213 *IMS group* 2007. 3 (1) p. .
- 214 [Erdem et al. ()] 'Consumer values and the importance of store attributes'. O Erdem , A B Oumlil , S Tuncalp
215 . *International Journal of Retail and Distribution Management* 1999. 27 (4) p. .
- 216 [Ghosh et al. ()] 'Customer expectations of store attributes: A study of organized retail outlets in India'. P
217 Ghosh , V Tripathi , A Kumar . *Journal of Retail & Leisure Property* 2010. 9 (1) p. .
- 218 [Jain and Bagdare ()] 'Determinants of Customer Experience in New Format Retail Stores'. R Jain , S Bagdare
219 . *Journal of Marketing & Communication* 2009. 5 (2) p. .
- 220 [Jasola ()] 'Emerging Trends in Retail Sector'. M Jasola . *Journal of IMS Group* 2007. 4 (2) p. .
- 221 [Urbonavicius and Ivanauskas ()] 'Evaluation of multiple retailers market positions on the basis of image
222 attributes measurement'. S Urbonavicius , R Ivanauskas . *Journal of Business Economics and Management*
223 2005. VI (4) p. .
- 224 [Popkowski et al. ()] 'Experimental choice analysis of shopping strategies'. L Popkowski , T Peter , H Timmer-
225 mans . *Journal of retailing* 2001. 77 (4) p. .
- 226 [Jacobs et al. ()] 'Exploring consumers' preferences with regard to department and specialist food stores'. S
227 Jacobs , D V Merwe , E Lomard , N Kruger . *International Journal of Consumer Studies* 2010. 34 p. .
- 228 [Kuruville et al. ()] 'Influence of demographics, psychographics, shopping orientation, mall shopping attitude
229 and purchase patterns on mall patronage in India'. S J Kuruville , N Joshi , S Tripathi , P K Sinha . 2008-
230 04-03: 1-22. *Journal of 35* 2010. 2008. Indian Institute of Management Ahmadabad (Choice of a Retail Store
231 and Retail Store Format: A Hierarchical Logit Model)
- 232 [Thang and Tan ()] *Linking consumer perception to preference of retail stores*, D C L Thang , B L B Tan . 2003.
- 233 [Jackson et al. ()] 'Mall attributes and shopping value: Differences by gender and generational cohort'. V Jackson
234 , S Stoel , A Brantley . *Journal of Retailing and Consumer Services* 2011. 18 (5) p. .
- 235 [Mishra ()] 'New Retail Models in India: Strategic Perspective Analysis'. S Mishra . *Journal of Marketing &*
236 *Communication* 2008. 4 (2) p. .
- 237 [Talwar ()] 'Organized Retail in Northern and Western States'. S L Talwar . *Retailer Magazine* 2010. 5 (7) .
- 238 [Goyal and Aggarwal ()] 'Organized retailing in India-An empirical study of appropriate formats and expected
239 trends'. B Goyal , M Aggarwal . *Global journal of Business Research* 2009. 3 (2) p. .
- 240 [Shukla and Jain ()] 'Paradigm shift of Indian Retailing: A Global Perspective'. Shukla , V Jain . *Journal of*
241 *IMS Group* 2007. 4 (2) p. .
- 242 [Swinyard ()] 'Retailing trends in the USA: competition, consumers, technology and the economy'. W R Swinyard
243 . *International Journal of Retail and Distribution Management* 1997. 25 p. .
- 244 [Lather and Kaur ()] 'Shopping Malls: New Retail Formats keeping pace with the shoppers mood'. A S Lather
245 , T Kaur . *the journal of Indian Management and Strategy* 2006. 11 (4) .
- 246 [Sinha and Uniyal ()] P K Sinha , D P Uniyal . *Managing Retailing*, (New Delhi) 2007. Oxford University Press.
- 247 [Mittal and Mittal ()] 'Store Choice in the Emerging Indian Apparel Retail Market: An Empirical Analysis'. A
248 Mittal , R Mittal . *IBSU Scientific Journal* 2008. 2 (2) p. .
- 249 [Mishra ()] *The consumption pattern of Indian Consumers: choice between traditional and organized Retail*, M
250 S Mishra . <http://ssrn.com/abstract=994238> 2007.

9 CONCLUSION

- 251 [Satish and Raju ()] 'The Growth of Indian Retail Industry'. D Satish , V Raju . *Advances in Management* 2010.
252 3 (7) p. .
- 253 [The India Retail Story India Retail Report ()] 'The India Retail Story'. [www.indiaretailing.com/
254 india-retail-report-2009-detailed-summary.pdf](http://www.indiaretailing.com/india-retail-report-2009-detailed-summary.pdf) *India Retail Report* 2009.
- 255 [Robinson ()] 'The role of retailing in a Russian Consumer Society'. T Robinson . *European Business Review*
256 1998. 98 (5) p. .
- 257 [Kaur and Singh ()] 'Uncovering retail shopping motives of Indian youth'. P Kaur , R Singh . *Young Consumers*
258 2007. 8 (2) p. .
- 259 [Halepete et al. ()] 'Wal-Mart in India: a success or failure?'. J Halepete , K V Seshadri , S C Park . *International*
260 *Journal of Retail and Distribution Management* 2008. 36 (9) p. .