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Title: A Comparative Study on Working of Modern & Traditional Retail Outlets in Delhi.

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ABSTRACT

The Retail sector in India is gradually moving forward to become a shining sector. In current scenario, the sector comes under the category of progressive sector and it also has a privilege of as being the largest employment opportunity provider after the agriculture sector in India. The Indian retail industry can be understood more precisely though segmenting it into the modern and traditional retail outlets. Here the used term modern retail outlets refer to those types of outlets such as The Malls, Supermarkets and Specialty Stores etc. While on the other side the traditional retail outlets operate their business locally and in small formats. The Kirana Stores, Weekly Bazaar, Melas, Mom & Pop Stores etc. come under this category.

It was found from the extensive review of literature that most of the researchers and scholarly persons had paid higher attention in study of the impact of organized retail over unorganized retail formats and to check the consumer's preferences (either for modern or traditional retail outlet solely or for both) However; a limited attention has been paid to compare the working of these two types (modern and traditional) retail formats. Very few research studies were done with the present study's objective in Delhi state, especially to compare the working of modern and traditional retail outlets formats.

That is why the present study was proposed with selected dimensions of the working of modern and traditional type of retail format in Delhi. The current study would be more helpful for the owners of the modern and traditional retail outlets especially the Reliance Fresh stores and Kirana stores owners. The study may be a piece of good research for the policy makers and educationalist working in the retailing sector.

The current study aims to study the existing scenario of the working of traditional & modern retail outlets in Delhi. The study also aims to compare the Merchandise Offering, Promotional Activities, Pricing Strategies, CRM activities and the Atmosphere & Location bases factors of the Kirana Stores & Reliance Fresh stores in Delhi. Lastly the study also focuses to find out the new ways for the effective working of traditional & modern retail outlets in Delhi.

The present research study suggests that the Kirana Stores should focus more on improving the areas like provision of variety in product, attractive packaging of the product and good number of promotional schemes for the customers and the Reliance Fresh Stores are also required to increase the rate of promotional offers, so that the customers prefer their outlet in comparison of Kirana Stores within the area of below 500 meters. The research study also reveals that the Kirana Stores have to focus over to make a provision of good carry bags, attractive promotional offers and on the other side; the Reliance Fresh Stores have to focus on providing the quality products to the customers at lower prices.

The study also suggests that the Kirana Stores should concentrate on an attractive discounting pricing policy, the store atmosphere and issues like politeness of the working staff, clean and spacious place at the store and to informing the customers about the special schemes for the available products. While on the other hand; the Reliance Fresh Stores have to work over the credit facility and easy return of the products policies factors and the issues like nearness of the Outlet.

The further studies can be done beside the current study's dimensions along with adding more objectives. The study focus individually on one particular type of modern or traditional retail outlet can also be initiated. The study in future can also be conduct with modern and traditional outlet's employees as respondents. Beside it the present study was done only in Delhi State, so beyond the geographical area of Delhi state, the future research study can be proceed.