LITERATURE REVIEW

Elaine Sherman (1996) explores emerging technologies, such as electronic retailing and interactive shopping, and their impact on consumers, retailers and manufacturers. Potential opportunities and threats facing marketers and retailers who engage in business via the information superhighway are examined. Elements that will figure in the evolution of electronic retailing and interactive shopping such as convergence and synergy are discussed. Key concerns of ‘electronic’ consumers are also considered, including convenience, ease of use, and the opportunity to dialogue with retailers.

A. Shivkumar (1997) describes marketing dimension of retailing and define retail marketing mix keeping shopping and shopper behavior in mind.

Rosemary Varley (2001) retailing in its contribution to the marketing management process, offers a grate opportunity to add value to the tangible product. Marketing-led organizations should not only give customers what they need, but should also identify and anticipate customer requirements. Retailers have seized the opportunity to establish close relationships with customers and gain a deep understanding of their purchasing habits, manifesting their authority in the development of strong retail brand identities. The internet and other forms of direct marketing have offered opportunities for produces to fight back, but it is the retailers who have the greater opportunity to build on their existing knowledge and experience with consumers and use new marketing channels to their advantage.
Malcolm Sullivan and Dennis Adcock (2002) describes the personal selling, is an important promotional method for all retailers. Typically accounting for a large percentage of the overall promotional budget. The main reason behind this importance is that shoppers perception of the performance of sales staff tend to determine their satisfaction with the retailers and purchaser experience.

Gibson G. Vedamani (2003) blends the overviews of the global and Indian retailing scene, in addition to the trends and growth prospects of the industry in India. Organized retailing in India, though once new, has taken such rapid strides that it has become a subject of study as a successful marketing tool that brings a product closer to the consumer.

David Gilbert (2003) finds the aspects of purchase which is part of the marketing mix and that is carefully planned by marketers in an attempt to convince you to utilize a particular outlet or make a transaction.

Steve Burt and Leigh Sparks (2003) expressed the impact of e-commerce on the retail process. It reviews the situation rather than introducing new evidence. The focus is on the process as it supports B2C activity and how retail processes and procedures could be affected by e-commerce, rather than a pre-occupation with sales impact through traditional merchandise and product sector typologies.

Mark Wrice (2004) said that competencies in retailing will develop from a combination of training, practice, refinement and experience. They do
not appear overnight. Experience comes with time and hopefully, without too many mistakes, but each mistake that does happen should be seen as one off opportunity to learn and develop. Retailers may use the retail competency standards as a tool to assist in a number of management and operational areas.

Miguel I.Gomez and Edward McLaughlin (2004) construct a statistical model to address nonlinearities and asymmetries in the satisfaction-sales performance links, and we illustrate how retailers can affect store revenues by managing customer satisfaction. Contributions of our study include the analysis of behavioral consequences of customer satisfaction in the food retail sector, the accommodation of complexities in the satisfaction-sales performance links based on an empirical model of first differences, and a discussion of how managers can employ the results for customer satisfaction policies.

Mark E.Parry (2005) expressed customer benefits and presented a benefit framework. Perhaps the most basic distinction among benefits involves the kinds of outcomes that arise from the use or consumption of a product. In addition, we can distinguish between benefits that occur as part of the process of product use or consumption, and those that occur as the result of product consumption. Marketing scholars have suggested a number of different ways for classifying different kinds of benefits.

Rajendra Nargundkar (2006) describes that the retailing scenario evolves in India, we will see many changes in the types of retail stores, their
sizes and competitive strategies. The concept of discount stores is just catching on. He also analyses the process of modernisation in the Indian retail sector, and makes a prognosis about the likely pattern of future development of retailing in India and derives implications for practices and policy.

Suja Nair (2006) expressed that to survive a world full of competing firms, the retailers have to develop approaches to gain competitive advantages. This could be attempted by building customer loyalty, positioning the retail mix, work on customer loyalty programmes etc. Retail marketing can help the retailer to create an environment for the consumer services.

B.R.Londhe (2006) the retailers and manufacturers need to develop symbiotic marketing system to match the needs of the targeted customers. Everybody working for the company and in retailing must participate as much as they can in an holistic, total corporate marketing environment, for maximizing the satisfaction level of consumers. The emphasis should be on creating assured quality and the highest standards of service jointly.

C.Bhattacharjee (2008) explains the 7 ‘O’ framework of customer analysis and also explain the buying situation faced by the customer, decision making process. It is not mandatory that all customer will follow all the eight steps of the decision making process all the time. Those customer who are familiar with the service offer and the brand are on the routinized. The service marketer should try and make all the purchase
situation routine, and low-involvement, with branding exercises, guarantees all enhancing product reputation.

M.C. Cant (2007) express various definitions of retailing, each with its own core characteristics. In general, retailing is viewed as the business activity of selling goods and services to the final consumer. Consumer is broadly defined and may include not only private consumers but also industrial buyers and institutions such as hospital, churches and government in all its forms. The main difference between retailing and small business therefore lies in the proviso that retailing involves selling more than 50% of the business goods and services to the final consumers for personal or household consumption.

Tapan K. Panda (2007) there are various types of retail formats seen in the Indian retail environment. The growth in retail power and influences has originated from the concentration of trade into the hands of fewer, large enterprises. The change in retail industry is due to various factors like liberalization, change in regulation, globalization and consumer preferences. While international chains are looking for newer markets and manufacturers, the producers are also looking for different kinds of retail formats to cater to their target markets.

Dhruv Grewal and Michael Leavy (2007) the field of retailing has experienced significant changes in recent years. The author explain ten broad topic categories: price, promotion, brand/product, service, loyalty, consumer behavior, channel, organizational, Internet, and other. Some areas have received a reasonable amount of attention; others
would be worthy of additional work. And summarized a key insight from each article in the Appendix. Finally, highlighted some key insights for each area and some avenues for further research, in the hope that this review spurs additional research into these and other areas of importance to both academicians and retail practitioners.

R.Sudarshan (2007) Indian retail business is undergoing dramatic transformation. The retail sector is characterized by a high degree of fragmentation with over 5 million outlets. Due to their small size, and unlike retailers in developed countries, Indian retailers have very little bargaining power the manufacturers. In the emerging scenario, traditional formats of retailing are now co-existing with modern formats like supermarkets and non-store retailing channels, such as multi-level marketing and teleshopping. The structure of India's retail sector has an enormous influence on marketing strategy and marketing activities of firms. The Indian retail sector has arrived at a very critical stage. Stores in modern formats have emerged in the metropolitan cities, but the bulk of the retail sales still take place through traditional retail formats.

Neelesh Jain (2008) defines the importance of technology in retail. And explains that effective retail store management depends on satisfied motivated, and loyal employees who will be productive, maintain assigned work schedules, and develop tenure with the firm. In order to attract and keep satisfied and productive employees, retail store managers must know which dimension of the job are most important and most satisfying the employees.
Philip Kotler (2008) defines marketing as a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.

S.C.Bhatia and Gurpreet Randhawa (2008) retailing is activity of selling goods and services to final consumers for their own personal use. It is concerned with getting goods in their finished state into the hands of customers who are prepared to pay for the pleasure of eating, wearing or experiencing particular product item. Retailing is all about the distribution of goods and services because retailers play a key role in the journey that products make from a manufacturer, grower or service provider to the person who consumes. It is also one of the key elements of a marketing strategy.

G.Ramesh Babu (2008) said that shopping Malls are becoming more popular as one stop shops. In these malls all kinds of goods will be available under one roof. They are attractive places as they are destinations that replace the old civic meeting places of earlier times. They provide respite from the heat and cold and they provide possible spaces for dissatisfied elements of the community. The holding of title of the property is the most important and influencing factor in establishment of shopping malls.

James R.Ogden and Denise T.Ogden (2008) merchandise management may include final operations, because of its importance it is treated as a special. It includes the physical purchases of products and services and
how those products and services are brought to the retail outlet, handled, and finally placed ready for sale. The price of product or service has an impact on the retailers ability to move its inventory and should be integrated into merchandise buying and selling.

Michael Levey, Barton A. Weitz and Ajay Pandit (2008) expressed that traditionally, the retail landscape in India has been dominated by unorganized retailers like Kirana stores, cloth merchants who buy and resell merchandise from local supplier or wholesalers. Now to cope with a highly competitive and challenging environment, retailers are hiring and promoting people with a wide range of skills and interest. It was also expressed the retail management decision process and develop retail strategy.

KVS Madaan (2009) retail format is the response of retailers towards the needs of customers. There are various tools and techniques to build up sustainable competitive advantage to the retailers such as building loyalty, location, distribution systems, vendor relations and customer service.

James R. Brown and Rajiv P. Dant (2009) discussed the substantive domains, the methodological approaches, and the inferential tools that researchers used to test their conceptual frameworks. The author subgrouped retailing into twelve broad-based theoretical categories: marketing theories, microeconomic theory, consumer choice theory, social exchange theory, information processing theory, satisfaction theory, reference price theory, competitive theory, attribution theory,
other psychological theories for individuals, other social psychological/sociological theories, and other theories. Also examine the methodological approaches and tools used to test those theories. A number of research gaps are identified for future retailing scholarship.

Swapna Pradhan (2009) retail is the final stage of any economic activity. In retail marketing, functions may be centralised and may include different departments like advertisement, sales promotion and public relations. Marketing would also look at ways of understanding the customer and his behavior by way of focus groups and analysing of customer buying patterns to develop strategies and plans that guide marketing components.

Rajan Saxsena (2009) the boom in organized retailing has its roots in the changing Indian market kaleidoscope. The Indian consumer has more disposable income, is upwardly mobile, more informed, and has access to multiple television channels and the Internet at home. The consumer is also sound and is not dogmatic, nor a follower of any taboo. Thus, the most significant drivers of change are the socio-economic profile of the Indian market, intensive competition, and continuous developments in information and communication technology.

V.S.Ramaswamy (2009) express that Modern Retail comes in multiple formats. Retailing has also been growing in power. The scale makes many of them power retailers. It enables them to cut across all links in the purchase chains, deals with the manufactures directly and demand hefty discounts of them. Modern retail employs many different formats.
The formats are defined in terms of location, layout, size, design, merchandise, price point, discount, service and experience offered.

Dhruv Grewal and Michael Levey (2009) explained that survival in today's economic climate and competitive retail environment requires more than just low prices and innovative products. To compete effectively, businesses must focus on the customer's shopping experience. To manage a customer's experience, retailers should understand what “customer experience” actually means. Customer experience includes every point of contact at which the customer interacts with the business, product, or service. Customer experience management represents a business strategy designed to manage the customer experience.

Nechy M.Puccineli and Ronald C.Goodstein (2009) retailers recognize that greater understanding of customers can enhance customer satisfaction and retail performance. The author seeks to enrich this understanding by providing an overview of existing consumer behavior literature and suggesting that specific elements of consumer behavior—goals, schema, information processing, memory, involvement, attitudes, affective processing, atmospherics, and consumer attributions and choices—play important roles during various stages of the consumer decision process. The authors suggest ways in which retailers can leverage this understanding of consumer behavior. Each of these conceptual areas also offers avenues for further research.
Kapil Sharma (2009) said that possibly the most challenging concept in marketing deals with understanding why buyers do what they do. But such knowledge is critical for marketers since having a strong understanding of buyer behavior will help shed light on what is important to the customer and also suggest the important influences on customer decision making. Using this information, marketers can create marketing programs that they believe will be of interest of customers. And also explains types of consumer purchase decisions.

Chetan Bajaj and Rajnish Arya (2010) expressed core concepts explained through managerial examples. The exposition also provides in-depth coverage of the four key components of retail marketing management, crucial to effective business decision-making: understanding the retail organisation, the consumers' decision making process, an analyses of retail formats, and retail mix strategies. The text also features innovative/emerging concepts such as, retail marketing in rural areas, CRM strategies in retailing, and monitoring, evaluation and control.

Chai Lee Goi (2009) describe the reasons the marketing mix is a powerful concept and It makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists Marketing mix used by a particular firm will vary according to its resources, market conditions and changing needs of clients. The importance of some elements within the marketing mix will vary at any one point in time. Decisions cannot be made on one element of the marketing mix without considering its impact on other elements.
S.K.Baral (2010) it is in retailing that very drastic changes have occurred during the last two decades. Some institutions have disappeared whereas newer ones have been added. This process of deletion/addition sill continues in newer forms.

U.C.Mathur (2010) expressed the challenges & opportunities in Retail Marketing and Customer Relationship in retail. The retail movement in India has become the sunrise area and the retail management or the last mile management has the potential of emerging a clear winner. It offers tremendous opportunities for entrepreneurs and the employees alike. Business strategy of a firm includes the plans, policies and their implementation in a given time frame. Plans and policies are converted into action or activities where tasks are assigned to individuals or to teams for achieving specific targets.

Alina Sorescu, Ruud T.Frambach (2011) a retail business model articulates how a retailer creates value for its customers and appropriates value from the markets. Innovations in business models are increasingly critical for building sustainable advantage in a marketplace defined by unrelenting change, escalating customer expectations, and intense competition. Drawing from extant strategy and retailing research, we propose that innovations in retail business models are best viewed as changes in three design components.

Werner Reinartz and Benedict Dellert (2011) described that retailing innovations that are responsive to the characteristics of distinctive
national markets and broader aggregations of markets such as mature, emerging and less developed markets are critical to the success of global and globalizing retailers. The author focuses on retailing innovations in the context of a globalizing retailing environment. It attempts to shed insights into the characteristics of retailing innovations conducive to superior performance in distinctive national markets and across broader aggregations of markets. Towards this end, we first examine the environmental conditions of markets.

Abdul Kamal Mohideen (2011) development of mega malls in India is adding new dimensions to the booming retail sector. There is significant development in retail landscape not only in the metros but also in the smaller cities. The emerging trends in the development of Modern Retail formats in Indian context and highlights the emerging Rural Retail Landscape and also reveals the Consumer Shopping Behavior among the Modern Retail Formats.

Rajdeep Bakshi (2011) companies need to understand the behavior of the internal consumer along with the need of the external consumers. This can be done by understanding the dynamics of the replacement market of bearings. The marketer need to understand that after the good leaves the company warehouse they have very limited control over the good and the macro forces of market becomes the prime guiding factors in shaping the destiny of the product.