SCOPE OF THE STUDY

The general aim of the study is to understand consumers perception towards modern retail format. Also in this study researcher will explore the series of aspects of retail marketing activities which affects the consumer. Researcher will study only those consumers who have visited the modern retail outlets at least once with the age group of 18-60 in Dhule District.

Hence this study will give new direction to retailers to formulate marketing strategy and develop retail sector in Dhule District.