

FDI IN RETAIL SECTOR: A CRITICAL STUDY OF INDIAN RETAIL MARKET

THESIS

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DEDICATION

I dedicate this thesis to my loving parents Smt. Usha Bhutani and Sh. B. B. Bhutani.

DECLARATION

I hereby declare that this thesis entitled “**FDI IN RETAIL SECTOR: A CRITICAL STUDY OF INDIAN RETAIL MARKET**” by **JYOTSANA CHAWLA** being submitted in fulfillment of the requirements for the Degree of Doctor of Philosophy in **MANAGEMENT** under Faculty of Management Studies, J C Bose University of Science & Technology, YMCA Faridabad, during the academic year 2020-2021, is a record of my original work carried out under guidance and supervision of **Dr. RACHNA AGRAWAL, ASSOCIATE PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES, J.C. BOSE UST, FARIDABAD** and **Dr. BHAVNA SHARMA, ASSISTANT PROFESSOR, BPS Women’s UNIVERSITY, SONIPAT** and has not been presented elsewhere.

I further declare that this thesis does not contain any work which has been submitted for the award of any degree either in this university or in any other university.

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CERTIFICATE OF SUPERVISORS

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CHAWLA submitted in fulfillment of the requirement for the Degree of Doctor of Philosophy in **MANAGEMENT** under Faculty of Management Studies of J C Bose University of Science & Technology, YMCA, Faridabad, during the academic year 2020-21, is a bona fide record of work carried out under our guidance and supervision.

We further declare that to the best of our knowledge, the thesis does not contain any part of any work which has been submitted for the award of any degree either in this university or in any other university.

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ABSTRACT

In the growing economy, retail sector has become one of the major contributors by way of providing numerous employment opportunities to people. India is known as a land of shopkeepers, which are easily seen at every nook and corner of the localities. For opening up a retail store there is no minimum limit of investments, it depends upon the investor, therefore a large number of people easily open up a retail store and are employed in this sector. Retailing in India is one of the important pillars of its economy, accounts for over 10 percent of Gross Domestic Product. India holds the place of fifth largest global destination in the retail space. The retail sector in India is continuously witnessing a big transformation from melas to haats to mom and pop stores to supermarkets to hypermarkets, big glitzy malls to e-retailing to digital malls. With the change in demographic profile of the customers and ever changing expectations of the customers the retailers are expected to serve better everyday to its customers. The Government of India on the other side in order to follow the norms of LPG (liberalization, privatization, globalization), is opening up the economy for the foreign players. The Indian retail sector is gaining importance for the foreign players as India now a day is being considered as one of the lucrative market for making investments. The country is having a vast geographical area, big population base and a large customer base of young generation. The young generation is capable of easy influence and is likely to accept new products offered in the market. The Government has taken various steps from time to time to attract foreign investors to make investment in the country. FDI is allowed in a country with an expectation that it will help in the development of the country with improved infrastructure by way of investments in the host country. The customers are having different perceptions regarding FDI in Indian retail sector and retailers are having different perceptions for it. Both the customers and the retailers are directly affected by the policies of the Government related to FDI in Indian retail sector. The customers are having expectations like access to foreign brands, improved quality of the products and services. The retailers are concerned about opening up of the retail sector for foreign players for a purpose that they would be acting as their competitors. The impact of FDI in Indian retail sector is still a question to be answered, thus the present study tries to explore about the perceptions of the retailers and customers regarding allowing FDI in Indian retail sector. The main objective of the study is to study the

impact of FDI in retail sector, with reference to National Capital Region (Delhi NCR), keeping in view the perceptions of customers and retailers regarding impact of FDI in Indian retail sector. The secondary data for the study is collected from reports of Reserve Bank of India, Department of Industrial Policy and Promotion, Indian Brand Equity Foundation, PricewaterhouseCoopers, Technopak analysis, Earnest & Young, Deloitte, KPMG(Klynveld Peat Marwick Goerdeler) etc. The primary data is collected from the retailers and customers belonging to Delhi, NCR (National Capital Region) region. The responses collected from customers are being analyzed by converting into factors with the help of EFA (Exploratory Factor Analysis) and are further confirmed with application of CFA (Confirmatory Factor Analysis). Total eight factors are confirmed. The shopping behavior of the customers related to organized retail outlets and unorganized retail outlets is being studied with the help of ANOVA and Crosstab. The perceptions of customers related to opportunities, challenges, positive and negative impact is analyzed with the help of factors extracted. The responses collected from retailers of Delhi NCR region are analyzed. To explore the relationship between education level of the retailers and the services provided by them in the retail store, chi-square test and cross tab is used. The results show that with increase in level of education the retailers are more likely to offer improved services to the customers. The variables under the study are converted into factors by applying EFA and CFA. Total five factors are confirmed. The factors are analyzed further by way of descriptive analysis and reliability analysis to know the perceptions of the retailers. Regression analysis is used to know the positive impact, negative impact, opportunities and challenges related to FDI in Indian retail sector.

The study will help retailers to know about the perceptions of customers related to FDI in Indian retail sector. This will help retailers to make up their strategies

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LIST OF ABBREVIATIONS

Abbreviations	Full Form
FDI	Foreign Direct Investment
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factor Analysis
GOI	Government of India
DIPP	Department of Industrial Policy and Promotion
IBEF	India Brand Equity Foundation
Pwc	Pricewaterhouse Coopers
KPMG	Klynveld Peat Marwick
EY	Earnest & Young
SIA	Security Industry Authority
SSI	Secretariat for Industrial Assistance
FIPB	Foreign Investment Investment Board
BCG	(Boston Consultancy Group
GDP	Gross Domestic Product
RBI	Reserve Bank of India
MBRT	Multi Brand Retail Trading
SBRT	Single Brand Retail Trading
NIC	National Industrial Classification
GRDI	Global Retail Development Index
LPG	Liberalization, Privatization and Globalization
NCR	National Capital Region
TNR	Transnational Retailers
SWOT	Strength Weakness Opportunity Threat
SCM	Supply Chain Management
IT	Information Technology

CHAPTER 1

INTRODUCTION

Retail is India's largest industry which provides employment opportunities to a mass chunk of population after agriculture. It gains its importance as the entry in this sector is very easy as no predefined qualification is required, a retail shop can be started with any amount of investment, which depends upon the capabilities of the retail store owner. Retailer is the person who is in direct contact with the consumer to sell the goods. A number of activities are likely to be performed by a retailer like marketing of goods and services, providing after sale services to the consumer etc. A retailer acts as a strong and very important link between the consumer and the producer. The sector is undergoing a phase of transition from the era of dominance position of wholesaler to manufacturer to retailer and finally to era of consumers. The changing demographics and ever-increasing expectations of consumers are affecting the workings and dealings of the retailers as well as manufacturers. The customer now days are treated as king in the market, with a huge number of competitors, every retailer is trying to convenience and attract customer to enter into his retail store.

The sector affects every sphere of people in the society. A huge number of people are connected to this sector in the form of big retailers, small unorganized retailers, producers, Government, manufacturers and the ultimate consumers. India is known as a land of shopkeepers, which can be easily witnessed by looking at small retailers in every nook and corner of a locality. The retail sector in India mainly comprises of unorganized retail sector but with the advent of changing demographics, lifestyles, impact of globalization, easy technological access, the demands of the customers are spurring high. The demands and expectations of the customers are increasing and changing manifold. The demands for a variety of products along with standardized qualitative products are asked by customers. Since many decades, the retail sector was dominated by unorganized retailers in India but with the advent of changing profile of customers, the modern formats of retailing have emerged in India. In order to meet up the needs and expectations of the customers, the new retail formats are being experienced. The retail sector is witnessing a change from unorganized to organized retailing. The organized sector in India possesses plentiful opportunities for growth as the share of organized

sector as compare to unorganized sector is very less. The retail scenario is continuously changing after the LPG revolution. The scope of growth in retail sector is a big reason for foreign players to be attracted towards making investment in Indian retail sector. FDI is mainly considered as an investment made by foreign investors in a country, which is allowed by the host country with an expectation of bringing improvement in infrastructure and growth of the economy. Keeping this in mind the Government of India has taken various steps from time to time to allow FDI in Indian retail sector. The liberal attitude of Government towards FDI policy in retail sector leads to the entry of big global players in this sector. The Government of India is taking a number of initiatives to attract foreign players to enter in this sector.

The sector which was earlier predominately run by unorganized retailers is watching the footsteps of big global leaders with whom they are expected to compete with, in the market. The retail industry is witnessing manifold changes. The retailer of this sector is facing a big competition from foreign retailers and will increase further in future. The customers are also looking forward for a positive change regarding availability of qualitative products and services in the market.

1.1 CONCEPT OF RETAIL

Retailing may be defined as a definite set of activities or steps used to sell a product or a service to consumers for their personal or family use. It plays a pivotal role in providing goods from the place of production to the place of ultimate consumption. It is responsible for matching individual demands of the consumer with supplies of the manufacturers. Retailing is the last, but the most important step in Supply Chain Management as it gains its importance because it is the retailer who deals with the customer at the end, and if the dealing with customer is not well then, the whole process of supply chain management is of no use. It is the final step in the process of distribution of merchandise for the consumption purposes. Retailing acts as a connection between the producer and the individual consumer, who is buying the products for personal consumption. It does not consider direct interface between the manufacturer and institutional buyers. The success of a retail store depends on the capability to meet up the expectations of the customers. The aim of every retail organization is to sell the products to the customers to earn profits at the end. In India both organized and unorganized retail sector co-exist to serve the needs of the customers.

1.2 ORIGIN OF RETAIL IN INDIA

Retailing is a strong source of livelihood after agriculture in India. Way back, to the ancient times, retailing is being experienced in the form of barter system. People used to gather at a common place called weekly haats and go for exchanging of goods for goods. After the induction of money in the economy, goods were exchanged for money through local kiriyana stores, commonly known as mom and pop shops or baniyaki dukan. Retailing acts as a source of livelihood for a large number of people living in India.

The origin of retail in India can be observed with the emergence of Kirana stores and mom-and-pop stores. These stores came into existence to meet the needs of the local nearby people. Gradually the government started supporting the rural retail and with the support of Khadi & Village Industries Commission it took many initiatives to set up indigenous franchise stores. As a result, the economy began to open up in the 1980's, the changing face of retailing was observed. T, for example, Bombay Dyeing, S Kumar's, Raymond's, etc. were the first few companies to come up with retail chains in textile sector. After sometime, Titan launched retail showrooms in the organized retail sector. With time new formats of retail store came into existence such as hypermarkets, supermarkets, multiplexes etc. With advent growth in supermarkets and hypermarkets, the concept of one stop shopping emerges and customers started preferring a place where shopping and entertainment goes side by side. This resulted into emergence of food courts, movie theaters, kids play areas, gaming zones along with the shops for the customers at one place.

The changing taste and preferences of customers forced retailers to think something new in order to attract customers towards themselves. It leads to emergence of e-tailing after core retailing. Now customers prefer to buy products online instead of going at retailer's doorstep and demanding for products, considering shortage of time the customer now prefer just a click away shopping experience. The changing preferences lead new entrants to enter in the market such as Amazon, Flipcart, Jabong, Myntra etc.

1.3 POSITION OF RETAIL IN INDIA

Indian retail sector has experienced significant growth in past few years with large scale of investment. Initially, unorganized retail was most popular in Indian market. But after the 1991 economic reforms and emergence of foreign direct investment, this industry is

moving towards modern concept of organized retailing, which is a big source of employment for skilled as well as unskilled labour for their livelihood and provides goods and service to customers at their doorstep. Rapid income growth, increasing urbanization, growing young population, willingness of consumers to borrow for spending now are the major drivers of increasing retail industry in India (Sudame P & Sivathanu B. (2013)). The growing Indian market has attracted a number of foreign retailers and domestic corporates to invest in this sector and thus proved as a major catalyst in the development of a country through up-gradation of technology, managerial skills and capabilities in various sectors. Moreover, rise in purchasing power, growing consumerism and brand proliferation has led to retail modernization in India; but on the other side, this sector gives birth to unhealthy competitive pressure on small local stores for their survival and existence and has an adverse impact on low-income and elderly consumers who rely only on local kiriyana shops. These days, Indian local retailers are facing a big challenge from these organized big retailers, who stand nowhere in front of these big retailers in terms of technology upgradation, modernization etc. Allowing FDI in retail sector is also creating a big challenge for these small retailers as well as big retailers in Indian market.

Table 1.1: Indian retail sector size and growth.		
Year	Retail market (US\$ billion)	GDP growth CAGR
2008-09	275.86	15%(2008-13)
2012-13	482.76	
2013-14e	534.48	
2014-15e	741.38	13%(2013-19)
2018-19e	948.28	
Source: CRISIL Research estimates 2014		

The table 1.1 shows that Indian retail market shows an increasing trend which represents tremendous scope for local as well as foreign retailers. Further as per report of IBEF the Indian retail sector is expected to reach US\$ 1.1 trillion in year 2020 from US \$ 672 billion in year 2017.

India being one of the fastest growing economies is able to attract foreign investors to make investment in India. India is known as a nation of shopkeepers. The retail sector

contributes to 10% of GDP and the consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017, as per IBEF report Dec 2018. The IBEF report also predicts that the Indian retail market is expected to reach US\$ 1.1 trillion by 2020. The sector is also gaining importance due to entry of foreign players in the market. The Indian retail sector has received FDI equity inflows amounting US\$ 1.42 billion during April 2000 to June 2018 as per DIPP (Department of Industrial Policy and Promotion). The sector until now was dominated by unorganized retailers, who are now facing competition from big organized Indian retailers and foreign retailers like Tesco, Walmart etc. The big global giants, by purchasing in bulk, succeed in cutting down, as a result are able to decrease the prices of the products offered to their customers. Unorganized retailers on the other hand purchase are still dependent on local suppliers for the raw materials, moreover the demand made by them is less so, they are not able to gain profit due to bulk buying. As per IBEF (India Brand Equity Foundation) report, it is projected that by the year 2021 traditional retail will hold a major share of 75% followed by organized retail which is expected to have a share of 18% and e-commerce retail share which is expected to reach 7% of the total retail market.

The Government is taking numerous steps to attract foreign players to invest in India. The importance of retail sector for development of Indian economy cannot be ignored. The sector holds second position after agriculture in terms of providing employment opportunities to people of India. The sector possesses high growth potential for attracting investors to invest. As per IBEF report on retail, the retail sector is projected to grow at a Compound Annual Growth Rate (CAGR) of 13% to reach US \$ 950 in year 2018 as. The sector is further expected to reach the level of US \$ 1.3 trillion by year 2020.

The retail sector in India can be broadly categorized as: organized retail sector and unorganized retail sector.

1.1.1 Organized Retail Sector

Organized retail sector refers to a sector managed by those licensed retailers who have registered themselves for sales tax, income tax etc. it includes the activities undertaken by them. These include big retail chain owners and hypermarkets etc.

1.1.2 Unorganized Retail Sector

Unorganized retail refers to the traditional form of lowcost retailing. These include local kiriyana stores, paan shops, and convenience stores etc.

Year	Organized Retail	Traditional Retail
2005	3.6	96.4
2007	4.1	95.9
2010	5.0	95.0
2012 ^E	8.0	92.0
2015 ^E	21.0	79.0
2020 ^E	24.0	76.0

Source: IOSR Journal of Business Management

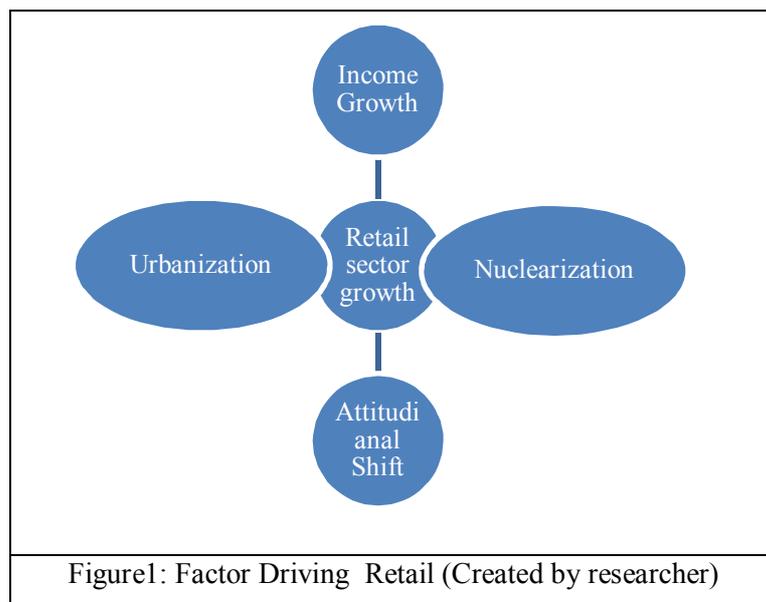
In India, the retail industry is vastly unorganized with the organized sector coming to the flourish in recent times only. The sector is gradually shifting towards organized retail formats. For the year 2013, the organized retail accounts for 7.5 per cent of India's US\$ 520 billion retail market and is expected to reach 10 per cent by 2018 at a robust CAGR of 19-20% from 2013-2018(Source: EY report 2014, Pulse of Indian retail market) . Of this food accounts the greatest share of Indian retail business, but it is mostly in the unorganized area. The organized sector is further expected to reach 24% of total retail share by year 2020.

Retail sector in India is categorized as organized and unorganized retail. But, still as compare to other countries like USA, Japan and China, the unorganized sector is holding its dominating position over unorganized retail sector. As per E&Y's 2012 attractiveness survey, "Ready for transition", growing urban population is a big reason for moving towards organized retailing in India. Convenient spending with the help of credit or debit cards accompanied by preference for branded products and greater propensity to spend act as driving force for the sector. The sector holds the position of one of the pillars of Indian

economy, as it contributes to an economy in a large format by involving a significant part of population. It is one of the easiest ways to generate livelihood for oneself. As very less investment is required to start up a retail store. An individual whether educated or uneducated, can easily start up its retail store with less capital and labour. USP (Unique Selling Proposition) of unorganized retailer is location advantage, due to which they are able to cater the needs of small daily workers to large family income members.

1.4 FACTORS EFFECTING GROWTH OF RETAIL IN INDIA

As per BCG (Boston Consultancy Group) report titled, "Retail 2020: Retrospect, Reinvent, Rewrite", the overall Indian retail is projected to double to \$ 1 trillion by 2020 from \$ 600 billion in 2015. Rapid growth in retail is majorly driven by four factors:



Income growth: 3 times increase in average household income from \$6,393 in 2010 to \$18,448 in 2020 as per BCG report on Retail 2020.

Urbanization: 40% population to live in urban cities by 2020, upto 30% in year 2010, as per BCG report on Retail 2020.

Nuclearization: Over 200 million households to be nuclear by 2020- with 20-25 % higher consumption per capita spend, as per BCG report on Retail 2020.

Attitudinal shifts: 75% of population by 2020 will belong to Generation I (refers to the individuals who have grown up in the liberalized economy (< 14 years of age when

economy started opening) with markedly higher consumption levels, as per BCG report on Retail 2020.

As per the data provided in BCG report titled, “Retail 2020: Retrospect, Reinvent, Rewrite”, Modern trade is expected to grow 3 times to \$ 180 billion by 2020 from \$ 60 billion in 2015 and traditional trade is projected to grow @10% per annum; modern trade is projected to grow twice this pace.

1.5 IMPORTANCE OF RETAIL SECTOR

The retail sector is important for an economy like India as it provides a number of benefits to large group of people one way or the other way. The sector attained a big position in terms of providing employment to the people of India by accounting around 8% employment and provides a big share of contribution around 10% towards nation’s GDP as per IBEF report. In year 2001, the sector provided employment to 5million people in organized retail and to 18 million people in unorganized retail, which grows further to 34 million under organized retail and 22 million in unorganized retail in year 2011. The sector is forecasted to provide employment to 162 million and 31 million in unorganized sector (Source: Technopak Analysis (FDI in retail, Oct.2012, E-Tailing in India, May 2013)). The importance of retail sector can be summed up by way of stakeholders who are affected by it.

Customers: Customers, who are now a day’s being treated as king in the market, are the ultimate beneficiaries as they can get variety of products at competitive prices with eye catching ambience and quality services.

Retailers: The sector is a source of earning livelihood for retailers as it is only through the sales at their premise, they are able to earn profits for themselves. The capability to attract customers towards the retail store along with meeting up their expectations by providing products of their demand determines the success of a retail store.

Government: The Government gets benefits of the taxation revenues, as organized retailers are the one who will get themselves registered for taxation purposes. Earlier these unorganized retailers who were not registered and thus not liable to pay taxes. As an estimate of IBEF, the current size of modern retail is around US\$ 46.5 billion, which is expected to reach US\$ 150 billion by 2020. With transformation of unorganized to organized retail the Government will be more benefitted by way of increased taxes generation.

Farmers: The farmers get direct benefits from retail sector by acting as a retailer themselves and selling the produce directly in the market. The MSP decided by the Government time to time also helps them to earn profits for themselves. They get indirect benefit by way of selling the produce to wholesalers and then to the retailers who are responsible to sell it to customers at the end.

Unemployed human resource: The retail sector is capable to provide enormous opportunities for unemployed human resource. They can act as a wholesaler, small unorganized retailer, organized retailer, distributor, salesperson, managing front end retail, managing operations, taking care of logistics etc. A number of management B-schools have now started offering courses in retail management, the pass outs of which can be channelized to get employment in the emerging retail stores.

Economy: Setting up new enterprises will lead to development of infrastructure in the nearby areas. By new avenues being set up by way of retail stores, employment opportunities are generated. When people are able to get employment, their earnings increase, spending increase, savings increase, standard of living increases, as a result more money is being ploughed in the economy which ultimately leads to setting up of new enterprises and helps in the development of the economy.

1.6 SWOT ANALYSIS OF RETAIL SECTOR IN INDIA

The retail sector in India is witnessing an attitudinal shift from traditional retail to modern retail formats. The sector has strengths, weaknesses, opportunities and threats which are discussed as under:

Strengths: India is among one of the fastest-growing consumer markets in the world. By 2025, it is estimated to grow four times to become the fifth-largest market at the global front. The urban consumption is expected to account roughly a growth by 70%, while rural India is expected to grow 32% by 2025. The untapped rural market also offers opportunity for retailers. The cultural diversity and economical diversity can be used in a positive manner, as different product categories can be easily sold.

Weakness: The Indian retail market is highly fragmented and largely price-driven. The infrastructure is not properly developed especially in rural areas, which affects the supply chain efficiency. Shortage of warehouses that leads to wastage is very high. Irregularity of power supply in rural India is an issue of concern. Cultural impact also affects the buying behaviour and perceptions regarding buying of certain products. Lack of trained

personnel in the sector is hard to find as people in India don't feel like there is any requirement of professional degree for running a retail store.

Opportunities: Rising demand of products, increased disposable income, dual family income, increasing expectations, techno savvy consumers, willingness to spend, majority of population belonging to young, working-age people, dynamic consumer behaviour and eager response to new product launches and product innovations are the opportunities witnessed in Indian retail sector.

Threats: Rising inflation effects consumer spending. On the other hand, heavy taxation curbs business activities. Cut throat competition/ price war leads to decreased profit margins for retailers. Lack of global positioning of India, political instability at state and central level poses threat for retail sector.

2.1 CONCEPT OF FDI

FDI as per the Dictionary of Economics (Graham Bannock et.al) is investment in a foreign country through the acquisition of a local company or the establishment there of an operation on a new (Greenfield) site. In other words, FDI refers to the capital inflow from foreign country that is invested in to increase the production capacity of the economy.

Foreign investment in India is governed by the FDI policy announced by the Government of India and the provisions of the Foreign Exchange Management Act (FEMA) 1999. The FDI policy in India is reviewed and monitored by Ministry of Commerce and Industry, Government of India and is capable of making changes in sectoral policy/ sectoral equity cap, as and when required. The Secretariat for Industrial Assistance (SIA), Department of Industrial Policy and Promotion (DIPP) time to time release the press notes to notify FDI policy in India. Except some sectors, where for investment prior approval is required from the RBI or Foreign Investment Promotion Board (FIPB), the foreign investors are free to invest in India.

As per the report of RBI, a high powered group under the chairmanship of Dr. V. Krishnamurthy was constituted by the Government of India in January 2008 to suggest measures for ensuring a continuous growth of the manufacturing sector in India. The group suggested various policy measures to ,“(a) ensure sustained growth of the Indian manufacturing industries for the next 10-15 years; (b) reverse the recent deceleration in the growth of the manufacturing industries; (c) boost exports of Indian manufactured

goods in the face of appreciation of the rupee and high interest rates, particularly with respect to labour intensive sectors such as textiles, leather and handicrafts; (d) leverage foreign direct investment (FDI) to modernize manufacturing in India and create a strong technological base". Thus, the suggested policy measures were mainly concentrating upon manufacturing sector to make it stronger by way of introducing liberal FDI policies for technological up gradation and modernization.

2.2 FDI IN INDIAN RETAIL SECTOR

Chari & Raghavan (2011) analyzed the impact of opening retail sector to FDI in India such as entry of foreign players would lead to large scale exit of incumbent local retailers, the organized retail sector in India is at its nascent stage, so it would be difficult to compete with big players. Nizamuddin (2013) with the help of OLS (Ordinary Least Square) method, time series analysis and by applying t-test, concluded that FDI has a negative impact on employment generation in India. Rao & Prashnath (2012) emphasized that after experiencing the benefits of opening large scale investment in telecommunication and IT industry, the time has come to open liberal FDI policy in retail sector. There is risk of displacement of small retailers by foreign players who have strong financial strength, capability of creating monopoly, increasing cut throat competition. The researchers suggested to frame a proper regulatory framework must be prepared and FDI must be encouraged on gradual basis. It can be said that FDI is perceived to have some negative effects on small organized retailers, employment generation opportunities, creation of monopoly, profits out of the country etc.

Patibandla Murali (2012) highlighted in the study that FDI in retail sector can help in generation of employment opportunities for people, it will help in improvement of supply chain infrastructure. FDI can also prove out to be beneficial to farmers and customers. The study further highlighted that proper steps must be Government to adopt FDI policy in India. Manik & Singla (2013) used qualitative techniques like SWOT analysis and five force M. Porter's model to explore the impact of FDI on retail sector. The study concluded that FDI reforms will affect Indian Economy in a positive manner. Modern retail is the booming word but must be taken care for fair usage of extended retail power. Hence, it can be concluded that there exist mixed perceptions about opening up of FDI in retail sector in India.

2.2.1 Entry options for foreign investors before FDI policy were:

Before Jan 24, 2006, FDI was not authorized in retail sector but still most of the players were operating in the country. The various entry options adopted by them were:

Franchise Agreements: Under this way, FDI is allowed with permission of the RBI under the Foreign Exchange Management Act.

Cash and carry Wholesale Trading: Through this route 100% FDI is allowed, which involves a large distribution infrastructure to assist local manufacturers.

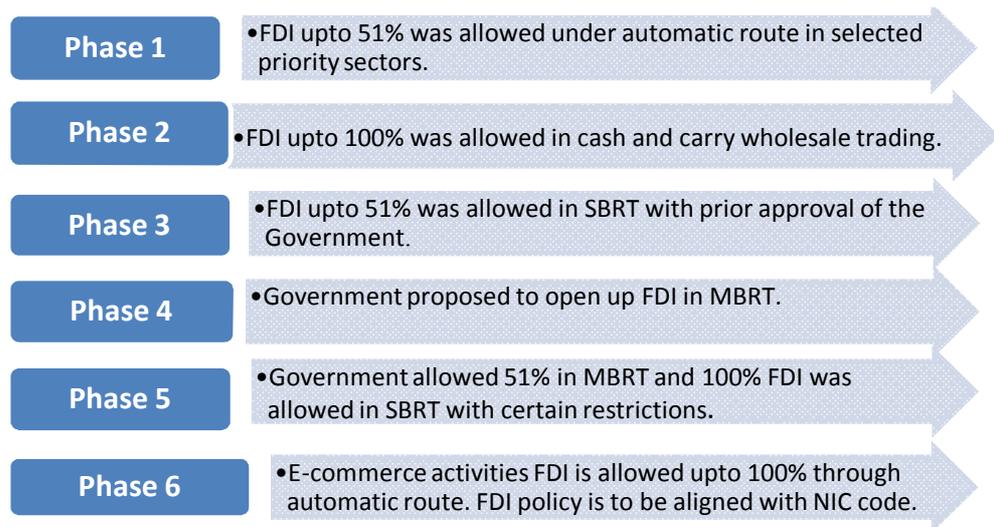
Strategic Licensing Agreements: Under this route, the foreign brands provide licenses and distribution rights to Indian Companies. By exercising these rights, they can sell through their own stores.

Manufacturing and Wholly owned Subsidiaries: By this way the foreign brands have their wholly owned subsidiaries in manufacturing. Now these foreign brands are being treated as Indian companies and are allowed to do retail in India. They can sell like any other Indian company by way of internal distributors, franchising, outlets etc.

2.3 FDI in Indian retail sector

With the advent of opportunities present in Indian retail sector, the sector is capable of attracting foreign investors to make investment in India. The opportunities present like changing demographics, proportion of young population, increased number of working women, easy to adopt new technology attitude, increased use of plastic money and electronic media etc. are the main reasons for expansion of retail sector in India. In India, under the policy of liberalization, slowly the entry of foreign players was allowed with an expectation to support the developing economy by helping in development of infrastructure. The FDI in retail sector is allowed in multiple phases. FDI is allowed in Single Brand Retail Trading (SBRT) at first and then in Multi Brand Retail Trading (MBRT) later on.

Figure 2: Phases of FDI in Retail



Source: Compiled by researcher

In 1991 under the policy of liberalization FDI upto 51% was allowed under automatic route in selected priority sectors. In 1997 FDI upto 100% was allowed in cash and carry wholesale trading. FDI upto 51% was allowed in SBRT with prior approval of the Government was allowed in year 2006. In year 2008 Government proposed to open up FDI in MBRT, followed by in year 2012. In 2012 Government allowed 51% in MBRT and 100% FDI was allowed in SBRT (automatic upto 49% and Government approval beyond 49%) with certain restrictions. In year 2015, for e-commerce activities FDI is allowed upto 100% through automatic route (only B 2 B (Business to Business) trading was allowed). To improve ease of doing business the FDI policy is to be aligned with NIC (National Industrial Classification) code.

1.2.4 Present FDI Policy for Indian Retail Sector

The Ministry of Commerce and Industry, Government of India is the Nodal agency for monitoring and reviewing the FDI policy. The policy regarding foreign direct investment is informed by the Secretariat for Industrial Assistance (SIA) and Department of Industrial Policy and Promotion (DIPP). Under this policy, foreign investors are welcomed in most of the sectors except few sectors/activities, where prior approval of RBI or Foreign Investment Promotion Board (FIPB). The broad points of FDI policy are:

FDI policy related to Single Brand product Retail Trading

Foreign Direct Investment in Single Brand retail is allowed 100% viz. automatic up to 49% and Government route beyond 49%. The circular shows that Foreign Investment in Single Brand retail focused at inviting investments in production and marketing, enhancing sources of goods from India, and enlarging competitiveness of Indian enterprises through access to international designs, technologies and management practices, as Per DIPP consolidated FDI policy circular of 2015.

FDI in single brand retail is subject to certain conditions such as:

Products should belong to single brand.

Products should be from same foreign brand.

‘Single Brand’ belongs only products which are branded during manufacturing.

In case of proposals involving FDI beyond 51%, sourcing of 30% of the value of goods purchased will be done from India, preferably MSME’s, village and cottage industries, artisans and craftsmen, from all sectors in India. Requests must be processed through DIPP and then by the FIPB for approval from Government.

Foreign Direct Investment policy related to Multi Brand Retail Trading

FDI in Multi Brand Retail is allowed upto 51% through Government route, as per DIPP policy. FDI in Multi brand retail is subject to particular conditions as:

Fresh agriculture produce (fruits, vegetables, flowers, grains, pulses, fresh poultry, fishery and meat products) may be without brand.

The international investor must come with a minimum amount of US \$ 100 million for investment.

At least 50% of the investment should be invested in ‘back-end infrastructure’ within three years. Expenditure on land cost and rentals will not be included in infrastructure development.

At least 30% of the products purchased must be sourced from Indian micro, small and medium industries (total investment in plant and machinery not exceeding US \$ 2.0 million)

produce. Retail outlets must be set up in cities with a population of more than 10 lakh as per 2011 census survey, or any other cities according to respective State Governments.

The policy for FDI is an enabling policy; the State Governments have full right for implementation of the policy. Procedure for applying is same as single brand retailing.

Retail trading in any form by means of e-commerce is not permissible for companies with FDI, engaged in multi brand retail trading.

Foreign investment in manufacturing sector is under automatic route, a manufacturer is permitted to sell its products manufactured in India through wholesale or retail trade, including through e-commerce, without Government approval as Per DIPP consolidated FDI policy circular of 2017. In case of e-commerce sector, 100% FDI is allowed under automatic route in marketplace model of e-commerce but FDI is not permitted in inventory-based model of e-commerce.

The present FDI policy for Indian Retail sector is becoming more liberal as compare to the earlier years when policy was highly stringent. As per the DIPP report on factsheet for FDI inflows in retail trading (single brand), the amount of FDI inflows for the year 2014 was US\$ 275.38 million (Rs. 1549.92 Cr. INR). Keeping in view the tremendous opportunities like changing demographics, techno savvy youngsters, changing expectations of consumers, high disposable income, increased number of women employment etc., retail sector is expected to become an attractive destination for investment in India.

‘Gradual Liberalization of FDI policy for retailing in India has increasingly propelled global retailers to evaluate a foray in the Indian market. Furthermore liberalization/modifications in the policy could result in speeding up the process of setting up and expansion of operations in India’ (Source: EY report on Pulse of Indian retail market, March 2014.). Chakaraborty C. & Basu P. (2002) emphasized in their research that FDI and trade function act as a strong pillars for growth. The study highlighted that with the infusion of liberal FDI policies in India, the growth in India has increased significantly. The various steps are taken time to time through which FDI is opened up in retail sector in India:

Step 1: In year 1995, India signed General Agreement on Trade in Services, which include both wholesale and retailing services as India is a signatory of World Trade Organization.

Step 2: In year 1997, FDI in cash and carry (wholesale) with 100% rights allowed under the govt. approval route was allowed by the Government of India.

Step 3: In year 2006, the Government of India as per the new policy brought FDI in cash and carry (wholesale) under the automatic route. In case of SBRT, upto 51% investment in a single-brand retail outlet was permitted.

Step 4: In year 2011, under the liberalization of FDI policies, the Government allowed 100% FDI in Single Brand Retail. The GOI removed 51% cap on FDI single brand retail outlets in December 2011 and opened the market fully to foreign investors by permitting 100% foreign investment in this area. Foreign equity participation was restricted to 49%.

Step 5: In year 2012, The UPA Government took a step ahead to liberalize the FDI policy and allowed 51% FDI in multi brand retailing, it further increased FDI limit to 100% in single brand retail (earlier it was 51%).

Step 6: In year 2015, in order to improve the trade of India and to improve the index related to ease of doing business in India, the Government aligned the foreign direct investment policy with NIC (National Industrial Classification) code.

The retail sector in India possess immense opportunities for growth being highly fragmented and unorganized sector, the organized retail in India is expected to grow at a faster pace. The Government of India is also paying attention towards this sector as it provides direct and indirect employment opportunities to a mass chunk of population of India. In order to attract more and more foreign investors a number of steps are being taken by Government of India for liberalisation of FDI policy in retail sector.

The impacts of FDI reforms in India are likely to have two faces of a coin which are inseparable in nature. One side of the coin shows positive impact of allowing FDI in retail sector such as improved supply chain & logistics, more option for customers, improvement in quality of employment, increased modern retail formats, improved productivity and efficiency of retail sector. The other side of the coin shows negative impacts like distortion of culture, creation of monopoly of big retailers, profits moving out of the country, dumping of products, exploitation of farmers etc.

The scenario of retail sector in India is changing, it is vibrant and colourful for big players of the globe. As foreign investors are attracted towards India, the Government is also paying attention towards the country's retail environment.

1.2. 5 FDI Investment in India (Country wise inflows)

In US\$ million

Table 1. 3: FDI investment in India (Country wise inflows)											
Sr N o	Country	Year 2008- 09	Year 2009- 10	Year 2010- 11	Year 2011- 12	Year 2012- 13	Year 2013- 14	Year 2014- 15	Year 2015- 16	Year 2016- 17	Year 2017- 18P
1	Mauritius	10,165	9,801	5,616	8,142	8,059	3,695	5,878	7,452	13,383	13,415
2	Singapore	3,360	2,218	1,540	3,306	1,605	4,415	5,137	12,479	6,529	9,273
3	U.S.A	1,236	2,212	1,071	994	478	617	1,981	4,124	2,138	1,973
4	Cyprus	1,211	1,623	571	1,568	415	546	737	488	282	290
5	Japan	266	971	1,256	2,089	1,340	1,795	2	1,818	4,237	1,313
6	Netherlands	682	804	1,417	1,289	1,700	1,157	2,154	2,330	3,234	2,677
7	United Kingdom	690	643	538	2,760	1,022	111	1,891	842	1,301	716
8	Germany	611	602	163	368	467	650	942	927	845	1,095
9	UAE	234	373	188	346	173	239	327	961	645	408
10	France	437	283	486	589	547	229	347	392	487	403
11	Switzerland	135	96	133	211	268	356	292	195	502	506
12	Hong Kong SAR	155	137	209	251	66	85	325	344	134	1,044
13	Spain	363	125	183	73	348	181	401	NA	NA	NA
14	China	-	-	2	73	148	121	505	461	198	350
15	Malaysia	-	-	40	18	238	113	219	NA	NA	NA
16	South Korea	95	159	136	226	224	189	138	241	466	293
17	Luxembourg	23	40	248	89	34	539	204	NA	NA	NA
18	Others	3,034	2,374	1,184	892	1,154	1,015	1,251	2,243	1,490	1,889
Total		22,697	22,461	14,939	23,473	18,286	16,054	24,748	36,068	36,317	37,366

As per the above table 1.3 it can be predicted that In year 2016-17 India has received the maximum FDI inflows i.e. 36,317 US\$ million, which is projected further to reach US\$ 37,366 million in year 2017-18. India has attained the 2nd position and 1st position in 2016, 2017 respectively as per GRDI score reported by AT Kearney reports on retail. From year 2008-2009 to year 2016-17, Mauritius contributed for the maximum FDI inflow in India as compare to other countries. In year 2013-14 and year 2015-16, Singapore contributed the maximum of FDI inflows in India.

1.2.6 FDI inflows in different sectors of India.

In US\$ million

Sr No	Sector	Year 2008-09	Year 2009-10	Year 2010-11	Year 2011-12	Year 2012-13	Year 2013-14	Year 2014-15	Year 2015-16	Year 2016-17	Year 2017-18P
1	Manufacturing	4,777	5,143	4,793	9,337	6,528	6,381	9,613	8,439	11,972	7,066
2	Computer Services	1,647	866	843	736	247	934	2,154	4,319	1,937	3,173
3	Construction	2,237	3,516	1,599	2,634	1,319	1,276	1,640	4,141	1,564	1,281
4	Retail & Wholesale Trade	294	536	391	567	551	1,139	2,551	3,998	2,771	4,478
5	Financial Services	4,430	2,206	1,353	2,603	2,760	1,026	3,075	3,547	3,732	4,070
6	Business Services	643	1,554	569	1,590	643	521	680	3,031	2,684	3,005
7	Communication Services	2,067	1,852	1,228	1,458	92	1,256	1,075	2,638	5,876	8,809
8	Electricity and other Energy Generation, Distribution & Transmission	669	1,877	1,338	1,395	1,653	1,284	1,288	1,364	1,722	1,870
9	Transportation	401	220	344	410	213	311	482	1,363	891	1,267
10	Miscellaneous Services	1,458	888	509	801	552	941	586	1,022	1,816	835
11	Restaurants and Hotels	343	671	218	870	3,129	361	686	889	430	452
12	Mining	105	268	592	204	69	24	129	596	141	82
13	Education, Research & Development	243	91	56	103	150	107	131	394	205	347
14	Real Estate Activities	1,886	2,191	444	340	197	201	202	112	105	405
15	Trading	400	198	156	6	140	0	228	0	0	0
16	Others	1,097	384	506	419	43	292	232	215	470	226

Total	22,697	22,461	14,939	23,473	18,286	16,054	24,748	36,068	36,317	37,366
*% of wholesale & retail sector to total inflows	1.3	2.4	2.6	3.1	3.01	7.09	10.3	11.08	7.63	12

Source: RBI website

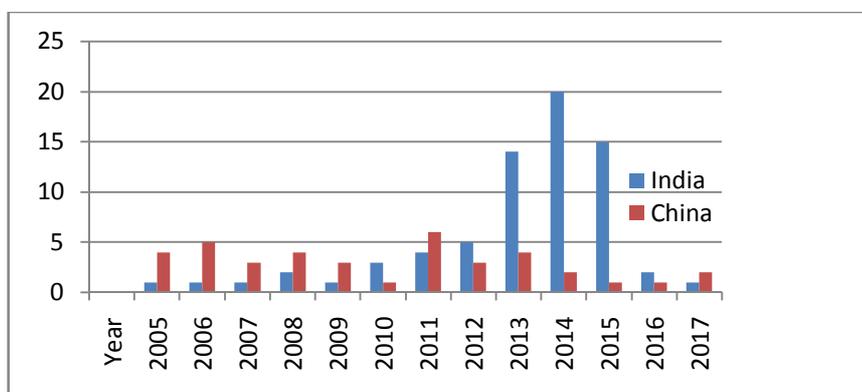
Note: Includes FDI through SIA/FIPB and RBI routes only. *Percentage of wholesale & retail sector to total inflows is calculated by researcher.

The above table 1.4 shows that the manufacturing sector is constantly able to get maximum FDI inflows from year 2008-09 to year 2016-17 and it projected to continue in year 2017-18. Wholesale and retail trade sector show an increasing trend from 2012-13 to 2015-16, which is again expected to reach US\$ million 4,478 in year 2017-18. The percentage share of wholesale and retail trade to total FDI inflows is constantly showing an increasing trend from year 2008-09 to year 2017-18 except in year 2012-13 and 2016-17. This shows that this sector possesses the potential to attract FDI inflows in India.

Global Retail Development Index (GRDI) of India and China. GRDI score of a country is calculated on the basis of market attractiveness (25%), Country risk (25%), market saturation (25%) and Time pressure (25%).

The A.T. Kearney Global Retail Development Index is calculated annually, under which ranking is provide to 30 developing countries on a 0-to-100-point scale. Higher ranking shows that the country is developing at retail context. For the purpose of ranking countries are selected from 200 developing nations based on three criteria: (a) Country risk (b) Population size (c) Wealth.

Graph 1: GRDI position of India and China



Source: AT Kearney Reports on Global Retail Development Index

Table 1.5. GRDI position of India and China		
Year	India (GRDI Position)	China (GRDI Position)
2005	1	4
2006	1	5
2007	1	3
2008	2	4
2009	1	3
2010	3	1
2011	4	6
2012	5	3
2013	14	4
2014	20	2
2015	15	1
2016	2	1
2017	1	2

Source: Compiled by researcher

The above graph and table shows the position of India as compare to China, it predicts that in year 2007 to 2009 the position of India was ahead of China, in year 2010 China moves ahead of India by holding no.1 position, then again in year 2017 India regains its position of No. 1 after many ups and downs, it can be depicted here that India holds the capability to attracting foreign investors towards itself. The GRDI score of India is compared with China keeping in view the population of both the countries. As both the countries represent big markets for investment by foreign countries, the comparison of India with china is done.

2.4 NEED OF THE STUDY

Retail sector plays an important role in Indian Economy, by providing employment opportunities to a mass chunk of its population after agriculture. In 1990, when concept of LPG (Liberalization, Privatization and Globalization) was introduced, the economy

started opening up. It leads to bring out significant changes in retail sector in India. The Government of India started taking steps to attract FDI in India with an aim to bring investments for the development of infrastructure of the country. As a result, the path for entry of the big giant retailers becomes much easier in Indian retail sector which was primarily being dominated by unorganized retailers. The fear of taking away the profits of Indian retailers by these big foreign retailers becomes a matter of concern. The entry of big retailers in retail sector is creating pressures in the mind of small retailers. The world is changing from real world to virtual world, the expectations of customers are increasing day by day, so in order to attract customers towards a retail store the retailers must understand what the challenges in the market are for them and what strategies they must adopt to serve customers and to earn profits for themselves at the end. Retailers are now expected to meet the expectations of customers at one end and to tackle the competition from foreign retailers on other hand. So the focus has now moved towards adopting new strategies by the retailers which is necessary because of following reasons:- Customers do the promotion of a retail store. As the products are tangible in nature and services are intangible. Satisfied customers are likely to bring more footfalls in the store. The proper understanding of demand and expectations of customers acts as a greater opportunity to manage merchandize in the retail store to sell of the products. Customers' expectations from a retail store are increasing and ever changing, the retailers are required to do modifications in the retail store to serve best to the customers and to cope up with the competition prevailing in the market. This helps in bringing profits to the retailers.

New foreign players are entering into the market, which brings competition to Indian retailers, so it's time to look upon by them how to tackle the competition in the market. The opening up of retail sector for foreign retailers embarked a big responsibility on the shoulders of the government as the Government in any case cannot avoid its responsibility towards drafting schemes for the benefits of small vulnerable artisans and retailers. This will make the role of the Government cumbersome and challenging.

Innovation is the key to success in the dynamic world. As consumers' needs and preferences are different, new entrants are entering into the retail market, to survive in the market the retailers are required to understand the changing trends in retail sector and must adopt the changes to serve the customers. On the other hand, the Government of India is also required to draft and implement FDI policy keeping in mind the impact on people of India.

2.5 SIGNIFICANCE OF STUDY

This study is beneficial to the retailers and the Government as it presents the perceptions of the customers and retailers regarding FDI in Indian retail sector. The study suggests the strategies which must be adopted by Indian retailers to cater the needs of the customers by creating a niche for themselves and to cope up the competition faced by them due to entry of foreign retailers in the market.

This study also identifies the key challenges faced by retailers while operating in India. The present study highlights the expectations of the customers from FDI in retail, which in turn will help retailers to know the expectations of customers from retailers and will help them to decide the grey areas on which they are expected to work upon. This study has made some theoretical contributions. Factors extracted from retailers and customers' perspective can be further used for the future research.

2.6 ORGANISATION OF STUDY

The study is broadly divided into seven chapters. The first chapter gives introduces the base of the study. The second chapter includes the literature available on the FDI in retail. The chapter also describes the available literature on perceptions of customers and retailers about FDI in Indian retail sector. Chapter third explains the objectives of the study and the research methodology adopted to carry on the research. Fourth chapter covers about present situation of retail sector in India and describes the analysis done on the basis of data collected by the customers regarding their perception about FDI in Indian Retail sector, opportunities and challenges of retail sector in India. The chapter five describes the data analysis done on the basis of primary data collected from the retailers. It includes the perceptions of retailers regarding FDI in Indian retail along with the view point of retailers regarding opportunities and challenges faced by retailers due to entry of foreign retailers. The chapter six gives a brief about the findings and conclusion interpreted from the data analysis. Chapter seven provides the recommendations and managerial implications, limitations of the study, contribution of the study and the scope for further research.

CHAPTER 2

LITERATURE REVIEW

The chapter reviews the existing research papers and articles which provide the basis and helps to create a theoretical frame work and a practical approach for this study. For the purpose of getting an insight of the topic the researcher has studied various research papers in detail related to FDI in retail sector.

About 200 papers and reports of IBEF, E&Y, PwC, DIPP, Deloitte have been studied and out of which 88 papers have been found relevant with the present study. In this chapter the extensive literature review has been done with the objective of gaining clarity about the research. After going through various papers and discussions, the researcher has come to know that without taking into consideration the view point of retailers and customers on FDI in retail sector, no true conclusion can be drawn about this research.

Customer satisfaction and retention is the toughest challenge that retailers are facing in the current era of global business. E-retailing, FDI, big giant players, are the buzzing words in the retail sector across the Indian retail organizations. The retailers are using different management strategies to deal with customers and to attract them towards their retail stores. Customers the indispensable assets, being the basis of existence of the retail organizations, due to their footfall, buying of products and services, help the retailers to earn profits for themselves. Therefore, to retain the customers by offering them innovative products as per their ever-changing demand is gaining importance day by day for retail organizations in today's dynamic environment.

2.1 LITERATURE REVIEW

Kumar (1998) examines the emerging trends and patterns in FDI inflows to India since 1991. During the time of policy liberalization the India has coincided with the dramatic upsurge in the global FDI inflows from US\$ 50 billion a year in the mid 1980's to cross a peak of \$ 350 in 1996. The 1990's witnessed a sustained rise in annual inflows to India. It has grown from US\$ 200 million to \$ 3.2 billion in the first 11 months of 1997.

Chakaraborty C. & Basu P. (2002) emphasized in their research that FDI and trade function act as a strong pillars for growth. The study highlighted that with the infusion of liberal FDI policies in India, the growth in India has increased significantly.

Mulky & Nargunkar (2003) analyzed various factors which lead to the development of modern retailing in India. In order to develop modern retail trade in India factors like development of economy, improvement of civic situations like safety, security, municipal regulations, proper facility for parking, changes in consumer needs, attitudes and behavior; changes in government policies; increased investment in retailing and rise in the power of organized retail play a vital role.

Guruswamy et al. (2005) stated the positive points of FDI on Indian economy such as greater efficiency and improvement of living standards. The study shows some negative points attached to FDI driven “modern retailing” i.e. labour displacing by destroying the traditional retail sector, there can monopoly of giant foreign retailers. They further suggested some points to be considered for better upliftment of retail sector such as: there should be some conditionality for the entry of giant foreign players in the market, constrain of limited availability of bank finance should be removed, a National commission must be established to deal with and recommend the problems faced by retail sector in India, manufacturing sector should be improved.

Kumar (2005) observed that most of the developing countries are offering a welcoming attitude towards FDI. Since, 1991 India has also liberalized her policy towards it, which is accompanied by increasing inflows, changes in sectoral composition, sources and entry modes of FDI towards India.

Sinha & Kar (2007) in the study discussed about the growing retail formats in India. The researcher explored that dynamic and proactive responses of customers, changing lifestyle and trends are the main reasons for growth of such modern formats of retail in India.

Joseph et al. (2008) attempted to analyze the impact of the increasing trend of large corporate entering the retail trade in the country. To help development of retail sector, some recommendations were suggested such as: private code of conduct for organized retailers in their transaction with small suppliers, a simplification of the licensing and permit regime to promote the expansion of organized retail, to encourage co-operatives and associations of unorganized retailers for direct procurement from suppliers and farmers, better credit availability to unorganized retailers through innovative banking solutions, formation of farmers’ co-operatives to directly sell to organized retailers and strengthening the Competition Commission’s role for enforcing rules against collusion and predatory pricing.

Singh P.K. & Tripathi A.P. (2008) analyzed the responses of 245 small retailers of Delhi NCR to study the impact of malls on small retail shops. The study revealed that small retail shops which are located in inner streets are comparatively less affected as the customers still prefer to buy from them. The retailers with small capital base are affected maximum by the malls. At the end the study recommended that a self-regulated frame work must be adopted by organized retailers in order to provide more employment opportunities to displaced people.

Goyal B.B., Aggarwal M. (2009) highlighted in the study that retailers need to cater and focus upon the need of the customers more than before as the needs of 21st century customers are ever increasing and dynamic. In spite of the global meltdown, the retail sector shows inherent properties to attract domestic and foreign players towards itself. Total responses of 230 customers were collected from NCR region and Anova is used to analyze the results. The results depicted that customers can go to any type of retail format for availing health & beauty care services and catering services out of 10 categories selected by researcher to study.(food & grocery, clothing& apparel, pharmaceutical, watches, mobile accessories, books,music & gifts, footwear, entertainment).

Purohit & Kavita (2009) suggested that traditional retailers should improve their services and quality of goods in order to retain the customers, they should also go for collaboration with the retailers at regional level in order to survive and win in the globally competitive environment. The initiatives should be taken by Government to protect the interests of unorganized retailers, as this sector provides numerous employment opportunities to the society.

Gupta (2010) discussed the strategic issues and implications of FDI in Indian retail sector. The study highlighted that FDI in multi-brand retailing will lead to fresh flow of equity investment in this sector with inflow of latest technical knowhow, establishment of upgraded supply chains and availability of latest quality products etc. The FDI policy must be encouraged with utmost care by the Government regulations to control the inflows and to allow FDI in retail in an appropriate way.

Thenmozhi S.P. &Dhanapal D. (2010) attempted a study in six major cities in Tamilnadu (Chennai, Trichy, Madurai, Coimbatore, Erode and Salem) to know the expectations and perception of customers of unorganized retail outlets. On the basis of a sample of 463 customers the study concluded that the majority of customers are not satisfied with merchandise offered, policies adopted, problem solving mechanism

and physical aspects offered by unorganized retailers. The study indicated that the unorganized retailers are required to bring out changes to cope up with the expectations of customers.

Chari & Raghavan (2011) analyzed the impact of opening retail sector to FDI in India such as entry of foreign players would lead to large scale exit of incumbent local retailers, the organized retail sector in India is at its nascent stage, so it would be difficult to compete with big players. The study further pointed out that FDI would help to tackle inflation, by creating better linkages demand and supply it also helps to improve the final sale prices that are being paid to farmers, an added benefit of improved distribution and warehousing channels are expected to come from enhanced exports.

Goel & Dewan (2011) tries to find out the consumer's preference of the attributes of retail stores. The sample for data collection comprises of organized retail stores and responses of customers from selected five cities of Punjab. Data collected was analyzed using exploratory factor analysis and principal component method. The study reveals the six major factors like availability and variety of products, services, ambience, discounts and fair prices, quality of food and grocery items and promotion of stores, which shows the preference of customer towards a retail store.

Hooda (2011) revealed that FDI plays a crucial role in enhancing the economic growth and development of the country. FDI as a strategic component of investment is needed by India for achieving the objectives of its second generation of economic reforms and maintaining this pace of growth and development of the economy. India is at 5th position among the major emerging destinations of global FDI inflows.

Jhamb& Kiran (2011) depicted that infrastructure, economic growth and changing demographics of consumers are the major drivers of organized retail in India. The location of the retail store, management style and adequate salaries to personnel enhance effectiveness of retail business and are important factors affecting organized retail business. Responses of 50 retailers from major cities of Punjab i.e. Patiala, Amritsar, Ludhiana and Mohali were collected and analyzed through mean and standard deviation. The study highlighted that there is an urgent need to overcome the threats and weaknesses for the success of retail sector in India.

Mukherjee et al. (2011) suggested that retail FDI policy needs to focus on benefits of the majority of Indian consumers by giving them access to branded products at lower prices. Consumer welfare is a key component of policy making in developed

countries, however by ignoring consumers, the goals of enhancing consumer access to goods and services and reduction in inequality and poverty may not be achieved. The study concluded that FDI should be allowed in multi-brand retail in a phased manner which would also facilitate investment in the supply chain and increase domestic sourcing. To protect the interest of consumers, the Competition Act, 2002 and the Consumer Protection Act (amendment), 2002 needs to be reviewed and if required amended.

Sonia (2011) conducted a survey in Punjab and analyzed the ethical issues, challenges and opportunities of retail sector. A number of ethical issues are faced by the customers while purchasing the products such as information about upcoming sale, preferential treatment to some customers etc. The researcher further highlighted that the Indian retail sector is undergoing a phase of goldshine retailers, opportunities are many but in order to grasp those opportunities retailers are required to manage ethical issues effectively to bring boom to the industry. All the facts and useful information must be timely communicated.

Abrar (2012) discussed the nature of relations which international retailers share with their suppliers, their effect on workers and cultivators in country like India. The paper discussed in detail the source of pressure for allowing FDI in India, possible impact on marginal producers and workforce along with the pressure to ensure irreversibility of allowing FDI in retail. The researcher concluded that allowing healthy FDI in retail sector will help to increase GDP and leads to economic development. It will help Indian retail market to integrate with global market. It is likely to provide better employment opportunities to people in India. The consumers on the other side will be benefited by a good consumer experience.

Akhter &Eqbal (2012) discussed various trends and challenges in front of organized retailing in India. The study highlighted that organized retailing is facing challenges like multiple taxation system, inadequate infrastructure, high stamp duties, increased cost of real estate etc. on one side and opportunities like urbanization, nuclear families, price war, evolution of plastic money etc. on other side in India. The researcher concluded that there is huge potential for organized retail in India.

Babu (2012) used SWOT analysis to analyze retail sector in India. Strengths of the sector such as young working population with median age of 24 years, nuclear families, increased disposable income, increasing working women, emerging opportunities in service sector, low share of organized retail were discussed along

with weaknesses of the sector such as small size outlets, high rentals of space, low volume of Indian retailing. The study discussed that there are opportunities and threats associated with the sector. The study highlighted that India as a rising star is able to attract foreign players. Allowing healthy FDI in retail sector will lead to overall development of the economy and will further help Indian economy to integrate with the world's economy.

Bhattacharyya Rajib (2012) pointed out in the study that FDI is expected to have mixed impact on Indian economy. There are expected opportunities and threats as a result of FDI in retail. The researcher at the end suggested that the future of FDI in retail cannot be predicted, proper steps must be taken by the Government of India to open up FDI in retail by keeping in view the interest of small retailers.

Chandu (2012) tried to explore the perceptions of small retailers in context of FDI in Indian retailing. For the purpose of the study the responses of 80 unorganized retailers in the tier-II cities of Kakinada and Rajamundry were collected with the help of structured questionnaire. The sample comprises of small single-outlet retailers with average turnover of 10-20 lakhs. The researcher observed that majority of small retailers don't consider big retailers as their competitors. The small retailers possess their unique style of attracting customers, there exists possibility to be affected by big stores in the short run but in the long run they would be capable of tackling them effectively. The small retailers further oppose FDI in retailing, may be being unaware about the positive and negative outcomes of FDI policy change. The researcher concluded that a well drafted FDI policy in retailing must be framed taking care about its impact on all the stakeholders.

Deliya et al (2012) analyzed the impact of organized retailer over unorganized retailers in Ahmedabad city with a sample of 200 retailers. The study concluded that organized retail will have a positive multiplier effect on Indian economy in terms of investment in infrastructure, efficient supply chain etc. There is a room for organized as well as unorganized retail in India for several generations to come.

Fernandes et al. (2012) study on FDI in Multi-Brand Retail shows that FDI policy on Multi-Brand retail creates opportunities for the Micro, Small and Medium Enterprises (MSME's). It depicts that FDI reforms in multi-brand would positively accelerate GDP and leads to economic growth of the country. The study indicated that FDI policy will not harm the traditional mom and pop shops, but it would help Indian economy to integrate with rest of the world's economy.

Gupta et al. (2012) conducted the research in Indore, India with a sample size of 50 retailers and customers from various catchment areas in Indore. With the help of questionnaire and interviews the study tried to find the impact of organized retailers on unorganized retailers in Delhi/ NCR region. The results show that unorganized retailers are adversely affected by organized retailers, but when it comes to selling prices traditional retailers are always more efficient than these newly evolved stores. The researchers concluded that in India it is doubtful that organized retail will be able to overcome unorganized retail, both will co-exist and flourish.

Gupta S. & Singal R. (2012) attempted to find out the reason for shift of consumers towards organized retail outlets in Hisar city. The study finds out that in order to attract customers towards organized retail outlets the retailers have to take a number of steps like better display, updated merchandize, marketing and promotional strategies etc.

Gokhale & Sinha (2012) said that allowing FDI in multi brand retailing will open floodgates for foreign retailers to invest and will change the retail landscape forever in India. For global retailers, India provides a lucrative market. The study pointed out that Transnational Retailers (TNR) may not always be successful in other countries for example Wall-Mart in China etc. The responses of Indian organized players to FDI in Multi brand retailing are positive thus once the funds come into India through the FDI route, it will usher in a phase of expansions.

Handa & Grover (2012) pointed out that politics is an unfortunately reality that has been coming in the way of success of retail sector in India. There is an upsurge need for unorganized sector to shed off its shortcomings and inefficiencies. The government is required to play a vital role in shaping the retail sector in India as the sector is going through a phase of tremendous transformation.

Jadhav (2012) pointed out that Indian farming is inherently one of the riskiest economic activities because agriculture produce is unstable. Retail reforms offer farmers access to more buyers from organized retail, which acts as a tool to overcome the problem of wastage of farm produce. FDI opens up new frontiers to the farmers by removing the endless and unnecessary chain of middlemen that takes away the fruit.

Jain & Sukhlecha (2012) in the study tried to give reasons on the basis of which FDI should be allowed in multi-brand retailing in India. Example of other developing countries like Thailand and China who initially protested against the entry of foreign

investment in retail sector and then, later on proved out to be the most effective decision in country's development and standing in the world were discussed. The study suggested that FDI should be allowed with some recommendations such as establishment of national commission, appropriate lending policies by RBI, setting up of co-operative stores for small retailers.

Manikyam (2012) emphasized in the study that the main challenge faced by organized sector is the competition from unorganized sector. The study pointed out that unorganized retailing still holds a predominant position over organized retail in India. The retail players have to concentrate on Indian rural segment posing vast and untapped potential in future.

Moghe D. (2012) highlighted in the study that FDI in retail will have positive impact in terms of revival of real estate sector due to increased demand, farmers will be benefitted due to removal of intermediaries and customers are also expected to have wide range of products at decreased prices.

Patibandla Murali (2012) discussed in the study that FDI in retail sector can help in generation of employment opportunities for people, it will help in improvement of supply chain infrastructure. FDI can also prove out to be beneficial to farmers and customers. The study further highlighted that proper steps must be Government to adopt FDI policy in India.

Pavithra (2012) highlighted the SWOT analysis of FDI in Retail. The researcher concluded at the end that opening FDI in retail sector will help the sector to gain momentum by playing a major role in upbringing the sector. FDI should be allowed in a phased manner keeping in view the interest of small retailers.

Rajput et al. (2012) pointed out in that after opening up of FDI in Indian retail sector a marked change can be seen in the strategies opted by Indian retailers to attract customers. They study analyzed the impact of the present retail FDI policy on Indian consumers and economy using SWOT analysis. The analysis reveals that it will have a positive impact on the growth of Indian economy as a whole.

Rao &Prashnath (2012) discussed the policies, benefits and impact of FDI in retail sector. The study emphasized that after experiencing the benefits of opening large scale investment in telecommunication and IT industry, the time has come to open liberal FDI policy in retail sector. There is risk of displacement of small retailers by foreign players who have strong financial strength, capability of creating monopoly, increasing cut throat competition. The researchers suggested that to overcome the

negative impact of FDI, a proper regulatory framework must be prepared and FDI must be encouraged on gradually.

Sikri & Wadhwa (2012) pointed out that a number of foreign players are entering and are likely to enter into Indian retail sector. The sector shows great potential in terms of changing trends and patterns, increasing number of youngsters, big untapped rural market and small percentage of organized retail as compare to unorganized retail. The retail market is at a phase of transformation with increased competition so, it is being suggested that retailers must secure a distinctive place in terms of value-based relationships or experience to hold a strong place in the market.

Singh (2012) explored in the study the historical perspective of retailing in India. The study pointed out that retail sector contributes to around 10% of GDP and 6-7% of employment. Variety of retail formats prevailing in India such as departmental store, mela, haat, convenience store etc. were discussed.

Singh B. and Pandey A.K. (2012) pointed out in their study that transformation of traditional retailing to organized retailing is taking place at a regular pace in India. A number of global players are opening their outlets due to liberalized FDI policy in Single Brand and Multi-Brand retail sector. The share of organized retail in year 2003 was 4% and is expected to reach 10% by the year 2018. The favorable demographics, educated rational consumers, government initiatives and liberalized FDI policy laid a way for organized retail in India. Unorganized sector is facing a challenge from organized sector and vice-versa. Unorganized sector exists in India for centuries and holds a dominating position in comparison to organized retail. The main advantage to unorganized retailers is consumer familiarity, low cost structure, low taxes and low labour costs as they are mostly operated by the family members. The nearby local retailers in the form of mom and pop shops are still fulfilling the need of housewives and old age people, who prefer to buy from nearby places.

Verma et al. (2012) discussed various marketing strategies which must be adopted by big giant retailers to capitalize the Indian market. The researcher suggested that adoption of local culture, targeting youth, high volume low margin business model, e-tailing, owner feel to a sales person, adoption of franchise and direct business model can help business community to understand Indian consumer well. The researcher pointed out that retail market in India is dominated by unorganized retailers. India being an attractive destination for foreign players, will definitely be affected in terms

of growth. It is the peak time for business community to apply innovative ideas to create difference in the mind of customers.

Fulzele & Zodage (2013) pointed out the positive impacts of FDI in Indian retail sector. India possesses a number of opportunities to attract foreign players to invest. The study concluded that FDI is necessary for growth and development of farmers, generating new employment opportunities, benefits to customers, development of SSI's, capital inflow, infrastructure development, inflation control, improvement in retailing services, technical know-how infusion, improves SCM, growth of GDP, decline in cost of production of goods and services. Garg G. (2013) highlighted the perceived benefits like capital infusion, improvement in supply chain & customer's satisfaction, healthy competition in the market, check inflation, benefits to farmers and creation of better employment opportunities which may happen due to FDI in Indian retail sector. The study further discussed the perceived threats such as creating unemployment on front end retail, loss of self-competitive strength, distortion of culture, and increase in real estate cost due to FDI in Indian retail sector.

Khare M. (2013) in the study focused upon the impact of FDI policy on Indian retail sector. The researcher uses SWOT analysis to highlight the opportunities and challenges faced along with the shortcomings of FDI policy. The study highlighted strengths of the FDI policy such as: fast growing economy, young and dynamic manpower, enhanced employment opportunities, highest shop density in the world, increased purchasing power and disposable income, better priced products for the customers, high growth rate in retail and wholesale trade. Further the study discussed about the weaknesses of the policy. The opportunities and various threats in front of FDI policy were also discussed. At the end the researcher concluded that GOI must welcome foreign players with a talented pool of human resources having expertise in retailing. The pros and cons of FDI policy must be considered in light of interest of small retailers.

Kanetkar Medha (2013) conducted a survey of 400 customers in Nagpur city. The study concluded that retail sector is facing big changes in its composition. Availability of all the things under one roof, source of entertainment and convenience are the big reasons for consumers to shift from unorganized to organized retailers. The study at the end pointed out; that the organized retailers will not be able replace traditional retailers who are still popular among price conscious customers.

Krishnan & Bhandare (2013) tries to explore various facilitating factors for the growth of organized retailing in India. The study pointed out that Indian retail sector is truly becoming a 'Big Bazaar' with more retail outlets & consumers. India is becoming a top destination for investors globally, a place where both traditional and modern retail formats co-exist. Significant changes in investment patterns and growth can be observed as a consequence of retail development.

Manik & Singla (2013) used qualitative techniques like SWOT analysis and five force M. Porter's model to explore the impact of FDI on retail sector. The study concluded that FDI reforms will have a positive impact on Indian Economy. Modern retail is the booming world but must be taken care for fair usage of extended retail power.

Mundra et al. (2013) examined the expansion of FDI in retail in global scenario. The researcher pointed out that in China, Thailand, Chile, Indonesia and Brazil, FDI is permitted in the retail sector. The retail sector in India is accompanied by challenges like geographically dispersed population, small ticket sizes, a complex distribution system, less usage of IT, mass media limitations and existence of replica goods. The paper discussed the impact of FDI on various stakeholders (government, unorganized/organized retailers, manufacturer/SME, consumers, society) and concluded that restrictions on FDI policy must be reduced to make the industry more productive and competitive. The doubts attached to opposition of FDI policy must be analyzed in proper perspective.

Nandal (2013) emphasized in the study impact of liberalization of the policy of FDI on retail sector of Indian economy. With the help of Michel Porter's model, which is used for industry analysis and business strategy development, the study concluded that FDI is a double-edged sword which if not handled well can harm the Indian economy and if handled well can act as a panacea for Indian economy. Nizamuddin (2013) tried to explore the impact of FDI on employment

generation. With the help of OLS (Ordinary Least Square) method, time series analysis and by applying t-test the researcher concluded that FDI has a negative impact on employment generation in India. The researcher suggested that FDI policy must be liberalized in a phased manner.

Pal B. (2013) tried to analyze the opportunities and threats of FDI in India. The study revealed that there are a number of opportunities perceived due to entry of FDI in retail like it may lead to capital inflow, improvement in supply chain, impact on consumers, control on inflation, benefits for the farmers, better employment options. It

will also lead to number to threats like it may have negative impact on traditional mom & pop stores, farmers, consumers, existing Indian organized retail firms. At the end the study concluded that FDI has both opportunities as well as threats for Indian retail sector.

Shil & Roy (2013) analyzed the important issues associated with FDI in Multi brand retailing in India. The study highlighted that the benefits expected from FDI must be matched properly with losses that may occur. Restrictions must be imposed while framing FDI policy in consideration with the major stake of people of our nation.

Shinde & Shaha (2013) pointed out that it is required for both organized as well as unorganized retailers, to bring changes in terms of appearance, providing better quality products, attractive discount offers and variety of branded products etc. to meet the big change brought by FDI in Multinational retail. A number of steps are required to be taken by Government and banks/financial institutions to help unorganized retailers to cope up with big organized retailers.

Singh S. & Sharma M. (2013) in the study pointed out various opportunities and challenges of FDI in Indian retail sector. The study concludes that it is difficult to judge future of retail sector in India. The Government must keep in mind the concerns raised by critics. Proper safeguards must be maintained so that small retailers must be able to stand with the big retailers and co-exist.

Sudame P & Sivathanu B. (2013) conducted a survey in Pune city and collected responses of 30 managers to analyze the challenges faced by retail sector in India. The researcher found that escalating real estate prices is the major challenge faced by retailers in India followed by cultural diversity, frauds in retail, complexity in tax structure, inefficient supply chain management, infrastructure problems, human resource problems, international standards, lack of retail space respectively. The study also highlighted various opportunities for customers, manufacturers and suppliers. The study concluded that the challenges existing in the retail sector can be overcome easily by adopting the opportunities.

Thimmaiah N., K.J. Ashwini (2013) analyzed the trends of FDI inflows in India and China for a period of 2006- 2011. The study with the help of various tools like regression, simple table, line graph concluded that there exists no significant difference between FDI inflows in India and in China. The changing policies of FDI in Indian retail sector are supposed to be lucrative for global players.

Tripathi V., Bhandari V. & Seth R. (2013) used the responses of 160 consumers to analyze the results. Chi square test, factor analysis and SEM are used to analyze the data. The study pointed out that customers have high expectations from foreign players like improved product quality, innovative products, easy accessibility so they are required to perform well to stay in the market. The study also pointed out that customers are not very sure about the benefits of FDI towards Indian retail sector.

Venkatesh (2013) conducted a survey on consumer behaviour on buying preference in southern states of India (Chennai & Bangalore) through questionnaire to justify the impact of foreign players and the challenges faced by the Indian retail industry in near future. The study was conducted on a sample of 200 respondents from Chennai (100) and Bangalore (100), some of the respondents out of 200 comprised of managers and senior staff members in retail business with more than 10 years of experience. Convenience sampling technique is adopted to collect the data. The researcher pointed out that FDI will boost the economy as foreign investors will create a boom for banking & real estate sector, consumers will have wider choice, improved quality products & better prices etc. Unorganized retailers who are being feared of these big retailers must not be worried as their target audiences are lower level income group which would not be touched. The researcher concluded that FDI in retail is an added advantage for India to enter in world's market.

Anu Radha (2014) revealed that retailers have to put concentrated efforts to attract customers towards their retail store. They have to adopt dynamic and proactive strategies to maintain a strong customer base. Retailers need to work on providing value for the prices paid by the customers to buy the product or services.

Bhatia (2014) highlighted that in recent time retail management as a subject is gaining much importance because international trends and buying behavior is having a strong impact on the customers in India. A number of factors such a rising purchasing power, increased awareness, easy availability of credit etc. has led to growth of mall and hypermarket culture. The researcher further pointed out that emerging retail formats are ushering in a revolution of shopping in India, but only innovative concepts and models may survive the test of time and investments.

Brindha T.C. &Thamizhchelvan G. (2014) conducted a survey on 250 customers of Coimbatore city, India to know the perception of customers towards FDI in retail sector. Chi square test, percentage analysis, correlation is used to analyze the results. The results pointed out that majority of respondents believe that FDI in retail will help

in curbing inflation, increasing competitiveness in the market, beneficial for the farmers and will lead to growth of the economy.

Ghoshal M. (2014) studied the responses of 150 retailers in West Bengal. The study highlighted that both organized and unorganized retailers have different set of customers to whom they offer their products and services. The study concluded that liberalizing FDI in retail will have less impact on small organized retailer.

Grover & Gupta (2014) tried to find out the explanatory variables of FDI inflows in the country with the help of simple and multiple regression method. Two models named FDI model and Economic growth model were developed by the researchers to study the impact of FDI on economic growth. With the help of various econometric techniques like, coefficient of determination, Std. error, F-ratio, t-statistics, D-W statistics, the study revealed that trade GDP, reserves GDP and financial position variables shows a positive relation with FDI while R&D GDP and exchange rate GDP variables shows negative relation with FDI. The study concluded that FDI is a significant factor to influence the level of economic growth in India.

Kalpana (2014) predicted that organized retail's penetration in India is increasing at a rapid pace. Liberalization of FDI policy will accelerate the growth of organized retail. The international players are being suggested to select Indian retailers who possess a lucrative front-end retail infrastructure to reach end customers. The researcher discussed the micro economic impact of future retail such as, improved back-end infrastructure, efficient SCM, reduction in supply side inflationary pressures, equitable wages and benefits like taxes etc. The study concludes that nuances related to the FDI in retail are still to be worked out.

Kumar & Kamal (2014) revealed that Indian retail sector has experienced high growth rate. With a visible shift from unorganized to organized retailing formats, the sector is moving towards the modern concept of retail. The favorable government policies and technologies are facilitating the growth in organized retailing.

Koppad C.V. &Hundekar S.G. (2014) tried to analyze the impact of liberalization on retail sector in India and its effect on various stakeholders. The researcher concluded that FDI in retail will have a positive impact on farmers, consumers, SME's and the society at the end, so FDI must be attracted towards India for helping the economy to grow.

Priyadharshini E.D. & Santhosh S. (2014) collected the responses of 100 respondents from Tirunelveli district. For the analysis percentiles and Chi square test were used.

The study concluded that majority of respondents were against opening of FDI in retail sector due to reasons like, difficult survival of local manufactures, impact on culture, against swadeshi policy and encouragement to domestic product. The study concluded that Govt. must take care of feelings and opinions of common people and small retailers while framing FDI policy.

Sumitha R. (2014) pointed out the arguments against and in favour of FDI in Indian retail sector. The study highlighted that FDI will have a number of positive impacts on the economy like employment generation, improvement in foreign exchange services, increase in tax revenues for the Government and increased healthy competition among retailers.

Somwanshi A. & Das G. (2014) carried out a study in Pune city. For the purpose of collection of data 100 customers were selected. The study highlighted that the customers prefer organized retailers for offers, discounts all things available under one roof, quality of products, fresh stocks and wider choice. They prefer to buy from unorganized retailers for loose items, bargaining facility, goodwill and convenient timings. The study concluded that FDI will prove out to be beneficial to customers and Indian retailers but a strict check is required on the part of Government for FDI.

Vadde Vishnu (2014) highlighted in the study that FDI will prove out to be beneficial to farmers by way of improved infrastructure facilities and will help consumers by checking inflation. The study suggested that Government must take care of societal benefits while allowing FDI.

Goel N. & Mahajan A.(2015) conducted a survey on 100 small retailers in Delhi – NCR and find out that there is a negative impact of big organized retailers on their workings and profits. The study revealed that the small retailers are facing big competition from big giants but they are not able to bring the desired changes due to shortage of capital. The study suggested at the end that Government should take steps to help small retailers by introducing new banking facilities and should take care while opening up ore for FDI in retail.

Goel N. & Mahajan A. (2015) collected the responses of 110 customers of Delhi NCR region to know the perception of customers towards FDI in retail. The study concluded that foreign retailers possess the capability to influence the buying behavior of customers; they are ready to shift to organized retail due to FDI in retail. The study highlighted that FDI in retail will make shopping enjoyable for the customers but on

the other hand monopoly of foreign players is expected to be created in the future so consumers should also give a second thought towards FDI in retail sector.

Hemant R.K. & Appaso N.S. (2015) discussed in their paper challenges faced by retail sector in India like frauds, weak infrastructure, outdated supply chain management etc. The sector possesses tremendous opportunities to grow but the retailers are suggested to keep a pace of improvement by providing distinct and valuable experience to the customers.

Kulshreshtha M.K., Dhingra P., Chitkara N. (2015) analyzed the response of 100 customers with the help of convenience sampling. The study concluded that proper policies must be framed to convert unorganized retail into organized retail for development of Indian retail sector as a whole. Chi square test is used to study the difference in consumers buying behavior regarding choice of retail format.

Kumar K.S. (2015) pointed out that modern retail has numerous opportunities for growth in India. The challenges faced by retail sector can be minimized through formulation of national commission and maintenance of uniform quality standards.

Kumar & Bansal (2015) discussed the advantages, negative impact, strengths, weakness, opportunities and threats of allowing FDI into Indian retail business. FDI will be advantageous for various stakeholders like farmers, customers, small retailers, existing big retailers and SMEs, rural youth. The researcher pointed out negative impacts of FDI policy such as no employment opportunities for semi-illiterate people, negative impact on sales of unorganized retailers, less margin for small retail players due to lowered prices by foreign retailers, difficult for unorganized retailers to deal with organized retailers, small retail stores may shut down, condition of 30% procurement from Indian source may fade away with time. It is difficult to say whether FDI will prove out to be beneficial or harmful to the Indian economy. The study suggested a that a marketing network bases on local needs will be beneficial to both consumers and retailers.

Nasir Sibghatullah (2015) on the basis of secondary data sources reached towards the conclusion that FDI in retail will have a positive impact on Indian economy by way of variety of products for consumers, employment opportunities for job seekers, benefit to farmers by way of increased demand for farm produce, development of infrastructure and growth in economy. The researcher also highlighted that there is an opportunity for flourishing of both organized and unorganized retail in India, as it is in China.

Rani S. &Chikkara K.S. (2015) collected the responses of 200 consumers of NCR region to know their perception towards FDI in retail. The study analyzed the data by cross tab technique of SPSS. The results depict that consumers perceive a favorable response towards FDI in retail sector as they expect FDI to bring qualitative products at cheap prices, better after sales services and reduction in shopping time. The study suggested that while adopting more liberal policies towards FDI proper safeguards should be maintained to save the interest of small artisans and retailers.

Saha A. (2015) concluded in the study that the organized retail has number of opportunities for growth in India. Organized retail is facing a number of opportunities and challenges due to dynamic environment of retail sector in India. The sector must concentrate on avoidance of non- marketing factors and should concentrate on continuous introduction of innovative schemes to attract customers.

Sharma & Bansal (2015) explored the trends of FDI in Indian retail sector. The study pointed out perceived opportunities of opening FDI on one hand like capital infusion, benefits to farmers and consumers, improvement in supply chain, logistics and technology and potential threats such as dominance of organized retail, increased unemployment due to removal of middlemen, increase in real estate cost because of increase in demand to set up new big outlets and negative impact on Indian culture. FDI in retail should be allowed in a phased manner. Formulation of National commission is suggested to tackle the problems of retail sector in a well-defined manner. The researcher suggested that manufacturing sector must be strengthened to accommodate displaced retail sector staff.

Sharma S.K. &Chandak R.S. (2015) carried out the study in Pune city with a sample of 30 unorganized retailers. The study focused that there is huge opportunity for growth of retail sector in India with some challenges like untrained Human resource, inefficient supply chain management, cultural disparity, frauds in retail, red tape, political risk etc. The study concluded that unorganized sector possess capacity to go hand in hand with organized retail.

Anitha N. (2016) tried to explore the factors which affect the choice of consumers while selecting a retail store format. The study was conducted in Chennai with a sample of 600 respondents. The result analyzed using factor analysis revealed that life style factors like fashion, health, family, food, enjoyment, consciousness plays a major role while selection of a retail store format for purchase.

Chellaswamy P. & Ponsabariraj N. (2016) investigated the impact of FDI on selected micro economic variables of India and China. The study concluded that the performance of micro economic indicators of India in comparison to China is low and more focus is required to be taken care of to improve the performance through sustainable investment in Indian retail sector. The study discussed the relationship of independent variables (balance of trade, consumer price index, exchange rate, gross domestic product, industrial investment production, inflation rate, interest rate, producer price index, total reserve, unemployment rate) and dependent variable (FDI). Data is analysed through descriptive statistics, CAGR, Augmented Dickey-Fuller (ADF) Test, panel least square analysis, pairwise Granger causality tests.

Goyal U. & Bansal A. (2016) studied the trends of FDI of inflows in India from year 2006-07 to 2013-14. The study with the help of compounded annual growth rate (CAGR) depicted that the FDI in flows in India are growing steadily. The researcher concluded that more foreign inflows are expected in future.

Kumar P. & Kavita (2016) conducted a survey in Sonapat (Haryana) and tried to know about the perception of small retailers towards FDI in retail. A total of 100 respondents were selected to collect the data. The results revealed that majority of respondents said that although it will prove out to be beneficial to farmers upto a certain extent, but it will also lead to money drain, exploitation of employees, MNC's will capture the market. In the nutshell the study concluded that foreign retailers will have less impact on small retailers. Proper protection must be given by Government for small retailers so that they can cope up with the changes brought up by big global retailers.

Patel D. V. (2016) analyzed the retail industry at a global level and concluded that the industry is dominated by western countries but the developing countries share is also expected to increase in near future.

Siddiqui U.A. and Khan M.S. (2016) highlighted in the study that due to a number of factors like convenience, wide choice, comparative shopping, attractive discount offers and different payment options the online retailing is growing in India at a very faster pace. The study suggested that the brick and mortar retail stores are required to extend their operations to online retailing to cater customers for themselves.

Singh A.K., Rastogi S.K. and Kumar N. (2016) analyzed the sales pattern of organized retail outlets and traditional kiriyana stores by taking a sample of 350 retail outlets collectively. The study revealed that the organized retail outlets are able to sale more as compare to traditional retail outlets. There is an upsurge need for traditional

retailers to make strategies in order to maintain their position in the market. The study also suggested that Government must take steps to take care of interest of small traditional retailers.

Gandhi B. M., Chinnadorai K.M. (2017) concluded that unorganized retail in India has a mix blend of opportunities and challenges. In order to stay in the market, the retailers have to avail the opportunities available to capture the market and to grow with the uplifting retail sector.

Garg A., Kour J. (2017) highlighted that organized retail sector in India shows a trend from shopping centers to e-retailing and finally is moving towards omni-channel retail. The sector possesses a huge potential for growth in future.

Jain A., Kumbhat V.K., Agarwal K.R. (2018) analyzed the pattern of growth in FDI in five sectors i.e. service sector, pharmaceutical sector, construction sector, automobile and telecommunication sector. The study concluded with the help of ANOVA that there was no significant growth among these sectors in last ten years. Kumar S., Barik B. & Patra R. (2018) pointed out in their study that digitalization has a positive impact on the retail sector in India. But on the other hand, the Indian retailers are facing challenges of digitalization due to easy entry of MNC's and their strategies of mergers and acquisitions. The study concluded that interest of Indian retailers must be taken care by the Government of India, even for digitalization of the sector. Saran P.K., Singh M. (2018) concluded that GOI is taking various steps to attract foreign players towards Indian retail sector. There exist some challenges like political instability, under developed infrastructure, cumbersome laws and Government regulations in the sector, which lead to its below average performance. The study pointed out that steps must be taken by the GOI for making the sector more attractive for foreign players.

Satheesh K.G. (2018) tried to analyze the responses of 200 unorganized retailers in Kochi with the help of SWOT analysis. The study concluded that Indian retail sector being dominated by unorganized retail, is a risky game for foreign players but on the other hand GDP growth rate of India shows a positive sign for foreign players.

Kumar R. (2019) analyzed the impact of FDI in retailing in Indian economy. The study discussed about the benefits and threats which may accrue due to entry of foreign players. The study further highlighted that customers would be big beneficiaries by improvement in level of customer services and the modern retailers have to adopt new technologies to attract customers towards themselves. Kokhar P., Dutta T. & Chitsimran (2019) analyzed that both the consumers and retailers have a fear

in their mind regarding digital transactions, digitalization acts as a challenge for retail sector in India. The study concluded that proper steps must be taken by the GOI to induce faith among customers and retailers for its adoption.

2.2 RESEARCH GAP

After intensive study of around 200 research papers, it was explored that many researchers discussed about the SWOT analysis of retail sector and the impact of FDI in retail sector in India. But most of the studies have presented the impact either only from view point of the customers or the view point of retailers. Almost all the researchers have ignored the integrated view point of customers and retailers in India. Very few researchers were found to discuss the both view-points of customers or retailers to know the impact of FDI in retail sector.

Therefore, the study attempted to fill this gap of literature reviewed and explored the viewpoint of customers and retailers collectively regarding their perceptions related to FDI in Indian retail sector. In this study, a critical discussion on impact of FDI in Indian Retail Sector is presented along with challenges and opportunities available in front of retail sector in India.

The present study highlights the expectations of the customers from entry of FDI in Indian retail sector, which in turn will help retailers to know the expectations of customers which will help them to decide the grey areas on which they need to improve. This study has made some theoretical contributions. Factors extracted from retailers and customers' perspective can be further used for the future research.

This study is beneficial to the retailers and the Government as it presents the perceptions of the customers and retailers regarding entry of FDI in Indian retail sector. The study suggests the strategies which must be adopted by Indian retailers to cater the needs of the customers by creating a niche for themselves and to cope up the competition faced by them due to entry of foreign retailers in the market.

2.3 DESCRIPTION OF THE PROBLEM

The retailers and customers' perception towards opening up of retail sector in India has been discussed earlier. Properly managed retail sector is capable of offering tremendous benefits for the customers in terms of improved shopping experience, wider choice of products, cheaper products etc. and for the retailers in terms of

innovative supply chain management, learning of new managerial capabilities, increased profits etc.

With the emergence of huge players in retail market, it becomes difficult for retailers to compete in this fastest growing retail market. It is now essential to adopt innovative concepts and models for making it favorable to survive. Therefore, it is imperative to critically examine the effects of FDI in Indian retail market from customers' as well as domestic retailers' point of views.

Problem statement

What is the impact of FDI in Indian retail sector?

The problem statement of the research study can be described as “To study the impact of FDI in retail sector, with reference to National Capital Region (Delhi NCR), keeping in view the perceptions of customers and retailers regarding impact of FDI in retail sector.”

Based on the review, it can be concluded that FDI in retail has not just possess challenges for Indian retail market but also created huge potential market opportunities in India. FDI in retail brought positive as well as negative effects on Indian retail market. Therefore, for more clarification of analysis and objectives, the study has been divided into four parts: challenges, opportunities, positive and negative effects due to FDI in Indian retail sector. Various factors have been explored and analyzed with respect to FDI in retail sector.

This research study attempts to answer the following research questions:

Do the Indian retailers perceive that they possess enough capability to compete with foreign retailers?

What are the strategies to be adopted by Indian retailers to serve best to the customers in the retail store?

What are the perceptions of retailers regarding entry of FDI in Indian retail sector?

What are the challenges faced by the retailers due to entry of FDI in retail?

What are the perceptions of customers from entry of FDI in Indian retail sector?

The above research questions are answered with the help of achieving the framed objectives in the study.

CHAPTER 3

RESEARCH OBJECTIVES AND METHODOLOGY

The chapter explains the objectives of the study frame on the basis of deep study of existing literature available in the form of research papers, reports, newspapers, journals etc. The chapter further discusses research design, sampling frame, type of data, methods of data collection, designing and development of questionnaire, and collection instrument, statistical method applied for analysis of data etc. The methodology adopted in the study is discussed in subsequent sections:

3.1 OBJECTIVES OF THE STUDY

The main objective of the research study is “To study the impact of FDI in retail sector keeping in view the perceptions of customers and retailers regarding impact of FDI in retail sector.” The main objective of the research study is divided into various sub-objectives; the methodologies adopted to achieve the objectives are stated as follows:

Objective 1: To find out the present situation of Indian retail sector.

Methodology adopted:

Analysis of Organized and unorganized retail sector in India. (through secondary data by report of EMIS, Delloitte, KPMG, Retail reports, RAI, E&Y, IBEF etc.). Study of evolution of new formats of retailing in India. Study of trends of retailing in India with the help of trend analysis.

Sub objective 1(a): To understand the demographic profile and services provided by retailers in the retail store. In this objective, to explore the relationship between demographic profile and services provided by retailers Anova is used.

Sub objective 1(b): To understand the demographic profile, shopping patterns of consumers and their interrelationship in present retail scenario. In this objective, to explore the relationship between demographic profile, shopping patterns of consumers and their interrelationship Anova is used.

Objective 2: To study the challenges and opportunities faced by organized and unorganized retail sector in India.

Sub objective 2(a): To study the challenges and opportunities faced by retail sector in India from retailer’s perspective. In this objective, retailers’ perspective regarding

opportunities and challenges faced by retail sector has been explored using EFA (Exploratory Factor Analysis). These factors are further confirmed using CFA (Confirmatory Factor Analysis).

Sub objective 2(b): To study the challenges and opportunities faced by retail sector in India from customers perspective. In this objective, customers' perspective regarding opportunities and challenges faced by retail sector has been explored using EFA (Exploratory Factor Analysis). Factors are further confirmed using CFA (Confirmatory Factor Analysis).

Objective 3: To analyze the impact of FDI on Indian retail sector.

Sub objective 3(a): To study the impact of FDI in Indian retail sector, retailers' perspective. In this objective, retailers' perspective regarding impact faced by retail sector due to FDI in retail has been explored using EFA (Exploratory Factor Analysis). Impact of FDI in retail has been checked using regression analysis.

Sub objective 3(b): To study the impact of FDI in retail sector in India, customers' perspective. In this objective, customers' perspective regarding impact faced by retail sector due to FDI in retail has been explored using EFA (Exploratory Factor Analysis). Impact of FDI in retail has been checked using regression analysis.

Objective 4: To suggest the strategies to overcome the challenges faced by retail sector in India.

3.2 HYPOTHESES OF STUDY

On the basis of defined objectives, the following tentative null hypotheses are being postulated in the research study:

H₀1: "There is no significant association between opportunities and challenges with respect to overall role and impact of FDI in retail sector from customers' perspective."

H₁1: "There is significant association between opportunities and challenges with respect to overall role and impact of FDI in retail sector from customers' perspective."

H₀2: "There is no significant association between positive and negative impact with respect to overall role and impact of FDI in retail sector from customers' perspective."

H₁₂: “There is significant association between positive and negative impact with respect to overall role and impact of FDI in retail sector from customers’ perspective.”

H₀₃: “There is no significant association between opportunities and challenges with respect to overall role and impact of FDI in retail sector from retailers’ perspective.”

H₁₃: “There is significant association between opportunities and challenges with respect to overall role and impact of FDI in retail sector from retailers’ perspective.”

H₀₄: “There is no significant association between positive and negative impact with respect to overall role and impact of FDI in retail sector from retailers’ perspective.”

H₁₄: “There is significant association between positive and negative impact with respect to overall role and impact of FDI in retail sector from retailers’ perspective.”

After extensive literature review, it has been revealed that FDI in retail not only possess challenges for retail sector but it has some opportunities for opening up in this sector, it has some positive and negative impact on the Indian retail sector too. Therefore, for more clarification of analysis and objectives, the study has been divided into four parts: challenges, opportunities, positive and negative effects due to FDI in Indian retail sector. Various factors have been explored and analyzed with respect to FDI in retail sector.

3.3 Research Methodology

The research methodology gives clear vision for the research problem and expresses the way to be adopted to get better solution to the problem. It includes procedures, techniques, models developed to find solution of the research problem. The research methodology is an attempt to present the methodology of this research study. The research design used in this research is exploratory and descriptive. The aim of both research designs is to make justification of the study. The present study covers the National Capital Region(NCR), significant part of India. The study considers both – primary and secondary data. The secondary data is essential to make a strong base with help of review of published papers and data published in reports in regard to FDI in retail sector. The present study is confined to Indian retail sector. The respondents for data collection are from the National Capital Region (NCR) Delhi. The primary data is collected from respondents on the basis of convenience sampling method. The objective of this sampling is to get the required data in the best possible way and try

to grip more data so that authenticity of result can be enhanced. In this research, there are two important respondents, one is customers and another is retailers. To collect primary data, structured questionnaires were designed with mixed nature of questions, some questions are of nature of open-ended and most of questions are designed on the basis of five likert scale that represents two extreme points with 1 shows strongly disagree and 5 shows strongly agree. The questionnaires were distributed among 450 customers out of which 335 questionnaires were received. Some of them found some part unfilled and some are having ambiguities like filling questionnaire in extreme point in regard to all answers, filling both options, etc. After filtering them, 312 provided appropriate responses are recorded for this study. To collect response of retailers 400 questionnaires were distributed out of which 250 are received. After refining, 208 questionnaires are found suitable. To justify the following size of sample, the rule of determining the sample size, thumb rule has been used, the sample size is greater than five times the number of variables (Gorsuch 1983, pp 332 and Hatcher 1994, pp 73).

After collection of data, it is pivotal to analyze and interpret the data so that the contributory result may be drawn. The analytical tools Anova, regression and factor analysis have been used. These tools are applied with the help of MS Excel and Statistical Package of social sciences (SPSS).

The present study captures secondary data sources like reference books, internet, journals, newspapers, Department of Industrial Policy and Promotion (DIPP) reports etc. for the purpose of analyzing the impact of FDI in retail in India, a number of research papers have been studied to get a clear view on existing literature. Time to time various reports published by DIPP, IBEF and Ernst & Young etc. were considered to justify the study.

3.4 Research design

Research design can be explained as a detailed framework regarding how a research work will take place. It acts as a master plan which provides guidance for the methods and procedures to be adopted for collecting and analyzing the data collected so that it can be converted into meaningful information. A research design explain the methods through which data is to be collected, the instruments to be employed and how the instruments will be used for analyzing the data collected. This research study is an

exploratory as well as descriptive research study based on the collection of primary data from the customers and retailers. The research study explores the recent trend and growth of retail sector in India with the help of secondary sources. This research study explores the perceptions of retailers and customers towards opening up of FDI in retail sector in India. In addition to this, the research study also suggests the ways through which Indian retailers can bring out changes in their retail stores to compete with high degree of competition from big global giants.

3.5 Sampling Frame

Sampling frame can be defined as a list of elements from which a sample may be drawn. The target population in the study is the retailers as well the customers of retail sector in India. The sampling unit includes the retailers as well as the customers in Delhi/NCR. The Convenience sampling method is used in the research study. The required information is collected on the basis of approachability and availability of retailers and customers in the selected area. The sample size in the research study is 520, which is segregated as 312 for customers and 208 for retailers. For collecting the responses of the customers, a total of 450 questionnaires were distributed out of which 335 were filled and 312 were found suitable for the study. For collecting responses of retailers, a total 400 questionnaires were distributed out of which 250 were being filled and 208 were found suitable for the study. At the time of selection of the retailers and customers it was taken care that they must be associated with the retail store from at least one year.

3.6 Type of data and data collection

The data is collected through primary sources as well as secondary sources for the research study. The primary data is collected with the help of self-designed structured questionnaire for customers and retailers (In Hindi and English language) and the secondary data is collected from various reports of RBI, DIPP, EMIS, RAI, IBEF, PwC, CRISIL, ASSOCHAM, Euro monitor for the period of 2008 up to 2017.

3.7 Designing and Developing Questionnaire

The data was collected by means of self-designed structured questionnaire. Two questionnaires were framed one for retailers and another for customers. In the questionnaire of retailers and customers include the statements related to opportunities, challenges, positive and negative effect of FDI in retail sector. The questionnaire is developed and finalized after going through the following stages:-

Identifying variables and finalizing with the help of literature review and thought process of researcher and experts.

Pilot survey

Finalizing the questionnaire(after considering the response collected through pilot survey, modifications were done)Reliability check (Cronbach alpha)

The final structured questionnaire is prepared using mainly close ended questions based on the specified choice option. Five-point Likert scale is used to collect the responses from the respondents.

3.8 Pilot survey

Before starting collection of the actual data, a pilot survey was being done. The pilot survey was carried out with a sample size of 35 respondents with a view to clarify questionnaire structure and to avoid any interpretation related problems. Suggestions and comments were invited from the respondents (retailers, customers and academicians). This process helped in developing an insight towards incorporating required modifications in the overall taxonomy of the questionnaire through implementing suggestions and observations. This process helped in improving the overall quality of self-designed questionnaire to ensure smooth collection of data.

3.9 Data Analysis and Statistical Methods

Data is the raw information collected from various secondary sources. This raw information needs to be converted into relevant information after being compiled, edited and coded. The information has to pass through a process of analysis and it has to be interpreted accordingly so that their meaning and implications are clearly understandable. Statistical techniques are to be used for testing the hypothesis drawn,

drawing the inferences and conclusion of the study. In the research study, following statistical methods are applied:

3.9.1 Frequency Distribution: Frequency distribution is a method of displaying the frequency (number of times a particular value of a variable repeats in the data) of different values of a variable in the data set. It represents the counts of all outcomes of a variable in sample. The frequency distribution of a variable can be represented in tabular form as well as graphical form. Frequency distribution is very common and important for nominal (categorical) and ordinal (ranking) variables in the data set. In the research study the frequency distribution is used to represent the demographic profiles of the customers and retailers selected in the research study

3.9.2 Descriptive analysis: In the research study the primary data is collected from the customers and retailers for the purpose of research. The data is collected with the help of self-designed questionnaire. The descriptive analysis of the variables including mean and standard deviation is being done and represented. In descriptive analysis, the measure of central tendency is estimated. The descriptive analysis help to understand the view point of the respondents by way of easily understandable manner.

3.9.3 One way Anova: One way ANOVA is used to test the difference in the means of the three or more than three independent samples. Because of the presence of family wise error the ANOVA test is always preferred to multiple t tests. In case of ANOVA test the null hypothesis is that all sample means are equal.

Ho: All group means are equal

ANOVA procedure calculates the F- statistics which compares the systematic variance in the data (between group variance) to the unsystematic variance (within group variance).

3.9.4 Post Hoc test: Post Hoc test helps to analyze the exact level of difference between the pair of samples. Post hoc test is used after F test.

3.9.5 Factor Analysis: The exploratory factor analysis is used for the variables where significant level of correlation exists between the variables.

3.9.6 Chi Square test: Test of association or chi square test being one of the most popular non-parametric tests, is conducted between two nominal variables. Chi square is used to test the association between two nominal variables. (Nominal variables are categorical variables)

Cross tabulation in the chi square test is also known as contingency table. It represents the frequencies of various combinations of categories. Mainly two types of frequencies are shown in frequency table: observed frequencies and expected frequencies. Observed frequencies are based upon actual data collected for the study and expected frequencies are calculated by the following formula:

$E_{ij} = \text{Row total}_i \times \text{Column total}_j \text{ divided by } n$

Where $n =$ total number of observations.

Degree of freedom which is calculated as $(r-1)(c-1)$, where r represents no. of rows and c represents no. of columns.

3.9.7 Regression analysis: Regression helps to study the dependence of one variable (dependent variable) on another variable (independent variable). It helps to know the expected values of the dependent variable with the help of known values of independent variables.

It can be analyzed with the help of following equation:

$$Y = a + bX$$

Where, a is constant (a is the hypothetical value of Y when $X = 0$), b represents slope coefficient, represents rate of change of Y with respect to change in X . Y is dependent variable and X independent variable.

3.9.8 Trend Analysis: Trend analysis helps to spot a pattern on the basis of data collected or information collected related to a particular variable.

It can be analyzed by using the following equation:

$$Y_c = a + bX$$

3.10 Software Used

In the research study, MS Excel, AMOS 21 and SPSS 21 are used for the purpose of data analysis.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

PART I (RETAIL SECTOR IN INDIA)

The chapter includes the description about present situation of retail sector in India. At first the sales growth of retail sector in India is discussed, different types of retail formats prevailing in India and trends in retailing are discussed.

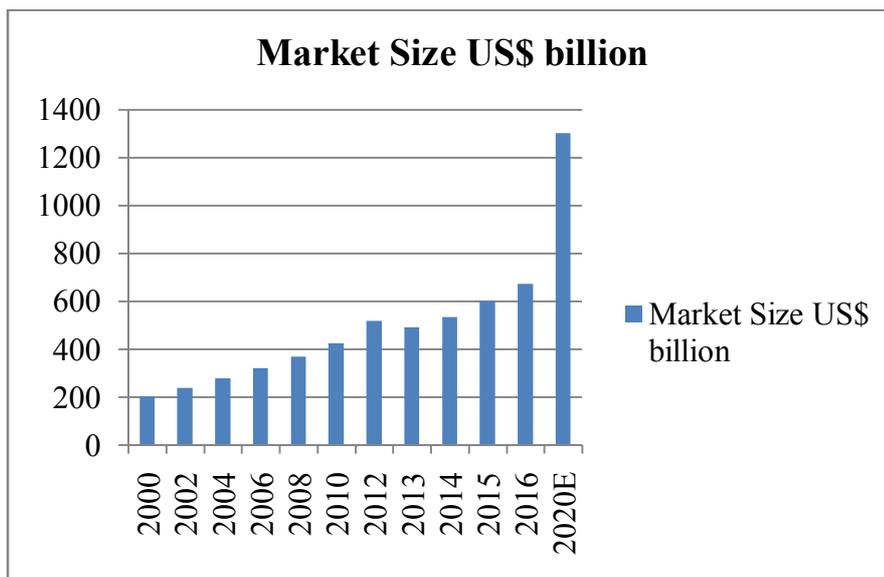
4.1.1 GROWTH OF RETAIL IN INDIA

India is likely to come up as the world's best retail economies. The retail industry is also expected to be a major employment generator in future. The total retail sales in India will grow from US\$ 395.9 billion in 2011 to US\$ 785.1 billion by 2015, according to the BMI India Retail report for the third quarter of 2011.

Table 2.1 Retail market size		
Year	Market Size US\$ billion	Trend values
2000	204	360.7
2002	238	383.18
2004	278	405.66
2006	321	428.14
2008	368	450.62
2010	424	473.1
2012	518	495.58
2013	490	506.82
2014	534	518.06
2015	600	529.3

2016	672	540.54
2020E	1300	585.5
2021		596.74
2022		607.98
2023		619.22
2024		630.46
2025		641.7
Source: IBEF report (values of year 2000-2020)		
Note: for year 2021-2025 trend values are calculated by researcher.		

Graph 1: Retail market size (US\$ billion)



The above table 2.1 and graph shows the growth in Indian retail sector in past few years. It can be predicted that the market size of Indian retail industry is showing a strong growth potential to reach US\$1300 billion by year 2020 from 204 US\$ as in year 2000 as per IBEF report.

Trend Analysis

With the help of the equation $Y=a+bX$, where Y represents the computed trend value on the basis of taking 2012 as base year, X is the year, a is intercept, b is the slope line. By analysing the trend values, it can be predicted that the retail sector is likely to grow in the near future.

As per TechnoPak's analysis "The retail sector is projected to grow at a CAGR of 6% to reach USD 865 billion by 2023". The report said that E-tailing will emerge as a key retail channel, which will drive the growth of corporatized retail. The size of e-tailing is estimated to grow to USD 56 billion (in real terms) at 6.5% of the total market by 2023, driven by an ecosystem favouring the e-tailing market. The share of corporatized brick & mortar retail in total merchandise retail is also predicted to reach 17% by 2023.

4.1.2 Retail Formats in India

Modern retail developments and growth of modern formats are taking place in India at a very faster pace. A number of glitzy malls are coming with eye smashing glossy interiors, offering a mix of shopping at one stop like entertainment and leisure facilities accompanied by child amusement, parking and food services. An exciting and attractive retail transformation can be seen which brings in the larger interest from international brands/ formats. The innovative ideas of big players have started the competition to attract Indian customers and to choose the best alternative available in front of them. Traditional retailers are upgrading their shops akin to branded showrooms. A number of challenges and opportunities are available in front of the retailers to succeed in India. The retailers need to innovate in designing the value proposition, deciding the format to deliver to the consumer and also strive to serve the consumer better, faster and at less cost.

Traditional retailers were offering goods and services to the customers in different formats such as:

Table 2.2. Traditional Retail Format	
Format	Services/ goods offered
Fruit & vegetable sellers (local vendors)	Sells fruits and vegetables.
Food stores	Sells dairy products, processed food and beverages, cakes, patties, bread, pastry.
Non-Vegetable Store	Sells chicken and mutton.
Kirana Store Category-I	Sells dairy and processed food, home and personal care items and beverages. Also sells bread, cake etc.
Kirana Store Category-2	Sells products available at a kirana – I store plus cereals, pulses, spices and edible oils.
Apparel Store	Sells clothing for all age groups.
Footwear Store	Sells footwear for men, women, kids,
Customer durables & IT Stores	Sells electronics, durables & IT products.
Furnishing Stores	Sells home lines.
Hardware Store	Sells sanitary ware, door fitting, tiles.
General merchandize Store	Sells lighting, stationery, toys, gifts & crockery.
Source: Compiled by researcher	

With the advent of bringing out changes in the retail formats to make them more convenient for shopping and attractive in outlook new modern retail formats observed in India are:

Table2.3. Modern Retail Formats in India	
Format	Services/goods offered
Hypermarket	Offers a large basket of products, ranging from grocery to processed food, beauty & healthcare products etc. Example – Reliance mart, Big Bazaar etc.
Cash and Carry(B2B focused format)	They are buying & selling in bulk of various commodities and carry several thousand stock-keeping. Example – Mito.
Department Stores	Offers a wide range of merchandise mix, usually in cohesive categories, such as garments. Example:- Ebony, Shopper’s stop, Westside
Specialty Stores	These are stores which focus on individuals and group clusters of the same class possessing high product loyalty. Examples – Footwear stores, gift stores etc. Examples- Archies gallery, Liberty, Fab Plus etc.
Discount Stores	Offers a wide range of products, mostly branded, at discounted prices. Example –

	Nike, Reebok, Puma,Levis etc.
Convenience Stores	Offers a limited range of staples and groceries to consumers living nearby, opens up for long hours, 7 days a week. Example- Safal, 24X7, More etc.
Source: Compiled by researcher	

In recent times it can be seen that a number of modern formats are emerging in Indian retail sector but these unorganized traditional formats are also accompanying them to serve the customers.

Table 2.4. Share in total space by store types,%			
Year	2006	2011	2016(F)
Convenience stores	-	0.3%	1%
Discount Stores	2%	2%	2%
Specialty Stores	75%	50%	37%
Supermarkets	5%	9%	8%
Departmental Stores	7%	20%	21%
Hypermarkets	10%	17%	25%
Cash & Carry	1%	2%	7%
Source: EMIS Report on Retail sector in India Dec 2013.			

The table 2.4 depicts that convenience stores, departmental stores, hypermarkets, cash and carry outlets are likely to increase by the year 2016(F) whereas specialty stores are showing a decreasing trend in 2016(F) as compare to 2006. The discount stores shows stability i.e. the no. of stores remains same in 2006, 2011 and 2016(F). Supermarkets at first increased from 5% in 2006 to 9% in 2011 and then are showing a decreasing trend i.e. 8% in 2016 (F).

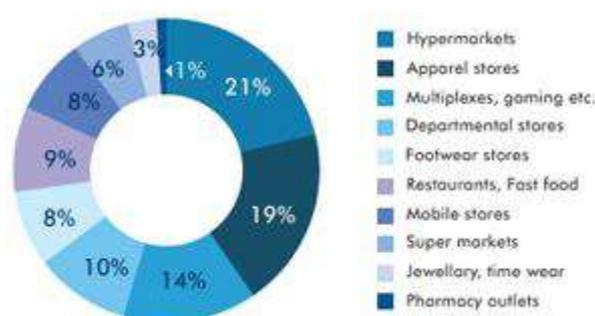


Figure-3 (share of retail formats)

Source: IBEF Report 2014.

As per the figure 2 shown above it can be seen that the hypermarkets own the biggest share of modern formats i.e. 21%, followed by apparel stores i.e. 19%, multiplexes games etc.(14%) whereas pharmacy outlets show minimum share of 1%.

Apart from these physically seen formats such as shopping malls, specialty stores, discount stores, convenience stores, supermarkets, departmental stores etc, a latest trend is also experienced that is convenience and comfortability are the reasons for customers to buy from online retail stores. Emerging online stores like Asian Sky shop, home shop 18, Flipkart, eBay, Myntra, Jabong etc. are now attracting customers towards them by offering customer service and online shopping enjoyment. In this concern the security, trust, internet speed, responsiveness significantly effect.

E-tailing, which is selling retail goods on the Internet and is a segment of e-commerce, is set to touch USD 76 billion by 2021 in India, The Times of India reported in Jan 2013, quoting a study by Technopak. The Internet and Mobile Association of India (IMAI) expects the consumer potential of e-commerce to reach 228.6 million households in FY 2025, from 146.2 million households in FY 2010. E-tailing is set to capture 5.3% of the total retail market by 2021, from 0.1% in 2012, Technopak added. (EMIS Report on Retail Sector India, Dec.2013).

As per IBEF report, by year 2020, food & grocery segment is expected to hold 66% of the total revenues, followed by apparel segment. The report highlighted that after 2017 herbal ayurvedic brands have started gearing up in market.

The boundaries between the virtual experience and the physical space are shrinking at a very faster pace with emergence of new technologies. Now customers make final purchase after undergoing the process of research, it changes the way customer buy the products.

4.1.3 TRENDS IN RETAILING

Channel focused organization to Customer focused organization: The expectations of customers are increasing at a very faster pace, they expect the retailer to not only provide the convenience of shopping from home, in the physical format, on the mobile, tablet, PCs, etc, but they also expect to pay using digital wallets, m-Commerce, online, cash on delivery, buy online, return in store or vice versa, check online, buy in store or check in store, order online. On the basis of experience, they stay engaged with the retailer via text messaging, social media and all forms of communication, helping them to know about recent trends and offers. They further expect the retailer to provide them a seamless experience across all channels.(PwC retail report 2014)

Focus shifted from location to domain: In earlier times retailers considered location as more important factor to attract customers as compared to customers' expectations but now the focus is on domain as the thing that is required is to serve the customers experiences.

Real-time customer relationship management (CRM): Personalization is the ultimate thing for which the customer is longing for, the customers today wants recognition in combination with expectations like the retailers remember his or her personal preference. Today's customers interact with retailers across multiple channels; technological advancements help customers to use multiple channels to contact retailers. There are number of ways like LinkedIn, twitter etc. to collect and compare the response of customers who used the product. Customer relationship management (CRM) today is no longer a passive response. It is real time. Real-time feeds are important to attract customers to buy a product.

Retailers to act as big data analytics: Customers now are more techno-savvy than ever before, when they go to buy a product, they collect information for the same from multiple channels. This requires retailers to collect and process the huge volume of data quickly and integrate it with the customer facing applications like e-commerce,

mobility etc. Speed is the mantra of success for how fast the retailer is able to analyze the information and convert into an action to be the differentiated leader in the market. Latest technologies are to be implemented to maintain and process large volume of data to derive meaningful insights in the minimum possible time.

Gamification, as an emerging dynamic marketing tool: The retailers are using the concept of games as a way to tell customers about their product in an attractive manner.

Discounting as a main stream business model : A number of online retailers are using discounting as the main marketing strategy to attract customers, gone are the days when retailers offer discounts on special occasions like Diwali , Holi etc. , now discounts are offered at any moment of time with the tag lines such as end of reason sale, exclusive sale for two days, independence day sale etc. the principle behind the End of Reason Sale was to compress the traditional format of an end-of-season sale that spans six to seven weeks into just two days. Online retailers are using catchy advertisement strategy to enhance their customer base.

Delloite in its report has highlighted the following as the top retail trends:

Travel retailing –International tourism is set to continue to rise above expectations. The expanding middle classes of the world are travelling in the world and boosting retail sales of different countries. In 2015, retailers are expected to get benefit of high-spending travelers, especially emerging market tourists to drive growth.

Mobile retailing – Mobile retailing is expected to grow continuously at a very faster pace. Sixty-five percent of the global population will be using a mobile phone by 2015. Retailers will need to cater the customer needs by offering services like free in-store Wi-Fi and mobile-friendly retail websites. Privacy and security will gain importance as trust, transparency and protecting customer information will be critical in retaining loyalty for the retailers.

Faster retailing - Speed continues to be an important trend in retail. This includes: “fast fashion” (getting runway styles to the stores as soon as possible); limited-period products in the stores and flash sales to drive urgency and immediate purchase for example heavy discounts offered only for one or two days; self-service check-out and kiosks to reduce or eliminate waiting in the store. Retailing is forecasted to get even faster to meet consumers’ desires. The latest generation possesses a lot of spending power, and carries a lot of influence. They prefer fast response and immediate gratification, and retailers will also need to cater to that.

Experience retailing - Retailing is all about experience rather than the product which the customers get when they use the product. Innovative ways are to be explored by the retailers to enhance the buying experience of the customers through different means like social media campaigns, festivals, fashion shows and interactive displays etc.

Innovative retailing- The retail industry will continue to adopt new technologies and innovative ways to overcome competition, by innovative practices used in their own creative ways.

Thus, by analyzing the above trends in retailing it can be said that the ways customers are treated by the retailers today is like never before, they are being offered personalized products in innovative ways in very fast speed with the help of an efficient supply chain management. Speed, innovation, quicker response, efficient supply chain, personalization, flashy advertisements are the keys to success in the evolving and ever-changing retail industry in India.

Mobile shopping is increasing at a faster pace in developing economies, in year 2016 it increased by 121% in India, 192% in China, 151% in Vietnam and 87% in Nigeria as per AT Kearney report on the 2017 GRDI, The Age of Focus. As per the IBEF report the retail market in India is expected to reach US\$ 1.1 trillion in 2020 as compare to US\$ 672 billion in 2017. (IBEF report 2018).

India's e-commerce market is growing at a very faster pace, due to increased investment in this sector along with rising number of internet users. E-commerce is expanding at a very faster pace and is forecasted to reach US\$ 53 billion by 2018.

It is projected that traditional retail will have a share of 75% as compare to organized retail which is expected to reach 18% and e-commerce with a share of 7 % in total retail sector in India as per IBEF report.

PART II (RETAILERS' PERSPECTIVE)

This part of the chapter includes the analysis done on the data collected from the retailers and interpretations extracted on the basis of analysis. This chapter analyzes the data collected from the retailers. It analyses the view point of the retailers regarding the challenges and opportunities faced by retailers in India (second objective of study). The chapter further presents the view point of retailers regarding the impact of FDI on Indian retail sector (third objective of the study).

The chapter starts with section 4.2 in which theoretical discussion about different services offered by retailers in the retail store are discussed.

Section 4.3 discusses the views from retailers' perspective regarding the impact of FDI on Indian retail sector. Exploratory factor analysis (EFA) has been applied to reduce the factors into certain factors. CFA further confirms these factors from retailers' perspective.

Section 4.4 discusses the Positive and negative impact of FDI on Indian retail sector. Regression analysis has been applied.

4.2 Services offered by retailers in the retail store (Theoretical Background)

As per the traditional concept of retailing the retailers are meant for offering goods and services to the customers in order to earn profit for themselves at the end, they have to sell what is being produced by the manufacturer. But now days with technology in the hands of customers, with easy access to products, increasing spending capacities, they are expecting more and more from the retailers. The retailers are expected by way of providing sales staff to help customers in selection of goods, they want attractive ambience to shop, a corner where kids can play, special attention on occasions like birthday, anniversary etc. To understand the dynamic trends of the economy the retailers are required to prepare themselves otherwise they would be out of the market in no time. The basic services provided by a retail store are: digital payment facility, after sales service, electronic weighing machine for proper measurement, upgraded stock in inventory, proper merchandize management, qualitative products at affordable prices, supportive sales staff and home delivery services etc.

The retailers are expected to put their heart and soul to meet the expectations of the customers. There is high degree of competition prevailing in the market. With opening up of FDI in Indian retail market, the competition is expected to increase manifold, now Indian retailers would be compared with foreign retailers. The strategies adopted by local retailers must be framed by taking care about the strategies adopted by big foreign players.

4.2.1 Demographic profile and services offered by retailers

Objective 1(a): To understand the demographic profile and services provided by retailers in the retail store. In this objective, to explore the relationship between demographic profile and services provided by retailers' ANOVA is used.

The section 4.2.1 focuses on the objective 1 mentioned above. The objective 1(a) is achieved by applying, chi square test and cross tab on the primary data collected.

4.2.1 DEMOGRAPHIC PROFILE

This section of this chapter represents the demographic profile of retailers. The profile of the respondents is presented with the help of diagrams and charts.

For the purpose of collecting the responses of the retailers a detailed questionnaire based on 5point Likert scale was being circulated among retailers of NCR region. A total of 300 questionnaires were distributed, out of which 208 respondents completed the questionnaire. The questionnaire consists of statements related to perception of retailers related to opening up of FDI in Indian retail sector. In the first part of the questionnaire, some demographic questions detailing about gender, marital status, education, age, were being asked. A precise summary of demographic profile is being presented in form of table in Table 2.5 mentioned below.

Particulars		Frequency	% Percentage
Gender	Male	192	92%
	Female	16	7%
Specialized degree/ diploma	Yes	78	37%
	No	130	63%
Education Qualification	Upto primary education	38	18%
	Secondary education	97	47%

	Graduation (UG)	65	31%
	Post-Graduation (PG)	8	4%
Experience of running retail store	Less Than 2 years	25	12%
	2 - 5 years	94	45%
	Above 5 years	89	43%
Compiled by Researcher			

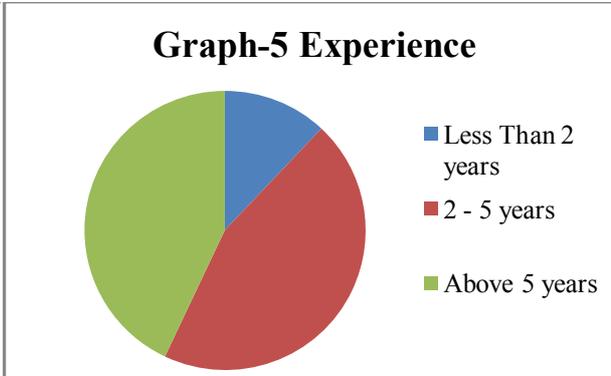
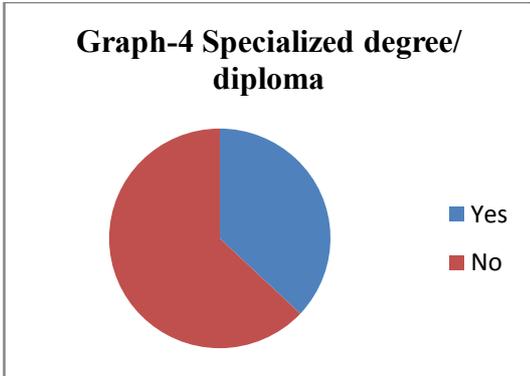
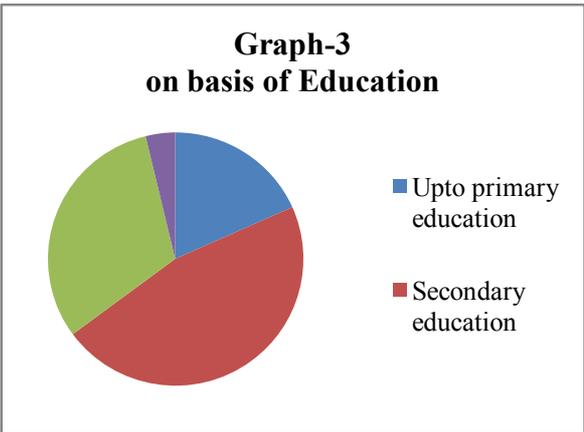
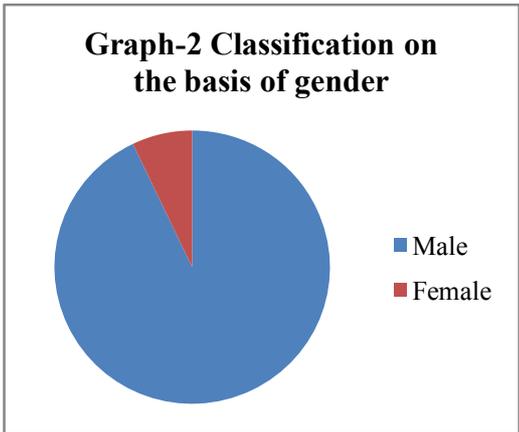
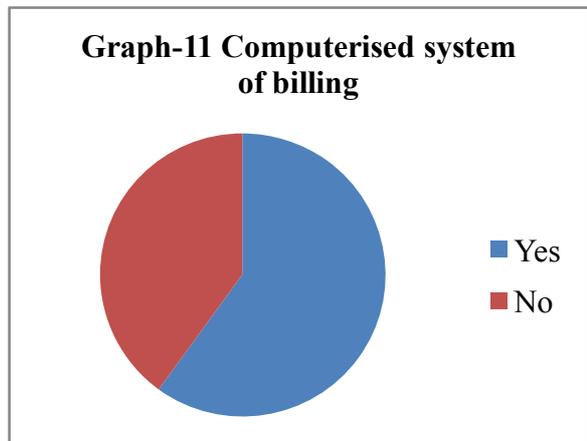
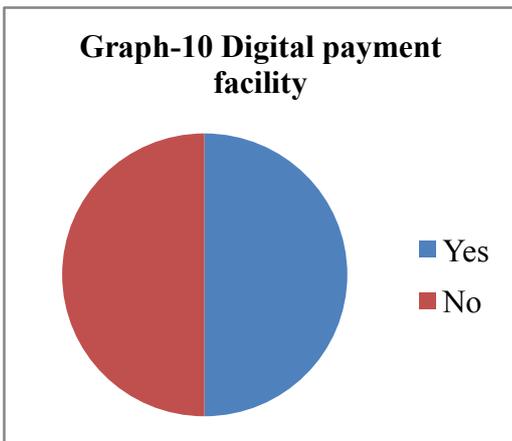
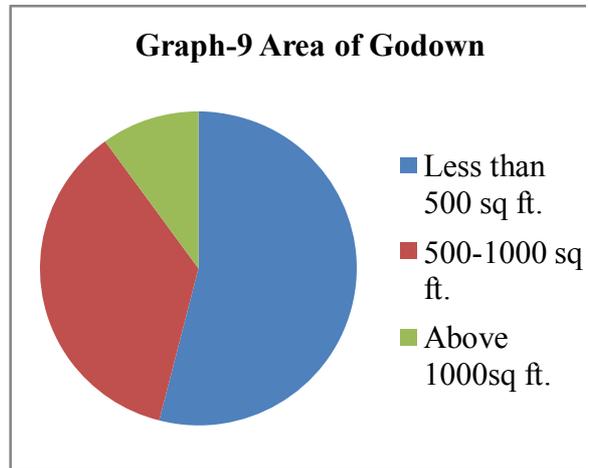
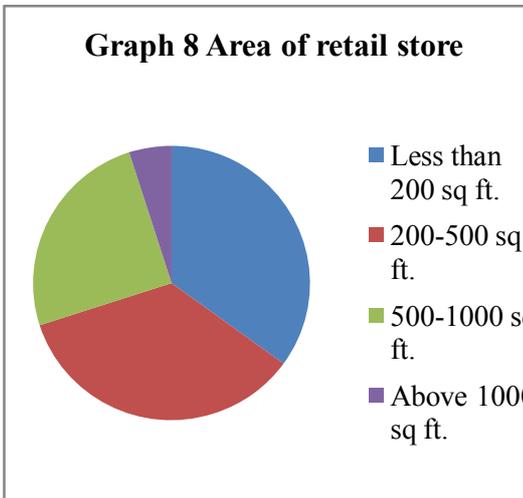
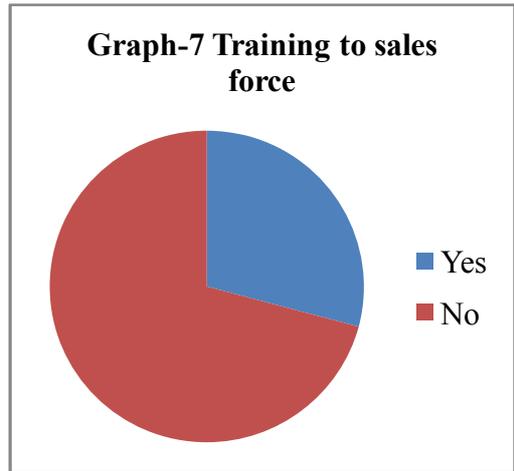
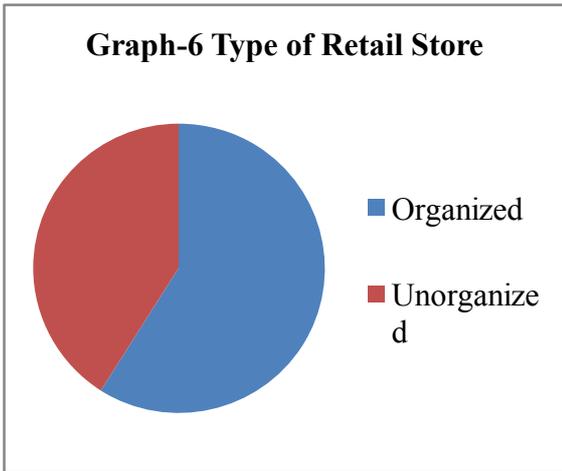
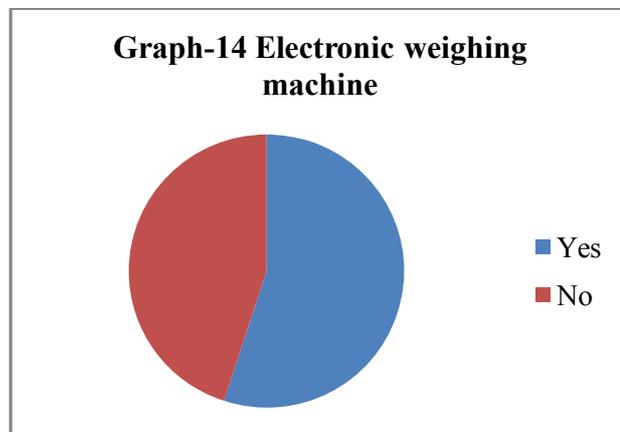
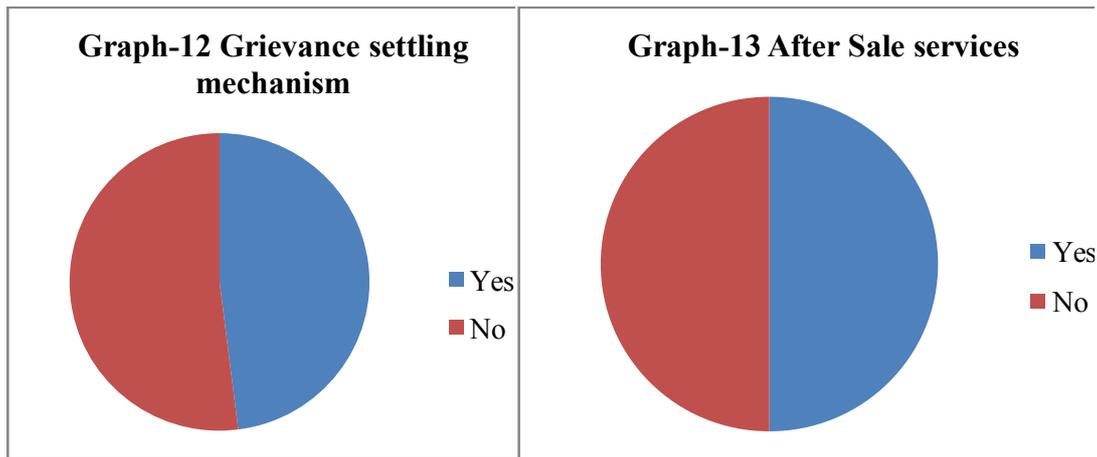


Table 2.6. Detailed profile of retail store

Particulars		Frequency	% Percentage
Type of Retail Store	Organized (registered for income tax)	122	59%
	Unorganized (not registered for income tax)	86	41%
Provide training to sales force	Yes	56	30%
	No	152	73%
Digital payment facility	Yes	104	50%
	No	104	50%
Computerised system of billing	Yes	125	60%
	No	83	40%
Grievance settling mechanism	Yes	99	48%
	No	109	52%
Offer after Sale services	Yes	104	50%
	No	104	50%
Electronic weighing machine	Yes	115	55%
	No	93	45%
Area of retail store	Less than 200 sq ft.	73	35%
	200-500 sq ft.	72	35%
	500-1000 sq ft.	53	25%
	Above 1000 sq ft.	10	5%
Area of godown	Less than 500 sq ft.	113	54%
	500-1000 sq ft.	74	36%
	Above 1000sq ft.	22	10%
Compiled by Researcher			





Out of the total respondents' majority of respondents are males i.e. 92% and 8% are females. 43% respondents are running the retail store from more than five years, 45% are running retail store from 2 to 5 years and 12% respondents are in beginner's category who have started the business below 2 years.

47% retailers are educated upto secondary level followed by graduation level i.e. 31%, 18% have done education upto primary level and 4 % respondents have done post-graduation. The responses respondents reveal that education level is very low among retailers. 62% are not having a specialized degree/diploma and 38 % are having a specialized degree/diploma.

Out of total respondents 59% are from organized sector and 41% are from unorganized sector. Most of the respondents i.e. 73% do not provide training to sales force. Approximately half of the retailers offer digital payment facility to the customers. 60% of total respondents possess computerized system of billing while 40% do not have computerized system of billing facility.

48% retailers have grievance settling mechanism in their retail store. 50% of retailers provide after sales services to the customers and 50 % do not offer after sales service to the customers.

Majority of respondents 35% have retail store area of less than 200 sq ft., 35% have store area between 200-500 sq ft., 25% have store area 500-1000 sq ft. and only 5% retailers possess area above 1000 sq ft.

4.2 This section discussed about the association between education level of retailer with respect to services provided in the retail store.

(a) To find out the significance between education of retailer with respect to providing training in retail store, chi square test is applied the results for the same are shown in table 2.7.

Table 2.7. Chi-Square Test result			
	Value	Degree of freedom	P value (2-sided)
Pearson Chi-Square	12.52	3	0.006
Source: compiled by researcher			

After applying the chi-square test the level of asymptotic significance comes out to be 0.006 which is less than 0.5, so it can be predicted that there exists significant association between education level of retailers and training provided to the sales force. The null hypothesis is rejected, which says that there exists no association between education level of retailers and training provided to sales force. The result depicts that with increase in education level of retailers they understand the importance of training to be provided to the sales force working in the retail store. As trained workforce are considered more capable of proving better services to the customers.

Further to know the association between education and providing training to work force, cross tab is being used. The results for the same are shown in table 2.8

Table 2.8. Education * Provide Training to sales force Cross Tabulation				
		Training Provide training to sales force		Total
Education		Yes	No	
Upto primary education	Count	3	35	38
	Expected Count	10.2	27.8	38
	% within Education	7.90%	92.10%	100.00%
Secondary education	Count	25	72	97
	Expected Count	26.1	70.9	97
	% within Education	25.80%	74.20%	100.00%
Graduation (UG)	Count	24	41	65
	Expected Count	17.5	47.5	65
	% within Education	36.90%	63.10%	100.00%
Post-Graduation (PG)	Count	4	4	8
	Expected Count	2.2	5.8	8
	% within Education	50.00%	50.00%	100.00%
	Count	56	152	208
	Expected Count	56	152	208
	% within Education	26.90%	73.10%	100.00%
Source: compiled by researcher				

The table depicts that out of total, retailers who are educated upto primary education, 7.90% are providing training to the sales force, out of the retailers upto educated upto secondary education level, 25.80% are providing training to the sales force and the retailers who have done graduation, 36.90% are providing training to their employees and the retailers who have done post-graduation 50 % are providing training to the sales force and 50% are not providing training to the sales force.

The result depicts that with increase in education level among retailers the training provided to the sales force is increasing i.e. from 7.90% to 50%. There exists a significant relationship between education level of retailers and training provide to the sales force. The more the level of education among retailers the more they understand the importance of providing training to the sales force, as trained sales force are capable of giving better services to the customers.

(b) To find out the significance between education of retailer with respect to digital payment facilities provided in retail store, chi square test is applied the results for the same are shown in table 2.9

Table 2.9. Chi-Square Tests			
	Value	Df	P value (2-sided)
Pearson Chi-Square	24.94	3	0.00
Source: compiled by researcher			

The above table shows that after applying the chi-square test the level of asymptotic significance, p value comes out to be 0.00 which is less than 0.5, which means there is significant association between education level of retailers and digital payment facility provided in the retail store. The null hypothesis is rejected, which says that there exists no association between education level of retailers and digital payment facility provided in the retail store. The result depicts that with increase in education level of retailers they understand the importance of providing upgraded facilities in the retail store. Customers are more satisfied when they are able to see upgraded facilities in the retail store like digital payment facilities which make purchase easy and help them to overcome the burden of carrying cash every time with them.

Further to know the association between education and digital payment facilities provided in retail store, cross tab is being used. The results for the same are shown in table 2.10

Table 2.10. Education * Digital payment facility Crosstabulation				
		Digital payment facility		Total
Education		Yes	No	
Upto primary education	Count	10	28	38
	Expected Count	18.8	19.2	38
	% within Education	26.30%	73.70%	100.00%
Secondary education	Count	41	56	97
	Expected Count	48	49	97
	% within Education	42.30%	57.70%	100.00%
Graduation (UG)	Count	45	20	65
	Expected Count	32.2	32.8	65
	% within Education	69.20%	30.80%	100.00%
Post -Graduation (PG)	Count	7	1	8
	Expected Count	4	4	8
	% within Education	87.50%	12.50%	100.00%
	Count	103	105	208
	Expected Count	103	105	208
	% within Education	49.50%	50.50%	100.00%
Source: compiled by researcher				

The table 2.10 depicts that out of retailers which are educated upto primary education, 26.30% are offering digital payment facility to the customers, out of the retailers who are educated upto secondary education level, 42.30% are offering digital payment

facility to the customers and retailers who have done graduation (69.20%) are offering digital payment facility to the customers and the retailers who have done post-graduation 87.50% are offering digital payment facility to the customers.

The result depicts that with increase in education level among retailers the offering digital payment facility to the customers is increasing i.e. from 26.30% to 87.50%. There exists a significant relationship between education level of retailers and offering digital payment facility to the customers. The more the level of education among retailers the more they understand the importance of offering digital facilities to the customers, as in the era of digitalization the easy payment facility is required in stores to attract customers.

(c) To find out the significance between education level of retailer with respect to computerized system of billing provided in retail store, chi square test is applied the results for the same are shown in table 2.11

Table 2.11. Chi-Square Tests			
	Value	Df	P value (2-sided)
Pearson Chi-Square	1.535	3	0.67
Source: compiled by researcher			

On the basis of the above table, the Pearson's chi square value is found to be $X^2(3) = 1.53$ and $p=0.67$, which is greater than 5 percent level of significance so, the null hypothesis: There is no association between education of retailers with respect to computerized system of billing provided in the store, is accepted and concluded that there is no significance association between education of retailers with respect to computerized system of billing provided in the store. It can be concluded that providing computerized system of billing provides relaxation to retailers to generate bills and are demanded by customers too so, there is no relation between education level and offering computerized bills in retail store.

The retailers who have done education upto primary level, 60.50% are using the computerized system of billing. Those who are educated upto secondary education, graduation, post-graduation, among those 63.90%, 55.40%, 50% respectively are using computerized system of billing.

(d) To find out the significance between education level of retailer with respect to grievance settling mechanism provided in retail store, chi square test is applied and the results for the same are shown in table 2.12

Table 2.12.Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.514	3	0.089
Source: compiled by researcher			

On the basis of the above table, the pearson's chi square value is found to be $X^2(3) = 6.51$ and $p=0.089$, which is greater than 5 percent level of significance so, the null hypothesis: There is no association between education of retailers with respect to grievance settling mechanism provided in the store, is accepted and concluded that there is no significance association between education of retailers with respect to grievance settling mechanism provided in the store. As the retailers are experienced, they are providing more grievance settling mechanism to the customers as they know that only the satisfied customers are likely to come back to the store again.

(e) To find out the significance between education of retailer with respect to after sales services provided by the retail store, chi square test is applied and the results for the same are shown in table 2.13

Table 2.13.Chi-Square Tests			
	Value	Df	Asymptotic Significance/ p value (2-sided)
Pearson Chi-Square	8.807	3	0.032
Source: compiled by researcher			

On the basis of the above table, the pearson's chi square value is found to be $X^2(3) = 8.807$ and $p=0.032$, which is less than 5 percent level of significance so, the null

hypothesis: There is no association between education of retailers with respect to after sales services provided by the store, is rejected and concluded that there exist significant association between education of retailers with respect to after sales services provided by the store.

Further to know the association between education of retailers with respect to after sales services provided by the store, cross tab is being applied, the results for the same are shown in table 2.14.

Table 2.14. Education *After sales services				
Crosstabulation				
		Aft. sales services		Total
Education		Yes	No	
Upto primary education	Count	14	24	38
	Expected Count	18.8	19.2	38
	% within Education	36.80%	63.20%	100.00%
Secondary education	Count	43	54	97
	Expected Count	48	49	97
	% within Education	44.30%	55.70%	100.00%
Graduation (UG)	Count	41	24	65
	Expected Count	32.2	32.8	65
	% within Education	63.10%	36.90%	100.00%
Post - Graduation	Count	5	3	8

(PG)				
	Expected Count	4	4	8
	% within Education	62.50%	37.50%	100.00%
	Count	103	105	208
	Expected Count	103	105	208
	% within Education	49.50%	50.50%	100.00%
Source: compiled by researcher				

The above table depicts that with education level has impact on the services provided by the retailers. With increase in education they understand that after sales services are important to attract customers towards a retail store.

Objective 3: To analyze the impact of FDI on Indian retail sector.

Sub objective 3(a): To study the impact of FDI in Indian retail sector, retailers' perspective. In this objective, retailers' perspective regarding impact faced by retail sector due to FDI in retail has been explored using EFA (Exploratory Factor Analysis). Impact of FDI in retail has been checked using regression analysis.

4.3 PERCEPTIONS OF RETAILERS REGARDING FDI IN RETAIL SECTOR IN INDIA

This section will explain the theoretical background related on perceptions of retailers regarding impact of FDI in Indian retail sector. The section will elaborate the factors which are in the mind of retailers related to FDI in Indian retail sector. The variables extracted on the basis of review of literature are further identified with the help of exploratory factor analysis used in the questionnaire. This section also tried to analyze the reliability as well as validity of the identified factors. The factors are validated with the help of validity analysis done through Confirmatory Factor Analysis.

This section also discussed the results of descriptive analysis done on variables extracted. In the research study, the primary data is collected from the retailers offering products in Indian retail sector, related to their perception towards impact of FDI in Indian retail sector. Variables related to various opportunities, challenges, positive impact and negative impact due to FDI in retail sector expected by retailers in India are included in the questionnaire. Total 34 variables are included in the study.

Exploratory Factor Analysis

The exploratory factor analysis is applied on the responses of retailers in order to identify the latent factors which represent the perception of retailers regarding FDI in Indian retail sector. EFA is a multivariate quantitative technique of reducing the number of variables considered in the study into few latent variables. It helps in identifying the correlation relationship among the variables, analyzes the correlation relationship that exists between all the pairs of variables and further tries to reduce those variables into few significant latent variables, called factors. These latent variables called factors individually represent a group of variables having significant correlation between them. The highly correlated variables are clubbed together and called specific factors. The assumptions of EFA include the availability of sampling adequacy and presence of significant correlations between the different pair of variables. It helps the researcher to know that the sample selected for the study is adequate or not, further it helps to know about the presence of correlation that exists between different pair of variables. The Kaiser-Meyer-Olkin Measure (KMO) as well as Bartlett's test of Sphericity is applied in the study in order to test the presence of required sampling adequacy and the correlation structure between different pair of variables. The statistical result of KMO measures of sample adequacy and Bartlett test of Sphericity is shown below in Table 2.15

Table 2.15. KMO and Bartlett's Test		
KMO Measure of Sample Adequacy.	Bartlett's Test of Sphericity	
0.79	Chi-Square	6261.73(approx.)
	Df	1225
	Sig.	0

The above table shows that the Kaiser-Meyer-Oklin Measure of Sample adequacy is 0.79 which depicts that the sample size of the study is adequate. The exploratory factor analysis is used for the variables where significant level of correlation that exists between the variables. The Bartlett's test of sphericity checks the correlation matrix of the variables and to test the null hypothesis that the correlation matrix of the variables is an identity matrix.

As the p value (.000) as shown by Barlett's test is less than five percent level of significance, the null hypothesis that the correlation matrix of the variables is an identity is rejected. Thus, it can be concluded that there exists significant correlation between the selected variables and it is not an identity matrix. This result shows that the exploratory factor analysis can be done on data collected from the respondents. In the study the primary data is collected from retailers with the help of self-designed questionnaire.

Table 2.16 shows the communalities of included variables before and after the factor extraction. The communalities or the sum of squared factor loadings represents the proportion of each variable's variance explained by the principal components like latent variable. The initial communality (before extraction) is always assumed to be 1. The communality (after extraction) depends upon the amount of variance available for the analysis of the selected variable. For a significant exploratory factor analysis, the communalities of the included variables must be greater than 50 percent. It indicates the proportion of variance explained by the variables after extraction done with the help of factor analysis. The communalities of all the variables shown in the table are significant as these are higher than 50 percent. The communalities of the variables included in the analysis are shown in the table.

Variables	Initial	Extraction
An increased real estate price is a challenge for retail sector in India.	1.000	.683
Presence of numerous intermediaries is a challenge for retail sector in India	1.000	.813
Usage of Outdated technology is a challenge for	1.000	.766

Indian retail sector.		
Highly unorganized sector is a challenge for retail sector in India.	1.000	.831
High degree of cultural diversity is a challenge for retail sector in India.	1.000	.863
FDI in retail will lead to improved product quality	1.000	.532
FDI will bring improvement in the services provided by the retailers	1.000	.638
FDI will lead to improvement in the supply chain infrastructure by bringing improved technical know-how and capital.	1.000	.680
FDI will lead to increased capital inflow by raising the rate of investment as well as generating demand for the increased goods and services produced	1.000	.623
Access to international brands would be easier for customers	1.000	.680
The speed of development of modern formats will be increased	1.000	.712
IT-friendly techniques will cut wastage and set up integrated supply chains which gradually replace the present disorganized and fragmented retail market.	1.000	.665
FDI will lead to development of professional entrepreneurial and marketing skills	1.000	.604
FDI will lead to improvement of retailing services by acquiring market-savvy, market-intelligent and best management practices, Retail giant houses such as Wal-Mart, Carrefour, A hold, JC Penny can bring their best management practices	1.000	.700
FDI will lead to inflow of technical-know-how and infrastructure development	1.000	.898
FDI will push Indian Manufacturers to improve their product quality	1.000	.766

The distribution system of the goods will improve	1.000	.763
It will enhance employment opportunities for people of India	1.000	.591
It will help in controlling the rising prices of commodities	1.000	.654
It will stimulate economic growth of the country.	1.000	.821
Farmers will be benefitted by direct procurement of goods by big players.	1.000	.502
Indian retailers will get opportunity of partnership with foreign retailers.	1.000	.521
Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers.	1.000	.468
It will lead to unemployment on the front end retail	1.000	.706
International retailers will purchase internationally and not from domestic sources	1.000	.608
Small scale retailers will have to shut down their business due to not being able to compete with the prices offered by these foreign big retailers	1.000	.588
Once monopoly is established, foreign companies will hurt the economic structure of country	1.000	.631
Companies which are at initial stage may not be capable enough to compete with big global companies	1.000	.654
There will a continuous threat of new foreign entrants in the market	1.000	.441
If the existing firms collaborate with the global biggies, they might have to give up at the global front by losing their self-competitive strength	1.000	.399
FDI will have an adverse impact on traditional unorganized retail sector	1.000	.750
Traditional retailers have to go out of business due to	1.000	.690

entry of FDI		
Consumers will long to buy foreign brand product as compare to local product.	1.000	.737
Monopoly of foreign players will be created.	1.000	.739
Extraction Method: Principal Component Analysis		
Source: Compiled by the researcher		

Values extracted of the variable and significance of the variable is positively related. The more value represents the more significance of the variable. The factor analysis is applied to run the process of principle component analysis which helps to identify and estimate the Eigen value of principle components. The calculated Eigen values of the components are then arranged in descending order with respect to calculated Eigen values. For the purpose of analysis the principle component having Eigen value more than 1 is selected for the study. The results of factor analysis after applying principle component analyses is shown in table 2.17

Component	Eigenvalues			Sums of Squared Loadings			Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
R1	7.36	13.63	13.63	7.33	13.63	13.63	6.67
R2	5.93	10.98	24.62	5.93	10.98	24.62	5.49
R3	4.57	8.46	33.08	4.57	8.46	33.08	5.01
R4	3.96	7.34	40.42	3.97	7.34	40.42	4.02
R5	3.45	6.38	46.80	3.45	6.38	46.8	3.82
R6	2.93	5.43	52.23	2.93	5.43	52.23	4.20

R7	2.4	4.51	56.73	2.44	4.51	56.73	3.65
R8	1.63	3.01	59.75	1.63	3.01	59.74	2.90
R9	1.38	2.56	62.31				
R10	1.17	2.17	64.48				
R11	1.13	2.09	66.57				
R12	.96	1.78	68.36				
R13	.93	1.72	70.08				
R14	.88	1.63	71.70				
R15	.84	1.56	73.26				
R16	.81	1.49	74.75				
R17	.78	1.45	76.20				
R18	.75	1.38	77.59				
R19	.72	1.34	78.93				
R20	.70	1.30	80.23				
R21	.67	1.24	81.47				
R22	.60	1.10	82.57				
R23	.56	1.03	83.61				
R24	.54	.99	84.60				
R25	.51	.94	85.54				
R26	.50	.93	86.47				
R27	.48	.88	87.36				
R28	.46	.85	88.21				
R29	.43	.80	89.00				
R30	.41	.77	89.77				
R31	.39	.72	90.49				

R32	.38	.70	91.19				
R33	.35	.65	91.84				
R34	.34	.63	92.48				
R35	.32	.60	93.09				
R36	.32	.60	93.69				
R37	.30	.55	94.24				
R38	.29	.53	94.77				
R39	.27	.51	95.28				
R40	.26	.49	95.77				
R41	.25	.46	96.23				
R42	.23	.43	96.66				
R43	.22	.42	97.08				
R44	.20	.38	97.46				
R45	.20	.37	97.82				
R46	.19	.35	98.18				
R47	.17	.32	98.50				
R48	.17	.31	98.80				
R49	.15	.27	99.08				
R50	.13	.24	99.32				
R51	.11	.21	99.53				
R52	.11	.20	99.73				
R53	.01	.18	99.91				
R54	.05	.09	100.00				
Extraction Method: Principal Component Analysis.							

The results shown in the above table represents that the 54 variables considered for the study can be reduced to eight principle components having Initial Eigen values more than 1. These eight factors extracted are able to explain approx.60 percent of the variance of the included variables. The explained variance of included variables is assumed to be sufficient and the extracted factors are being used for further analysis. The scree plot is a graphical representation of the estimated Eigen values of the extracted components. The Scree plot diagram of extracted components is shown below in figure 4.

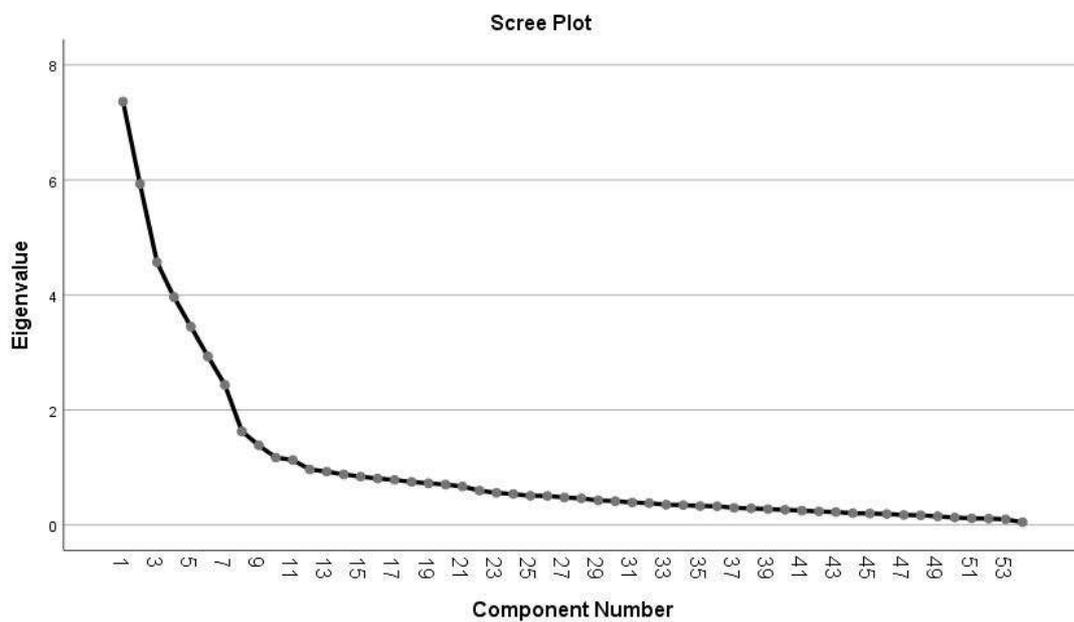


Fig.4

Further to modify the extracted components representing the 54 variables which were considered for the study, orthogonal rotation (Varimax) is applied. The pattern matrix represents the pattern through which we can club the variables to form a latent construct/ factor.

The results of Pattern Matrix are shown in table 2.18

Table 2.18. Pattern Matrix ^a								
	Component							
	1	2	3	4	5	6	7	8
OTI								
CCP					.609			
IWW					.618			
EM					.748			
PM					.769			
DVP					.753			
DFI					.777			
PFI					.521			
OT9								
RSI								.527
ISC M								.591
LTW								.660
LCS								.655
IRP				.824				
PNI				.898				
OT				.866				
HUN O				.908				
CD				.861				

PI		.535						
IPQ		.751						
ISP		.814						
ISCI		.817						
ICIN		.763						
AIB		.799						
DMF		.851						
IT FT		.783						
DPE M	.774							
IRS	.822							
ID	.902							
PI IP	.865							
DSI	.878							
EEO	.753							
CP	.787							
SEG	.911							
FWB	.531							
OPA 17								
LIC						.714		
LIV						.809		
BCR						.786		

POC						.562		
ASP						.687		
NAF L						.718		
MWE			.697					
UEF			.849					
IPI			.703					
SSD			.703					
HES			.730					
NCG			.788					
GSCS			.576					
CTNE							.597	
AIU O							.835	
TOB							.798	
CBF							.822	
MFC							.837	
Extraction Method: Principal Component Analysis.								
Rotation Method: Promax with Kaiser Normalization. ^a								
a. Rotation converged in 6 iterations.								

On the basis of pattern matrix, we can club the variables into eight factors. The pattern matrix shows in the form of pattern the variables which are included in a particular factor. Factor 1 consists of nine variables, factor 2 includes eight variables, factor 3 consists of seven variables, factor 4 comprises of 5 variables, factor 6 contains six variables, factor 7 contains 5 variables, factor 8 contains four variables.

As EFA help us to explore variables with the help of factor analysis, the values called factor loadings are extracted and the group of variables which represents the high degree of correlation among themselves are clubbed to form a factor. Thus, EFA helps to explore the factors on the basis of variables considered for the study. Further for confirming the factors which are extracted through EFA are analyzed using CFA (Confirmatory factor analysis), which helps to confirm the factors.

Confirmatory Factor Analysis is a statistical technique, used to test the convergent and discriminant validity of an instrument or scale used in the research study. It is tested with the help of AMOS software. It helps the researcher to test that there is a relationship between the observed variable and the underlying latent construct (factor). The validity of the extracted factors is judged by measuring its convergent validity and discriminant validity. The convergent validity measures the degree to which the variables in a construct are related to each other, the variables of the same construct should be highly correlated to each other. The logic behind convergent validity is to check whether the variables considered under the perceptions related to FDI in Indian retail sector used in the questionnaire significantly represents the factors extracted or not? The objective of taking care about convergent validity is to check whether the respondents are able to understand and differentiate the statements of perceptions related to different factors. The discriminant validity tells about the degree to which variables in different construct (factor) are different from each other. It means the respondents are able to judge the difference between different factors and the variables under each factor, how is it different from variables included in other factor.

For the purpose of confirming the factors the CFA was run and it was observed that the results of CFA must met the following conditions to ensure reliability, convergent validity, and discriminant validity:

CR (composite reliability) should be greater than 0.7

CR should be greater than AVE(Average variance extracted)

AVE should be greater than 0.5

MSV(Maximum Shared Variance) <AVE

Square root of AVE greater than inter-construct correlation.

The Composite reliability represents the internal consistency of the construct in a scale. The composite reliability (CR) statistics and average variance extracted (AVE) are used to test the constructs of convergent validity. The composite reliability of all

the constructs should be greater than 0.7 and average variance extracted should also be greater than 0.5. In addition to these the composite reliability statistics of each construct should also be greater than its average variance extracted measure. The MSV should be less than AVE.

The confirmatory factor analysis is represented by the figure and table 2.19 shown below:

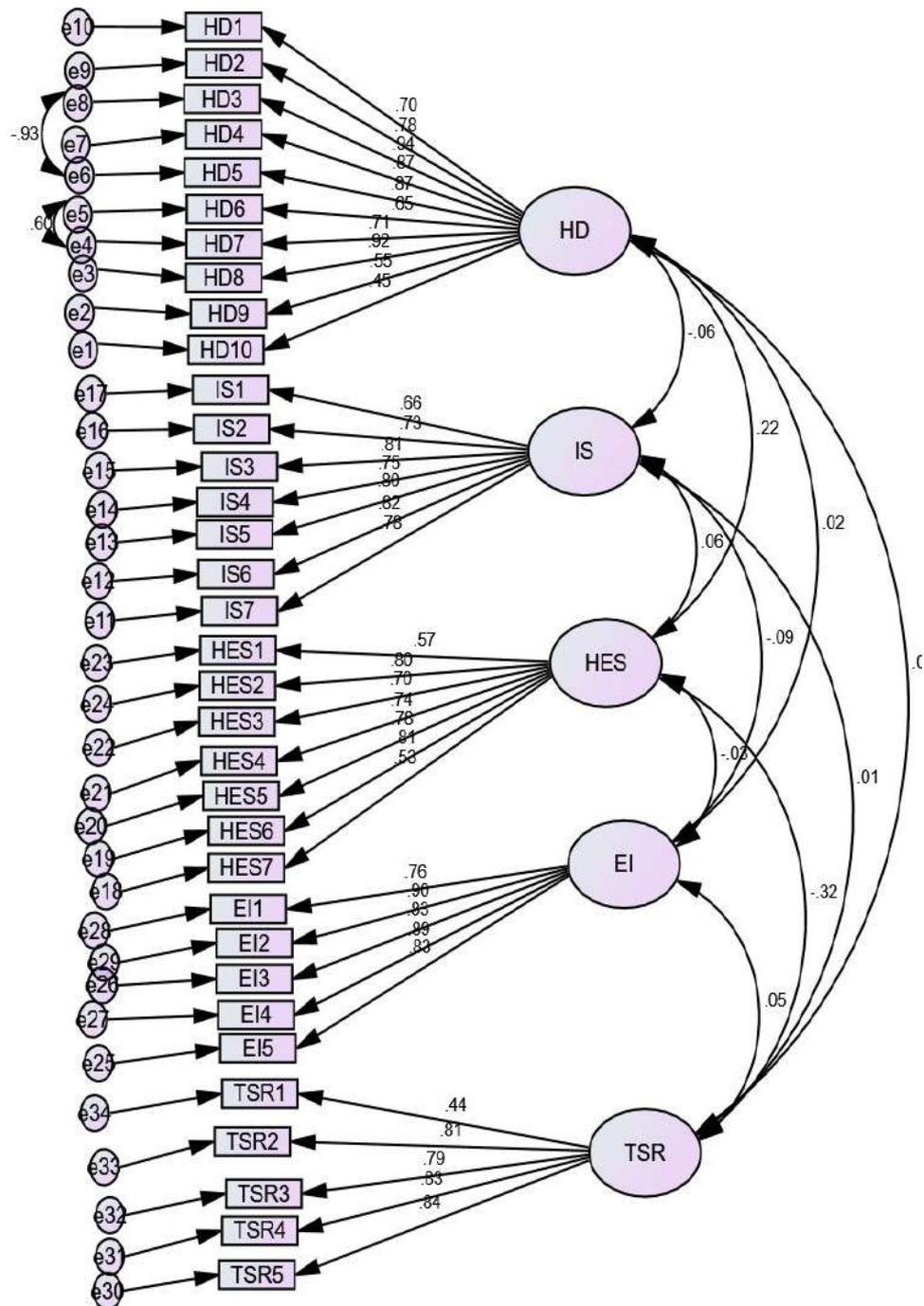


Fig. 5 Confirmatory Factor Analysis(CFA)

	CR	AVE	MSV	MaxR	HD	IS	HES	EI	TSR
HD	0.929	0.577	0.051	0.960	0.759				
IS	0.901	0.539	0.006	0.915	-.058	0.734			
HES	0.875	0.505	0.101	0.891	0.225	0.063	0.710		
EI	0.925	0.711	0.006	0.932	0.016	-0.078	-0.028	0.843	
TSR	0.865	0.572	0.101	0.893	0.036	0.011	-0.318	0.053	0.756

CMIN/DF	PClose	SRMR	CFI	RMSEA
1.715	.013	.070	.916	.059

The table indicates that the model fit measures are acceptable and the CFA indices show that it is statistically fit.

On the basis of CFA, the five factors confirmed are named as:

Holistic Development

Improved services

Hurt economic structure

Environmental Issues

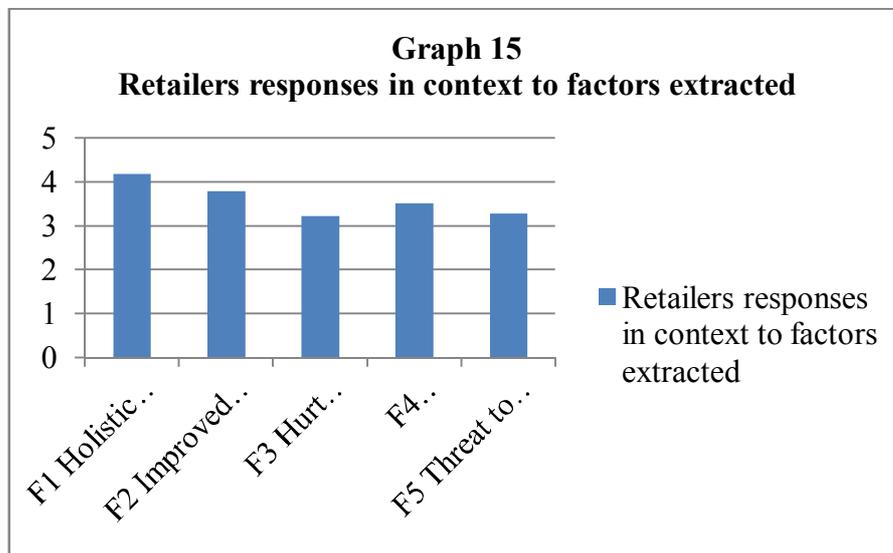
Threat to small retailers

The extracted factors are further analyzed with the help of descriptive analysis and reliability analysis.

Descriptive analysis of the factors.

The mean values of all the factors is shown in the table 2.21

Table 2.21. Retailers responses in context to factors extracted		
Factor	Mean	Std. Deviation
F1 Holistic Development	4.1683	0.4969
F2 Improved services	3.7809	0.84239
F3 Hurt economic structure	3.2232	0.60781
F4 Environmental Issues	3.5096	.79631
F5 Threat to small retailers	3.2779	0.84161
Source: Calculated and compiled by researcher		



The above table and graph shows that Factor 1 (Holistic Development) has the highest mean value followed by factor 2, factor 4, factor 5 and factor 3 respectively.

Holistic Development

This factor includes ten variables. The factor represents the perceptions of the retailers regarding FDI in Indian retail sector. The descriptive analysis and reliability analysis of the variables has been done.

Descriptive Analysis

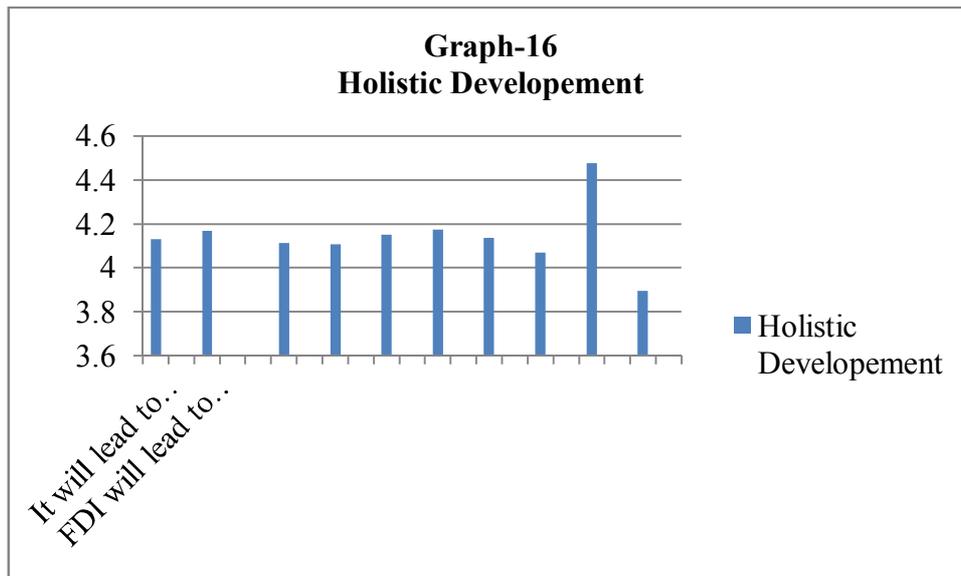
The descriptive analysis result indicates that the variable “Farmers will be benefitted by direct procurement of goods by big players.” has highest mean as compare to other variables in the factor (4.47) and is followed by the statement “It will enhance

employment opportunities for people of India” (4.17). The variable “Indian retailers will get opportunity of partnership with foreign retailers.” has the lowest mean score extracted.

Table 2.22. Descriptive analysis (Holistic Development)

Variable name/ Statement	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
It will lead to development of Professional, entrepreneurial and marketing skills	4.1298	.61971	.384	0	3(1.4%)	19(9.1%)	134(64.4%)	52(25.0%)
FDI will lead to improvement of retailing services by acquiring market-savvy, market-intelligent and best management practices, Retail giant houses such as Wal-Mart, Carrefour, A hold, JC Penny can bring their best management practices	4.1683	.56939	.324	0	0.0	19(9.1%)	135(64.9%)	54(26.0%)
FDI will lead to inflow of technical know-how and infrastructure development	4.1106	.64627	.418	0	2(1%)	27(13%)	125(60.1%)	54(26%)
It will push Indian Manufacturers to	4.1058 .62040		.385	0	1(0.5%)	27(13%)	129(62%)	51(24.5%)

Variable name/ Statement	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
product quality								
The distribution system of the goods will improve	4.1490	.60744	.369	0	1(0.5%)	22(10.6%)	130(62.5%)	55(26.4%)
It will enhance employment opportunities for people of India	4.1731	.62077	.385	1(.5%)	1(0.5%)	16(7.7%)	133(63.9%)	57(27.4%)
It will help in controlling the rising prices of commodities	4.1346	.66750	.446	1(.5%)	3(1.4%)	19(9.1%)	129(62%)	56(26.9%)
It will stimulate economic growth of the country.	4.0673	.64102	.411	0	2(1%)	30(14.4%)	128(61.5%)	48(23.1%)
Farmers will be benefitted by direct procurement of goods by big players.	4.4760	.52878	.280	0	0.0	3(1.4%)	103(49.5%)	102(49%)
Indian retailers will get opportunity of partnership with foreign retailers.	3.8942	1.04413	1.090	6(2.9%)	19(9.1%)	32(15.4%)	85(40.9%)	66(31.7%)
Source: compiled by researcher								



Reliability Analysis

It is being observed that the retailers have various perceptions regarding impact of FDI in Indian retail sector. On the basis of CFA, the factor “Holistic Development” was confirmed. The factor comprises of ten statements. The factor loadings of each variable represent significant loading towards the factor. The variable “FDI will stimulate economic growth of the country” has the highest factor loading of 0.907, which shows that it is the most significant variable of the factor. The variable “FDI will lead to inflow of technical know- how and infrastructure development” is the second significant variable of the factor with factor loading 0.898. The level of internal consistency reliability was calculated with the help of the test cronbach’s alpha and which came out to be 0.934, which is significant. The factor has 14.11 of total variance explained.

Table 2.23. Reliability analysis (Holistic Development)				
Construct	Variables	Factor Loading	Variance %	Internal consistency Reliability
Holistic Development	FDI will lead to development of Professional, entrepreneurial and marketing skills	0.771		
	FDI will lead to improvement of retailing services by acquiring market-savvy, market-intelligent and best management practices, Retail giant houses such as Wal-Mart can bring their best management practices	0.821		
	FDI will lead to inflow of technical know-how and infrastructure development	0.898		
	FDI will push Indian Manufacturers to improve their product quality	0.862		
	The distribution system of the goods will	0.877		

	improve		14.11	0.934
	FDI will enhance employment opportunities for people of India	0.759		
	FDI will help in controlling the rising prices of commodities	0.793		
	FDI will stimulate economic growth of the country.	0.907		
	Farmers will be benefitted by direct procurement of goods by big players.	0.526		
	Indian retailers will get opportunity of partnership with foreign retailers.	0.750		
Source: Compiled by researcher				

Improved services

The retailers also have some perceptions regarding improvement in supply chain infrastructure, adoption of new technology, international brands within reach etc. The factor comprises of seven variables.

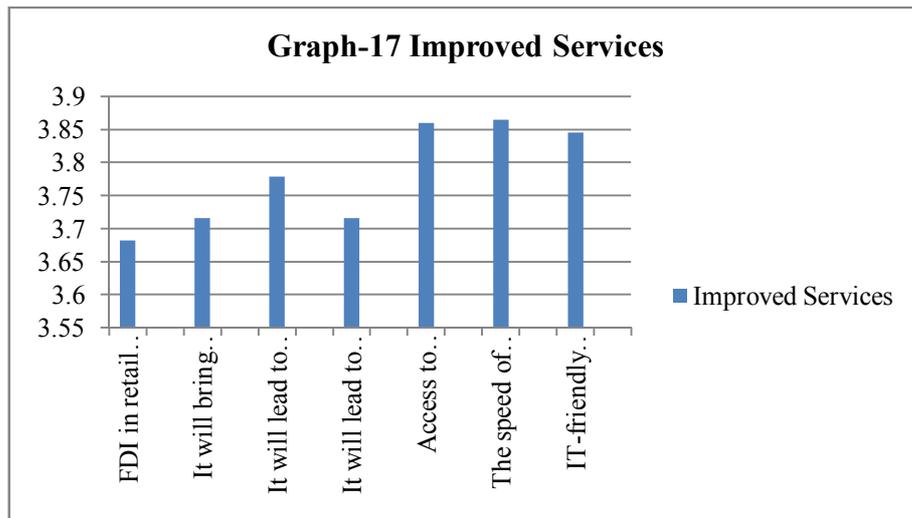
Descriptive analysis

Under descriptive analysis, the mean values of all the variables are being calculated. The variable “The speed of development of modern formats will increase” has highest mean value and the variable “FDI in retail will lead to improved product quality” has the lowest mean score of 3.6.

Table 2.24. Descriptive analysis(Improved Services)								
Variable Name/ Statement	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
FDI in retail will lead to improved product quality	3.6827	1.02401	1.049	12(5.8%)	16(7.7%)	32(15.4%)	114(54.8%)	34(16.3%)
It will bring improvement in the services provided by the retailers	3.7163	1.03154	1.064	10(4.8%)	13(6.3%)	49(23.6%)	90(43.3%)	46(22.1%)
It will lead to improved supply chain infrastructure by bringing improved technology	3.7788	1.05370	1.110	10(4.8%)	14(6.7%)	41(19.7%)	90(43.3%)	53(25.5%)
It will lead to	3.7163	1.07736	1.161	15(7.2%)	8(3.8%)	44(21.2%)	95(45.7%)	46(22.1%)

increased capital inflow								
Access to international brands will be easier	3.8606	1.07891	1.164	11(5.3%)	10(4.8%)	41(19.7%)	81(38.9%)	65(31.3%)
The speed of development of modern formats will increase	3.8654	1.06827	1.141	9(4.3%)	16(7.7%)	32(15.4%)	88(42.3%)	63(30.3%)
IT-friendly techniques to cut wastage and set up integrated supply chains to gradually replace the presented disorganized and fragmented retail market.	3.8462	1.01457	1.029	9(4.3%)	13(6.3%)	32(15.4%)	101(48.6%)	53(25.5%)

Source: Compiled by researcher



Reliability analysis

The factor loading of each variable represents its significance towards the factor. The variable “The speed of development of modern formats will increase” has the maximum factor loading of 0.845, it means it is the most significant variable in the factor. The variable “FDI will lead to improved supply chain infrastructure by bringing improved technical know-how and capital” with the factor loading of 0.821 is the second significant factor. The variable “FDI in retail will lead to improved product quality” is having least factor loading of 0.744. The cronbach’s alpha of the factor is 0.908, which is significant.

Construct	Variables	Factor Loading	Variance %	Internal consistency reliability
Improved services	FDI in retail will lead to improved product quality	0.744	11.47	0.908
	It will bring improvement in the services provided by the retailers	0.807		

	FDI will lead to improved supply chain infrastructure by bringing improved technical know-how and capital.	0.821		
	It will lead to increased capital inflow by raising the rate of investment as well as generating demand for the increased goods and services.	0.768		
	Access to international brands will be easier	0.807		
	The speed of development of modern formats will increase	0.845		
	IT-friendly techniques to cut wastage and set up integrated supply chains to gradually replace the presented disorganized and fragmented retail market.	0.784		
Source: Compiled by researcher				

(C) Hurt Economic Structure

The retailers have some perceptions/ concern related to the economy of the country. They perceive that FDI in Indian retail sector will have some positive impacts as well as some negative impacts. This factor has seven variables into it. The reliability analysis and descriptive analysis has been done.

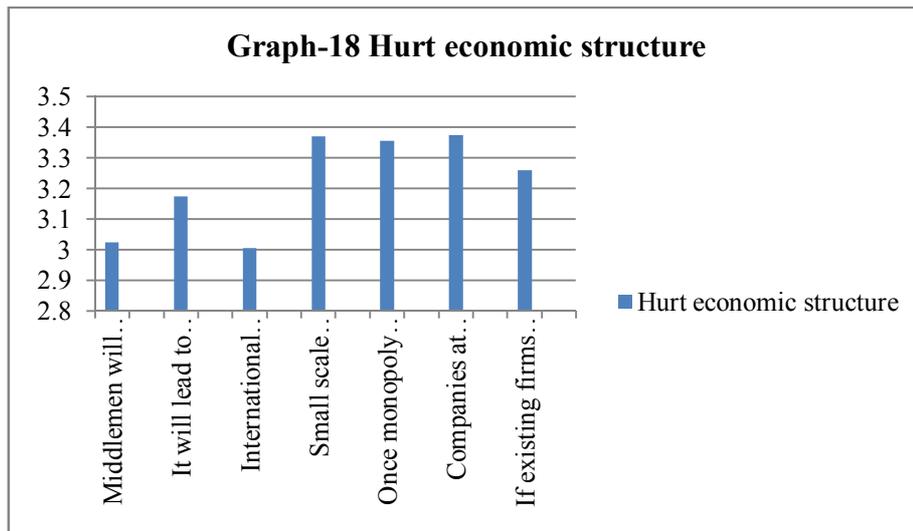
Descriptive Analysis

The results of descriptive analysis depict that the variable “Companies at initial stage will not be able to compete with big players” has the highest mean score of 3.38. The variable “International retailers will purchase internationally and not from domestic sources” has the lowest mean value.

Table 2.26. Descriptive analysis(Hurt economic structure)								
Variables	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers.	3.0240	.77671	.603	1(.5%)	52(25%)	101(48.6%)	49(23.6%)	5(2.4%)

It will lead to unemployment on the front end retail	3.17 31	.827 57	.685	2(1%)	43(20.7%)	87(41.8%)	69(33.2%)	7(3.4%)
International retailers will purchase internationally and not from domestic sources	3.00 48	.865 31	.749	4(1.9%)	57(27.4%)	89(42.8%)	50(24%)	8(3.8%)
Small scale retailers will have to shut down their business due to not being able to compete with the prices offered by these foreign big retailers	3.37 02	.793 98	.630	1(.5%)	29(13.9%)	79(38%)	90(43.3%)	9(4.3%)
Once monopoly	3.35	.803	.646	1(.5%)	33(15.9)	72(34.6)	95(45.7)	7(3.4)

is established, foreign companies will hurt the economic structure of country	58	59			%)	%)	%)	%)
Companies at initial stage will not be able to compete with big players	3.37 50	.812 79	.661	1(.5%)	32(15.4 %)	72(34.6 %)	94(45.2 %)	9(4.3 %)
If existing firms will collaborate with big firms they will be losing their strength at global front	3.25 96	.767 65	.589	2(1%)	28(13.5 %)	99(47.6 %).	72(34.6 %)	7(3.4 %)
Source: compiled by researcher								



Reliability Analysis

The factor comprises of seven variables. The factor loading of the variable “it will lead to unemployment on the front-end retail” is found to be maximum, it represents that it is the most important variable of the factor. The variable “If existing firms will collaborate with big firms, they will be losing their strength at global front” possess the least factor loading towards the factor. The factor explains 8.857 % of the total variance explained. The cronbach’s alpha comes out to be 0.873, which is significant.

Table 2.27. Reliability analysis(Hurt economic structure)

Construct	Variables	Factor Loading	Variance %	Reliability(cronbach alpha)
Hurt economic structure	Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers.	0.710	8.857	0.873
	It will lead to unemployment	0.877		

	on the front-end retail			
	International retailers will purchase internationally and not from domestic sources	0.736		
	Small scale retailers will have to shut down their business due to not being able to compete with the prices offered by these foreign big retailers	0.732		
	Once monopoly is established, foreign companies will hurt the economic structure of country	0.751		
	Companies at initial stage will not be able to compete with big players	0.835		
	If existing firms will collaborate	0.525		

	with big firms they will be losing their strength at global front			
Source: compiled by researcher				

(d) Environmental Issues This factor includes five variables. The retailers have concerns about the external environment of the retail store. The descriptive analysis and reliability analysis of the variables in the factor has been done.

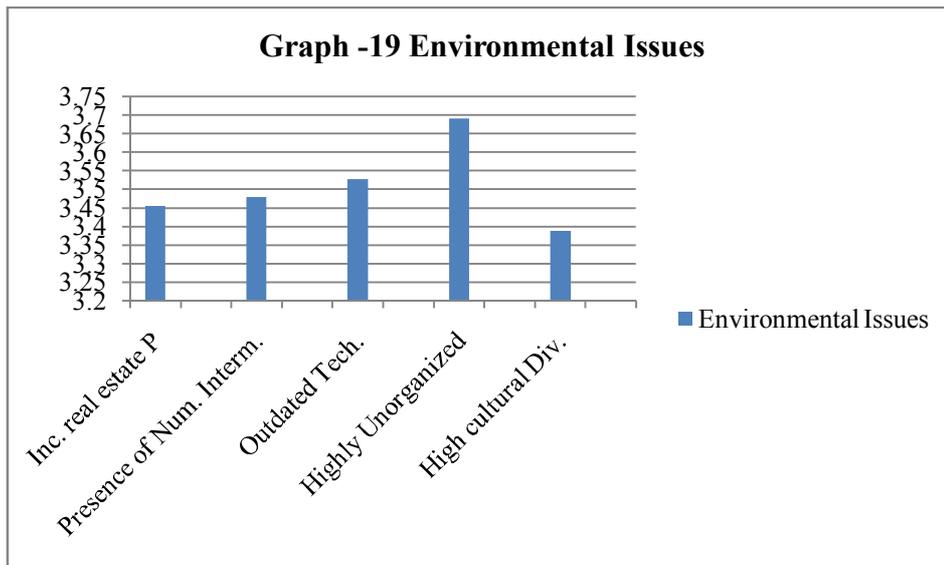
Descriptive Analysis

The descriptive analysis of the variables shows that the variable “Highly unorganized sector is a challenge for retail sector in India.” has the highest mean score and the variable “High degree of cultural diversity is a challenge for retail sector in India.” has the lowest mean score.

Table 2.28. Descriptive analysis (Environmental Issues)								
Variables	Mean	S.D.	Varian ce	Strongl y Disagr ee	Disagre e	Neither Agree Nor Disagre e	Agree	Strongly Agree
Increased real estate prices is challenge for retail sector in India.	3.4567	.91580	.839	3(1.4%)	31(14.9%)	63(30.3%)	90(43.3%)	21(10.1%)
Presence of numerous intermediar	3.4808	.92188	.85000	4(1.9%)	28(13.5%)	62(29.8%)	92(44.2%)	22(10.6%)

ies is a challenge for retail sector in India								
Usage of outdated technology is a challenge for Indian retail sector.	3.5288	.90042	.81100	5(2.4%)	21(10.1%)	63(30.3%)	97(46.6%)	22(10.6%)
Highly unorganized sector is a challenge for retail sector in India.	3.6923	.83495	.69700	4(1.9%)	15(7.2%)	45(21.6%)	121(58.2%)	23(11.1%)
High degree of cultural diversity is a challenge for retail sector in India.	3.3894	.97668	.95400	5(2.4%)	35(16.8%)	66(31.7%)	78(37.5%)	24(11.5%)

Source: compiled by researcher



Reliability Analysis

The factor includes five variables into it. The variables “Presence of numerous intermediaries is a challenge for retail sector in India” and “Highly unorganized sector is a challenge for retail sector in India.” have the maximum factor loadings (0.903), thus these are the most significant, equally significant variables in the factor. The variable “Increased real estate prices is a challenge for retail sector in India.” has the factor loading of 0.830. The cronbach’s alpha of the factor is 0.923, which is found to be significant.

Construct	Variables	Factor Loading	Variance %	Internal consistency reliability
Environmental Issues	Increased real estate prices is a challenge for retail sector in India.	0.830	7.71	0.923
	Presence of	0.903		

	numerous intermediaries is a challenge for retail sector in India			
	Usage of outdated technology is a challenge for Indian retail sector.	0.869		
	Highly unorganized sector is a challenge for retail sector in India.	0.903		
	High degree of cultural diversity is a challenge for retail sector in India.	0.863		
Source: compiled by researcher				

(e) Threat to small retailers

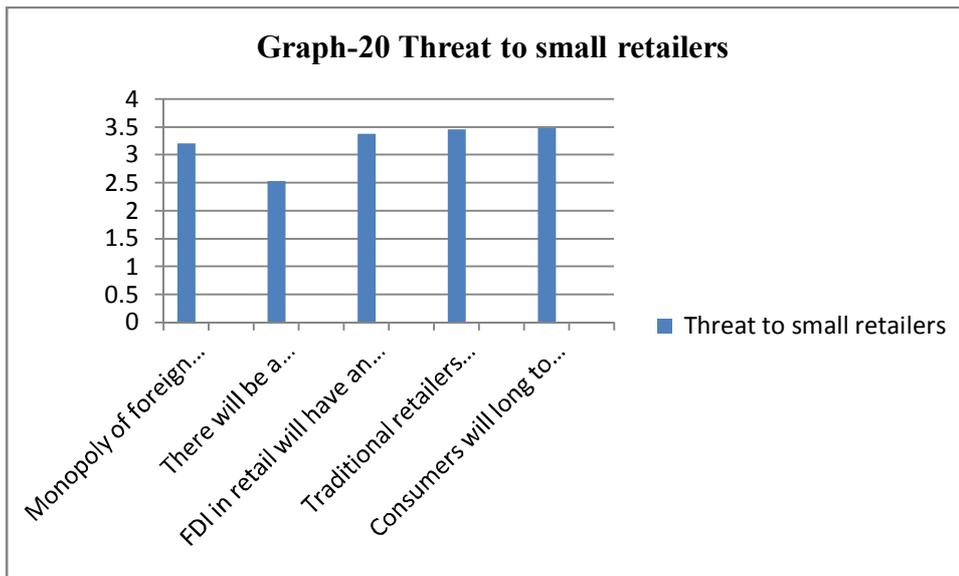
Descriptive analysis

The descriptive analysis results show that the variable “Consumers will long to buy foreign brand product as compare to local products” has the maximum mean score of

3.486, followed by variable “Traditional retailers have to go out of business due to entry of FDI” with mean score of 3.457. The variable “There will be a continuous threat of new foreign entrants in the market” has the minimum mean score of 2.534.

Table 2.30. Descriptive analysis(Threat to small retailers)								
Variable s	Me an	S.D.	Varian ce	Strong ly Disagr ee	Disagree	Neither Agree Nor Disagre e	Agree	Strongly Agree
Monopol y of foreign players will be created	3.207	1.0860	1.179	16(7.7%)	36(17.3%)	66(31.7%)	69(33.2%)	21(10.1%)
There will be a continuo us threat of new foreign entrants in the market	2.534	.79176	.627	0	132(63.5%)	45(21.6%)	27(13%)	4(1.9%)
FDI in retail will have an adverse impact on	3.385	1.03846	1.078	3(1.4%)	48(23.1%)	53(25.5%)	74(35.6%)	30(14.4%)

traditional unorganized retail								
Traditional retailers have to go out of business due to entry of FDI	3.457	1.07589	1.158	2(1%)	47(22.6%)	54(26%)	64(30.8%)	41(19.7%)
Consumers will long to buy foreign brand product as compare to local products.	3.486	1.14621	1.314	4(1.9%)	49(23.6%)	46(22.1%)	60(28.8%)	49(23.65%)
Source: compiled by researcher								



Reliability analysis

The reliability analysis of the factor confirmed shows the factor loadings of variables towards the factor under study. The variable “Monopoly of foreign players will be created” is having the maximum factor loading of 0.848, which represents that this variable is the most significant variable among other variables in the factor. The variable “There will be a continuous threat of new foreign entrants in the market” is having the least factor loading of 0.598. The cronbach’s alpha of the factor is 0.863, which represents the internal consistency reliability and is found to be significant.

Table 2.31. Reliability analysis (Threat to small retailers)

Construct	Variables	Factor Loading	Variance %	Cron bach alpha
Threat to small retailers	Monopoly of foreign players will be created	0.848	4.778	0.863
	There will be a continuous threat of new foreign entrants in the market	0.598		
	FDI in retail will have an adverse impact on traditional unorganized retail	0.836		
	Traditional retailers have to go out of business due to entry of FDI	0.810		
	Consumers will long to buy foreign brand product as compare to local product.	0.832		
Source: compiled by researcher				

Descriptive analysis of FDI is good for our country: Out of the total respondents 50% of the retailers are agreeing to the statement that FDI is good for our country and 50% are disagreeing that FDI is good for our country.

Descriptive analysis of vote on FDI in retail: **Out of the total respondents 52.9%,i.e. majority of respondents voted against FDI in retail, while 18.8% have shown their acceptance for FDI in retail and 28.4% of respondents are showing no response.**

4.4 To analyze the impact of FDI in retail

It has been checked using regression analysis. Regression helps to study the dependence of one variable (dependent variable) on another variable (independent variable). It helps to know the expected values of the dependent variable with the help of known values of independent variables.

It can be analyzed with the help of following equation:

$$Y = a + bX$$

Where, a is constant (a is the hypothetical value of Y when X =0), b represents slope coefficient, represents rate of change of Y with respect to change in X. Y is dependent variable and X independent variable.

H₀3: “There is no significant association between opportunities and challenges with respect to overall role and impact of FDI in retail sector from retailers’ perspective.”

H₁3: “There is significant association between opportunities and challenges with respect to overall role and impact of FDI in retail sector from retailers’ perspective.”

H₀4: “There is no significant association between positive and negative impact with respect to overall role and impact of FDI in retail sector from retailers’ perspective.”

H₁₄:“There is significant association between positive and negative impact with respect to overall role and impact of FDI in retail sector from retailers’ perspective.”

Table 2.32. Regression analysis					
R	R Square	Adjusted R Square	Std. Error of the Estimate		
.181a	0.033	0.009	0.757		
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.462	0.052		65.948	0
Holistic Development	0.075	0.055	0.099	1.366	0.173
Improved services	-0.062	0.055	-0.082	-1.126	0.262
Environmental issues	0.049	0.055	0.065	0.887	0.376
Threat to small retailers	-0.062	0.054	-0.081	-1.139	0.256
Hurt economic structure	0.04	0.056	0.053	0.722	0.471
Source: compiled by researcher					

Predictors: (Constant), Holistic Development, Improved Services, Environmental issues, threat to small retailers, Hurt economic structure of the country, dependent variable: overall role and impact of FDI in retail sector.

From the above table it can be depicted that independent variables create 0.033 percentage of variance. The adjusted R-square value 0.009 is statistically significant

to check for the regression fit. In case of opportunities for retailers in India the factor Holistic Development, as the significance value is greater (0.173) than 0.05 thus from the regression table, it is clear that null hypothesis is accepted. Hence, there exists no significant association between opportunity (Holistic Development) with respect to overall role and impact of FDI in retail sector (retailer's perspective). In case of positive impact of Improved services as the significance value is greater (0.262) than 0.05 thus from the regression table, it is clear that null hypothesis is accepted. Hence, there exists no significant association between positive impact (Improved services) with respect to overall role and impact of FDI in retail sector (retailer's perspective). It shows that Holistic Development and Improved services is not associated with overall role and impact of FDI in retail sector.

In case of challenges available in front of Indian retailers for factor Environmental issues, as the significance value is greater (0.376) is greater than 0.05, the null hypothesis is accepted. Hence, there exists no significant association between challenges available (Environmental issues) with respect to overall role and impact of FDI in retail sector (retailer's perspective). In case of negative impact of FDI in Indian retail sector, threat to small retailers and hurt economic structure of the country as the significance value is greater (0.256 and 0.471 respectively) than 0.05 thus from the regression table, it is clear that null hypothesis is accepted. Hence, there exists no significant association between negative impact (threat to small retailers and hurt economic structure of the country) with respect to overall role and impact of FDI in retail sector (retailer's perspective). It shows that Environmental issues, threat to small retailers and Hurt economic structure of the country is not associated with overall role and impact of FDI in retail sector.

CHAPTER 5

DATA ANALYSIS AND INTERPRETION

(CUSTOMERS' PERSPECTIVE)

The present chapter at first discuss about the demographic profile of customer respondents, further the association between demographics and selection of product from organized retailers and unorganized retailers.

The chapter then discuss about the factors extracted by using EFA and Confirmed using CFA. The descriptive analysis and reliability analysis of the factors is also being done to know about the importance of variables in a particular construct. The regression analysis is used to study the impact of FDI in retail from customer's perspective.

DEMOGRAPHIC PROFILE OF RESPONDENTS (CUSTOMERS)

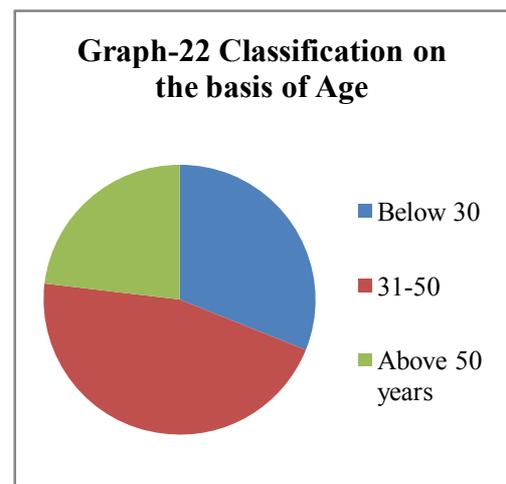
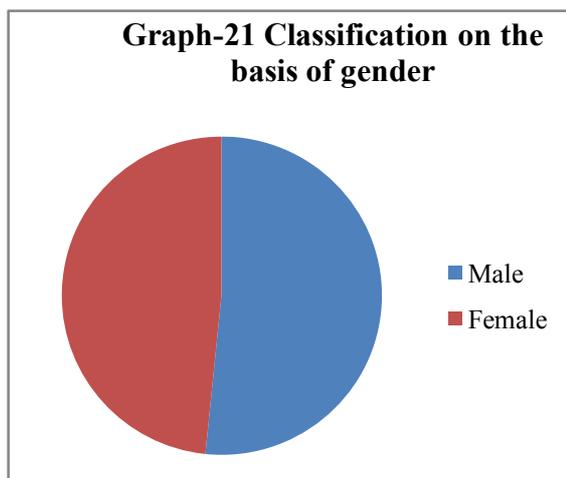
The first section of this chapter represents the demographic profile of customers. The profile of the respondents is presented with the help of diagrams and charts.

For the purpose of collecting the responses of the customers a detailed questionnaire based on 5-point Likert scale was being circulated among customers of NCR region. A total of 450 questionnaires were distributed, out of which 312 respondents completed the questionnaire. The questionnaire consists of statements related to perception of customers with regard to opening up of FDI in Indian retail sector. In the first part of the questionnaire, some demographic questions detailing about gender, marital status, education, age, were being asked. A precise summary of demographic profile is being presented in form of table in Table 3.1 mentioned below.

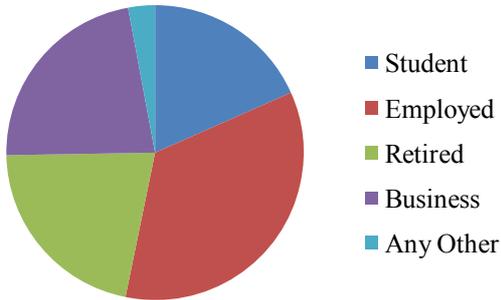
Table 3.1. Demographic Profile of Respondents			
Particulars		Frequency	% Percentage
Gender	Male	161	52%
	Female	151	48%
Marital Status	Married	148	47%
	Unmarried	164	53%
Age	Below 30	97	31%
	31-50	143	46%
	Above 50 years	72	23%
Annual Household Income	Less than Rs.25,00,00	31	10%
	Rs. 25,00,00- Rs.5,00,000	38	12%
	Rs. 5,00,001- 10,00,000	175	56%
	Above Rs 10,00,000	68	22%
Occupation	Student	57	18%
	Employed	109	35%
	Retired	67	22%
	Business	70	22%
	Any Other	9	3%
Education Qualification	Secondary education	78	25%
	Graduation (UG)	142	46%
	Post Graduation (PG)	92	29%
Size of family	Nuclear Family	147	47%
	Joint family	165	53%
Compiled by the Researcher			

The above table depicts that out of total respondents 52% are males and 48% are females. Majority of respondents are belonging to the age group 31-50 i.e. 46%, 31% respondents are below 30 years of age and 23% respondents are above 50 years of age. Out of the total respondents 35 % respondents are employed, 22% are running their business, 22% are retired persons and 18% are students. Majority of respondents i.e. 56% are having annual income between 5000001- 10,00,000, 21% are having income above 10 lakhs, 12% are having income between 2.5 lakhs to 5 lakhs and 10 % are having income less than 2.5 lakhs. Out of the total respondents 47% are belonging to nuclear family and 53 % are from joint family. 53% of respondents are married and 47% respondents are unmarried. Majority of respondents i.e. 46% have done graduation, 25% are educated upto secondary education and 29% have done post-graduation.

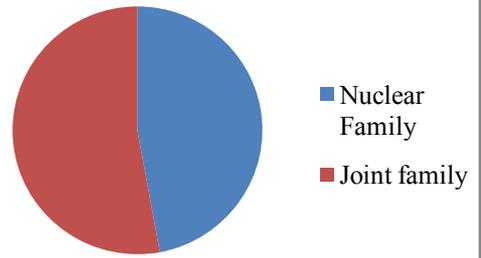
The presentation of demographic profile in form of graphs is given below:



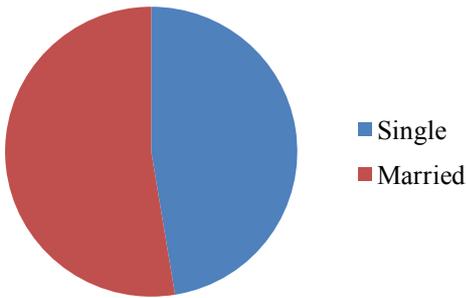
Graph-23 Classification on the basis of Occupation



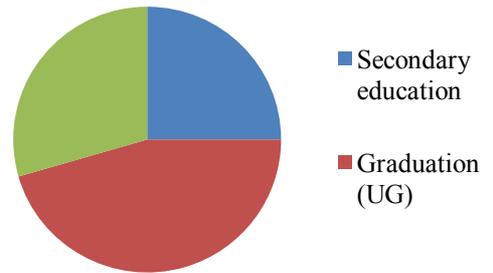
Graph-24 Size of family



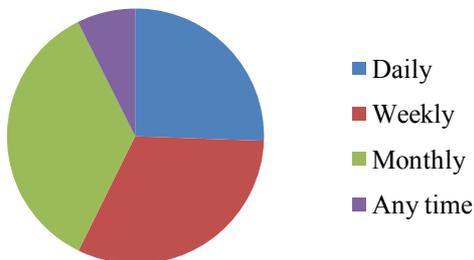
Graph-25 Marital status



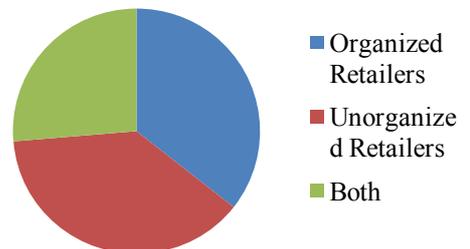
Graph -26 Education



Graph 27 Preferred time of shopping



Graph-28 Preference to purchase daily things



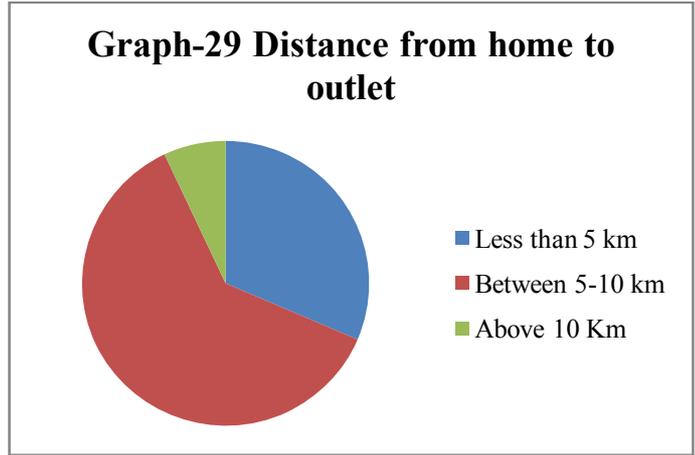


Table 3.2 Product preferences at Unorganized Retail * Age Crosstabulation

		Age			Total
		Below 30	31-50	Above 50 years	
Household items	Count	52	98	42	192
	% within Age	55.30%	69.00%	58.30%	
Grocery items	Count	63	97	50	210
	% within Age	67.00%	68.30%	69.40%	
Home appliances	Count	16	34	14	64
	% within Age	17.00%	23.90%	19.40%	
Clothing products	Count	36	54	23	113
	% within Age	38.30%	38.00%	31.90%	
Specialty products	Count	13	20	12	45
	% within Age	13.80%	14.10%	16.70%	
Emergency products	Count	32	49	28	109
	% within Age	34.00%	34.50%	38.90%	
Impulse products	Count	19	28	17	64
	% within Age	20.20%	19.70%	23.60%	
Any other	Count	25	44	19	88
	% within Age	26.60%	31.00%	26.40%	
Total	Count	94	142	72	308

Source: compiled by researcher

Respondents above 50 years prefer to buy grocery items, specialty products, emergency products, impulse products from unorganized retailers as compare to other age categories. As distance matters for aged people while taking decision about their purchases. Respondents lying between age of 31- 50 years prefer to buy home appliances and household items from unorganized retailers compared to other age categories. Respondents below 30 years of age prefer to buy clothing items from unorganized retailers as compare to other age categories.

To know the product preference towards unorganized retail stores on the basis of gender, Cross Tabulation is applied. The results for the same are:

Table 3.3. Product preferences at Unorganized Retail * Gender				
Cross Tabulation				
		Gender		
		Male	Female	Total
Household items	Count	96	96	192
	% within Gender	60.40%	64.40%	
Grocery items	Count	107	103	210
	% within Gender	67.30%	69.10%	
Home appliances	Count	29	35	64
	% within Gender	18.20%	23.50%	
Clothing products	Count	49	64	113
	% within Gender	30.80%	43.00%	
Speciality products	Count	20	25	45
	% within Gender	12.60%	16.80%	
Emergenc	Count	51	58	109

y products	% within Gender	32.10%	38.90%	
Impulse products	Count	23	41	64
	% within Gender	14.50%	27.50%	
Any other	Count	43	45	88
	% within Gender	27.00%	30.20%	
Total	Count	159	149	308
Source: compiled by researcher				

The above table shows that on the basis of gender, the female respondents like to buy more from unorganized retailers in terms of all different product categories as compared to male respondents. As female prefer to buy from nearby local shops as compare to going far away for shopping.

Further, to know the product preference towards unorganized retail stores on the basis of income, Cross Tabulation is applied. The results for the same are:

		Less than Rs.25,00,00	Rs. 25,00,00- Rs.5,00,000	Rs. 5,00,001- 10,00,000	Above Rs 10,00,000	Total
Household items	Count	18	20	113	41	192
	% within Occupation	60.00%	54.10%	65.30%	60.30%	
Grocery items	Count	20	24	120	46	210
	% within Occupation	66.70%	64.90%	69.40%	67.60%	
Home applian	Count	9	4	38	13	64
	% within	30.00%	10.80%	22.00%	19.10%	

ces	Occupation					
Clothing product	Count	14	11	66	22	113
	% within Occupation	46.70%	29.70%	38.20%	32.40%	
Specialty product	Count	6	5	23	11	45
	% within Occupation	20.00%	13.50%	13.30%	16.20%	
Emergency product	Count	11	9	62	27	109
	% within Occupation	36.70%	24.30%	35.80%	39.70%	
Impulse product	Count	6	9	32	17	64
	% within Occupation	20.00%	24.30%	18.50%	25.00%	
Any other	Count	10	9	51	18	88
	% within Occupation	33.30%	24.30%	29.50%	26.50%	
Total	Count	30	37	173	68	308
Source: compiled by researcher						

The table 3.5 depicts that the respondents having less than 2.5 lakh annual household income prefer to buy clothing products and speciality products from unorganized retailers as compare to other income categories, respondents having annual income between 5 lakhs to 10 lakhs prefer to buy household items and grocery items from unorganized retailers as compare to other income categories and people having above 10 lakhs annual income prefer to buy emergency products and impulse products from unorganized retailers as compare to other income categories, which depicts that with increased income the customers are likely to buy from organized retailers.

To know the product preference towards unorganized retail stores on the basis of family size, Cross Tabulation is applied. The results for the same are:

		Nuclear Family	Joint family	Total
Household items	Count	93	99	192
	% within Occupation	64.10%	60.70%	
Grocery items	Count	103	107	210
	% within Occupation	71.00%	65.60%	
Home appliances	Count	30	34	64
	% within Occupation	20.70%	20.90%	
Clothing products	Count	57	56	113
	% within Occupation	39.30%	34.40%	
Speciality products	Count	22	23	45
	% within Occupation	15.20%	14.10%	
Emergency products	Count	49	60	109
	% within Occupation	33.80%	36.80%	
Impulse products	Count	30	34	64
	% within Occupation	20.70%	20.90%	
Any other	Count	44	44	88
	% within Occupation	30.30%	27.00%	
Total	Count	145	163	308
Source: compiled by researcher				

Respondents who belong to nuclear families like to buy clothing products, specialty products, household items, grocery items from unorganized retailers and respondents who are from joint families prefer to buy home appliances, emergency products and impulse products from unorganized retailers. Thus, it can be concluded that the respondents who are living in nuclear family go for shopping of routine products from unorganized retailers including specialized products.

To know the product preference towards unorganized retail stores on the basis of marital status, Cross Tabulation is applied. The results for the same are:

Table 3.6. Product Preferences at Unorganized Retail * Marital Status Cross Tabulation				
		Single	Married	
Household items	Count	94	98	192
	% within Occupation	64.40%	60.50%	
Grocery items	Count	101	109	210
	% within Occupation	69.20%	67.30%	
Home appliances	Count	32	32	64
	% within Occupation	21.90%	19.80%	
Clothing products	Count	56	57	113
	% within Occupation	38.40%	35.20%	
Speciality products	Count	20	25	45
	% within Occupation	13.70%	15.40%	
Emergency	Count	51	58	109
	% within	34.90%	35.80%	

products	Occupation			
Impulse products	Count	29	35	64
	% within Occupation	19.90%	21.60%	
Any other	Count	47	41	88
	% within Occupation	32.20%	25.30%	
Total	Count	146	162	308
Source: compiled by researcher				

Married respondents prefer to buy specialty products, emergency products and impulse products from unorganized retailers and single/ unmarried respondents like to buy household items, grocery items, home appliances, clothing products from unorganized retailers. It can be drawn that unmarried respondents are likely to buy routine products from unorganized retailers.

To know the product preference towards unorganized retail stores on the basis of education, Cross Tabulation is applied. The results for the same are:

Table 3.7. Product preferences at Unorganized Retail * Education Cross Tabulation					
		Education			
		Secondary education	Graduation (UG)	Post-Graduation (PG)	Total
Household items	Count	40	96	56	192
	% within Age	53.30%	68.10%	60.90%	
Grocery items	Count	50	98	62	210
	% within Age	66.70%	69.50%	67.40%	

Home appliances	Count	11	32	21	64
	% within Age	14.70%	22.70%	22.80%	
Clothing products	Count	25	58	30	113
	% within Age	33.30%	41.10%	32.60%	
Specialty products	Count	8	21	16	45
	% within Age	10.70%	14.90%	17.40%	
Emergency products	Count	22	51	36	109
	% within Age	29.30%	36.20%	39.10%	
Impulse products	Count	12	30	22	64
	% within Age	16.00%	21.30%	23.90%	
Any other	Count	18	46	24	88
	% within Age	24.00%	32.60%	26.10%	
Total	Count	75	141	92	308
Source: compiled by researcher					

The respondents who are educated upto graduation prefer to buy household items, grocery items, clothing products from unorganized retailers. The respondents who have done post-graduation like to buy home appliances, specialty products, emergency products and impulse products from unorganized retailers as compare to other education based categories.

Respondents who prefer to go shopping on monthly basis like to buy household items, grocery items, home appliances, clothing products from unorganized retailers. The respondents who like to do shopping on weekly basis prefer to buy specialty products, impulse products and emergency products from unorganized retailers as compared to other respondents.

1(b) (ii) Product preferences towards organized retail

To understand the product preferences towards organized retail on the basis of demographics of the customers, cross tab is used. At first, to know the product preference towards organized retail on the basis of age cross tab is being applied. The results for the same are:

		Gender		
		Male	Female	Total
Household	Count	81	84	165
	% within Gender	50.60%	57.10%	
Grocery items	Count	66	71	137
	% within Gender	41.30%	48.30%	
Home s	Count	116	118	234
	% within Gender	72.50%	80.30%	
Clothing	Count	113	99	212
	% within Gender	70.60%	67.30%	
Speciality	Count	105	98	203
	% within Gender	65.60%	66.70%	
Emergency	Count	79	56	135
	% within Gender	49.40%	38.10%	
Impulse	Count	60	50	110
	% within Gender	37.50%	34.00%	
Any other	Count	26	18	44
	% within Gender	16.30%	12.20%	
Total	Count	160	147	307
Source: compiled by researcher				

While buying from organized retailers female respondents prefer to buy household items, grocery items, home appliances and specialty products but males prefer to

buy clothing, emergency and impulse products from organized retailers. It shows that females are more inclined towards organized retailers to shop for home usage products.

To know the product preferences of respondents on the basis of age, cross tabulation was applied; the results for the same are as under:

		Age			Total
		Below 30	31-50	Above 50 years	
Household items	Count	50	73	42	165
	% within Age	53.80%	51.40%	58.30%	
Grocery items	Count	43	63	31	137
	% within Age	46.20%	44.40%	43.10%	
Home appliances	Count	70	107	57	234
	% within Age	75.30%	75.40%	79.20%	
Clothing products	Count	63	97	52	212
	% within Age	67.70%	68.30%	72.20%	
Speciality products	Count	63	86	54	203
	% within Age	67.70%	60.60%	75.00%	
Emergency products	Count	44	53	38	135
	% within Age	47.30%	37.30%	52.80%	
Impulse products	Count	35	48	27	110
	% within Age	37.60%	33.80%	37.50%	
Any other	Count	14	20	10	44
	% within Age	15.10%	14.10%	13.90%	
Total	Count	93	142	72	307
Source: compiled by researcher					

The above table shows that respondents above 50 years of age like to buy Household items, home appliances, Speciality products and emergency products

from organized retailers. Respondents below 30 years of age like to buy Grocery items and impulse products from organized retailers as youngsters are expected more to be carried away by ambience of the outlets, it has more effect on their impulse buying.

To know the product preferences of respondents in organized retail stores, on the basis of occupation, cross tabulation was applied the results for the same are as under:

Table 3.10. Product Preferences at Organized Retail * Occupation Cross Tabulation							
		Student	Employed	Retired	Business	Any Other	Total
Household items	Count	24	58	39	37	7	165
	% within Occupation	42.10%	54.20%	58.20%	54.40%	87.50%	
Grocery items	Count	28	41	30	32	6	137
	% within Occupation	49.10%	38.30%	44.80%	47.10%	75.00%	
Home appliances	Count	38	80	52	58	6	234
	% within Occupation	66.70%	74.80%	77.60%	85.30%	75.00%	
Clothing products	Count	44	68	48	46	6	212
	% within	77.20%	63.60%	71.60%	67.60%	75.00%	

	Occupation						
Speciality products	Count	40	60	50	47	6	203
	% within Occupation	70.20%	56.10%	74.60%	69.10%	75.00%	
Emergency products	Count	25	34	36	36	4	135
	% within Occupation	43.90%	31.80%	53.70%	52.90%	50.00%	
Impulse products	Count	21	30	25	33	1	110
	% within Occupation	36.80%	28.00%	37.30%	48.50%	12.50%	
Any other	Count	13	14	10	7	0	44
	% within Occupation	22.80%	13.10%	14.90%	10.30%	0.00%	
Total	Count	57	107	67	68	8	307
Source: compiled by researcher							

The table 3.10 shows that the respondents who belong to student category like to buy clothing products and grocery products from organized retailers, retired people like to buy house hold, specialty, emergency products from organized retailers and respondents running their own business like to buy impulse products and home appliances from organized retailers, as they are carried away by the way products are sold by organized retailers.

To know the product preferences of respondents in organized retail stores, on the basis of income, cross tabulation was applied the results for the same are as under:

The table 3.11 represents that the respondents who are having income upto 2.5 lakhs, like to buy household items from organized retailers, the respondents having income between 2.5 to 5 lakhs prefer to buy grocery items from organized and the respondents having income above 10 lakhs like to buy home appliances, clothing products, specialty products, emergency and impulse products from organized retailers.

Table 3.11. Product Preferences at Organized Retail *Annual household Income Crosstabulation						
		Less than Rs.25,00,00	Rs. 25,00,00- Rs.5,00,000	Rs. 5,00,001- 10,00,000	Above Rs 10,00,000	Total
Household items	Count	18	15	93	39	165
	% within Occupati on	60.00%	41.70%	53.80%	57.40%	
Grocery items	Count	13	19	75	30	137
	% within Occupati on	43.30%	52.80%	43.40%	44.10%	
Home appliances	Count	20	27	134	53	234
	% within Occupati on	66.70%	75.00%	77.50%	77.90%	

	on					
Clothing products	Count	19	25	119	49	212
	% within Occupation	63.30%	69.40%	68.80%	72.10%	
Speciality products	Count	18	25	109	51	203
	% within Occupation	60.00%	69.40%	63.00%	75.00%	
Emergency products	Count	12	19	68	36	135
	% within Occupation	40.00%	52.80%	39.30%	52.90%	
Impulse products	Count	9	13	63	25	110
	% within Occupation	30.00%	36.10%	36.40%	36.80%	
Any other	Count	5	5	24	10	44
	% within Occupation	16.70%	13.90%	13.90%	14.70%	
Total	Count	30	36	173	68	307
Source: compiled by researcher						

To know the product preferences of respondents in organized retail stores, on the basis of family size, cross tabulation was applied the results for the same are shown in table 3.12.

Table 3.12. Product Preferences at Organized Retail * Family Size Cross Tabulation				
		Nuclear Family	Joint family	Total
Household items	Count	69	96	165
	% within Occupation	47.90%	58.90%	
Grocery items	Count	68	69	137
	% within Occupation	47.20%	42.30%	
Home appliances	Count	107	127	234
	% within Occupation	74.30%	77.90%	
Clothing products	Count	98	114	212
	% within Occupation	68.10%	69.90%	
Speciality products	Count	93	110	203
	% within Occupation	64.60%	67.50%	
Emergency products	Count	65	70	135
	% within Occupation	45.10%	42.90%	
Impulse products	Count	57	53	110
	% within Occupation	39.60%	32.50%	
Any other	Count	23	22	45
	% within Occupation	16.00%	12.90%	
Total	Count	144	164	308
Source: compiled by researcher				

The above table shows that the respondents living in joint family prefer to buy household items, home appliances, clothing products, specialty products from organized retailers and respondents living in nuclear family like to buy grocery items, emergency products and impulse products from organized retailers.

To know the product preferences at organized retail the results of cross tab was applied.

Table 3.13. Product Preferences at Organized Retail * Marital Status				
Crosstabulation				
		Single	Married	Total
Household items	Count	75	90	165
	% within Occupation	51.40%	55.90%	
Grocery items	Count	66	71	137
	% within Occupation	45.20%	44.10%	
Home appliances	Count	107	127	234
	% within Occupation	73.30%	78.90%	
Clothing products	Count	102	110	212
	% within Occupation	69.90%	68.30%	
Speciality products	Count	101	102	203
	% within Occupation	69.20%	63.40%	
Emergency products	Count	68	67	135
	% within Occupation	46.60%	41.60%	
Impulse	Count	60	50	110

products	% within Occupation	41.10%	31.10%	
Any other	Count	29	16	45
	% within Occupation	19.90%	9.30%	
Total	Count	146	162	308
Source: compiled by researcher				

Table 3.13 shows that the married respondents like to buy household items and home appliances from organized retailers and unmarried respondents like to buy grocery items, clothing products, specialty, emergency products, impulse products from organized retailers. It shows that unmarried respondents like to buy more from organized retailers.

To know the product preferences of respondents in organized retail stores, on the basis of education, cross tabulation was applied the results for the same are as under:

Table 3.14. Product preferences at Organized Retail * Education					
Crosstabulation					
		Education			
		Secondary education	Graduation (UG)	Post - Graduation (PG)	Total
Household items	Count	37	76	52	165
	% within Age	50.00%	53.50%	57.10%	
Grocery items	Count	33	62	42	137
	% within Age	44.60%	43.70%	46.20%	
Home appliances	Count	53	109	72	234
	% within Age	71.60%	76.80%	79.10%	

Clothing products	Count	47	100	65	212
	% within Age	63.50%	70.40%	71.40%	
Specialty products	Count	47	93	63	203
	% within Age	63.50%	65.50%	69.20%	
Emergency products	Count	36	58	41	135
	% within Age	48.60%	40.80%	45.10%	
Impulse products	Count	26	55	29	110
	% within Age	35.10%	38.70%	31.90%	
Any other	Count	13	21	10	44
	% within Age	17.60%	14.80%	11.00%	
Total	Count	74	142	91	307
Source: compiled by researcher					

The results of cross tabulation show that respondents who have done post-graduation like to buy household items, grocery items, home appliances, clothing products, specialty products from organized retailers. The respondents who are educated upto secondary level like to buy emergency products and respondents who have studied upto graduation like to buy impulse products from organized retailers.

The respondents who go for daily shopping, like to buy home appliances, emergency products and impulse products from organized retailers. The people, who go for weekly shopping, prefer to buy household items, clothing products and

specialty products from organized retailers. Monthly shoppers like to buy grocery items from organized retailers.

It was observed that the respondents who prefer to travel less than 5 km for buying like to buy household items, grocery items, clothing products, emergency products from organized retailers and people who can travel for 5-10 km for shopping like to buy home appliances, specialty products from organized retailers. To know the product preferences at organized Retail, unorganized retail, cross tabulation is applied, the results are shown in table 3.15:

Table 3.15 Product preferences at Organized Retail * Type of Outlet Cross Tabulation					
		Organized Retailers	Unorganized Retailers	Both	Total
Household items	Count	64	60	41	165
	% within Age	59.30%	50.80%	50.60%	
Grocery items	Count	47	53	37	137
	% within Age	43.50%	44.90%	45.70%	
Home appliances	Count	78	88	68	234
	% within Age	72.20%	74.60%	84.00%	
Clothing products	Count	74	79	59	212
	% within Age	68.50%	66.90%	72.80%	
Specialty products	Count	75	75	53	203
	% within Age	69.40%	63.60%	65.40%	
Emergency products	Count	54	49	32	135
	% within Age	50.00%	41.50%	39.50%	
Impulse	Count	37	47	26	110

products	% within Age	34.30%	39.80%	32.10%	
Any	Count	14	16	14	44
other	% within Age	13.00%	13.60%	17.30%	
Total	Count	108	118	81	307

Source: compiled by researcher

The table shows that respondents prefer to buy household items, specialty products, emergency products from organized retailers, they like to buy impulse products from unorganized retailers and for grocery items, home appliances, clothing products the respondents buy from both organized as well as unorganized retailers.

Sub objective 2(b): To study the challenges and opportunities faced by retail sector in India from customers perspective. In this objective, customers' perspective regarding opportunities and challenges faced by retail sector has been explored using EFA (Exploratory Factor Analysis).

5.2 PERCEPTIONS OF CUSTOMERS REGARDING FDI IN RETAIL SECTOR IN INDIA

This section attempts to explain the theoretical background related to perceptions of customers regarding impact of FDI in Indian retail sector in general. The section will discuss the factors which are in the mind of customers related to FDI in Indian retail sector. The variables extracted on the basis of review of literature are further identified with the help of exploratory factor analysis used in the questionnaire. This section also tried to analyze the reliability as well as validity of the identified factors. The factors are validated with the help of validity analysis done through Confirmatory Factor Analysis.

This section also discussed the results of descriptive analysis done on various dimensions. In the research study, the primary data is collected from the customers buying products from different retailers in order to study their perception towards impact of FDI in Indian retail sector. Variables related to various opportunities,

challenges, positive impact and negative impact due to FDI in retail sector expected

by customers in India are included in the questionnaire. Total forty nine variables are included in the study:

Table 3.16. Communalities	
Sr. No.	Variables
V1 _{OP}	FDI in retail will lead to improved product quality
V2 _{OP}	It will bring improvement in the services provided by the retailers
V3 _{OP}	It will improve the shopping experience of the customer by making it enjoyable and memorable.
V4 _{OP}	Access to international brands will be easier
V5 _{OP}	The speed of development of modern formats will increase
V6 _{OP}	The distribution system of the goods will improve
V7 _{OP}	It will push Indian Manufacturers to improve their product quality
V8 _{OP}	Overall shopping experience will enhance.
V9 _{TH}	Small scale retailers will have to shut down their business due to not being able to compete with the prices offered by these foreign big retailers
V10 _{TH}	Companies which are at initial stage may not be capable enough to compete with big global companies
V11 _{TH}	Collaboration of small firms with the global biggies will lead to lose the self-competitive strength at the global front
V12 _{TH}	There will a continuous threat of new foreign entrants in the market
V13 _{TH}	FDI in retail will have an adverse impact on traditional unorganized retail
V14 _{TH}	Traditional retailers have to go out of business due to entry of FDI
V15 _{TH}	Consumers will long to buy foreign brand product as compare to local product.
V16 _{OP}	It will enhance employment opportunities for people of India

V17 _{OP}	It will lead to exchange of technologies between countries
V18 _{OP}	It will help in controlling the rising prices of commodities
V19 _{OP}	It will stimulate economic growth of the country.
V20 _{OP}	Farmers will be benefitted by direct procurement of goods by big players.
V21 _{OP}	Indian retailers will get opportunity of partnership with foreign retailers.
V22 _{TH}	Once monopoly is established, foreign companies will hurt the economic structure of country
V23 _{TH}	Profits will move out of the country.
V24 _{TH}	It is against swadeshi policy
V25 _{TH}	Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers.
V26 _{TH}	It will lead to unemployment
V27 _{TH}	Monopoly of foreign players will emerge.
V28 _{TH}	Once monopoly of big retailers is established the bargaining power of the consumers will be reduced.
V29 _{TH}	International retailers will purchase internationally and not from domestic sources
V30 _{CH}	Increased real estate prices is challenge for retail sector in India.
V31 _{CH}	Presence of numerous intermediaries is a challenge for retail sector in India
V32 _{CH}	Usage of outdated technology is a challenge for Indian retail sector.
V33 _{CH}	Highly unorganized sector is a challenge for retail sector in India.
V34 _{CH}	High degree of cultural diversity is a challenge for retail sector in India.
V35 _{OP}	Change in consumption pattern will lead to increased demand of products
V36 _{OP}	Increasing no. of working women will lead to increased demand of products
V37 _{OP}	Electronic media will help to transfer information about new products in very less time, thus lead to increased demand
V38 _{OP}	Demand for variety of products will be increasing day by day due to

	increasing disposable income of consumers.
V39 _{OP}	Packaged food items will be acceptable at an ease due to changing lifestyle which will lead to increased demand for the products.
V40 _{OP}	New Products are more likely to be acceptable due to dual family income
V41 _{OP}	Rise in use of plastic money will have a positive effect on increased retail shopping
V42 _{OP}	Rising retail sector in India is backed up by rising global market demand.
V43 _{NI}	FDI in retail will lead to loss of Indian culture due to more foreign culture impact.
V44 _{NI}	It will lead to loss of Indian ethical values due to more foreign influence.
V45 _{NI}	People may absorb negative aspects of foreign lifestyles and develop inappropriate consumption pattern.
V46 _{CH}	Retail sector infrastructure is not properly developed.
V47 _{CH}	The retail sector possess inefficient Supply Chain Management
V48 _{CH}	Lack of talented workforce is witnessed in retail sector.
V49 _{CH}	Indian retailers possess less competitive strength as compare to international standards.
Source: Compiled by researcher	

On the basis of data collected from the customers, the exploratory factor analysis is applied on the responses of customers in order to identify the latent factors which represent the perception of customers regarding FDI in Indian retail sector.

Exploratory Factor Analysis

Exploratory factor analysis is a statistical quantitative method by which the number of variables selected in the study is reduced into few latent variables (factors). The technique at first helps in identifying the correlation relationship among the variables. EFA then, analyze the variables and tries to reduce those variables into few significant latent variables, called factors. The highly correlated variables are clubbed together and called factors. It is utilized to discover the perceptions of

customers and retailers related to FDI in Indian retail sector. EFA is based upon some assumptions, which includes the availability of sampling adequacy and presence of significant correlations between the different pair of variables. It helps the researcher to know that the sample selected for the study is adequate or not, further it helps to know about the presence of correlation that exists between different pair of variables. The Kaiser-Meyer-Olkin Measure (KMO) as well as Bartlett's test of Sphericity is applied in the study. It helps the researcher to test the presence of required sampling adequacy and the correlation relationship between different pair of variables. The statistical result of KMO measures of sampling adequacy and Bartlett test of Sphericity is shown below in Table 3.17

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.866
Bartlett's Test of Sphericity	Approx. Chi-Square	9684.035
	Df	1225
	Sig.	.000
Source: Compiled by researcher		

The above table shows that the Kaiser-Meyer-Olkin Measure of sample adequacy is 0.866 which depicts that the sample size of the study is adequate. The exploratory factor analysis is used for the variables where significant level of correlation exists between the variables. The Bartlett's test of sphericity checks the correlation matrix of the variables and to test the null hypothesis that the correlation matrix of the variables is an identity matrix.

The result of Bartlett's Test of Sphericity indicates that the p value (.000) is less than five percent level of significance hence the null hypothesis that the correlation matrix of the variables is an identity is rejected. Thus, it can be concluded that there exists significant correlation between the selected variables and it is not an identity matrix. This result shows that the exploratory factor analysis can be done on data collected from the respondents.

Table 5.2(c) shows the communalities of included variables before and after the factor extraction. The communalities or the sum of squared factor loadings represents the proportion of each variable's variance explained by the principal components like latent variable. The initial communality (before extraction) is always assumed to be 1. The communality (after extraction) depends upon the amount of variance available for the analysis of the selected variable. A significant exploratory factor analysis requires that the communalities of the included variables must be greater than 50 percent. It indicates the proportion of variance explained by the variables after extraction done with the help of factor analysis. The results shown in the table indicates that the communalities of all the variables are significant as these are higher than 50 percent. The communalities of the variables including in the analysis is shown in the table.

Table 3.18. Communalities		
Variables	Initial	Extr acti on
FDI in retail will lead to improved product quality	1.000	.527
It will bring improvement in the services provided by the retailers	1.000	.626
It will improve the shopping experience of the customer by making it enjoyable and memorable.	1.000	.633
Access to international brands will be easier	1.000	.656
The speed of development of modern formats will increase	1.000	.651
The distribution system of the goods will improve	1.000	.648
It will push Indian Manufacturers to improve their product quality	1.000	.715
Overall shopping experience will enhance.	1.000	.646

Small scale retailers will have to shut down their business due to not being able to compete with the prices offered by these foreign big retailers	1.000	.545
Companies which are at initial stage may not be capable enough to compete with big global companies	1.000	.770
Collaboration of small firms with the global biggies will lead to lose the self-competitive strength at the global front	1.000	.653
There will a continuous threat of new foreign entrants in the market	1.000	.680
FDI in retail will have an adverse impact on traditional unorganized retail	1.000	.730
Traditional retailers have to go out of business due to entry of FDI	1.000	.774
Consumers will long to buy foreign brand product as compare to local product.	1.000	.588
It will enhance employment opportunities for people of India	1.000	.747
It will lead to exchange of technologies between countries	1.000	.806
It will help in controlling the rising prices of commodities	1.000	.821
It will stimulate economic growth of the country.	1.000	.841
Farmers will be benefitted by direct procurement of goods by big players.	1.000	.781
Indian retailers will get opportunity of partnership with foreign retailers.	1.000	.685
Once monopoly is established, foreign companies will hurt the economic structure of country	1.000	.609

Profits will move out of the country.	1.000	.702
It is against swadeshi policy	1.000	.571
Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers.	1.000	.509
It will lead to unemployment	1.000	.514
Monopoly of foreign players will emerge.	1.000	.569
Once monopoly of big retailers is established the bargaining power of the consumers will be reduced.	1.000	.625
International retailers will purchase internationally and not from domestic sources	1.000	.513
Increased real estate prices is challenge for retail sector in India.	1.000	.675
Presence of numerous intermediaries is a challenge for retail sector in India	1.000	.806
Usage of outdated technology is a challenge for Indian retail sector.	1.000	.765
Highly unorganized sector is a challenge for retail sector in India.	1.000	.819
High degree of cultural diversity is a challenge for retail sector in India.	1.000	.708
Change in consumption pattern will lead to increased demand of products	1.000	.517
Increasing no. of working women will lead to increased demand of products	1.000	.519
Electronic media will help to transfer information about new products in very less time, thus lead to increased demand	1.000	.512

Demand for variety of products will be increasing day by day due to increasing disposable income of consumers.	1.000	.597
Packaged food items will be acceptable at an ease due to changing lifestyle which will lead to increased demand for the products.	1.000	.515
New Products are more likely to be acceptable due to dual family income	1.000	.628
Rise in use of plastic money will have a positive effect on increased retail shopping	1.000	.503
Rising retail sector in India is backed up by rising global market demand.	1.000	.525
FDI in retail will lead to loss of Indian culture due to more foreign culture impact.	1.000	.747
It will lead to loss of Indian ethical values due to more foreign influence.	1.000	.814
People may absorb negative aspects of foreign lifestyles and develop inappropriate consumption pattern.	1.000	.808
Retail sector infrastructure is not properly developed.	1.000	.562
The retail sector possess inefficient Supply Chain Management	1.000	.627
Lack of talented workforce is witnessed in retail sector.	1.000	.558
Indian retailers possess less competitive strength as compare to international standards.	1.000	.507
Extraction Method: Principal Component Analysis		
Source: Compiled by the researcher		

The result of EFA shows that 49 variables can be reduced into eight factors. While selection of factors, only those factors are considered which are having eigen value of more than one.

The scree plot is a graphical representation of the estimated Eigen values of the extracted components. The Scree plot diagram of extracted components is shown below in figure 5.1

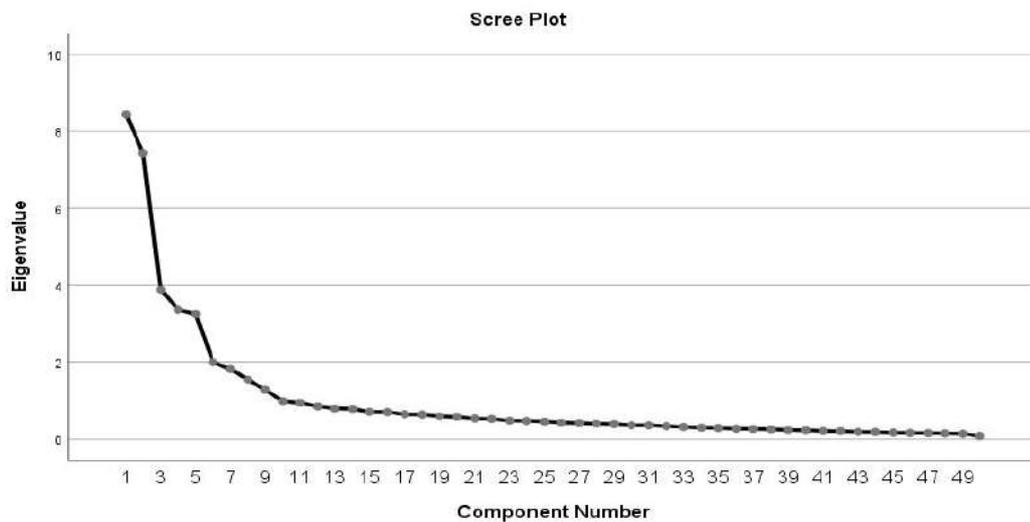


Figure 5.1

The results of factor analysis after applying principle component analyses is shown in table 3.19.

Table 3.19. Total Variance Explained							
Component	Eigenvalues			Sums of Squared Loadings			Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
C1	8.44	16.87	16.87	8.44	16.87	16.87	7.09

C2	7.44	14.87	31.75	7.44	14.87	31.75	6.00
C3	3.88	7.76	39.51	3.88	7.76	39.51	5.64
C4	3.36	6.73	46.24	3.36	6.73	46.24	5.21
C5	3.24	6.49	52.72	3.24	6.49	52.72	3.90
C6	1.99	3.99	56.71	1.99	3.99	56.71	5.56
C7	1.82	3.64	60.35	1.82	3.64	60.35	3.94
C8	1.54	3.09	63.44	1.54	3.09	63.44	3.58
C9	1.28	2.56	65.99				
C10	.98	1.96	67.96				
C11	.94	1.87	69.83				
C12	.85	1.70	71.52				
C13	.79	1.58	73.11				
C14	.78	1.56	74.67				
C15	.70	1.41	76.08				
C16	.69	1.39	77.47				
C17	.64	1.29	78.76				
C18	.63	1.27	80.03				
C19	.59	1.18	81.20				
C20	.57	1.15	82.35				
C21	.53	1.06	83.41				
C22	.52	1.04	84.45				
C23	.48	.95	85.40				

C24	.47	.94	86.34				
C25	.45	.90	87.24				
C26	.42	.85	88.09				
C27	.410	.820	88.911				
C28	.394	.788	89.700				
C29	.38	.77	90.47				
C30	.35	.71	91.17				
C31	.35	.70	91.87				
C32	.33	.66	92.54				
C33	.31	.62	93.16				
C34	.29	.59	93.75				
C35	.28	.57	94.31				
C36	.27	.54	94.85				
C37	.26	.52	95.37				
C38	.25	.50	95.88				
C39	.23	.46	96.34				
C40	.23	.45	96.79				
C41	.21	.41	97.20				
C42	.20	.40	97.61				
C43	.18	.36	97.98				
C44	.18	.36	98.33				
C45	.16	.33	98.66				

C46	.16	.31	98.97				
C47	.15	.30	99.28				
C48	.14	.29	99.56				
C49	.14	.27	99.84				
C50	.08	.16	100.00				

Source: Compiled by the researcher

For the purpose of having better explanation of factor loadings of the variables with the factors, the extracted components are rotated with the help of Promax with Kaiser Normalization method. The results of the pattern matrix indicate that the forty nine variables can be clubbed into eight factors

Table 3.20 Customer Results of Pattern Matrix Analysis								
	Variables							
	1	2	3	4	5	6	7	8
C1								
C2						.51		
C3						.73		
C4						.65		
C5						.64		
C6						.73		
C7						.77		
C8						.52		
C9								
C10								.75

C11								.72
C12								.68
C13								.59
C14					.81			
C15					.89			
C16					.87			
C17					.90			
C18					.84			
C19	.64							
C20	.70							
C21	.83							
C22	.813							
C23	.75							
C24	.83							
C25	.84							
C26	.78							
C27			.87					
C28			.87					
C29			.91					
C30			.93					
C31			.90					
C32			.82					

C33				.70				
C34				.73				
C35				.77				
C36				.82				
C37				.74				
C38				.53				
C39				.70				
C40				.75				
C41		.69						
C42		.88						
C43		.76						
C44		.79						
C45		.88						
C46		.92						
C47		.70						
C48							.81	
C49							.88	
C50							.88	

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.^a

a. Rotation converged in 7 iterations.

The extracted factors are further confirmed with the help of Confirmatory Factor analysis. The CFA is a statistical technique used to confirm the factors which are extracted, the factors extracted are tested for the convergent and discriminant validity of an instrument/ questionnaire used in the study. It is used to examine the structure of the construct and the set of variables into it. It helps to test that there exists a relationship between observed variables and the latent construct called factors. The results of CFA helps to know about the validity of the construct with the help of convergent validity and discriminant validity. The construct validity measures the degree through which the variables in a factor/construct are related to each other. The variables under a particular construct must be highly correlated to each other. For convergent validity the values of composite reliability and Average Variance Extracted are considered. As per Chauhan A.K. (2016) the internal consistency of the construct in a scale is called composite reliability (CR), where as the AVE (Average Variance Extracted) is the extent of the variance of the variable which is explained in the construct.

The results of CFA must meet the following conditions of convergent and discriminant validity of the construct:

- For reliability the value of CR should be greater than 0.7
- For Convergent validity the AVE (Average Variance Extracted) should be greater than 0.5
- For discriminant validity, MSV(Maximum Shared Variance) should be less than AVE and square root of AVE must be greater than inter construct correlation.
- The results of CFA are shown in the figure and tables below:

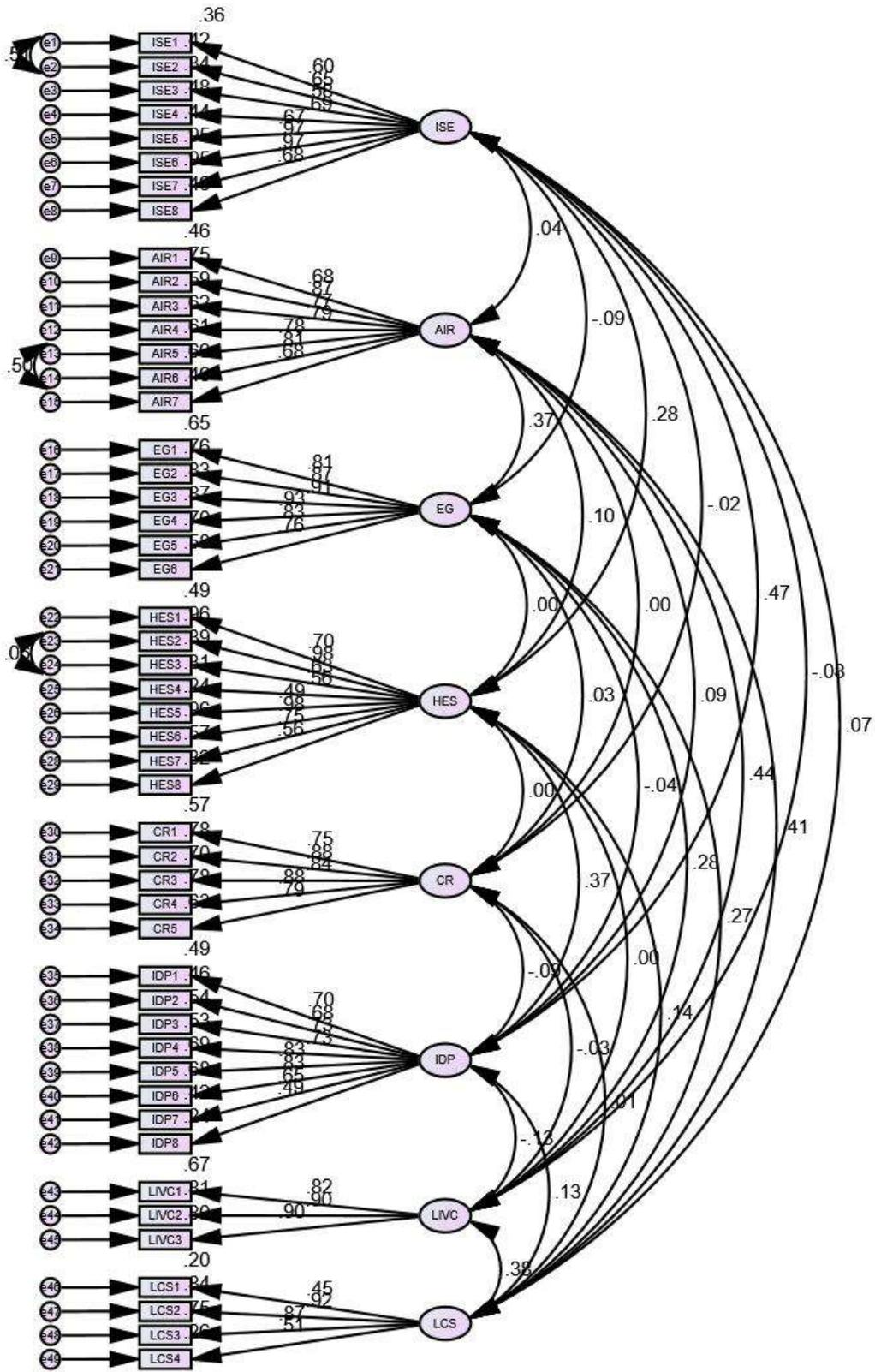


Fig.5.2 Confirmatory Factor analysis. (CFA)

Table 3.21. Discriminant validity

	CR	AVE	MSV	MaxR (H)	ISE	SEG	AIR	HES	CR	IDP	LIVC	LCS
ISE	0.904	0.551	0.220	0.975	0.742							
SEG	0.911	0.594	0.191	0.919	0.042	0.771						
AIR	0.942	0.732	0.134	0.953	-	0.367	0.856					
HES	0.894	0.529	0.137	0.983	0.280	0.098	0.003	0.727				
CR	0.917	0.690	0.009	0.925	-	-	0.030	0.001	0.8318			
IDP	0.889	0.506	0.220	0.905	0.469	0.087	-	0.370	-0.092	0.7122		
LIVCC	0.904	0.759	0.191	0.911	-	0.437	0.275	-	-0.028	-0.129	0.871	
LCS	0.796	0.516	0.165	0.901	0.071	0.406	0.269	0.139	0.008	0.125	0.377	0.7183

Table 3.22. Measurement Model (Model fit measures)

CMIN/DF	PClose	SRMR	CFI	RMSEA
1.850	.0146	0.059	0.916	0.052

The table indicates that the model fit measures are acceptable and the CFA indices show that it is statistically fit.

On the basis of CFA the eight factors extracted are named as:

- Improved shopping experience
- Stimulate economic growth
- Adverse impact on small retailers
- Hurt economic structure
- Loss of Indian values and culture
- Increased demand for products
- Less Competitive strength possessed by Indian retailers
- Challenges for retail sector in India

(a) Improved shopping experience

This factor of perceptions of customers regarding FDI in Indian retail includes 8 variables. The descriptive analysis and reliability analysis for this factor has been done.

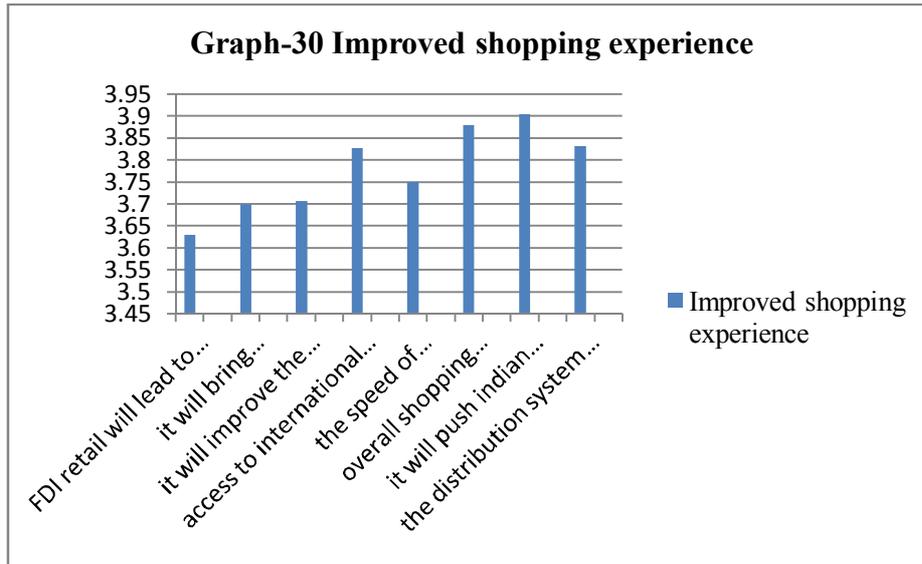
Descriptive analysis

The descriptive analysis result indicates that the variable “It will push Indian manufactures to improve their product quality” has highest mean as compare to other variables in the factor (3.90) and is followed by the statement “Overall shopping experience will enhance” (3.87). The variable “FDI retail will lead to improved product quality” has the lowest mean score extracted.

Table 3.23. Descriptive Analysis of Improved shopping experience								
Variable Name	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
FDI retail will lead to improved product quality	3.6282	.99979	1.000	14(4.5%)	24(7.7%)	79(25.3%)	142(45.5%)	53(17%)
It will bring improvement in the services	3.6987	1.00430	1.009	17(5.4%)	22(7.1%)	50(16%)	172(55.1%)	51(16.3%)

provided by the retailers								
It will improve the shopping experience of the customer by making it enjoyable and memorable.	3.70 51	.9933 4	.987	13(4.2 %)	21(6.7 %)	72(23. 1%)	145(46. 5%)	61(19. 6%)
Access to international brands will be easier	3.82 69	.9929 9	.986	12(3.8 %)	18(5.8 %)	59(18. 9%)	146(46. 8%)	77(24. 7%)
The speed of development of modern formats will increase	3.75 00	1.058 57	1.121	19(6.1 %)	17(5.4 %)	58(18. 6%)	147(47. 1%)	71(22. 8%)
Overall	3.87	1.013	1.027	13(4.2	15(4.8	58(18.	137(43.	89(28.

shopping experience will enhance	82	37		%)	%)	6%)	9%)	5%)
It will push indian manufactures to improve their product quality	3.9038	1.03805	1.078	13(4.2%)	21(6.7%)	43(13.8%)	141(45.2%)	94(30.1%)
The distribution system of the goods will improve	3.8301	1.01753	1.035	14(4.5%)	22(7.1%)	42(13.5%)	159(51%)	75(24%)
Source: Compiled by the researcher								



Reliability Analysis

As it has been found in the analysis of customers' perception, that quality of products and services offered by retailers is the important parameter for customers at the time of going into a retail store to buy the products. On the basis of EFA, the factor Improved shopping experience was found. This factor comprises of 8 variables and the factor loadings of each variable represents significant loading towards the factor. The variable "It will push Indian manufactures to improve their product quality"." is having the maximum factor loading of 0.806, thus it is the most important variable in the factor. The variable "Access to international brands will be easier." is having factor loading of 0.775. The variable "Overall shopping experience will enhance" is 3rd significant variable in the factor. The variables "The distribution system of the goods will improve" and "The speed of development of modern formats will increase." are having factor loading of 0.747, which shows both these variables are equally significant in the factor. The variable "It will bring improvement in the services provided by the retailers" is the 6th area being stressed. "FDI retail will lead to improved product quality" variable is having factor loading of 0.653. The level of internal consistency reliability was calculated with the help of the test cronbach's alpha and which came out to be 0.916, which is significant.

Table 3.24. Reliability Analysis (Improved Shopping Experience)

Construct	Variables	Factor Loading	Variance %	Internal Consistency Reliability
Improved shopping experience	FDI retail will lead to improved product quality	0.653	11.072	0.916
	It will bring improvement in the services provided by the retailers	0.694		
	The speed of development of modern formats will increase.	0.747		
	The distribution system of the goods will improve	0.747		
	It will improve the shopping experience of the customer by making it enjoyable and memorable.	0.764		
	Overall shopping experience will enhance.	0.774		
	Access to international brands will be easier	0.775		
	It will push Indian manufactures to improve their product quality	0.806		

Source: Compiled by the researcher

(b) **Stimulate economic growth**

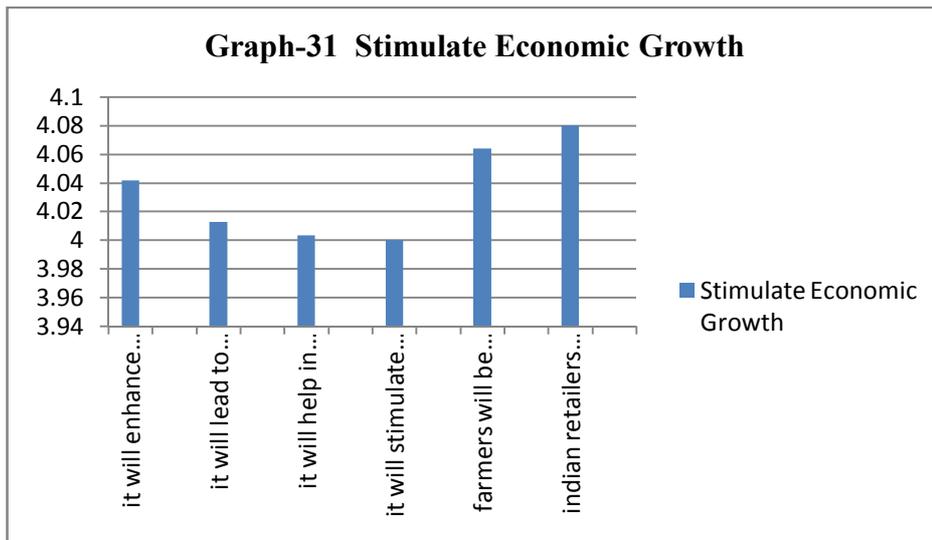
This factor includes six variables. The descriptive analysis and reliability analysis of the variables has been done, presented in the tables and subsequently explained.

Descriptive analysis

On the basis of descriptive analysis of all the 6 variables under the factor “Stimulate Economic Growth”, the variable “Indian retailers will get opportunity of partnership with foreign retailers” has the highest mean value (4.08). The variable “It will stimulate economic growth of the country” possess the lowest mean score of 4.00.

Table 3.25. Descriptive Analysis (Stimulate economic growth)								
Statement	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
It will enhance employment opportunities for people of India	4.0417	.72275	.522	0	13(4.2%)	36(11.5%)	188(60.3%)	75(24%)
It will lead to exchange of technologies between countries	4.0128	.71715	.514	1(0.3%)	10(3.2%)	42(13.5%)	190(60.9%)	69(22.1%)
It will help in controlling the rising price of	4.0032	.72395	.524	1(0.3%)	7(2.2%)	54(17.3%)	178(57.1%)	72(23.1%)

commodities								
It will stimulate economic growth of the country	4.0000	.70369	.495	1(0.3%)	6(1.9%)	53(17%)	184(59%)	68(21.8%)
farmers will be benefitted by direct procurement of goods by big players.	4.0641	.70533	.497	1(0.3%)	4(1.3%)	50(16%)	176(56.4%)	81(26%)
Indian retailers will get opportunity of partnership with foreign retailers	4.0801	.71501	.511	2(0.6%)	7(2.2%)	35(11.2%)	188(60.3%)	80(25.6%)
Source: compiled by researcher								



Reliability Analysis

By application of EFA, the factor Stimulate Economic Growth was extracted. The factor comprises of 6 variables and the factor loadings of each variable represents significant loading towards the factor. The variable “It will stimulate economic growth of the country” is having the maximum factor loading of 0.901, thus it is found to be the most significant variable, followed by the variable “It will help in controlling the rising price of commodities” is having factor loading of 0.887. The variable “Farmers will be benefitted by direct procurement of goods by big players.” holds the 3rd significant place in the factor. The variables “It will lead to exchange of technology between countries” and “It will enhance employment opportunities for people of India” are having factor loading of 0.866 and 0.848 respectively. The variable “Indian retailers will get opportunity of partnership with foreign retailers” variable is having factor loading of 0.807. The level of internal consistency reliability was calculated with the help of the test cronbach’s alpha came out to be **0.943**, which is significant.

Table 3.26. Reliability Analysis (Stimulate economic growth)				
Construct	Variables	Factor Loading	Variance %	Internal consistency reliability
Stimulate economic growth	Indian retailers will get opportunity of partnership with foreign retailers	0.807	9.607	0.943
	It will enhance employment opportunities for people of India	0.848		
	It will lead to exchange of technology between countries	0.866		
	Farmers will be benefitted by direct procurement of goods by big players.	0.871		
	It will help in controlling the rising price of commodities	0.887		
	It will stimulate economic growth of the country	0.901		
	Source: Compiled by the researcher			

(c) Adverse impact on small retailers

This factor includes seven variables. The descriptive analysis and reliability analysis of the variables has been done, presented in the tables and subsequently explained.

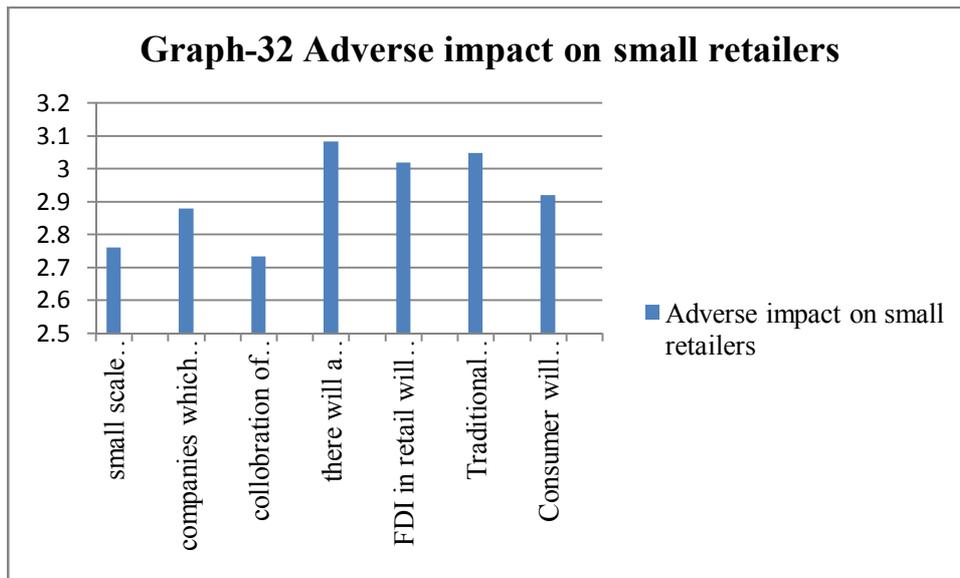
Descriptive analysis

The descriptive analysis of the different variables under this factor depicts that the variable “There will a continuous threat of new foreign entrants in the market” is having the maximum mean score. This shows that customers perceive that the small retailers will continuously be threatened by entry of big players in the market with whom they have to compete.

Table 3.27. Descriptive analysis(Adverse impact on small retailers)								
	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Small scale retailers will have to shut down their business due to not being able to compete with the prices offered by these foreign big retailers	2.7596	.85805	.736	11(3.5%)	122(39.1%)	116(37.2%)	57(18.3%)	6(1.9%)

Companies which are initial stage may not be able to compete with big global giants	2.8782	.90616	.821	11(3.5%)	109(34.9%)	106(34%)	79(25.3%)	7(2.2%)
Collaboration of small firms with the global biggies will lead to lose the self competitive strength at the global front	2.7340	.89823	.807	16(5.1%)	122(39.1%)	111(35.6%)	55(17.6%)	8(2.6%)
There will a continuous threat of new foreign entrants	3.0833	.91756	.842	10(3.2%)	80(25.6%)	105(33.7%)	108(34.6%)	9(2.9%)

in the market								
FDI will have an adverse impact on traditional unorganized retail sector	3.0192	.94866	.900	11(3.5%)	95(30.4%)	92(29.5%)	105(33.7%)	9(2.9%)
Traditional retailers have to go out of business due to entry of FDI	3.0481	.95271	.908	11(3.5%)	91(29.2%)	92(29.5%)	108(34.6%)	10(3.2%)
Consumer will long to buy foreign brand products as compare to local product.	2.9199	.90550	.820	11(3.5%)	99(31.7%)	115(36.9%)	78(25%)	9(2.9%)
Source: compiled by researcher								



Reliability Analysis

The entry of big foreign retailers is a threat to small retailers in India as they lack in technology, ambience and investment as compare to them. According to rotated component matrix the variable “Traditional retailers have to go out of market due to entry of FDI”, holds the most important position in the factor. This shows the perception of the customers that the entry of FDI in Indian retail will have a negative impact on traditional retailers.

Construct	Variables	Factor Loading	Variance %	Internal consistency reliability
Adverse impact on small retailers	Small scale retailers will have to shut down their business due to not being able to compete with the prices offered by these foreign big retailers	0.694	9.829	0.915
	Consumer will long to buy foreign brand	0.709		

	products as compare to local product.			
	Collaboration of small firms with the global biggies will lead to lose the self competitive strength at the global front	0.763		
	There will be a continuous threat of new foreign entrants in the market	0.783		
	FDI will have an adverse impact on traditional unorganized retail sector	0.839		
	Companies which are initial stage may not be able to compete with big global giants	0.854		
	Traditional retailers have to go out of market due to entry of FDI	0.869		
Source: compiled by researcher				

(d) **Hurt economic structure of the country**

This factor comprises of eight variables. The descriptive analysis and reliability analysis of the variable under the factor is done.

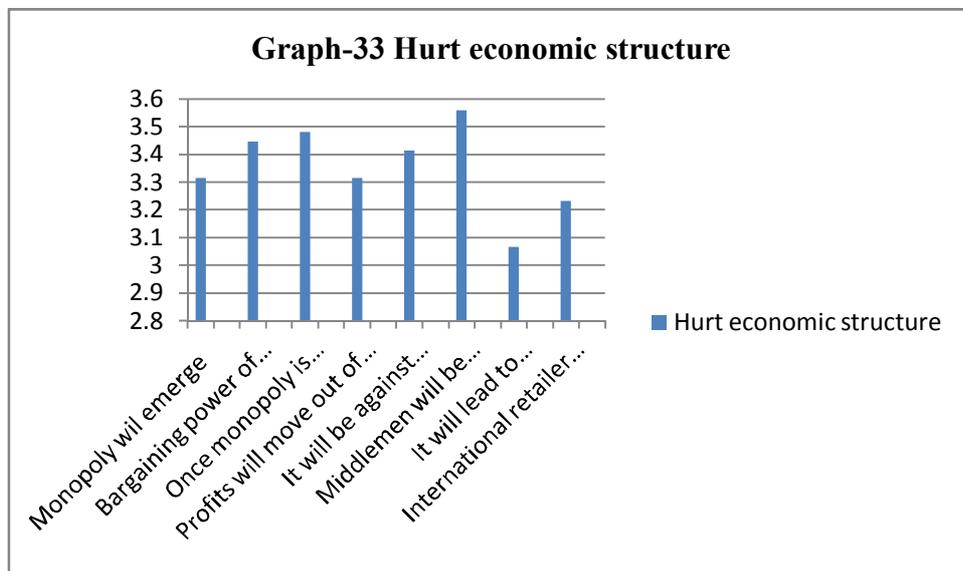
Descriptive Analysis

On the basis of descriptive analysis of all the variables under this factor, it was found that the variable “Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers” has the highest mean value. It shows that the majority of customers believe that the middlemen will be removed as the big retailers will directly buy from farmers to reduce the margin and to provide products at cheaper price to the customers and can compete on the basis of reduced prices.

Table 3.29. Descriptive analysis (Hurt economic structure of the country)								
	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Monopoly of foreign players will emerge	3.3141	1.15547	1.335	24(7.7%)	53(17%)	85(27.2%)	101(32.4%)	49(15.7%)
Bargaining power of consumers will be reduced	3.4455	1.14127	1.302	21(6.7%)	47(15.1%)	70(22.4%)	120(38.5%)	54(17.3%)
Once monopoly is established, foreign	3.4808	1.10521	1.221	16(5.1%)	47(15.1%)	76(24.4%)	117(37.5%)	56(17.9%)

companies will hurt the economic structure of country.								
Profits will move out of the country	3.31 41	1.141	1.336	23(7.4 %)	49(15.7 %)	98(29.2 %)	91(29.2 %)	51(16.3 %)
It will be against swadeshi policy	3.41 35	1.127 93	1.272	19(6.1 %)	48(15.4 %)	85(27.2 %)	105(33.7 %)	55(17.6 %)
Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers.	3.55 77	1.106 78	1.225	19(6.1 %)	35(11.2 %)	71(22.8 %)	127(40.7 %)	60(19.2 %)
It will lead to unemployment.	3.06 41	1.182 29	1.398	32(10.3 %)	72(23.1 %)	92(29.5 %)	76(24.4 %)	40(12.8 %)
International retailer	3.23 08	1.104 48	1.220	22(7.1 %)	58(18.6 %)	96(30.8 %)	98(31.4 %)	38(12.2 %)

will purchase internationally and not from domestic sources								
Source: compiled by researcher								



Reliability analysis

On the basis of factor loadings extracted for all the variables through rotated component matrix, it was found that the variable “Profits will move out of the country” has the maximum factor loading. It is the most significant variable in the factor. The variable “Once monopoly is established, foreign companies will hurt the economic structure of country.” holds the second position in terms of significance in the factor. The Cronbach’s alpha is 0.873 which shows the internal consistency reliability of the responses from the customers.

Table 3.30. Reliability analysis (Hurt economic structure of the country)				
Construct	Variables	Factor Loading	Variance %	Reliability(cronbach alpha)
Hurt economic structure of the country	Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers.	0.545	8.619	0.873
	It will lead to unemployment.	0.668		
	Monopoly of foreign player will emerge.	0.706		
	International retailer will purchase internationally and not from domestic sources	0.71		
	It will be against swadeshi policy	0.728		
	Once monopoly of big retailer is established the bargaining power of the consumer will be reduced.	0.742		

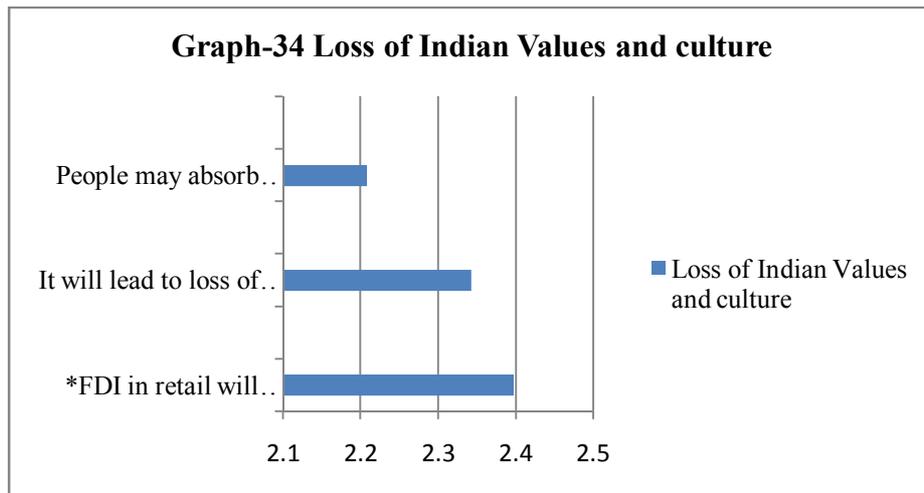
Once monopoly is established, foreign companies will hurt the economic structure of country.	0.756		
Profits will move out of the country	0.812		
Source: compiled by researcher			

(e) Loss of Indian values and culture

This factor has three variables. The descriptive analysis of the variables in the factor shows that, the variable “FDI in retail will lead to loss of Indian culture due to more foreign culture impact” has the highest mean score and the variable “People may absorb negative aspects of foreign lifestyles and develop inappropriate consumption pattern.” Possess the lowest mean score.

Table 3.31. Descriptive analysis (Loss of Indian values and culture)								
Variables	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
FDI in retail will lead to loss of Indian culture	2.3974	.95007	.903	34(10.9%)	179(57.4%)	50(16%)	39(12.5%)	10(3.2%)

due to more foreign culture impact.								
It will lead to loss of Indian ethical values due to more foreign influence.	2.3429	.99242	.985	50(16%)	164(52.6%)	48(15.4%)	41(13.1%)	9(2.9%)
People may absorb negative aspects of foreign lifestyles and develop inappropriate consumption pattern.	2.2083	.84385	.712	46(14.7%)	190(60.9%)	45(14.4%)	27(8.7%)	4(1.3%)
Source: compiled by researcher								



Reliability Analysis

The extracted factor after applying Exploratory Factor Analysis, consists of three variables. The internal consistency of the factor is estimated with the help of Cronbach’s alpha. The variables included in the factor were found to have the sufficient internal consistency reliability of **0.736**. The variable “People may absorb negative aspects of foreign lifestyles and develop inappropriate consumption pattern” has the maximum factor loading of 0.835, which represents that the variable is the most significant one in the factor named “Loss of Indian values and culture”.

Table 3.32. Reliability analysis Loss of Indian values and culture				
Construct	Variables	Factor Loading	Variance %	Internal consistency reliability
	FDI in retail will lead to loss of Indian culture due to more foreign culture impact.	0.775		
	It will lead to loss of Indian ethical values	0.833		

Loss of Indian values and culture	due to more foreign influence.		4.908	0.736
	People may absorb negative aspects of foreign lifestyles and develop inappropriate consumption pattern.	0.835		
Source: compiled by researcher				

(f) Increased Demand for products

With changing demographics, backed up by increasing expectations of the customers, the demand for products is expected to increase in future.

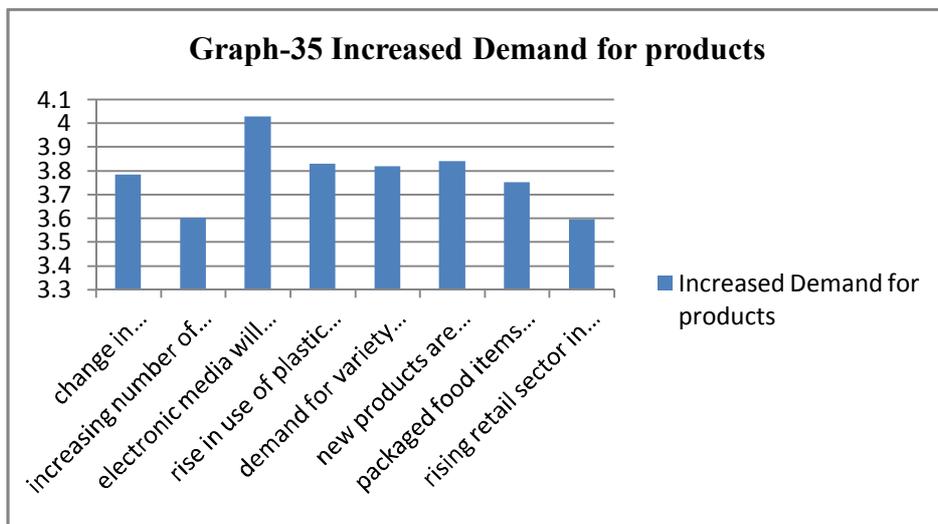
Descriptive Analysis

The factor has eight variables in it. The descriptive analysis and reliability analysis of the factor has been done. The factor “Electronic media will help to transfer information about new products in very less time, thus lead to increased demand” has the highest mean value of 4.028. The factor “Rising retail sector in India is backed up by rising global market demand” has the lowest mean value.

Table 3.33. Descriptive analysis (Increased Demand for products)								
Variables	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Change in consumption pattern will lead to increased demand of products	3.782	.994	.988	8(2.6%)	21(6.7%)	84(26.9%)	117(37.5%)	82(26.3%)
Increasing number of working women will lead to increased demand of products	3.602	1.180	1.391	22(7.1%)	33(10.6%)	72(23.1%)	105(33.7%)	80(25.6%)
Electronic media will help to transfer information about new products in very less time, thus lead to increased demand	4.028	0.967	.935	7(2.2%)	16(5.1%)	51(16.3%)	125(40.1%)	113(36.2%)

Rise in use of plastic money will have a positive effect on increased retail shopping	3.830	1.173	1.376	23(7.4%)	17(5.4%)	56(17.9%)	110(35.3%)	106(34%)
Demand for variety of products will be increasing day by day due to increasing disposable income of consumers.	3.817	1.015	1.031	10(3.2%)	23(7.4%)	65(20.8%)	130(41.7%)	84(26.9%)
New products are more likely to be unable due to increasing number of dual income nuclear families	3.839	1.033	1.067	12(3.8%)	21(6.7%)	60(19.2%)	131(42%)	88(28.2%)
Packaged food items will be	3.750	1.065	1.133	11(3.5%)	31(9.9%)	66(21.2%)	121(38.8%)	83(26.6%)

available at an ease due to changing lifestyle which will lead to increased demand for the products.								
Rising retail sector in India is backed up by rising global market demand.	3.596	1.158	1.341	26(8.3%)	25(8%)	66(21.2%)	127(40.7%)	68(21.8%)
Source: compiled by researcher.								



Reliability analysis

The factor extracted on the basis of exploratory factor analysis, has cronbach alpha value of **0.821** which indicates the presence of sufficient internal consistency reliability in the factor. The variable “New products are more likely to be acceptable due to increasing number of dual income nuclear families” has factor loading of 0.738. It shows that it is the most important variable under this factor.

Table 3.34. Reliability analysis (Increased Demand for products)				
Construct	Variables	Factor Loading	Variance %	Internal consistency reliability
Increased Demand for products	Packaged food items will be available at an ease due to changing lifestyle which will lead to increased demand for the products.	0.516	7.095	0.821
	change in consumption pattern will lead to increased demand of products	0.522		
	Rise in use of plastic money will have a positive effect on increased retail shopping	0.629		
	Electronic media will help to transfer information about new products in	0.638		

	very less time, thus lead to increased demand			
	Increasing number of working women will lead to increased demand of products	0.674		
	Demand for variety of products will be increasing day by day due to increasing disposable income of consumers.	0.708		
	New products are more likely to be acceptable due to increasing number of dual income nuclear families	0.738		
	Rising retail sector in India is backed up by rising global market demand.	0.517		
Source: compiled by researcher				

(g) **Less competitive strength**

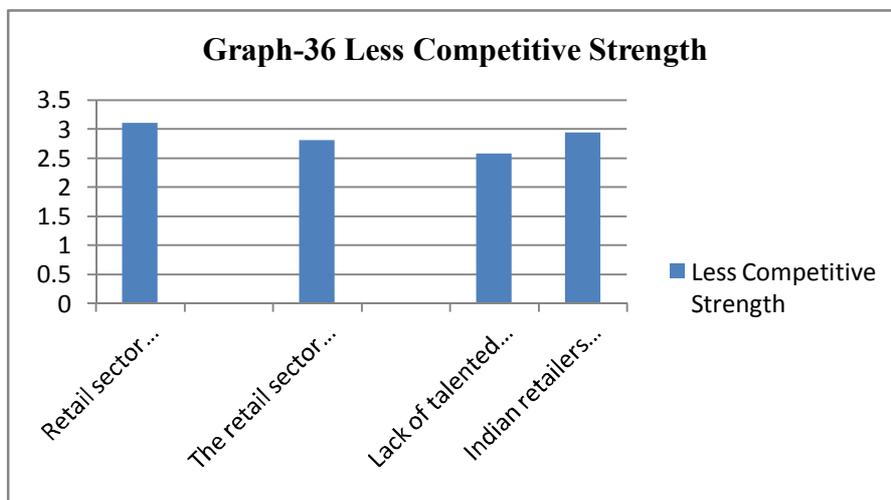
The factor has four factors under it. For analysis of the variables, the descriptive analysis and reliability analysis has been done.

Descriptive Analysis

The variable “Retail sector infrastructure is not properly developed” has the maximum mean score as compare to the other variables in the factor.

Table 3.35. Descriptive analysis(Less competitive strength)								
	Mean	S.D.	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Retail sector infrastructure is not properly developed.	3.1026	1.21713	1.481	29(9.3%)	84(26.9%)	70(22.4%)	84(26.9%)	45(14.4%)
The retail sector possess inefficient supply chain management	2.8077	1.16500	1.358	39(12.5%)	115(36.9%)	40(12.8%)	103(33.3%)	15(4.8%)
Lack of	2.57	1.024	1.049	38(12.5%)	131(42.9%)	82(26.9%)	48(15.9%)	13(4.8%)

talented workforce is witnessed in retail sector	37	31		2%)	%)	3%)	.4%)	.2%)
Indian retailers possess less competitive strength as compare to international standards	2.9455	1.15666	1.338	22(7.1%)	117(37.5%)	63(20.2%)	76(24.4%)	34(10.9%)
Source: compiled by researcher								



Reliability analysis

The results of EFA depicts that four variables have significant factor loading towards the factor extracted. The variable “Retail sector infrastructure is not properly developed” has the maximum factor loading means this variable is the most significant variable in the factor explored. The variable “Indian retailers’ posses less competitive strength as compare to international standards” has the least factor loading. The cronbach’s alpha value is 0.736; it represents significant internal consistency reliability of the factor.

Table 3.36. Reliability analysis (Less competitive strength)				
Construct	Variables	Factor Loading	Variance %	Internal consistency reliability
Less competitive strength	Indian retailersposses less competitive strength as compare to international standards	0.578	4.661	0.736
	Lack of talented workforce is witnessed in retail sector	0.665		
	The retail sector posses inefficient supply chain management	0.713		
	Retail sector infrastructure is not properly developed.	0.718		

(h) Challenges for Retail Sector in India

The factor consists of five variables. For understanding the variables and their significance in the factor, the descriptive analysis and reliability analysis has been done.

Descriptive analysis

On the basis of descriptive analysis, the variable “Highly unorganized sector is a challenge for retail sector in India” is having the maximum mean score as compare to the other variables in the factor. The variable “High degree of cultural diversity is a challenge for retail sector in India.” is having the least mean score.

Table 3.37. Descriptive analysis (Challenges for Retail Sector in India)								
Variables	Mean	S.D	Variance	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Increased real estate price is challenge for retail sector in India.	3.458	0.929	.864	6(1.9%)	44(14.1%)	95(30.4%)	132(42.3%)	33(10.6%)
Presence of numerous intermediaries is a challenge for retail sector in India	3.474	0.923	.852	6(1.9%)	42(13.5%)	94(30.1%)	135(43.3%)	33(10.6%)

Usage of outdated technology is a challenge for Indian retail sector	3.532	0.909	.826	8(2.6%)	31(9.9%)	93(29.8%)	144(46.2%)	34(10.9%)
Highly unorganized sector is a challenge for retail sector in India.	3.713	0.819	.671	5(1.6%)	22(7.1%)	65(20.8%)	183(58.7%)	35(11.2%)
High degree of cultural diversity is a challenge for retail sector in India.	3.397	0.939	.881	5(1.6%)	52(16.7%)	100(32.1%)	121(38.8%)	32(10.3%)
Source: compiled by researcher								



Reliability analysis

The factor “Challenges for retail sector in India” has a cronbach’s value of 0.915, which is significant value for showing the presence of sufficient internal consistency reliability in the factor. The variable “Highly unorganized sector is a challenge for retail sector in India” is having factor loading of 0.899, which represents that according to the rotated component matrix, this variable is the most important one in the factor.

Table 3.38. Reliability analysis(Challenges for retail sector in India)

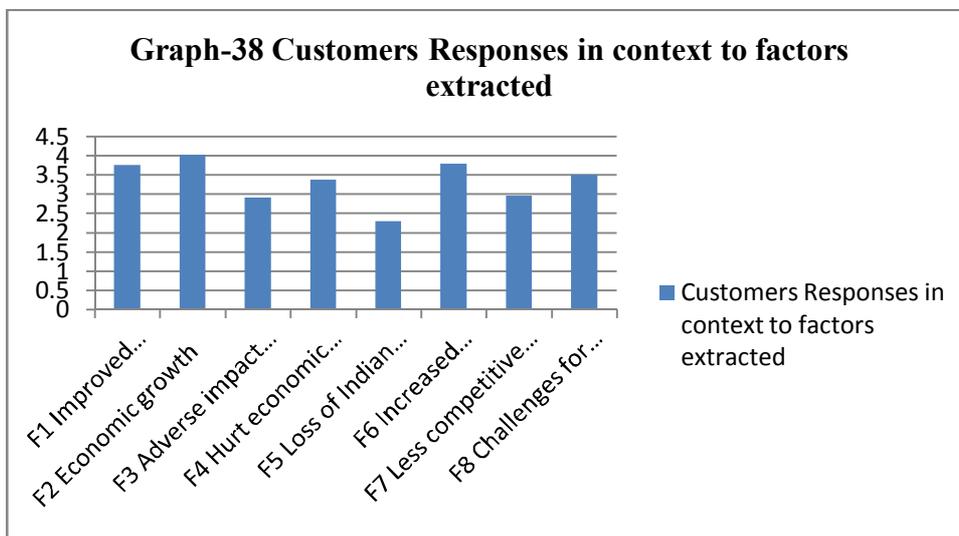
Construct	Variables	Factor Loading	Variance %	Internal consistency reliability
Challenges for Retail Sector in India	Increased real estate price is challenge for retail sector in India.	0.811	7.648	0.915
	High degree of cultural diversity is a challenge for	0.838		

	retail sector in India.			
	Usage of outdated technology is a challenge for Indian retail sector	0.87		
	Presence of numerous intermediaries is a challenge for retail sector in India	0.893		
	Highly unorganized sector is a challenge for retail sector in India.	0.899		
Source: compiled by researcher				

The above tables depicts that on the basis of factor loading out of 8 factors extracted, “Improved shopping experience” is the most important factor on the basis of variance(11.072), followed by factor “Adverse impact on small retailers” with variance, 9.829. The factor “Less competitive strength possessed by Indian retailers” has the least variance.

Descriptive analysis of customers responses in context to factors extracted.

Table 3.39. Customers Responses in context to factors extracted		
Factor	Mean	Standard Deviation
F1 Improved shopping experience	3.7776	.80529
F2 Stimulate economic growth	4.0337	.63018
F3 Adverse impact on small retailers	2.9203	.74231
F4 Hurt economic structure of the country	3.3814	.82610
F5 Loss of Indian values and culture	2.3162	.84977
F6 Increased Demand for products	3.8072	.73867
F7 Less competitive strength	2.9736	.81529
F8 Challenges for retail sector in India	3.5148	.78148
Source: Calculated and compiled by researcher		



The above table and graph shows that in case of factor 2 the mean value is maximum, followed by factor 6, factor 1, factor 8, factor 4, factor 7, factor 3 and factor 5 respectively.

To find out the difference between perceptions of customers regarding the factors extracted, ANOVA is used.

(a) On the basis of Gender

Table 3.40.ANOVA on the basis of gender			
Factor	F	Sig.	Result outcome
F1: Improved Shopping Experience	4.377	0.037	Significant
F2: Stimulate Economic Growth	0.203	0.653	Not Significant
F3: Adverse Impact on Small Retailers	0.941	0.333	Not Significant
F4: Hurt economic structure of the country	3.667	0.056	Significant
F5: Loss of Indian values and culture	36.725	0	Significant
F6: Increased demand for products	59.873	0	Significant
F7: Less competitive strength possessed by Indian retailers	0.558	0.456	Significant
F8: Challenges for retail sector in India	1.04	0.309	Not Significant

On the basis of above table, it can be depicted that in case of Factor1 (Improved Shopping Experience), the F value is 4.377 and level of significance is 0.037. Factor 4 (Hurt economic structure of the country), the F value is 3.667 and level of significance is 0.056. Factor 5 (Increased demand for products), the F value is 59.873 and level of significance is 0.000. Factor 5 (Loss of Indian values and culture), the F value is 36.725 and level of significance is 0.000 and in case of Factor 7 (Less competitive strength possessed by Indian

retailers), the F value is 0.558 and level of significance is 0.456. As the level of significance is less than .05 so it can be predicted that in factor 1, 4, 5,6and 7 there exists significant difference between responses of respondents on the basis of gender, which means females have different perceptions as compare to males regarding the same factors.

(b) On the basis of age

On the basis of age to know the difference between respondents, ANOVA is being conducted. The results for the same are shown in the table 3.42

Table 3.41.ANOVA on the basis of age			
Factor	F	Sig.	Result outcome
F1: Improved Shopping Experience	2.778	0.064	Not Significant
F2: Stimulate Economic Growth	1.337	0.264	Not Significant
F3: Adverse Impact on Small Retailers	22.404	0.000	Significant
F4: Hurt economic structure of the country	0.479	0.620	Not Significant
F5: Loss of Indian values and culture	205.236	0.000	Significant
F6: Increased demand for products	0.758	0.469	Not Significant
F7: Less competitive strength possessed by Indian retailers	5.041	0.007	Significant
F8: Challenges for retail sector in India	0.587	0.557	Not Significant
Source: compiled by researcher			

The result shows that there exists significant difference in factor 3 i.e. Adverse Impact on Small Retailers (0.000), which shows there exists difference in opinions for same factor among different age categories. For further analysis post hoc test was conducted and the result shows that there exists difference in opinions of below 30 years and above 50 years of age group. On this factor the youngsters (below 30 years) are having higher mean value comparison to above 50 years of age (mean difference=0.917). This shows that the

respondents below 30 years of age group believe that there would be more adverse impact on small retailers due to FDI in retail.

In case of factor 5 (Loss of Indian values and culture), significance value is $0.000 < 0.05$, which shows there exists difference in opinions for same factor among different age categories. For further analysis post hoc test is done and the result shows that there exists difference in opinions of below 30 years, 31-50 years and above 50 years of age group. On this factor the youngsters (below 30 years) are having higher mean value comparison to age group 31-50 years (mean difference=1.426) and above 50 years of age (mean difference=1.905). This shows that the respondents below 30 years of age group believe that there would be loss of Indian values and culture, as compare to other age groups.

In factor 7 (Less competitive strength possessed by Indian retailers), significance value is 0.007 which is < 0.05 , it shows there exists difference in opinions for same factor among different age categories. For further analysis post hoc test is done and the result shows that there exists difference in opinions of below 30 years respondents and above 50 years of age group respondents. On this factor the youngsters (below 30 years) are having higher mean value comparison to age group of above 50 years of age (mean difference=0.479). This shows that the respondents below 30 years of age group believe that there would be loss of Indian values and culture, as compare to other above 50 years of age group. The youngsters said that Indian retailers possess less competitive strength as compare to foreign retailers.

Table 3.42. Post hoc test to know the difference							
Factor	F	Sig.	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.
Improved Shopping Experience	2.778	0.064					
Adverse Impact on Small Retailers	22.404	0.000					
			Below 30	31-50	0.143	0.124	0.483

				Above 50 years	0.917	0.146	0.000
Stimulate Economic Growth	1.337	0.264					
Hurt economic structure of the country	0.479	0.620					
Challenges for retail sector in India	0.587	0.557					
Increased demand for products	0.758	0.469					
Loss of Indian values and culture	205.236	0.000					
			Below 30	31-50	1.426	0.087	0.000
				Above 50 years	1.905	0.103	0.000
Less competitive strength possessed by Indian retailers	5.041	0.007					
			Below 30	31-50	0.132	0.131	0.569
				Above 50 years	0.479	0.154	0.006
Source: compiled by researcher							

(c) On the basis of occupation

On the basis of occupation to know the difference between respondents ANOVA is being conducted. The results for the same are shown in the table 3.44

Table 3.43.ANOVA on the basis of occupation			
Factor	F	Sig.	Result outcome
F1: Improved Shopping Experience	1.705	0.149	Not Significant
F2: Stimulate Economic Growth	1.447	0.218	Not Significant
F3: Adverse Impact on Small Retailers	22.352	0.00	Significant
F4: Hurt economic structure of the country	0.297	0.88	Not Significant
F5: Loss of Indian values and culture	49.481	0.00	Significant
F6: Increased demand for products	3.182	0.014	Significant
F7: Less competitive strength possessed by Indian retailers	3.508	0.008	Significant
F8: Challenges for retail sector in India	4.488	0.002	Significant

The table shows that there exists significant difference in factor 3 i.e. Adverse Impact on Small Retailers (0.000), which shows there exists difference in opinions for same factor among respondents on the basis of occupation. For further analysis post hoc test was conducted and the result shows that there exists difference in opinions of students, employed and retired persons. On this factor the students are having higher mean value comparison to employed respondents (mean difference=0.898) and retired respondents (mean difference=1.244). This shows that the student respondents believe that there would be more adverse impact on small retailers due to FDI in retail as compare to employed and retired

respondents. The students, which mainly represent young respondents, believe that there is adverse impact on small retailers due to FDI in retail.

In factor 8 (Challenges for retail sector in India), significance value is 0.002 which is < 0.05 , it shows there exists difference in opinions for same factor among different occupations. For further analysis post hoc test is done and the result shows that there exists difference in opinions of students and business men. On this factor the students are having higher mean value comparison to business men (mean difference=0.598). This shows that student respondents believe that there are challenges in front of retail sector in India.

In factor 6 (Increased demand for products), significance value is 0.014 which is < 0.05 , it shows there exists difference in opinions for same factor among different occupations. For further analysis post hoc test is done and the result shows that there exists difference in opinions of students and any other category. On this factor the students are having higher mean value comparison to any other category (mean difference=0.983).

In case of factor 5 (Loss of Indian values and culture), significance value is 0.000 which is < 0.05 , it shows there exists difference in opinions for same factor among different occupations. For further analysis post hoc test is done and the result shows that there exists difference in opinions of students, employed, retired, business men and any other category. On this factor the students are having higher mean value comparison to retired respondents (mean difference= 0.425). Employed, businessmen and any other category respondents have higher mean values as compared to students (mean difference =0.849, 0.744 and 2.444 respectively). In this factor the employed, business men and any other occupation respondents believe that there would be loss of Indian values and culture due to FDI in Indian retail sector.

In case of factor 7(Less competitive strength possessed by Indian retailers), significance value is 0.008 which is < 0.05 , it shows there exists difference in opinions for this factor among different occupations. For further analysis post hoc test is done and the result shows that there exists difference in opinions of students, employed, retired, business men and any other category. On this factor the students are having higher mean value comparison to retired respondents (mean difference= 0.386).

Table 3.44. Post hoc test to know the difference							
	F	Sig.	(I) Occupatio n	(J) Occupatio n	Mean Difference (I- J)	Std. Error	Sig.
Improved Shopping Experience	1.705	0.149					
Adverse Impact on Small Retailers	22.352	0					
			Student	Employed	0.898	0.145	0.000
				Retired	1.244	0.159	0.000
				Business	0.321	0.158	0.253
				Any Other	-0.301	0.317	0.877
Stimulate Economic Growth	1.447	0.218					
Hurt economic structure of the country	0.297	0.88					
Challenges for retail sector in India	4.488	0.002					
			Student	Employed	0.035	0.160	0.999
				Retired	0.136	0.176	0.938
				Business	0.598	0.175	0.006
				Any Other	0.472	0.351	0.664
Increased demand for products	3.182	0.014					
			Student	Employed	0.179	0.162	0.802
				Retired	-0.038	0.178	1.000
				Business	0.119	0.176	0.962
				Any Other	-0.983	0.354	0.046
Loss of Indian values	49.481	0					

and culture							
			Student	Employed	-0.849	0.129	0.000
				Retired	0.425	0.141	0.024
				Business	-0.744	0.140	0.000
				Any Other	-2.444	0.281	0.000
Less competitive strength possessed by Indian retailers	3.508	0.008					
			Student	Employed	-0.121	0.161	0.945
				Retired	0.386	0.177	0.190
				Business	-0.170	0.176	0.869
				Any Other	-0.023	0.353	1.000
Source: compiled by researcher							

(d) On the basis of family size

On the basis of family to know the difference between respondents, ANOVA is being conducted. The results for the same are shown in the table 3.45

Factor	F	Sig.
F1: Improved Shopping Experience	0.135	0.713
F2: Stimulate Economic Growth	5.790	0.017
F3: Adverse Impact on Small Retailers	65.671	0.000
F4: Hurt economic structure of the country	0.296	0.587
F5: Loss of Indian values and culture	17.479	0.000
F6: Increased demand for products	0.418	0.518
F7: Less competitive strength possessed by Indian retailers	2.125	0.146
F8: Challenges for retail sector in India	0.046	0.830

On the basis of the above table, the result of ANOVA shows that in case of factor 2, factor 3 and factor 5 the significance value is 0.017, 0.000 and 0.000 respectively which is less than 0.05, which shows that there exists significant difference in opinion of respondents (on the basis of family size). The nuclear families have different view point on these factors as compare to joint families.

(e) On the basis of marital status

On the basis of marital status to know the difference between respondents, ANOVA is being conducted. The results for the same are shown in the table 3.47

Table 3.46.ANOVA on the basis of marital status		
Factor	F	Sig.
F1: Improved Shopping Experience	0.222	0.638
F2: Stimulate Economic Growth	1.482	0.224
F3: Adverse Impact on Small Retailers	84.984	0.000
F4: Hurt economic structure of the country	2.408	0.122
F5: Loss of Indian values and culture	0.034	0.854
F6: Increased demand for products	1.193	0.275
F7: Less competitive strength possessed by Indian retailers	0.249	0.618
F8: Challenges for retail sector in India	0.295	0.587

Source: compiled by researcher

On the basis of the above table, the result of ANOVA shows that in case of factor 3, the significance value is 0.00, which is less than 0.05, it shows that there exists significant difference in opinion of respondents (on the basis of marital status) for F3. The single respondents have different view point on this factor as compare to married respondents.

(f) On the basis of education level

On the basis of education level to know the difference between respondents ANOVA is and post hoc test are being conducted. The results for the same are shown in the table 3.47

Table 3.47.ANOVA and post hoc results on the basis of education level							
Factor	F	Sig.	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.
Improved Shopping Experience	0.441	0.644					
Adverse Impact on Small Retailers	45.109	0.000					
			Secondary education	Graduation (UG)	-0.170	0.125	0.366
				Post Graduation (PG)	0.920	0.137	0.000
Stimulate Economic Growth	1.650	0.194					
Hurt economic structure of the country	0.616	0.541					
Challenges for retail sector in India	0.136	0.872					
Increased demand for products	2.097	0.125					

Loss of Indian values and culture	163.770	0.000					
			Secondary education	Graduation (UG)	1.505	0.099	0.000
				Post Graduation (PG)	1.836	0.108	0.000
Less competitive strength possessed by Indian retailers	5.187	0.006					
			Secondary education	Graduation (UG)	0.114	0.140	0.697
				Post Graduation (PG)	0.456	0.153	0.009

Source: compiled by researcher

The table shows that in factor 3 i.e. Adverse Impact on Small Retailers, the significance value is 0.000, which is less than 0.05, it shows there exists difference in opinions for same factor among respondents on the basis of education level. For further analysis post hoc test was conducted and the result shows that there exists difference in opinions of respondents who are educated upto secondary level, graduation level and post-graduation level. On this factor the respondents who are educated upto secondary level are having higher mean value comparison to post graduate respondents (mean difference=0.920). This shows that the respondents who are studied upto secondary education believe that there would be more adverse impact on small retailers due to FDI in retail as compare Post Graduate respondents. Education level affects the opinion of the respondents towards FDI in Indian retail sector.

In case of factor 5 (Loss of Indian values and culture), significance value is 0.000 which is < 0.05 , it shows there exists difference in opinions for the factor on the basis of education level of respondents. For further analysis post hoc test is done and the result shows that there exists difference in opinions of respondents educated upto secondary education, graduation and post graduation. On this factor the respondents who are educated upto secondary education are having higher mean value in comparison to graduated and post graduated respondents (mean difference= 1.505 and 1.836 respectively). In this factor the respondents who are educated upto secondary education level believe that there would be loss of Indian values and culture due to FDI in Indian retail sector as compare to other respondents.

In case of factor 7 (Less competitive strength possessed by Indian retailers), significance value is 0.006 which is < 0.05 , it shows there exists difference in opinions for the factor on the basis of education level of respondents. The result of Post hoc test shows that there exists difference in opinions of respondents educated upto secondary education and post-graduation level. On this factor the respondents who are educated upto secondary education are having higher mean value in comparison to post graduate respondents (mean difference= 0.456). The respondents who are educated upto secondary education level believe that Indian retailers possess less competitive strength as compare to foreign retailers as compare to post graduate respondents.

Sub objective 3(b): To study the impact of FDI in retail sector in India with reference to customers. In this objective, customers' perspective regarding impact faced by retail sector due to FDI in retail has been explored using EFA (Exploratory Factor Analysis). Impact of FDI in retail has been checked using regression analysis.

H₀₁: *“There is no significant association between opportunities and challenges with respect to overall role and impact of FDI in retail sector from customers' perspective.”*

H₁₁: *“There is significant association between opportunities and challenges with respect to overall role and impact of FDI in retail sector from customers' perspective.”*

Table 3.48. Regression Analysis					
R	R Square	Adjusted R Square	Std. Error of the Estimate		
.249a	0.062	0.059	0.85014		
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	3.523	0.048		72.954	0
Increased demand for products	0.218	0.048	0.249	4.515	0

Source: compiled by researcher

Predictors: (Constant) increased demand for products, dependent variable: overall role and impact of FDI in retail sector.

From the above table it is found that independent variables create .062 percentage of variance. The adjusted R-square value 0.059 is statistically significant to check for the regression fit. In order to find out the relationship between opportunities with respect to overall role and impact of FDI in retail sector the regression is used. As the significance value is less than 0.05 thus from the regression table, it is clear that null hypothesis is rejected. Hence, there exists a significant association between opportunities with respect to overall role and impact of FDI in retail sector (customer's perspective). It shows that increased demand for products is associated with overall role and impact of FDI in retail sector.

The equation would be:

Overall impact of FDI = Constant (3.523) + 0.218 X (Increased demand for products).

$Y = a + bX$

Where, a is constant (a is hypothetical value of Y when X =0), b represents slope coefficient, represents rate of change of Y w.r.t. change in X overall role and impact of FDI in retail sector is dependent variable and increased demand for products is independent variable.

Regression helps to study the dependence of one variable (dependent variable) on another variable (independent variable). It helps to know the expected values of the dependent variable with the help of known values of independent variables.

R	R Square	Adjusted R Square	Std. Error of the Estimate		
.014a	0	-0.006	0.87917		
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	3.523	0.05		70.545	0
Challenges for retail sector in India	-0.004	0.05	-0.005	-0.08	0.936(not significant))
Less competitive strength possessed by Indian retailers	0.012	0.05	0.013	0.234	0.816(not significant)

Predictors: (Constant) Challenges for retail sector in India, Less competitive strength possessed by Indian retailers, dependent variable: overall role and impact of FDI in retail sector.

From the above table it is found that independent variables create 0 percentage of variance. The adjusted R-square value -0.006 is statistically significant to check for the regression fit. In order to find out the relationship between challenges with respect to overall role and impact of FDI in retail sector the regression is used. As the significance value is greater than 0.05, thus from the regression table, it is clear that null hypothesis is accepted. Hence, there exists no significant association between challenges (Challenges for retail sector in India, Less competitive strength possessed by Indian retailers)with respect to overall role and impact of FDI in retail sector (customer's perspective). It shows that challenges for retail sector in India and less competitive strength possessed by Indian retailers is not associated with overall role and impact of FDI in retail sector.

H₀2: “There is no significant association between positive and negative impact with respect to overall role and impact of FDI in retail sector from customers’ perspective.”

H₁2: “There is significant association between positive and negative impact with respect to overall role and impact of FDI in retail sector from customers’ perspective.”

Table 3.50. Regression Analysis					
R	R Square	Adjusted R Square	Std. Error of the Estimate		
.876a	0.767	0.765	0.42485		
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	3.523	0.024		145.983	0
Improved shopping experience	0.766	0.024	0.874	31.693	0 (significant)
Stimulate economic growth	-0.045	0.024	-0.051	-1.857	0.064 (not significant)

Source: compiled by researcher

Predictors: (Constant) Improved shopping experience, Stimulate economic growth, dependent variable: overall role and impact of FDI in retail sector.

From the above table it is found that independent variables create 0.767 percentage of variance. The adjusted R-square value 0.765 is close to the value of R-square and is statistically significant to check for the regression fit. In order to find out the relationship between positive impact with respect to overall role and impact of FDI in retail sector the

regression is used. As the significance value is less than 0.05 thus from the regression table, it is clear that null hypothesis is rejected. Hence, there exists a significant association between positive impact (Improved shopping experience) with respect to overall role and impact of FDI in retail sector (customer's perspective). It shows that improved shopping experience is associated with overall role and impact of FDI in retail sector.

The equation would be:

Overall role and impact of FDI = Constant (3.523) + 0.766 X Improved shopping experience.

$$Y = a + bX$$

Where, a is constant, overall role and impact of FDI in retail sector is dependent variable and Improved shopping experience is independent variable.

In case of positive impact of Stimulate economic growth, as the significance value is greater (0.064) than 0.05 thus from the regression table, it is clear that null hypothesis is accepted. Hence, there exists no significant association between positive impact (stimulate economic growth) with respect to overall role and impact of FDI in retail sector (customer's perspective). It shows that stimulate economic growth is not associated with overall role and impact of FDI in retail sector.

Table 3.51. Regression Analysis					
R	R Square	Adjusted R Square	Std. Error of the Estimate		
.101a	0.01	0	0.87624		
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	3.523	0.05		70.782	0
Adverse impact on small retailer	0.012	0.05	0.014	0.238	0.812(not significant)
Hurt economic structure of the country	0.087	0.05	0.1	1.751	0.081(not significant)
Loss of Indian values and culture	-0.001	0.05	-0.001	-0.025	0.98(not significant)

Source: compiled by researcher

Predictors: (Constant) Adverse impact on small retailers, Hurt economic structure of the country, Loss of Indian values and culture, dependent variable: overall role and impact of FDI in retail sector.

From the above table it can be depicted that independent variables create 0.01 percentage of variance. The adjusted R-square value 0 is close to the value of R-square and is statistically significant to check for the regression fit. In order to find out the relationship between negative impact with respect to overall role and impact of FDI in retail sector the regression is used. As the significance value is greater than 0.05, thus from the regression table, it is clear that null hypothesis is accepted. Hence, there exists no significant association between negative impact (Adverse impact on small retailers, Hurt economic structure of the country, Loss of Indian values and culture) with respect to overall role and impact of FDI in retail sector (customer's perspective). It shows that negative impacts, adverse impact on small retailers, hurt economic structure of the country, and loss of Indian values and culture are not associated with overall role and impact of FDI in retail sector.

CHAPTER 6

FINDINGS AND CONCLUSION

This chapter focuses upon the findings and conclusion drawn on the basis of the data analysis done in chapter 4 and 5. The secondary data has been collected from various journals, newspapers, reports published from time to time related to the topic. The primary data for the study has been collected from retailers and customers with the help of questionnaire designed by the researcher. This chapter discusses the findings and conclusions according to the objectives of the study.

6.1 FINDINGS BASED ON PERCEPTIONS REGARDING FDI IN INDIAN RETAIL SECTOR FROM RETAILERS' PERSPECTIVE

In the research study, the efforts have been done to analyze the perception of the retailers regarding opening up of FDI in Indian retail sector. A total of 54 variables were explored, the variables were further reduced into latent variables/ factors with the help of EFA. The results of EFA reduced the number of variables into 8 factors, which were confirmed with the help of a more robust technique, CFA. The application of CFA confirmed five factors for the further study. The five factors are named as Holistic Development, Improved services, Hurt economic structure, Environmental Issues and Threat to small retailers.

The factor *Holistic Development* includes ten variables. The variable “FDI will stimulate economic growth of the country” has the highest factor loading of 0.907, which shows that it is the most significant variable of the factor. The variable “FDI will lead to inflow of technical know-how and infrastructure development” is the second significant variable of the factor with factor loading 0.898. This shows that the retailers are expecting that with opening up of FDI in Indian retail sector, the infrastructure will develop by way of investments made by foreign companies.

The factor *Improved services* includes seven variables. The variable “The speed of development of modern formats will increase” has the maximum factor loading of 0.845, it means it is the most significant variable in the factor. The variable “FDI will lead to

improved supply chain infrastructure by bringing improved technical know-how and capital” with the factor loading of 0.821 is the second significant factor. This represents that the retailers perceive that with advent of foreign players, they will also be able to learn new technologies from them, retail formats will be developed and would be able to serve better to the customers.

The factor ***Hurt Economic Structure*** comprises of seven variables. The factor loading of the variable “FDI will lead to unemployment on the front-end retail” is found to be maximum (0.877), it represents that it is the most important variable of the factor. The retailers perceive that FDI will lead to loss of jobs for people of India. The retailers also expect that companies at initial stage will not be able to compete with big players Companies at initial stage will not be able to compete with big players (with mean score 3.38).

The factor ***Environmental Issues*** includes five variables. The retailers have concerns about the external environment of the retail store. The external business environment affects the workings and profitability of a retail store. The variables “Presence of numerous intermediaries is a challenge for retail sector in India” and “Highly unorganized sector is a challenge for retail sector in India.” have the maximum factor loadings (0.903), thus these are the most significant, equally significant variables in the factor. This shows the concern about the profits which may accrue to a retailer in India. The retailers do not consider cultural diversity as a challenge for retail sector in India (with mean score 3.38).

Finally, the factor ***Threat to small Retailers*** has five variables in it. The variable “Monopoly of foreign players will be created” is having the maximum factor loading of 0.848, which represents that this variable is the most significant variable among other variables in the factor. The retailers have fear in their mind that foreign players will be able to create their monopoly in the market and take their profits. The retailers also believe that the customers will long to buy from foreign retailers as compare to local ones (with mean score 3.48).

In the study the five factors extracted represents the perceptions of the retailers regarding opening up of FDI in Indian retail sector. The data was collected from retailers in NCR

area. The responses collected by way of structured questionnaire was analysed and tested for checking the relationship between the variables. The factors were explored on the basis of variables considered for the study, with the help of EFA. The factors were further confirmed using CFA. The results of CFA confirm the discriminant validity and convergent validity of the factors under the study.

The study considers the relationship between education level of retailers and the services offered by them in the retail store. To explore the results chi square test was used. The result depicts that with increase in education level of retailers they understand the importance of training to be provided to the sales force working in the retail store. As trained workforce are considered more capable of providing better services to the customers.

By applying chi square test, the result depicts that with increase in education level of retailers they understand the importance of providing upgraded facilities in the retail store. The retailers with high education provide digital facilities in the retail store. Customers are more satisfied when they are able to see upgraded facilities in the retail store like digital payment facilities which make purchase easy and help them to overcome the burden of carrying cash every time with them.

- The chi square results depict that there is no significance association between education of retailers with respect to grievance settling mechanism provided in the store. As the retailers are experienced, they are providing more grievance settling mechanism to the customers as they know that only the satisfied customers are likely to come back to the store again.
- The results based on chi square depicts that the education level has impact on the services provided by the retailers. With increase in education they understand that after sales services are important to attract customers towards a retail store.
- To judge the impact of perceptions of retailers related to overall role and impact of FDI in retail regression analysis is done. The results of regression analysis depict that in case of positive impact of Holistic Development, Improved services as the significance value is greater (0.173 and 0.262 respectively) than 0.05 thus from the regression table, it is clear that null hypothesis is accepted. Hence, there exists no significant association

between positive impact (Holistic Development, Improved services) with respect to overall role and impact of FDI in retail sector (retailer's perspective). It shows that Holistic Development and Improved services is not associated with overall role and impact of FDI in retail sector.

- In case of challenges available in front of Indian retailers for factor Environmental issues, as the significance value is greater (0.376) is greater than 0.05, the null hypothesis is accepted. Hence, there exists no significant association between challenges available (Environmental issues) with respect to overall role and impact of FDI in retail sector (retailer's perspective). In case of negative impact of FDI in Indian retail sector, threat to small retailers and hurt economic structure of the country as the significance value is greater (0.256 and 0.471 respectively) than 0.05 thus from the regression table, it is clear that null hypothesis is accepted. Hence, there exists no significant association between negative impact (threat to small retailers and hurt economic structure of the country) with respect to overall role and impact of FDI in retail sector (retailer's perspective). It shows that Environmental issues, threat to small retailers and Hurt economic structure of the country is not associated with overall role and impact of FDI in retail sector.

6.2 FINDINGS BASED ON PERCEPTIONS REGARDING FDI IN INDIAN RETAIL SECTOR FROM CUSTOMERS' PERSPECTIVE

To understand the demographic profile, shopping patterns of consumers and their interrelationship in present retail scenario, to explore the relationship between demographic profile, shopping patterns of consumers and their interrelationship, ANOVA is used. The results shows that respondents above 50 years prefer to buy grocery items, specialty products, emergency products, impulse products from unorganized retailers as compare to other age categories. As distance matters for aged people while taking decision about their purchases

The result shows that on the basis of gender, the female respondents like to buy more from unorganized retailers in terms of all different product categories as compared to male respondents. As female prefer to buy from nearby local shops as compare to going far away for shopping. On the basis of income, the result depicts that with increased income the customers are likely to buy from organized retailers.

On the basis of family size, the respondents who are living in nuclear family go for shopping of routine products from unorganized retailers including specialized products. Taking marital status as a base it can be drawn that unmarried respondents are likely to buy routine products from unorganized retailers.

The results show that females are more inclined towards organized retailers to shop for home usage products.

Respondents below 30 years of age like to buy Grocery items and impulse products from organized retailers as youngsters are expected more to be carried away by ambience of the outlets, it has more effect on their impulse buying.

On the basis of marital status shows that unmarried respondents like to buy more from organized retailers.

The results show that respondents prefer to buy household items, speciality products, emergency products from organized retailers, they like to buy impulse products from unorganized retailers and for grocery items, home appliances, clothing products the respondents buy from both organized as well as unorganized retailers.

The study tried to find out the perceptions of the customers related to FDI in retail. For this purpose a total of 49 variables are being explored. The statistical tests are applied in order to find the sample adequacy for the responses collected. The variables are explored with the help of EFA and are further confirmed with the help of CFA. Total eight factors are explored and confirmed related to perceptions of customers regarding FDI in Indian retail sector. The factors considered for the study are Improved shopping experience, Stimulate economic growth, Adverse impact on small retailers, Hurt economic structure, Loss of Indian values and culture, Increased demand for products, Less Competitive strength possessed by Indian retailers and Challenges for retail sector in India.

This factor of *Improved shopping experience* tells about the perceptions of customers regarding FDI in Indian retail includes 8 variables. The variable “It will push Indian manufactures to improve their product quality” is having the maximum factor loading of 0.806, thus it shows that customers perceive that in order to compete with foreign

players the Indian retailers will also improve their product quality. The statement “Overall shopping experience will enhance” also has the high mean value.

The factor *Stimulate economic growth* comprises of 6 variables and the factor loadings of each variable represents significant loading towards the factor. The variable “It will stimulate economic growth of the country” is having the maximum factor loading of 0.901, thus it is found to be the most significant variable, followed by the variable “It will help in controlling the rising price of commodities”. The customers expect that with increase in competition in the market inflation will be controlled and the economy will grow further.

The factor *Adverse impact on small retailers* includes seven variables. The variable “There will a continuous threat of new foreign entrants in the market” is having the maximum mean score. This shows that customers perceive that the small retailers will continuously be threatened by entry of big players in the market with whom they have to compete. The variable “Traditional retailers have to go out of market due to entry of FDI”, holds the most important position in the factor (factor loading=0.869). This shows the perception of the customers that the entry of FDI in Indian retail will have a negative impact on traditional retailers.

The factor *Hurt economic structure* comprises of eight variables. It was found that the variable “Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers” has the highest mean value. It shows that the majority of customers believe that the middlemen will be removed as the big retailers will directly buy from farmers to reduce the margin and to provide products at cheaper price to the customers and can compete on the basis of reduced prices. The variable “Profits will move out of the country” has the maximum factor loading (0.812). Thus the customers believe that foreign players will take profits to their countries.

The factor *Loss of Indian values and culture* has three variables. The variable “People may absorb negative aspects of foreign lifestyles and develop inappropriate consumption pattern” has the maximum factor loading of 0.835, which represents that that customers perceive that they would be carried away with foreign influence.

- The factor *Increased Demand for Products* include eight variables in it. The variable “Electronic media will help to transfer information about new products in very less time, thus lead to increased demand” has the highest mean value of 4.028. The customers perceive that electronic media promotes demand of products. The variable “New products are more likely to be acceptable due to increasing number of dual income nuclear families” has factor loading of 0.738. It shows that majority of people are agreeing towards it.
- The factor *Less competitive strength* has four factors under it. The variable “Retail sector infrastructure is not properly developed” has the maximum factor loading means this variable is the most significant variable in the viewpoint of the customers. The factor *Challenges for Retail Sector in India* consists of five variables. The variable “Highly unorganized sector is a challenge for retail sector in India” is having the maximum factor loading of 0.899, and maximum mean score of 3.71 which represents that majority of customers perceive that being unorganized is a challenge for retail sector in India.
- The ANOVA is applied to check the difference in perceptions about the factors explored on the basis of demographics. The result shows that there exists significant difference between responses of respondents on the basis of gender, which means females have different perceptions as compare to males regarding the same factors.
- On the basis of age, the result shows that the respondents below 30 years of age group believe that there would be more adverse impact on small retailers due to FDI in retail, they also believe that there would be loss of Indian values and culture, as compare to other age groups.
- On the basis of occupation, the students, which mainly represent young respondents, believe that there is adverse impact on small retailers due to FDI in retail.
- The result of ANOVA shows that in case of factor 2, factor 3 and factor 5 the significance value is 0.017, 0.000 and 0.000 respectively which is less than 0.05, which shows that there exists significant difference in opinion of respondents (on the basis of family size). The nuclear families have different view point on these factors as compare to joint families.

- On the basis of education, the respondents who are studied up to secondary education believe that there would be more adverse impact on small retailers due to FDI in retail as compare Post Graduate respondents. Education level affects the opinion of the respondents towards FDI in Indian retail sector.
- In order to find out the relationship between challenges with respect to overall role and impact of FDI in retail sector the regression is used. The results predict that that the factors challenges for retail sector in India and less competitive strength possessed by Indian retailers is not associated with overall role and impact of FDI in retail sector.
- The results indicate there exist a significant association between positive impact (Improved shopping experience) with respect to overall role and impact of FDI in retail sector (customer's perspective). It shows that improved shopping experience is associated with overall role and impact of FDI in retail sector.
- Further it was observed that there exists no significant association between positive impact (stimulate economic growth) with respect to overall role and impact of FDI in retail sector (customer's perspective). It shows that stimulate economic growth is not associated with overall role and impact of FDI in retail sector.
- The results of regression analysis depict there exists no significant association between negative impact (Adverse impact on small retailers, Hurt economic structure of the country, Loss of Indian values and culture)with respect to overall role and impact of FDI in retail sector (customer's perspective).

6.3 CONCLUSION

The present study explored the perception of retailers regarding FDI in Indian retail sector, opportunities challenges and strategies of retail sector in India. The study further tried to explore the view point of retailers regarding impact of FDI in Indian retail sector. It also checked the viewpoint of customers regarding opening up of retail sector in India. On the basis of responses of the customers total eight factors named improved shopping experience, stimulate economic growth, adverse impact on small retailers, hurt economic structure of the country, loss of Indian values and culture, increased demand for products, less competitive strength and challenges for retail sector in India were extracted using

EFA. These factors were further confirmed by using CFA. This study will help retailers to understand the viewpoint of customers regarding FDI in retail sector, which will ultimately help them to make strategies to overcome competition arising from foreign retailers. This will increase the profitability of the retailers by adopting relevant marketing strategies. The customers believe that highly unorganized sector is a challenge for retail sector in India so if retailers become more organized they would be able to compete well in the market. The customer's response also shows that retailers in India will continuously be threatened by entry of big retailers and traditional retailers may also be bound to go out of the market due to FDI in retail. The customers also show that demand for products will increase in the near future, so retailers may prepare themselves to meet up the rising demand. The retailers are expecting that FDI will bring positive changes by way of improved technical know-how, which in turn will lead to economic growth. The retailers on the other side are concerned about the unemployment in the front-end retail. Thus, it can be concluded that retailers expect a positive change due to FDI in Indian retail sector with some challenges which exists in present retail sector, if challenges are handled properly by retailers the fruits of FDI can be tasted well by Indian retailers. The retailers must convert challenges into opportunities with the help of Government of India. The customers believe that FDI in retail sector will lead to enhanced shopping experience for them and will lead to economic growth of the country. The Government must take steps to frame such policies related to FDI in India, which will help to make Indian retailers to become strong enough to compete with foreign players and the Government is also expected to frame policies by keeping in mind the culture, less competitive strength of the Indian retailers. Thus, it can be concluded that both customers and retailers are having positive perceptions related to FDI in Indian retail sector.

CHAPTER 7

SUGGESTIONS, LIMITATIONS, CONTRIBUTION AND SCOPE FOR FUTURE RESEARCH

The chapter presents the suggestions, limitations, contribution and scope for future research.

7.1 SUGGESTIONS

7.1.1 Based on Perception of Retailers

- As the retailers believe that FDI will lead to unemployment on the front-end retail, the retailers must train themselves to create their own demand in the market.
- The retailers at the initial stage are not able to compete with big players, so Government must help small retailers to unite and join hands together to create a pool of investments and instead to operating at small level, must start working at bigger level.
- The retailers perceived that monopoly of foreign players will be created and they would be thrown out of the market, so in order to save the interest of the Indian retailers the Government must frame the policies to avoid monopoly which may be created by big players in the market. For this the Government must take steps for easy availability of loans, joint business options among small retailers so that internal structure of livelihood would not be disturbed.
- The retailers agreed that Indian retailers possess some challenges in front of them, the challenges must be converted into opportunities in a tactful manner.
- It is suggested that unframed detailed and depth policies regarding FDI may lead to unemployment so Government should take strong steps in this regard. FDI should be invited with an objective of growth and development of overall economic structure.
- A healthy environment is highly desirable in this sector. Government should make sincere steps to convert unorganized retail sector to organized retail sector.

7.1.2 Based on perception of Customers

- The customers perceive that FDI will have an adverse impact on small retailers as they will have a continuous threat of entry of foreign players, so Government must take steps to open up FDI in retail by taking due care about the interest of retailers.
- The Government must fix the price of the products according to the expectations of the customers. There should be a mechanism to keep a check on the prices offered by big giant retailers.
- The middlemen displaced due to direct procurement of goods by the retailers, must be provided other opportunities by the Government to stay employed like data analysis of customer base, innovative marketing practices learning programs. It can be done by way of running special education schools for them.
- The infrastructure of the country is still not properly developed for smooth functioning of retail sector in India, FDI is opened up to bring developments the limit of investments to be made by foreign retailers must be increased further.
- Strict laws should be formulated to convert unorganized retail to organized retail so that the whole economy may grow in a progressive manner.

7.2 CONCERNS OF THE RESEARCHER

A few things were being observed during the research, by the researcher although they are not the result of the core research area. In the category of retailers in Indian sector, the percentage of males is more than the females. Majority of respondents have not done specialized degree or diploma in the specified field, they possess good knowledge and experience in the field but they generally lack in expertise with regard to the use of software which can be learned to maintain data of the customers. As now a day in the era of e-commerce and mobile technology, with growing expectations of the customers, innovation is key component of retail management thus it is suggested that proper expertise training should be given to retailers so that they could handle the retail store more efficiently and stay profitable in the market. The opportunity of increased demand of products must be tapped by Indian retailers right on time and it can be done when they prepare themselves to deal with the expectations of the consumers. Before making more liberal FDI policies, the Government must also take steps to build special schools for educating small retailers regarding new updated

technologies and to upgrade their store to be able to compete with foreign players in the market.

7.3 LIMITATIONS

The researcher has attempted sincere efforts and available knowledge to justify this research. Still some limitations are occurred as they were beyond control. Therefore, it is an ethical duty of researcher to present the limitations of this research study. The present research has adopted two methods of data collection. In this way, researcher observed the limitations in both the categories:

1. Limitations of Secondary Data Collection
2. Limitations of Primary Data Collection

Limitations of Secondary Data Collection

There are certain inherent limitations in secondary data collection. They are as follows:

1. Timeliness- The latest information of the FDI in retail sector is found projected in RBI reports and the retail sales is projected in various reports.
2. Specificity of Purpose- The data published is available of only organized retail, which is collected through various published reports of IBEF, EMIS, RAI etc.
3. Others- As data related to retail sales is collected as published in reports available.

Limitations of Primary Data Collection

1. The study is confined to retailers and customers within Delhi-NCR area of India only. The study can also be performed in the other parts of the country.
2. The study contains the sample size of 208 retailers and 312 customers, this sample size can be increased further.
3. A comparison of unorganized and organized retailers can also be done to further study the impact of FDI on Indian retail sector.
4. Time Frame- the retail industry is so dynamic, study was commenced in 2012, therefore minor ups- and- downs of the sector are not taken into picture exactly.
5. The response of retailers is being relied on information, manipulation of facts sometime due to which appropriate data has not been disclosed by respondents.

However, the variables and the structured questionnaire prepared for this study give and fair and clear idea about opportunities, challenges, positive and negative effects in relation to FDI in retail.

6. Cost- It is really expensive to go to the respondents and get filled the questionnaire. Cost has been incurred in reference to money and time beyond the reasonable limit; it has become a limitation of the study.
7. It is found that sometimes the retailers were not willing to answer correctly as they have fear in their mind that their opinion might be recorded and reported to higher authorities. Although sincere efforts were put to collect the responses but there are some chances of errors in the responses. Keeping aside the above-mentioned limitations, the study puts sincere efforts to provide valuable information and suggestions, which will be useful for future planning.

7.4 CONTRIBUTIONS

The study will prove out to be beneficial to the retailers in retail sector. As it provides a light on the perceptions of the customers related to the FDI in Indian retail sector. The expectations of the customers from foreign retailers, thus the foreign retailers if are able to fulfil the expectations will be able to take a major share of profits. Thus, by analyzing the study well, the retailers would be able to frame strategies for them to stay in the market. The study will also help the Government to know about the major concerns of the retailers and the customers, thus help it to make further policies by taking care about the interest of the major stakeholders(customers and retailers).

7.5 SCOPE FOR FURTHER RESEARCH

The present study has been conducted in National Capital Region of India. The study can be conducted at a major level by covering various other geographical areas of the country. The perceptions of retailers and customers are considered for the study, it can be enhanced further to know the perceptions about other stakeholders of the retail sector. A study can be further conducted to know about the reasons for preference of goods from unorganized retail, organized retail and foreign retailers.

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APPENDICES

Questionnaire for Retailers

The use of this questionnaire is for the partial fulfillment of my PhD degree. The topic of my PhD. is “FDI in Retail Sector: A Critical Study of Indian Retail Market”. Please give your kind cooperation in this survey. All responses will be strictly confidential and will not be shared with any third party. The responses will be used for research purpose only.

Please tick the most suitable option

Name (optional)..... Age (optional)..... Address (optional)..... Annual Income from the store (approximately)..... Email/Mob.(optional).....	Gender • Male • Female	When have you started your retail business? • Less than 2 year • 2- 5 years • Above 5 years	Education • Upto primary education • Secondary education • Graduation (UG) • Post Graduation (PG)
What type of retail store are you running?	Organized (registered for income tax) <input type="checkbox"/>	Unorganized (not registered for income tax) <input type="checkbox"/>	
Do you have any specialized degree/diploma for running the retail store?	Yes	No	
Do you provide some training to the sales persons of your store to deal with the customers?	Yes	No	
Do you provide the digital payment facility in your retail store?	Yes	No	
Do you have computerized system of billing in your retail store?	Yes	No	
Do you have Grievance settling mechanism in your retail store?	Yes	No	
Do you provide after sale services to your customers?	Yes	No	
Do you have electronic weighing machine in your retail store?	Yes	No	Not applicable
What is the area of your retail store? • Less than 200 sq ft. • 200-500 sq ft. • 500-1000 sq ft. • Above 1000 sq ft.	What is the area of your godown? • Less than 500 sq ft. • 500-1000 sq ft. • 1000-5000sq ft. • Above 500sq ft.	Please indicate the number of sales force working in your retail store (including you). Family members <input type="checkbox"/> Hired persons <input type="checkbox"/> Total <input type="checkbox"/>	

FDI will lead to improvement in the supply chain infrastructure by bringing improved technical know-how and capital.					
FDI will lead to increased capital inflow by raising the rate of investment as well as generating demand for the increased goods and services produced					
Access to international brands would be easier for customers.					
The speed of development of modern formats will be increased					
IT-friendly techniques to cut wastage and set up integrated supply chains to gradually replace the presented disorganized and fragmented retail market.					
FDI will lead to development of professional entrepreneurial and marketing skills					
FDI will lead to improvement of retailing services by acquiring market-savvy, market-intelligent and best management practices, Retail giant houses such as Wal-Mart, Carrefour, A hold, JC Penny can bring their best management practices					
FDI will lead to inflow of technical-know-how and infrastructure development					
FDI will push Indian Manufacturers to improve their product quality					
The distribution system of the goods will improve					
It will enhance employment opportunities for people of India					
It will help in controlling the rising prices of commodities					
It will stimulate economic growth of the country.					
Farmers will be benefitted by direct procurement of goods by big players.					
Indian retailers will get opportunity of partnership with foreign retailers.					
<i>Comment on your opinion towards FDI in Indian Retail Sector. Please indicate how much you agree or disagree with the negative effects of FDI in Indian retail sector. Tick the aspect which is most suitable in your point of view.</i>					
	1	2	3	4	5
FDI in retail will lead to loss of Indian culture due to more foreign influence.					
It will lead to loss of Indian ethical values due to more foreign influence.					
Bargaining power of the consumers will be reduced.					
Profits will move out of the country.					
It is against swadeshi policy					
Monopoly of foreign players will be created.					
Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers.					
It will lead to unemployment on the front end retail					
International retailers will purchase internationally and not from domestic sources					
Small scale retailers will have to shut down their business due to not being able to compete with the prices offered by these foreign big retailers					
Once monopoly is established, foreign companies will hurt the economic structure of country					
Companies which are in initial stage may not be able to compete with big global giants					

Questionnaire for Customers

The use of this questionnaire is for the partial fulfillment of my PhD degree. The topic of my PhD. is “FDI in Retail Sector: A Critical Study of Indian Retail Market”. Please give your kind cooperation in this survey. All responses will be strictly confidential and will not be shared with any third party. The responses will be used for research purpose only.

Please Note:

- **Unorganized Retailers** are those retailers who have not registered themselves for income tax purposes.
- **Organized Retailers** are those retailers who have registered themselves for income tax purposes.
- **House hold items** like food, cleaning products, and personal care products.
- **Grocery items** like fruits, vegetables, grains etc.
- **Home appliances** like juicer, mixer, grinder, washing machine etc.
- **Speciality products** like high-end luxury automobiles, expensive champagne, and celebrity hair care experts.
- **Emergency Products** like medicines
- **Impulse products** are those products, which you have not decided to buy before entering the store and spontaneously buy.

Please tick the most suitable option

Name (optional)..... Address (optional)..... Email/Mob. (optional)..	Gender <ul style="list-style-type: none"> • Male • Female Age <ul style="list-style-type: none"> • Below 30 • 31-50 • Above 50 years 	Current Occupation <ul style="list-style-type: none"> • Student • Employed • Retired • Business • Any other please specify..... 	Annual Household Income <ul style="list-style-type: none"> • Less than Rs.25,00,00 • Rs. 25,00,00- Rs.5,00,000 • Rs. 5,00,001-10,00,000 • Above Rs 10,00,000
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Size of Family <ul style="list-style-type: none"> • Nuclear Family • Joint family 	Marital Status <ul style="list-style-type: none"> • Single • Married 		
Education <ul style="list-style-type: none"> • Upto primary education • Secondary education • Graduation (UG) • Post Graduation (PG) 			
Shopping behavior of respondents (Please tick one option)			
Preferred time of Shopping <ul style="list-style-type: none"> • Daily • Weekly • Monthly • Any time 	Distance from home to outlet <ul style="list-style-type: none"> • Less than 5 km • Between 5-10 km • Above 10 Km 	From where you purchase your daily things? <ul style="list-style-type: none"> • Organized Retailers(who provides you bill) • Unorganized Retailers(who donot provide pakka bill) • Both 	If foreign players will come to India from where you buy your things? (You may give ranking) <ul style="list-style-type: none"> • Indian organized <input type="checkbox"/> • Indian unorganized Retailers <input type="checkbox"/> • Foreign Retailers <input type="checkbox"/>
You can tick more than one options (if required)			
What kind of products you prefer to buy from unorganized retailers? <ul style="list-style-type: none"> • House hold items • Grocery items • Home appliances • Clothing Products • Specialty products • Emergency Products 	What kind of products you prefer to buy from organized retailers? <ul style="list-style-type: none"> • House hold items • Grocery items • Home appliances • Clothing products • Specialty products • Emergency Products 	How much percentage of your total expenditure in a month is spent to buy from organized retail outlets? Please specify.....	You prefer to visit organized retail outlets for : <ul style="list-style-type: none"> • Branded clothes • Home Appliances • Household items • Fun • Discounts/sale • Lucky draws • Window Shopping • Any other (specify).....
		Products offered by unorganized /local retailers are cheaper	Do you feel that there is saving of time when you buy from organized retail outlets.

Increased real estate prices is challenge for retail sector in India.					
Presence of numerous intermediaries is a challenge for retail sector in India					
Usage of outdated technology is a challenge for Indian retail sector.					
Highly unorganized sector is a challenge for retail sector in India.					
High degree of cultural diversity is a challenge for retail sector in India.					
Comment on your opinion towards FDI in Indian Retail Sector. Please indicate how much you agree or disagree with the benefits/ positive effects of FDI in Indian retail sector. Tick the aspect which is most suitable in your point of view.					
	1	2	3	4	5
FDI in retail will lead to improved product quality					
It will bring improvement in the services provided by the retailers					
It will improve the shopping experience of the customer by making it enjoyable and memorable.					
Access to international brands will be easier					
The speed of development of modern formats will increase					
Overall shopping experience will enhance.					
It will push Indian Manufacturers to improve their product quality					
The distribution system of the goods will improve					
It will enhance employment opportunities for people of India					
It will lead to exchange of technologies between countries					
It will help in controlling the rising prices of commodities					
It will stimulate economic growth of the country.					
Farmers will be benefitted by direct procurement of goods by big players.					
Indian retailers will get opportunity of partnership with foreign retailers.					
Comment on your opinion towards FDI in Indian Retail Sector. Please indicate how much you agree or disagree with the negative effects of FDI in Indian retail sector. Tick the aspect which is most suitable in your point of view.					
	1	2	3	4	5
FDI in retail will lead to loss of Indian culture due to more foreign culture impact.					
It will lead to loss of Indian ethical values due to more foreign influence.					
Monopoly of foreign players will emerge.					
Once monopoly of big retailers is established the bargaining power of the consumers will be reduced.					
Once monopoly is established, foreign companies will hurt the economic structure of country					
Profits will move out of the country.					
It is against swadeshi policy					
Middlemen will be eliminated due to direct procurement of raw material from farmers by the foreign retailers.					
It will lead to unemployment.					

रिटेलर्स के लिए प्रश्नावली

इस प्रश्नावली का उपयोग मेरी पीएचडी डिग्री की आंशिक पूर्ति के लिए है। मेरे पीएचडी का विषय, "रिटेल सेक्टर में एफडीआई: भारतीय खुदरा बाजार का एक महत्वपूर्ण अध्ययन है"। कृपया इस सर्वेक्षण में अपना सहयोग दें। सभी प्रतिक्रियाएँ कड़ाई से गोपनीय होंगी और किसी भी तीसरे पक्ष के साथ साझा नहीं की जाएंगी। प्रतिक्रियाओं का उपयोग केवल अनुसंधान उद्देश्य के लिए किया जाएगा।

कृपया सबसे उपयुक्त विकल्प पर टिक करें

नाम: (वैकल्पिक)..... आयु (वैकल्पिक)। पता (वैकल्पिक) स्टोर से वार्षिक आय (लगभग) ईमेल (वैकल्पिक)/ Mobile no.।	लिंग • नर • महिला	आपने अपना खुदरा व्यापार कब शुरू किया है? • 2 वर्ष से कम • 2 से 5 साल • 5 साल से ऊपर	शिक्षा • प्राथमिक शिक्षा तक • माध्यमिक शिक्षा • स्नातक (यूजी) • पोस्ट ग्रेजुएशन (पीजी)
आप किस प्रकार के खुदरा स्टोर चला रहे हैं?	संगठित (आयकर के लिए पंजीकृत) <input type="checkbox"/>	असंगठित (आयकर के लिए पंजीकृत नहीं) <input type="checkbox"/>	
क्या आपके पास रिटेल स्टोर चलाने के लिए कोई विशेष डिग्री / डिप्लोमा है?	हाँ	नहीं	
क्या आप ग्राहकों से निपटने के लिए अपने स्टोर के बिक्री व्यक्तियों को कुछ प्रशिक्षण प्रदान करते हैं?	हाँ	नहीं	
क्या आप अपने खुदरा स्टोर में डिजिटल भुगतान की सुविधा प्रदान करते हैं?	हाँ	नहीं	
क्या आपके खुदरा स्टोर में बिलिंग की कम्प्यूटरीकृत प्रणाली है?	हाँ	नहीं	
क्या आपके पास रिटेल स्टोर में शिकायत निपटान तंत्र है?	हाँ	नहीं	
क्या आप अपने ग्राहकों को बिक्री सेवाओं के बाद प्रदान करते हैं?	हाँ	नहीं	
क्या आपके रिटेल स्टोर में इलेक्ट्रॉनिक वेटिंग मशीन है?	हाँ	नहीं	लागू नहीं
आपके खुदरा स्टोर का क्षेत्रफल क्या है? • 200 वर्ग फुट से कम। • 200-500 वर्ग फुट। • 500-1000 वर्ग फुट। • 1000 वर्ग फुट से ऊपर।	आपके गोदाम का क्षेत्रफल क्या है? • 500 वर्ग फुट से कम। • 500-1000 वर्ग फुट।	कृपया अपने रिटेल स्टोर (आप सहित) में काम करने वाले बिक्री बल की संख्या को इंगित करें। परिवार के सदस्य <input type="checkbox"/>	

	<ul style="list-style-type: none"> • 1000-5000 वर्ग फीट। • 500 वर्ग फुट से ऊपर। 	किराए के व्यक्ति <input type="checkbox"/> कुल <input type="checkbox"/>	
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स्कोर देने के लिए फाइव पॉइंट likert स्केल का उपयोग किया जाएगा।

मजबूत से असहमत	असहमत	न तो सहमत हैं और न ही सहमत	सहमत	मजबूत से सहमत
1	2	3	4	5

इंडियन रिटेल सेक्टर के सामने आने वाले अवसरों के बारे में अपनी राय दें। कृपया इंगित करें कि आप भारतीय खुदरा क्षेत्र के अवसरों से कितने सहमत हैं या असहमत हैं। उस पहलू को टिक करें जो आपके दृष्टिकोण में सबसे उपयुक्त है।

	1	2	3	4	5
आबादी बढ़ने से बाजार में उत्पादों की मांग बढ़ जाती है।					
खपत पैटर्न में बदलाव से उत्पादों की मांग बढ़ेगी					
कामकाजी महिलाओं के बढ़ने से उत्पादों की मांग में वृद्धि होगी					
इलेक्ट्रॉनिक मीडिया बहुत कम समय में नए उत्पादों के बारे में जानकारी स्थानांतरित करने में मदद करता है, इस प्रकार मांग में वृद्धि होती है					
प्लास्टिक मनी के उपयोग से खुदरा खरीदारी की आवृत्ति में वृद्धि हुई।					
उपभोक्ताओं की डिस्पोजेबल आय के कारण विभिन्न प्रकार के उत्पादों की मांग दिन-प्रतिदिन बढ़ गई है।					
दोहरी आय वाले एकल परिवारों की बढ़ती संख्या के कारण नए उत्पादों के स्वीकार्य होने की अधिक संभावना है।					
बदलती जीवन शैली के कारण पैकेज्ड फूड आइटम सहजता से स्वीकार्य हैं जिससे उत्पादों की मांग बढ़ेगी।					
भारत में बढ़ते खुदरा क्षेत्र को वैश्विक बाजार की बढ़ती मांग का समर्थन है।					
भारतीय खुदरा क्षेत्र के सामने आने वाली चुनौतियों के बारे में अपनी राय दें। कृपया इंगित करें कि आप भारतीय खुदरा क्षेत्र में आने वाली चुनौतियों से कितना सहमत या असहमत हैं। उस पहलू को टिक करें जो आपके दृष्टिकोण में सबसे उपयुक्त है।					
	1	2	3	4	5
खुदरा क्षेत्र का बुनियादी ढांचा पर्याप्त नहीं है।					
रिटेल सेक्टर में प्रतिभाशाली कर्मचारियों की कमी देखी गई है।					
भारतीय खुदरा विक्रेताओं के पास अंतरराष्ट्रीय मानकों की तुलना में कम प्रतिस्पर्धी ताकतवर है।					
एक बढ़ी हुई अचल संपत्ति की कीमत भारत में खुदरा क्षेत्र के लिए एक चुनौती है।					
खुदरा क्षेत्र में अकुशल आपूर्ति श्रृंखला प्रबंधन है					
कई मध्यस्थों की उपस्थिति भारत में खुदरा क्षेत्र के लिए एक चुनौती है					
आउटडेटेड तकनीक का उपयोग भारतीय खुदरा क्षेत्र के लिए एक चुनौती है।					
भारत में खुदरा क्षेत्र के लिए अत्यधिक असंगठित क्षेत्र एक चुनौती है।					

भारत में खुदरा क्षेत्र के लिए उच्च स्तर की सांस्कृतिक विविधता एक चुनौती है।					
भारत में खुदरा क्षेत्र के लिए उच्च राजनीतिक हस्तक्षेप एक चुनौती है।					
भारतीय खुदरा क्षेत्र में FDI के प्रति अपनी राय पर टिप्पणी करें। कृपया इंगित करें कि आप भारतीय खुदरा क्षेत्र में एफडीआई के लाभों / सकारात्मक प्रभावों से कितना सहमत हैं या असहमत हैं। उस पहलू को टिक करें जो आपके दृष्टिकोण में सबसे उपयुक्त है।					
	1	2	3	4	5
खुदरा क्षेत्र में प्रत्यक्ष विदेशी निवेश से उत्पाद की गुणवत्ता में सुधार होगा					
FDI खुदरा विक्रेताओं द्वारा प्रदान की जाने वाली सेवाओं में सुधार लाएगी					
एफडीआई बेहतर तकनीकी जानकारी और पूंजी लाकर आपूर्ति श्रृंखला के बुनियादी ढांचे में सुधार लाएगा।					
एफडीआई निवेश की दर बढ़ाने के साथ-साथ उत्पादित वस्तुओं और सेवाओं की मांग को बढ़ाकर पूंजी प्रवाह को बढ़ावा देगा					
अंतर्राष्ट्रीय ब्रांडों के लिए पहुंच ग्राहकों के लिए आसान होगा					
आधुनिक प्रारूपों के विकास की गति को बढ़ाया जाएगा					
अपव्यय में कटौती करने और एकीकृत अव्यवस्थित और खंडित खुदरा बाजार को बदलने के लिए एकीकृत आपूर्ति श्रृंखला स्थापित करने के लिए आईटी-अनुकूल तकनीक।					
एफडीआई से पेशेवर उद्यमी और विपणन कौशल का विकास होगा					
एफडीआई बाजार-प्रेमी, बाजार-बुद्धिमान और सर्वोत्तम प्रबंधन प्रथाओं का अधिग्रहण करके खुदरा सेवाओं में सुधार का नेतृत्व करेगा, खुदरा विशाल घर जैसे वाल-मार्ट, कैरेफोर, ए होल्ड, जेसी पेनी अपने सर्वोत्तम प्रबंधन प्रथाओं को ला सकते हैं					
FDI से तकनीकी-ज्ञान और बुनियादी ढाँचे के विकास को बढ़ावा मिलेगा					
एफडीआई भारतीय निर्माताओं को अपने उत्पाद की गुणवत्ता में सुधार करने के लिए प्रेरित करेगा					
माल की वितरण प्रणाली में सुधार होगा					
यह भारत के लोगों के लिए रोजगार के अवसर बढ़ाएगा					
यह वस्तुओं की बढ़ती कीमतों को नियंत्रित करने में मदद करेगा					
यह देश के आर्थिक विकास को प्रोत्साहित करेगा।					
बड़े खिलाड़ियों द्वारा माल की सीधी खरीद से किसानों को फायदा होगा।					
भारतीय खुदरा विक्रेताओं को विदेशी खुदरा विक्रेताओं के साथ साझेदारी का अवसर मिलेगा।					
भारतीय खुदरा क्षेत्र में FDI के प्रति अपनी राय पर टिप्पणी करें। कृपया इंगित करें कि आप भारतीय खुदरा क्षेत्र में एफडीआई के नकारात्मक प्रभावों से कितना सहमत हैं या असहमत हैं। उस पहलू को टिक करें जो आपके दृष्टिकोण में सबसे उपयुक्त है।					
	1	2	3	4	5
अधिक विदेशी प्रभाव के कारण खुदरा क्षेत्र में प्रत्यक्ष विदेशी निवेश से भारतीय संस्कृति का नुकसान होगा।					
यह अधिक विदेशी प्रभाव के कारण भारतीय नैतिक मूल्यों को नुकसान पहुंचाएगा।					

उपभोक्ताओं की सौदेबाजी की शक्ति कम हो जाएगी।					
मुनाफा देश से बाहर जाएगा।					
यह स्वदेशी नीति के खिलाफ है					
विदेशी खिलाड़ियों का एकाधिकार बन जाएगा।					
विदेशी खुदरा विक्रेताओं द्वारा किसानों से कच्चे माल की सीधी खरीद के कारण बिचौलियों को समाप्त किया जाएगा।					
यह फ्रंट एंड रिटेल पर बेरोजगारी को बढ़ावा देगा					
अंतरराष्ट्रीय खुदरा विक्रेता अंतरराष्ट्रीय स्तर पर खरीद करेंगे, न कि घरेलू स्रोतों से					
छोटे पैमाने के खुदरा विक्रेताओं को इन विदेशी बड़े खुदरा विक्रेताओं द्वारा की पेशकश की कीमतों के साथ प्रतिस्पर्धा करने में सक्षम नहीं होने के कारण अपने व्यवसाय को बंद करना होगा					
एक बार एकाधिकार स्थापित हो जाने के बाद, विदेशी कंपनियाँ देश की आर्थिक संरचना को चोट पहुँचाएँगी					
एक बार एकाधिकार स्थापित हो जाने के बाद, विदेशी कंपनियाँ देश की आर्थिक संरचना को चोट पहुँचाएँगी					
यदि मौजूदा कंपनियाँ वैश्विक दिग्गजों के साथ सहयोग करती हैं, तो उन्हें अपनी आत्म-प्रतिस्पर्धी ताकत को खोने के कारण वैश्विक मोर्चे पर हार का सामना करना पड़ सकता है					
बाजार में नए विदेशी प्रवेशकों का लगातार खतरा बना रहेगा					
खुदरा क्षेत्र में प्रत्यक्ष विदेशी निवेश का पारंपरिक असंगठित खुदरा पर प्रतिकूल प्रभाव पड़ेगा					
एफडीआई के प्रवेश के कारण पारंपरिक खुदरा विक्रेताओं को व्यापार से बाहर जाना पड़ेगा					
उपभोक्ताओं को स्थानीय उत्पाद की तुलना में विदेशी ब्रांड के उत्पाद खरीदने की इच्छा होगी।					
लोग विदेशी जीवन शैली के नकारात्मक पहलुओं को अवशोषित कर सकते हैं और अनुचित खपत पैटर्न विकसित कर सकते हैं।					
एफडीआई हमारे देश के लिए अच्छा है।	हाँ	न ही			
रिटेल में एफडीआई पर वोट दें।	स्वी कार	अ स्वी कार	नहीं कर सकते		
एफडीआई का भारत में खुदरा क्षेत्र पर समग्र प्रभाव पड़ेगा।					
मजबूत असहमत	असहमत	न तो सहमत हैं और न ही असहमत	सहमत	मजबूत सहमत	
1	2	3	4	5	
रिटेल में एफडीआई खोलने के लिए आपके ठोस विचार / सुझाव					
.....					
.....					
.....					
.....					
.....					
आपके सहयोग के लिए धन्यवाद					

ग्राहकों के लिए प्रश्नावली

इस प्रश्नावली का उपयोग मेरी पीएचडी डिग्री की आंशिक पूर्ति के लिए है। मेरे पीएचडी का विषय, "रिटेल सेक्टर में एफडीआई: भारतीय खुदरा बाजार का एक महत्वपूर्ण अध्ययन है" कृपया इस सर्वेक्षण में अपना सहयोग दें। सभी प्रतिक्रियाएँ कड़ाई से गोपनीय होंगी और किसी भी तीसरे पक्ष के साथ साझा नहीं की जाएंगी। प्रतिक्रियाओं का उपयोग केवल अनुसंधान उद्देश्य के लिए किया जाएगा।

कृपया ध्यान दें:

- असंगठित खुदरा विक्रेता वे खुदरा विक्रेता हैं जिन्होंने आयकर उद्देश्यों के लिए खुद को पंजीकृत नहीं किया है।
- संगठित रिटेलर्स वे खुदरा विक्रेता हैं जिन्होंने आयकर उद्देश्यों के लिए खुद को पंजीकृत किया है।
- घर में भोजन, सफाई उत्पाद, और व्यक्तिगत देखभाल उत्पादों जैसे आइटम रखे जाते हैं।
- किराने की वस्तुएं: फल, सब्जियों, अनाज आदि
- घरेलू उपकरण जैसे जूसर, मिक्सर, ग्राइंडर, वॉशिंग मशीन आदि।
- उच्च अंत लक्जरी ऑटोमोबाइल, महंगे शैपेन और सेलिब्रिटी हेयर केयर विशेषज्ञों जैसे विशेष उत्पाद।
- इमरजेंसी उत्पाद जैसे दवाइयाँ
- आवेग उत्पाद वे उत्पाद हैं, जिन्हें आपने स्टोर में प्रवेश करने से पहले और अनायास खरीदने का निर्णय नहीं लिया है।

कृपया सबसे उपयुक्त विकल्प पर टिक करें

नाम: (वैकल्पिक)..... पता (वैकल्पिक)..... ईमेल / Mobile no. (वैकल्पिक)..	<ul style="list-style-type: none"> • लिंग • नर • महिला आयु <ul style="list-style-type: none"> • 30 से नीचे • 31 से 50 साल • 50 साल से ऊपर 	वर्तमान व्यवसाय <ul style="list-style-type: none"> • छात्र • कार्यरत • अवकाश प्राप्त • व्यापार कोई अन्य कृपया निर्दिष्ट करें। शिक्षा प्राथमिक शिक्षा तक • माध्यमिक शिक्षा • स्नातक (यूजी) • पोस्ट ग्रेजुएशन (पीजी)	वार्षिक घरेलू आय <ul style="list-style-type: none"> • ₹। 25,00,00 से कम • ₹। 25,00,00-5,00,000 • ₹। 5,00,001-10,00,000 • 10,00,000 रुपये से ऊपर
परिवार का आकार <ul style="list-style-type: none"> • एकल परिवार • संयुक्त परिवार 	वैवाहिक स्थिति <ul style="list-style-type: none"> • एक • विवाहित 		
खरीदारी व्यवहार (कृपया एक विकल्प पर टिक करें)			
खरीदारी का पसंदीदा समय <ul style="list-style-type: none"> • रोज • साप्ताहिक • महीने के • किसी भी समय 	घर से आउटलेट तक की दूरी <ul style="list-style-type: none"> • 5 किमी से कम • दो किमी के बीच • 10 किमी से ऊपर 	जहां से आप अपनी दैनिक चीजें खरीदते हैं? <ul style="list-style-type: none"> • संगठित रिटेलर्स (जो आपको बिल प्रदान करते हैं) • असंगठित खुदरा विक्रेता (जो पक्का बिल प्रदान करते हैं) • दोनों 	अगर विदेशी खिलाड़ी भारत आएंगे तो आप अपनी चीजें कहाँ से खरीदेंगे? (आप रैंकिंग दे सकते हैं) <ul style="list-style-type: none"> • भारतीय संगठित रिटेलर्स

			<ul style="list-style-type: none"> • भारतीय असंगठित रिटेलर्स • विदेशी खुदरा विक्रेताओं
आप एक से अधिक विकल्पों पर टिक कर सकते हैं (यदि आवश्यक हो)			
<p>असंगठित खुदरा विक्रेताओं से आप किस तरह के उत्पादों को खरीदना पसंद करते हैं?</p> <ul style="list-style-type: none"> • घरेलु सामान • किराने की वस्तुएं • घरेलु उपकरण • वस्त्र उत्पाद • विशेषता उत्पादों • आपातकालीन उत्पाद • आवेग उत्पादों • कोई दूसरा..... <p>उल्लिखित करना</p>	<p>संगठित खुदरा विक्रेताओं से आप किस प्रकार के उत्पादों को खरीदना पसंद करते हैं?</p> <ul style="list-style-type: none"> • घरेलु सामान • किराने की वस्तुएं • घरेलु उपकरण • वस्त्र उत्पादों • विशेषता उत्पादों • आपातकालीन उत्पाद • आवेग उत्पादों • कोई दूसरा..... <p>उल्लिखित करना</p>	<p>एक महीने में आपके कुल खर्च का कितना प्रतिशत संगठित खुदरा दुकानों से खरीदने के लिए खर्च किया जाता है?</p> <p>कृपया निर्दिष्ट करें.....</p>	<p>आप इसके लिए संगठित खुदरा दुकानों पर जाना पसंद करते हैं:</p> <ul style="list-style-type: none"> • ब्रांडेड कपड़े • घरेलु उपकरण • घरेलु सामान • आनंद • छूट / बिक्री • लकी ड्रॉ • विंडो शॉपिंग • कोई अन्य (निर्दिष्ट करें)
		<p>असंगठित / स्थानीय खुदरा विक्रेताओं द्वारा पेश किए गए उत्पाद संगठित खुदरा विक्रेताओं की तुलना में सस्ते हैं।</p> <ul style="list-style-type: none"> •हाँ •नहीं •बारे में पता नहीं 	<p>क्या आपको लगता है कि संगठित खुदरा दुकानों से खरीदारी करने पर समय की बचत होती है।</p> <ul style="list-style-type: none"> •हाँ •नहीं
		<p>असंगठित / स्थानीय खुदरा विक्रेताओं द्वारा कम मात्रा में पेश किए जाने वाले उत्पाद मेरे खर्चों पर बेहतर नियंत्रण देते हैं।</p> <ul style="list-style-type: none"> •हाँ •नहीं 	<p>क्या आपको लगता है कि संगठित रिटेल आउटलेट से खरीदारी करने पर अधिक बचत होती है।</p> <ul style="list-style-type: none"> •हाँ •नहीं

स्कोर देने के लिए पांच पॉइंट Likert स्केल का उपयोग किया जाएगा।

दृढ़ता से असहमत सहमत	असहमत	सहमत	न तो सहमत हैं और न ही असहमत	दृढ़तापूर्वक सहमत
1	2	3	4	5

इंडियन रिटेल सेक्टर के सामने आने वाले अवसरों के बारे में अपनी राय दें। कृपया बताएं कि आप भारतीय खुदरा क्षेत्र के अवसरों से कितना सहमत हैं या असहमत हैं। उस पहलू को टिक करें जो आपके दृष्टिकोण में सबसे उपयुक्त है।					
	1	2	3	4	5
आबादी बढ़ने से बाजार में उत्पादों की मांग बढ़ेगी।					
खपत पैटर्न में बदलाव से उत्पादों की मांग बढ़ेगी।					
बढ़ती कामकाजी महिलाओं को उत्पादों की मांग में वृद्धि होगी					
इलेक्ट्रॉनिक मीडिया बहुत कम समय में नए उत्पादों के बारे में जानकारी स्थानांतरित करने में मदद करेगा, इस प्रकार मांग में वृद्धि होगी					
प्लास्टिक मनी के उपयोग में वृद्धि से खुदरा बिक्री में वृद्धि पर सकारात्मक प्रभाव पड़ेगा					
उपभोक्ताओं की बढ़ती डिस्पोजेबल आय के कारण विभिन्न प्रकार के उत्पादों की मांग दिन-प्रतिदिन बढ़ती जाएगी।					
दोहरी आय वाले परमाणु परिवारों की बढ़ती संख्या के कारण नए उत्पादों के स्वीकार्य होने की अधिक संभावना है।					
बदलती जीवनशैली के कारण पैकेज्ड फूड आइटम आराम से स्वीकार्य होंगे जिससे उत्पादों की मांग बढ़ेगी।					
भारत में बढ़ते खुदरा क्षेत्र को वैश्विक बाजार की बढ़ती मांग का समर्थन है।					
भारतीय खुदरा क्षेत्र के सामने आने वाली चुनौतियों के बारे में अपनी राय दें। कृपया बताएं कि आप भारतीय खुदरा क्षेत्र में आने वाली चुनौतियों से कितना सहमत या असहमत हैं। उस पहलू को टिक करें जो आपके दृष्टिकोण में सबसे उपयुक्त है।					
	1	2	3	4	5
खुदरा क्षेत्र का बुनियादी ढांचा ठीक से विकसित नहीं हुआ है।					
खुदरा क्षेत्र में अकुशल आपूर्ति श्रृंखला प्रबंधन है।					
रिटेल सेक्टर में प्रतिभाशाली कर्मचारियों की कमी देखी गई है।					
भारतीय खुदरा विक्रेताओं के पास अंतरराष्ट्रीय मानकों की तुलना में कम प्रतिस्पर्धी ताकत है।					
भारत में खुदरा क्षेत्र के लिए बढ़ी हुई अचल संपत्ति की कीमतें चुनौती है।					
कई मध्यस्थों की उपस्थिति भारत में खुदरा क्षेत्र के लिए एक चुनौती है।					
पुरानी तकनीक का उपयोग भारतीय खुदरा क्षेत्र के लिए एक चुनौती है।					
भारत में खुदरा क्षेत्र के लिए अत्यधिक असंगठित क्षेत्र एक चुनौती है।					
भारत में खुदरा क्षेत्र के लिए उच्च स्तर की सांस्कृतिक विविधता एक चुनौती है।					
भारतीय खुदरा क्षेत्र में एफडीआई के प्रति अपनी राय पर टिप्पणी करें। कृपया इंगित करें कि आप भारतीय खुदरा क्षेत्र में एफडीआई के लाभों / सकारात्मक प्रभावों से कितना सहमत हैं या असहमत हैं। उस पहलू को टिक करें जो आपके दृष्टिकोण में सबसे उपयुक्त है।					
	1	2	3	4	5
खुदरा क्षेत्र में प्रत्यक्ष विदेशी निवेश से उत्पाद की गुणवत्ता में सुधार होगा।					
यह खुदरा विक्रेताओं द्वारा प्रदान की जाने वाली सेवाओं में सुधार लाएगा।					

यह सुखद और यादगार बनाकर ग्राहक के खरीदारी अनुभव में सुधार करेगा।					
अंतरराष्ट्रीय ब्रांडों तक पहुंच आसान हो जाएगी।					
आधुनिक स्वरूपों के विकास की गति बढ़ेगी।					
कुल मिलाकर खरीदारी का अनुभव बढ़ेगा।					
यह भारतीय निर्माताओं को अपने उत्पाद की गुणवत्ता में सुधार करने के लिए प्रेरित करेगा।					
माल की वितरण प्रणाली में सुधार होगा।					
यह भारत के लोगों के लिए रोजगार के अवसर बढ़ाएगा।					
इससे देशों के बीच प्रौद्योगिकियों का आदान-प्रदान होगा।					
यह वस्तुओं की बढ़ती कीमतों को नियंत्रित करने में मदद करेगा।					
यह देश के आर्थिक विकास को प्रोत्साहित करेगा।					
बड़े खिलाड़ियों द्वारा माल की सीधी खरीद से किसानों को फायदा होगा।					
भारतीय खुदरा विक्रेताओं को विदेशी खुदरा विक्रेताओं के साथ साझेदारी का अवसर मिलेगा।					
भारतीय खुदरा क्षेत्र में एफडीआई के प्रति अपनी राय पर टिप्पणी करें। कृपया इंगित करें कि आप भारतीय खुदरा क्षेत्र में एफडीआई के नकारात्मक प्रभावों से कितना सहमत हैं या असहमत हैं। उस पहलू को टिक करें जो आपके दृष्टिकोण में सबसे उपयुक्त है।					
	1	2	3	4	5
अधिक विदेशी संस्कृति प्रभाव के कारण रिटेल में एफडीआई से भारतीय संस्कृति का नुकसान होगा।					
यह अधिक विदेशी प्रभाव के कारण भारतीय नैतिक मूल्यों को नुकसान पहुंचाएगा।					
विदेशी खिलाड़ियों का एकाधिकार सामने आएगा।					
एक बार बड़े खुदरा विक्रेताओं के एकाधिकार की स्थापना के बाद उपभोक्ताओं की सौदेबाजी की शक्ति कम हो जाएगी।					
एक बार एकाधिकार स्थापित हो जाने के बाद, विदेशी कंपनियाँ देश की आर्थिक संरचना को चोट पहुंचाएँगी।					
मुनाफा देश से बाहर जाएगा।					
यह स्वदेशी नीति के खिलाफ है।					
विदेशी खुदरा विक्रेताओं द्वारा किसानों से कच्चे माल की सीधी खरीद के कारण बिचौलियों को समाप्त किया जाएगा।					
इससे बेरोजगारी को बढ़ावा मिलेगा।					
अंतरराष्ट्रीय खुदरा विक्रेता अंतरराष्ट्रीय स्तर पर खरीद करेंगे, न कि घरेलू स्रोतों से।					
छोटे पैमाने के खुदरा विक्रेताओं को इन विदेशी बड़े खुदरा विक्रेताओं द्वारा की पेशकश की कीमतों के साथ प्रतिस्पर्धा करने में सक्षम नहीं होने के कारण अपने व्यवसाय को बंद करना होगा।					
जो कंपनियाँ शुरूआती चरण में हैं, वे बड़े वैश्विक दिग्गजों के साथ प्रतिस्पर्धा करने में सक्षम नहीं हो सकती हैं।					
वैश्विक दिग्गजों के साथ छोटी फर्मों के सहयोग से वैश्विक मोर्चे पर आत्म प्रतिस्पर्धी ताकत खो जाएगी।					
बाजार में नए विदेशी प्रवेशकों का लगातार खतरा बना रहेगा।					
खुदरा क्षेत्र में प्रत्यक्ष विदेशी निवेश का पारंपरिक असंगठित खुदरा पर प्रतिकूल प्रभाव पड़ेगा।					
एफडीआई के प्रवेश के कारण पारंपरिक खुदरा विक्रेताओं को व्यापार से बाहर जाना पड़ता है।					

उपभोक्ताओं को स्थानीय उत्पाद की तुलना में विदेशी ब्रांड के उत्पाद खरीदने की इच्छा होगी।					
लोग विदेशी जीवन शैली के नकारात्मक पहलुओं को अवशोषित कर सकते हैं और अनुचित खपत पैटर्न विकसित कर सकते हैं।					
क्या आप विदेशी उत्पादों पर भारतीय उत्पाद खरीदना पसंद करेंगे।	हाँ	नहीं	कह नहीं सकते		
एफडीआई हमारे देश के लिए अच्छा है।	हाँ	नहीं	कह नहीं सकते		
आप विदेशी ब्रांड की तुलना में स्थानीय ब्रांडेड उत्पादों को खरीदना पसंद करेंगे।	हाँ	नहीं	कह नहीं सकते		
विदेशी ब्रांडों में आपके खरीद व्यवहार को प्रभावित करने की एक मजबूत क्षमता है।	हाँ	नहीं	कह नहीं सकते		
रिटेल में एफडीआई पर वोट दें।	स्वीकार करना	अस्वीकार	कह नहीं सकते		
एफडीआई का भारत में खुदरा क्षेत्र पर समग्र प्रभाव पड़ेगा					
दृढ़ता से असहमत	असहमत	सहमत	न तो सहमत हैं और न ही असहमत		
दृढ़तापूर्वक सहमत					
1	2	3	4	5	
रिटेल में एफडीआई खोलने के लिए आपके ठोस विचार / सुझाव					
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आपके सहयोग के लिए धन्यवाद					

BRIEF PROFILE OF THE RESEARCH SCHOLAR

Ms. Jyotsana Chawla is working as an Assistant professor with Department of Management Studies, J.C. Bose University of Science and Technology, YMCA, Faridabad. Her qualification is B.Com, M.B.A., M.Com and M Phil. She is teaching various subjects of management at UG and PG level. She is having total 12 years of experience in education sector. Her area of interest includes finance, FDI and retail practices. The researcher had published 6 papers in national/international journals. The researcher has also presented various papers in national/international conferences.

LIST OF PUBLICATIONS OUT OF THESIS

LIST OF PUBLISHED PAPER IN INTERNATIONAL JOURNAL

Sr. No.	Title of the paper along with volume, Issue No, year of publication	Publishers	Impact factor	Referred or Non-Referred	Whether you paid any money or not for publication	Remarks
1	Critical Analysis of Retail sector in India: a changing face, Virtue, Vol 3 No 2., July –Dec 2015, ISSN NO.2230- 7117	DAVIM	Nil	refereed	No	in UGC list of Journals(46966)
2	Fdi in Indian Retail Sector: a review, International Journal of BRIC business research(ijbbr), may 2016 ,vol 5,number 2, ISSN NO.2201- 4179	Wireilla	Nil	refereed	No	in UGC list of Journals()
3	A critical Study of FDI in Indian Retail Sector: An Analysis of Impact on Stakeholders, Asian Journal of Management(An international peer-reviewed Quarterly Journal of Managerial Sciences) Vol 9 Issue 1, Jan- March 2018, ISSN no. 0976-495X(print), ISSN NO. 2321-5763	Asian Journal of Management, A & V Publication	Nil	refereed	Yes	in UGC list of Journals(8795)
4	A comparative study of unorganized and organized retailing in India, JETIR(Journal of Emerging Technologies and Innovative Research), March 2019, Vol 6 issue 3, ISSN No.2349-5162	IJPUBLICATION	5.87	refereed	Yes	in UGC list of Journals(63975)

LIST OF PAPER IN CONFERENCE

S.No	Title of the paper along with year	National/International	Name of Conference	Institute
5	Agriculture and International Investment: Need of the hour	National	NCIFDIA-2014	YMCA UST
6	Indian Retail Sector: Opportunities and Challenges	International	PSIMT 2015	YMCA UST

LIST OF PUBLISHED PAPER IN BOOK AS A CHAPTER

Sr NO.	Title of paper	Details of Book	Publisher
7	Foreign Capital in Agriculture Sector: SWOC Analysis	Agriculture in the age of globalization by serials publications (p) ltd. , ISBN: 978-81-8387-745-9, pg 216-230,	Serials publications