An Overview of the Literature on Retail Stores in India and Their Marketing Strategy

*1Dyanel D Costa and 2Dr. V Basil Hans

*1Research Scholar, Institute of Management & Commerce, Srinivas University, Mangalore, Karnataka, India.

2Research Professor, Institute of Management & Commerce, Srinivas University, Mangalore, Karnataka, India.

Abstract

Purpose: The goal of investigating Indian retail establishments and their marketing approaches is to obtain a thorough understanding of the ever-changing market environment. The purpose of this study is to comprehend how consumer behaviour is changing, spot market trends, and examine the tactics used by retailers to draw in and keep consumers.

Design/Methodology/Approach: This exploratory study was conducted using secondary data from peer-reviewed academic articles and journals published. The study uses a descriptive research design, which is determined by the goals of the investigation. This method of research is used to increase the depth and accuracy of the investigation. Secondary sources were heavily utilized in the research. A variety of sources, such as books and scholarly research articles, are used to gather data.

Findings: The changing consumer landscape has shaped dynamic marketing strategies, according to investigations of retail stores in India. A significant discovery is the growing dependence on digital platforms, as more and more retailers use social media and e-commerce sites to reach a larger customer base. Personalized marketing initiatives, which use data analytics to comprehend and address unique customer preferences, are a complement to this change. In order to create seamless Omni channel experiences and blur the distinction between online and offline retail, retailers are making investments in technology. According to the research, effective marketing tactics in Indian retail not only take advantage of technology to make things easier but also take cultural quirks and moral issues into account, giving consumers a more fulfilling and meaningful shopping experience.

Originality/Value: Retail establishments in India frequently use a combination of strong core values and cultural originality in their advertising approaches in an effort to appeal to a wide range of customers.

Keywords: Retail establishments, Omni channel, Customer preferences, marketing campaigns, shopping experience.

1. Introduction

Every activity that involves selling products or services directly to the final customer for their personal, non-business use is referred to as retailing. Via markets, stores, door-to-door sales, mail order, or the internet, depending on how the customer plans to use the product (Koul, S., *et al*. (2013) [1]. India's retail sector is progressively going toward becoming the next big thing. India's shopping industry has undergone a revolution as a result of the overall concept of shopping changing in terms of format and consumer purchasing behaviour. India has received the arrival of modern retail, as evidenced by the broad shopping centres, multi-level malls, and massive complexes that provide dining, entertainment, and shopping under one roof (Handa, V., & Grover, N. (2012) [2]. The remarkable expansion of retail in India is evidenced by the rapid rise in the quantity of supermarkets, department stores, and hypermarkets across the nation (Ghosh, P., (2010) [3]. Consumers are viewing service quality more and more as a tool to boost their value and as a way to position themselves

in a competitive marketplace to guarantee customer loyalty and satisfaction (Kaul,S.(2007) [4]. With the introduction of contemporary formats, a multitude of channels, and significant changes in consumer purchasing behaviour, shopping in India has experienced a revolution (Hisam, M. W. (2016) [5].

Retailers in developing nations like India are developing new store formats in an effort to adapt to consumers' changing preferences (Deka,P.K.(2018) [6]. It will be expected of large retail establishments like supermarkets and malls to offer their patrons distinctive shopping experiences. Such retail experiences may result in customer satisfaction and store loyalty (Paul, J., (2016) [7]. Over the past ten years, India has experienced significant growth in terms of organized retailing, foreign brands, per capita income, and infrastructure (Atal, K., (2013) [8]. Every company delivers its goods and services to customers in a unique way (Azeem, S., (2015) [9]. Selling products and services to customers for their own, their families', or their homes' use is referred to as retailing (Vaja,

M. B. R. (2015) [10]. "The Customer is King" has taken on an entirely new meaning due to the convergence of technological advancements and the retail industry's fierce competition (Kaur, J.,*et al*.(2020) [11]. In the current competitive landscape, where consumers have numerous options when it comes to brand selection, it can be extremely difficult for marketers to draw in new business while holding onto their existing clientele (Joshi, A., *et al*. (2017) [12]. Pricing, growth and improvement strategies, retention strategies, and promotional strategies the development of organized retailing is largely due to strategies and competitive strategies, which also significantly increase the sales of retail formats (Jhamb, D. *et al*. (2012) [13]. The retail industry Given that India is the largest and most diverse country in the world in terms of population, it presents unique challenges, as thousands of modern retail chain outlets that are expanding quickly compete with millions of tiny, traditional stores (Dholakia, R. R., (2018) [14]. A shopper is fairly involved in the decision of which store to visit. Understanding this behaviour is crucial for a store to create marketing plans that will draw in and (Sinha P.K *et al*. (2002) [15].

2. Objectives of the Study
The objectives of this review paper are as follows:
i). To identify the opportunities available for retail stores in India.
ii). To study the marketing strategies of retail stores in India.
iii). To identify the challenges faced by retail stores in India.
iv). To analyze marketing strategies that have an influence on customer satisfaction.
v). To identify the research gap between retail stores in India and their marketing strategies.
vi). To conduct ABCD listings under the purview of the proposed research topic.

3. Research Methodology
This exploratory study was conducted using secondary data from peer-reviewed academic articles and journals published. The study uses a descriptive research design, which is determined by the goals of the investigation. This method of research is used to increase the depth and accuracy of the investigation. Secondary sources were heavily utilized in the research. A variety of sources, such as books and scholarly research articles, are used to gather data.

4. Related Research Works
This research study's main objective is to review the present literature. It facilitates understanding and analysis of earlier contributions to the field. The following descriptive and tabular format summarizes and discusses these contributions.
Descriptive Focus: An Indian perspective on a customer loyalty model for retail establishments within shopping malls as stated by Majumdar, A., in 2005 In this study, we looked into how certain factors affect a specific retail establishment inside a mall when it comes to fostering customer loyalty. To determine the determinants of store loyalty and how they affect store loyalty intentions, a study was carried out. We have taken a comprehensive approach to the study of store loyalty, integrating into our model variables such as value perceptions, location factors, service quality, and store image (Majumdar, A. (2005) [16].
Store choice in the emerging Indian apparel retail market: An empirical analysis According to Mittal, Ruchi Mittal's 2008 Store Choice has been a subject of frequent research in the developed retail markets of the west. However, the retail sector in India has been largely fragmented and unorganized. However, the retail scenario in India is changing at a very brisk pace. Many international retailers entering India and many Indian retailers in the organized segment are coming up with stores all across the country, but a majority of these stores have merely transplanted western formats onto the Indian retail scene without actually evaluating the salience of various store attributes from the customer perspective (Mittal, A., & Mittal, R. (2008) [17].

Promotional tactics for structured retail: A reconsideration in light of evolving consumer purchasing patterns Babita Singla 2023 says that organized retailing in India is undergoing a paradigm change, with professionals now running what was formerly a family-run business. They employ mass media techniques to attract clients. However, those days of using a single ad to promote a product across the nation are long gone. This study is being conducted in Punjab to determine whether promotional tactics need to be changed. In order to better meet customer needs, this paper suggests four new promotional strategies (Singla, B. (2023) [18].

Analysing how artificial intelligence affects the "development of marketing strategies" in West Bengal, India's organized retail sector as stated by Satakshi Chatterjee, Arunangshu Giri, Pradip Paul, and Smita Chakraborty 2019 In this digital age, technology is developing quickly. Businesses are making every effort to keep up with this evolution in order to be competitive in the market. One such technology, known as artificial intelligence, is gaining popularity worldwide due to its numerous benefits. One of the first industries to successfully use this technology to satisfy consumer demands was organized retail stores (Giri, A., (2019) [19].

Management of retail marketing Gilbert (2003) asserts that retailing has a dominant place in the economies of all contemporary societies. Retailing is by no means stagnant, though. The retail industry is undergoing a rapid transformation in the twenty-first century, marked by the demise of once-dominant icons like Marks & Spencer and the tumultuous introduction of Internet-based applications. As technology develops, market stability is becoming increasingly rare, and retailers must look for methods to enhance their offerings (Gilbert, D. (2003) [20].

Effects of innovative in-store promotions on customer purchase decisions Vasanth Kiran, Mousumi Majumdar, and Krishna Kishore (2012) state that because retail competition is fiercer than ever, businesses need to come up with innovative strategies to draw in customers and foster a high degree of loyalty. It becomes inevitable for retailers to come up with various new ways of promoting brands and their products in-store at the time of decision-making because of time constraints, advancements in technology, and strategic innovations (Kiran, V., (2012) [21].

Factors influencing retail customer satisfaction: an analysis of Delhi's organized retail stores Manish Madan and Sima Kumari (2012) state that the study looks into specific details regarding the expansion of the retail sector in India. It looks at how people in India's various socioeconomic classes are becoming more aware of brands and how the country's urban and semi-urban retail markets are expanding significantly. It looks at the growth of the industry, the role played by the Indian government, and the need for more reforms (Madan, M., & Kumari, S. (2012) [22].

Retail administration: a methodical approach as stated by Berman Barry in 2003, Welcome to A Strategic Approach to Retail Management. Our main objective is to provide you with the most up-to-date, thorough, and readable retail

< 7 >

management book available. We want you to become completely engrossed in the topic, observe how retail strategies are developed, and examine the operations of numerous real retailers (Barry, B. (2003) [23].

Factors Affecting Assamese Consumers' Selection of Retail Store Format. Retailers in three emerging markets in India, for example: are attempting to adapt to customers' shifting preferences by developing new retail formats, according to Pradeep Kumar Deka (2018). Still, the majority of disorganized retailers are hesitant to switch to more modern formats. A deeper comprehension of the variables influencing consumer behaviour in the retail industry is necessary to address this issue (Deka, P. K. (2018) [24].

The changing structure of India's rural marketing market (2010), says Deepti Srivastava A growing number of people in rural India want to raise their standard of living, and this has resulted in an increase in consumer spending power (Srivastava, D. (2010) [25].

Carraher Charles E (2014) from the standpoint of retail, Taylor Thomas examines the shopping habits, cultures, and personalities of China, the United Arab Emirates, Belgium, India, Germany, and the United States. The results illustrated the effects of assuming the behavioural reactions of customers in addition to personality and cultural variations. The results could assist retailers with strategic business plans in determining what draws customers the most and the least, and then leverage this advantage to succeed globally (Thomas, T., & E. Carraher, C. (2014) [26].

Top Indian e-retailers: components of their business models, Prateek Kalia (2015) states that content analysis of trustworthy books, reports, journals, and the internet has produced thoughtful insights on the business model components of leading Indian e-retailers. The study compares six prominent online retailers using monthly traffic information sourced from similarweb.com. Although it currently makes up only 0.5% of Indian retail sales overall, online retail has enormous potential going forward (Kalia, P. (2015) [27].

A two-phase method for gathering data was used, with preliminary personal conversations with 12 build retailers and a subsequent mail survey to 1000 craft merchants in nine southeast U.S. states. Factor evaluation was used to minimize the total number of items for determining accomplishment.

Craft retailers' criteria for success along with their business approaches, according to Rosalind C. Paige and Mary A. Littrell (2002. This research was designed to fill a void in understanding how art-related retailers define and accomplish successful outcomes (Paige, R. C., *et al*. (2002) [28].

Store location and layout have a significant impact on consumer purchase behaviour in organized retail, according to Mukti Prakash Behera and Vivek Mishra (2017). These factors are fundamental in shaping shopper behaviour and the overall store image. Well-designed store layouts are important because they have a direct impact on in-store movement designs, the shopping environment, consumer behaviour, and operational productivity. When there is a discrepancy in store area and format, some customers may leave the store in search of another that provides quicker, more advantageous, and better services (Behera, M. P., & Mishra, V. (2017) [29].

Using the DEA technique, food and grocery retail outlets retail productivity is measured. Mittal, Sanjiv Gupta (2010) the aspects of productivity measurement in the Indian grocery retail industry are examined in this paper. An attempt has been made to assess retail stores' productivity in this instance, specifically focusing on Delhi and the National Capital Region (NCR). The ratio of output to input is the definition of efficiency. During the study's preparation, the retailers were involved in the careful selection of the variables that would be used as the input and output for this investigation (Gupta, A., & Mittal, S. (2010). [30]).

5. New Related Issues

5.1. Overview of Retail Stores in India and their Marketing Strategy: Below Table 1 Shows the examination of the Rising challenges in India's fast-changing retail store landscape include the need for seamless experiences across all channels, responding to shifting consumer preferences, and increased competition from e-commerce. Effective marketing strategies make use of online platforms, improve customer engagement with tailored experiences, and apply data-driven insights for campaign targeting in order to tackle these issues. Furthermore, the Indian consumer base can be effectively reached by highlighting sustainability and local relevance.

Table 1: Contribution of different authors for Retail Stores in India and their marketing strategy.

Sl. No	Area	Contribution	Authors Name
1	Formulating a semi-global marketing plan	While other markets are becoming more diverse and marketers are increasingly encountering economic and cultural heterogeneity, many markets are converging as communications and logistic networks become more integrated and businesses from all over the world are expanding operations on a global scale. The authors analyze the implications of these trends and the degree to which they necessitate rethinking and refocusing global marketing strategy.	Susan P Douglas., *et al* (2011) [31].
2	An ethnocentric viewpoint on international multibrand stores in India.	The main findings are in the following manner: although highly culturally focused customers have a strong negative attitude toward FMBRs, they're also willing to explore the idea of completing additional purchases of products that are not offered by small retailers from foreign retail locations. The most significant drivers of negative attitudes toward FMBRs are concern for the economic well-being of small merchants and the impression that the earnings of foreign retailers tend to be unfair.	Diptiman Banerji., *et al* (2018) [32].
3	Analysing low-income consumers' purchasing patterns to create marketing strategies.	This study aims to evaluate the unfulfilled needs of low-income Indian consumers. The study also pinpoints the crucial low-income consumer demographics and the key elements affecting their choice of product. In order to fully realize the market potential of these segments, the study recommended appropriate marketing strategies and marketing channels. In-depth, structured interviews with 102 low-income consumers from three eastern Indian regions were used in this study.	Gobinda Roy., *et al* (2021) [33].
4	Indian retail supply chain management techniques.	To determine how important business intelligence (BI) application is to their operations, the study surveyed executives of a major food retailer in India to learn about their	Mohua Banerjee., *et al* (2017) [34].

< 8 >

		perspectives on procedures for supply chain management, competitive advantage, and firm performance. There are nine SCM practice dimensions and four competitive advantage dimensions that are found to be highly correlated with one another.	
5	India's organized retail and shopping centres.	This paper aims to shed light on how emerging labour processes and the organizational environment and tradition of new places of work in the country nowadays possess profound effects beyond financial markets and are profoundly changing Indian political and social environments through an examination of younger employees in organized retail businesses in department stores in Kolkata, India.	Nandini Gooptu (2009) [35].
6	India's Gold Retailing: Retailers' Marketing The inferences from consumers.	Indians tend to buy gold jewellery primarily for two reasons: first, as a cultural or customary purchase, and second, as an investment. The efforts of the state and federal governments to persuade investors and consumers of gold jewellery to buy paper gold or gold bonds are failing to alter the purchasing habits of gold jewellery consumers. One of the main traders of gold metal is India.	N Zaware (2021) [36].
7	Lifestyle's impact on consumer decision-making.	The way people live has changed over the past few decades, and it's now recognized as a personal factor that affects how consumers make decisions about purchases. A fundamental idea of life style is used to explain consumer behaviour and illustrate traits that are more inclusive than personal values and more contemporary than personality.	N Anitha (2016) [37].
8	Youth psychographic segmentation in India's changing retail market.	The youth of India are becoming a very important and powerful consumer market. If marketers could gain insight into this segment's psychographic profiles, they could create more successful strategies to reach them. Thus, the goal of the current study is to comprehend both the psychographic and demographic characteristics of Indian youth.	Ritu Narang (2010) [38].
9	Using marketing techniques to gain a competitive edge.	The competitive landscape of today demands marketing excellence. Many businesses were attempting to compete by consistently putting into practice successful marketing strategies for long-term growth. This study aims to explore the interplay among approaches to differentiation, market penetration strategy, and sales support and service strategy in the South Indian agricultural irrigation pump industry cantered in Coimbatore.	Devakumar, G Barani (2016) [39].
10	Utilizing social media for customer knowledge management.	Knowledge management, also referred to as KM, has been discussing the socialization process for over ten years, with the majority of research concentrating on how employees socialize to develop organizational knowledge. However, this article uses social media to investigate the socialization component of consumer information management (CKM) in the customer-centric retail sector.	Arunima Kambikanon Valacherry et al., (2018) [40].
11	Tactics appropriate for developing markets.	In the relationship strategy for the study of promotional exchanges, where the establishment and upkeep of enduring connections between consumers and sellers are fundamental presumptions, psychic distance is especially significant.	Tarun Khanna et al Sinha.,(2015) [41].
12	Consumer inclination toward well-organized retail establishments.	In India, the retail industry evolved from kirana stores to super markets. It was initially an unorganized sector, but it has since progressed and is now expanding into organized sectors like supermarkets, hypermarkets, malls, etc. The purpose of the paper is to ascertain consumer preferences regarding the organized retailing industry and consumer behaviour during the product purchase process.	S Atulkar et al (2014) [42].
13	Two different approaches to marketing are differentiation in products and market segmentation.	Although economic analysis could be facilitated by the frameworks offered by classical and neoclassical theory, theories of pure monopoly and perfect competition were no longer sufficient to explain the modern business environment. The theory of perfect competition assumes that the demand and supply sides of the market are homogeneous.	Wendell R Smith (1956) [43].
14	Important elements for online retail success.	The explosive rise of e-commerce, particularly in the last 20 years, has completely changed the retail infrastructure. Globally, e-business has gained popularity as a buyer-seller platform that enhances and adds to the experiences of physical retail establishments.	Sangeeta Sahney (2008) [44].
15	Indian grocery retailing.	Online retailing of groceries holds promise for acceptance by Indian customers as e-retailing makes a noticeable entry into the country's retail landscape. This study looks at consumers' perceptions of various aspects of internet-based grocery retailing and the market potential for it in India. Confirmatory factor analysis suggests that the choice of mode for grocery shopping is governed by five underlying dimensions: value for money, variety, convenience, loyalty, and ambient factors.	Masood H Siddiqui, (2016) [45].

5.2. Overview of Marketing Strategy Implemented by the Retail Stores and Its Impact on Customer Satisfaction

Below table 2 Shows the examination of the Retail establishments employ a variety of marketing techniques to improve customer satisfaction. These tactics, which emphasize individualized experiences, frequently combine offline and online tactics. Stores try to get involved with customers and foster brand loyalty through promotions, loyalty programs, and targeted advertising. Retailers can create a more satisfying shopping experience by customizing their offerings to match customer preferences and implementing data-driven insights. Additionally, good customer service and communication play a big role in overall satisfaction and build strong bonds between merchants and their customers.

< 9 >

Table 2: Contribution of different authors to Marketing strategy implemented by the Retail stores and Its Impact on customer satisfaction:

Sl. No	Area	Contribution	Authors Name
1	Measures Taken to Raise Retail Customer Contentment.	Science and technological advancements are driving increasingly rapid growth in Indonesia's modern retail industry. Although it is still inside the borders of East Java, Basmalah is a recent entry into the retail industry and a competitor. The aim of the research was to examine and evaluate how satisfaction among clients in the Basmalah Pakusari Jember retail location is impacted by price, store atmosphere, and service quality. Associative investigation is what this study is.	Nurul Qomariah *et al*., (2020) [46].
2	The marketing mix's effect on customer satisfaction.	This study uses a case study to derive consensus rankings from benchmarking Malaysian retail stores, taking a cautious approach to the consequences of the marketing strategy on customer satisfaction. Tesco Stores (Malaysia) Sdn Bhd, Carrefour of Magnificent Diagraph Sdn. Bhd., the giant of dairy products International, and the domestic retail establishment, Mydin Mohamed Holdings Berhad, were the locations where field research was carried out. Local retailers now have to target niche markets in order to compete with major international players as globalization increases.	Amy Poh Ai Ling (2007) [47].
3	Internal marketing in the retail industry to increase customer satisfaction.	Internal customers are also increasingly viewed as being crucial to the success of the company, in addition to external customers. Sadly, a lot of retail businesses do not approach their work with this mind-set, and as a result, they lack the orientation required to generate exceptional customer-facing personnel.	Rajyalakshmi Nittala (2009) [48].
4	The actual connection in retail marketing between relationship marketing tools and customer retention.	The primary relationship marketing tools customer service, brand/store community, loyalty/rewards programs, personalization, and customization as well as how they relate to customer retention are the main topics of this article. Through a research study of 450 loyalty/reward program members from three retail stores in Malaysia, a connection within customer support, loyalty/rewards application customization, personalization, brand/store community, and customer retention were examined.	Jamil Bojei *et al* (2013) [49].
5	Long-term expansion for independent contractors in the retail sector.	Traditional retail districts in Korea are facing a dire situation whereby downtown business are expected to collapse due to a decline in the local population. This will lead to a fall in sales from independent contractors and a downturn in the local economy. Due to their unclear accounting practices and reluctance to accept credit cards, traditional retailers' customer data is not very reliable overall.	Woohyoung Kim *et al*., (2020) [50].
6	The impact of service quality on customer satisfaction in the retail industry.	In retail settings, providing high-quality service is essential to attracting, keeping, and cultivating customer loyalty. In order to examine the discrepancy between customer expectations and perceptions regarding the service provided at retail locations in the South Indian state of Andhra Pradesh, SERVQUAL is being used in this study. The degree of customer satisfaction with the services provided at a few retail locations in Hyderabad is measured.	Naik, C. K. (2010) [51].
7	Customer satisfaction and service quality in India's organized retail industry.	"Kirana" stores are taking the place of supermalls throughout India. With the construction and operation of numerous supermalls in numerous cities, India's retail infrastructure is undergoing significant change. When Indian consumers move from "kirana" stores to shopping malls, they are bringing with them changes in their personalities, motives for buying, interests, attitudes, beliefs, and values. The attractiveness and efficient operation of shopping centres can have an impact on customer satisfaction levels.	Chandel, S. J. (2014) [52].
8	Customer loyalty and satisfaction in the Indian retail industry.	This paper's primary goal is to identify factors that contribute to customer satisfaction and loyalty. The "expectancy principle" of Vroom is applied to the conceptual model in this analysis, and the outcomes are talked about. By giving respondents access to an online questionnaire and a self-administered questionnaire, data was gathered using the snowball sampling method.	Khaled, A. S *et al*., (2023) [53].
9	Social media's function in retail networks.	Retail networks are forced by the advancement of technology to implement novel business strategies in order to draw in new clients and obtain a competitive edge. Retail networks should consider the customer reviews that are accessible on social media when creating a service operation and marketing strategy that will enhance customer loyalty through value addition.	Ramanathan U *et al*., (2017) [54].
10	Customizing e-commerce tactics to boost client contentment.	This study looks at how online retailers can boost loyalty and customer satisfaction by combining their strategies for market scope (segmentation) and differentiation. The authors categorized e-shoppers as goal-oriented or experiential based on a sample of UK grocery e-buyers. They then conducted an empirical assessment to determine the effects of various approaches to differentiation on the satisfaction and commitment of each consumer segment.	Souitaris *et al*., (2007) [55].

6. Opportunities are Available for the Retail Stores in India

In spite of its remarkable and unparalleled rise in the last 20 years, foreign direct investment (FDI) has become a crucial component of both developed and developing countries' development strategies (Bhattacharyya, R. (2012) [56]. One of the top ten retail sectors in the world is the Indian retail industry. India's retail industry has changed due to the country's consumers' changing attitudes and the rise of organized retail formats (Akhter, S., *et al*. (2012) [57]. Little is known about the range of opportunities and threats facing foreign apparel retailers looking to enter the expanding Indian retail space, despite the market's apparent large potential (Batra, M.,(2009) [58]. There are indications of tremendous inventiveness in organized retailing. The average customer in megacities is

< 10 >

being drawn to the new way of shopping by spectacular innovations (Swar, B. N. (2007) [59]. India's retail bazaar is expanding faster than anyone could have predicted. In recent years, the Indian retail industry has captured the attention of people worldwide (Rahman, T. (2012) [60]. Easy access to products, accommodating return policies, and quick shipping are common elements that marketers take into account to increase sales (Kumar, M. (2014) [61]. A rapidly expanding segment of the retail industry is online retail, or e-tailing (Gadhave, T. B., et al. (2012) [62]. India has seen significant change as a result of liberalization and consistent economic growth (Anbalagan, M.,(2006) [63].

For today's businesses, success in retailing is crucial. The Indian economy's fastest-growing sector is retail (Singh, H., et al. (2008) [64]. Large investments are being planned by domestic logistics companies to broaden their service offerings (Gill, K. (2007 [65].

However, the increased use of smartphones and the internet has led to a rapid expansion in online sales (Nozaki, Y. (2018) [66]. This presents a fantastic chance for retailers to adopt technology and surpass customers' expectations (Jayashree, et al. (2014) [67]. With multiple players entering the market, India's retail sector has emerged as one of the most dynamic and fastest-growing industrial economies (Sinha, P. K., (2009) [68]. The sizeable middle class and nearly unexplored retail sector in India are the main draws for international retail behemoths seeking to expand into emerging markets, which will support the fast expansion of the Indian retail sector (Bahuguna, V. (2012) [69].

6.1. Marketing Strategies for Retail Stores in India: The expression "Customer is the King" has taken on entirely an entirely novel significance as a result of the convergence of technological advancements and the retail industry's fiercer competitive climate (Kaur, J., et al.(2020) [70]. Customers now place a higher value on brands and online experiences (Ghosh, A., et al. (1983) [71]. Prior studies conducted on the Indian retail industry indicate that organized retailing has grown as a result of increased economic growth, rising incomes, increased consumption, and a sizable middle-class segment (Khare, A. (2012) [72]. Retail stores use a marketing mix that consists of physical evidence, people, process, pricing, placement, promotion, and products. Supermarkets, hypermarkets, and malls are expanding quickly and using aggressive marketing techniques to draw clients (Kokatnur, S. S. (2009) [73].

The retail Industry Given that India is the largest and most diverse country in the world in terms of population, it presents unique challenges, as thousands of modern retail chain outlets that are expanding quickly compete with millions of tiny, traditional stores (Dholakia, R. R., et al.(2018).[74]). The availability of Information through retail marketing strategies encourages innovative thinking and increases everyone's level of agility in retail practice. Retail marketing strategy provides answers to some of the most challenging questions in retail, such as how to innovate by creating new ways of communicating with customers across various channels and how to follow up on online achievement stories from other sectors. It does this by outlining a total of five key capabilities that are necessary for retail outstanding performance, namely in-store execution, organizational growth, fact-driven choice making, multiple channels of communication operations, and understanding consumers (Berkhout, C. (2015) [75].

Eight factors influenced consumers' choice of store: high quality, convenience, atmosphere, economy, dependency commercials, store patronage, conformity, and product assortment (Jae, L. S., et al. (1992) [76]. A customer-driven general business strategy will be the foundation of a successful retailing strategy (Lee, Y. I., (2006). [77]. Relationship strategy paradigms offer crucial conceptual frameworks and perspectives to sales and marketing decision-makers (Cravens, D. W. (1998) [78]. Supply chains have become a strategic strength for many firms as a result of the nature of business globalization (Kiessling, T., et al. (2014) [79]. The strategic marketing concept necessitates that businesses adopt an internal and an external focus and serves as a conceptual basis for creating a customer service policy (Lee, Y. I. (2004) [80].

6.2. Marketing Strategies that have an Influence on Customer Satisfaction: Analyze the relationships among consumer happiness and sales performance, as well as within store characteristic thoughts and consumer fulfillment (Gomez, M. I., et al. (2004) [81]. Retail establishments all over the world are now very concerned about customer loyalty. Through positive word-of-mouth and repeat business, a devoted customer base can provide a competitive advantage (Thomas, S. (2013) [82]. It was discovered that the degree of satisfaction felt in the context of retail could be explained by both cognitive assessment and emotional response (Burns, D. J., & Neisner,L.(2006) [83]. The retail establishment's capacity to boost customer satisfaction and project a positive corporate image will enable it to successfully foster brand loyalty (Ene, S., (2014) [84]. With the development of contemporary formats, numerous channels, and significant changes in consumer purchasing behaviour, shopping is experiencing an awakening in India (Hisam, M. W., et al. (2016) [85]. Customers were most interested in three attribute categories: overall assistance, product durability, and store layout and ambience (Daultani, Y., et al. (2020) [86]. The findings support the notion that customer loyalty to a retail establishment is positively impacted by satisfaction (Biscaia, A. R., et al. (2017). [87]. the findings suggest the corresponding behaviour and contentment with department stores are influenced by service quality (Sivadas, E., et al. (2000) [88]. People can meet a variety of emotional and essential requirements through fashion, and in the fiercely competitive Indian retail market, providing value to the customer through quality retailing is being seen as the answer (Bawa, P., et al. (2013) [89]. More businesses are launching creative and sustainable projects to adapt to these new demands as a result of developments in the digitization process and increasing awareness among consumers of social, economic, and environmental issues (Marín-García, A., et al.(2022) [90]. The logistics-related factors Lead time, transportation, logistics, and inventory were all examined in the study (Umair, A. S., et al. (2019) [91].

7. Research Gap

The review of the literature on Indian retail stores and their marketing approaches indicates a large knowledge vacuum regarding the effects of new digital trends on conventional brick-and-mortar companies. Combining Different Channels for Integration Analyze the effectiveness of multichannel strategies in Indian retail and identify areas that require improvement. Few research studies examine the effects of e-commerce competition on the marketing strategies of Indian

< 11 >

offline retailers, which impedes the development of a thorough understanding of the changing environment. Additional investigation is required to examine inventive approaches for merging digital and physical platforms, taking into account the distinct obstacles and prospects present in the Indian marketplace. Furthermore, little research has been done on how statistical analysis and technology adoption shape successful marketing plans for Indian retail establishments. Filling in these gaps can give academics and practitioners insightful information.

8. Research Agendas
Retailers need to consider future competitive and demographic shifts in addition to the current marketing environment when designing effective strategies (Goswami, S. (2015) [92]. Price competition is the fundamental component of a free-market economy. Firms' pricing practices have a significant impact on public welfare when they engage in pricing behaviours like price collusion, price fixing, predatory pricing, deceptive price advertising, reselling price maintenance, price discrimination, and price confusion (Grewal, D., *et al*. (1999) [93].

Research Priorities for India's Retail Store Marketing Strategy:

Evaluation of the Market: Examine the Indian retail market's current state, paying particular attention to major competitors, the size of the market, and growth patterns. Determine consumer inclinations and purchasing patterns while taking socioeconomic status, cultural influences, and demographics into account. A series of studies, comprising micro-level consumer behaviour modelling, macro-level market selection techniques, and the application of consumer behaviour models in models for store locations (Vandell, K., *et al*. (1994) [94].

Analysis of competitors: Examine the price, advancements, and goods on offer of the main Indian retail competitors' marketing strategies. Analyze each competitor's advantages and disadvantages to comprehend the competitive environment. Nowadays, consumers buy a variety of products from direct sellers, such as Internet and catalog marketers (Balasubramanian, S. (1998) [95].

Digital Presence: Look into the websites, mobile applications, and social media accounts of Indian retail establishments. Analyze how well the target audience is reached and engaged by digital marketing channels. One of the primary issues of the past few years has been the development of a retail space capable of providing multifaceted experiences (Cowan, K., *et al*. (2021) [96].

Localization Strategies: Examine how prosperous retail establishments modify their marketing plans to suit particular Indian locations and cultural quirks. Examine how local celebrations and events affect advertising campaigns.

Customer Loyalty Programs: Examine how well customer loyalty programs are implemented in Indian retail establishments. Examine the ways in which these initiatives promote client loyalty and repeat business.

Inventory and Supply Chain Management: Research how retail establishments efficiently meet customer demand by streamlining their inventory and supply chain management. Evaluate how technology affects marketing strategies and supply chain operations.

E-commerce Integration: Analyze the integration of e-commerce platforms with physical retail stores. Examine how online sales channels affect overall marketing plans and the way customers interact with brands. Divergent opinions exist regarding how e-commerce and the Internet have affected conventional retailing methods (Burt, S., *et al*. (2003) [97].

Customer Opinions and Responses: Examine customer feedback and reviews on different retail platforms to determine the degree of customer satisfaction. Examine how retail establishments handle and incorporate consumer feedback into their marketing plans.

Regulatory Environment: Examine the opportunities and problems related to regulations that impact retail marketing in India. Examine how marketing strategies are shaped by adherence to local regulations.

Prospective Patterns: Be on the lookout for new developments in Indian retail marketing, including adoption of technology, sustainability, and shifting customer expectations. Examine how these trends might affect retail stores' marketing strategies.

As a result, retail businesses now concentrate on customer acquisition and retention strategies rather than just increasing sales (Rodríguez, M., (2016) [98].

9. Research Proposals
After exhaustive analysis and review of available research literature, the paper impulses the entail of An Overview of the literature on retail stores in India and their marketing strategy. Carrying out extensive mega research on understanding the:

a) **Proposed Title (Comprehensive):** Opportunities and challenges in marketing strategy implemented by the retail stores and its effects on customer satisfaction.
b) **Geography:** Dakshina Kannada District
c) **Target respondents**: Retail store Owners/Managers/Staff and Customers
d) **Objectives:**
   i). To study the marketing strategies of retail stores in Dakshina Kannada District.
   ii). To study customer satisfaction with retail stores in Dakshina Kannada District.
   iii). To find a relationship between marketing strategies and customer satisfaction.
   iv). To analyze marketing strategies that have an influence on customer satisfaction.
   v). To gather customer feedback that can be used to improve the overall customer experience and understand the expectations and requirements of customers.
   vi). To analyse and suggest the measures to fill the gap between retail stores marketing strategy and customer satisfaction.

10. ABCD Listing of Retail Stores in India and their Marketing Strategy
ABCD stands for advantages, benefits, constraints, and disadvantages. The ABCD examination creates a methodical matrix with an ordered list that takes into account all the variables in significant areas by looking at the underlying issues and identifying the essential component elements based on four constructs: benefits, cons, advantages, and disadvantages (Aithal, P. S. (2016).(2017).[99, 100]).

< 12 >

Table 3: ABCD analysis of retail stores in India and their marketing strategy:

Advantages	Benefits
- Regionalized Advertising - Special Offers - Online Presence - Client Loyalty Initiatives - Merchandising in Pictures - Multichannel Integration - Participation of the Community - Information Analysis - Reviews and Testimonials from Customers - Competitive Rates - Novel Technologies - Seasonal Promotions	- Rewards and Sales - Loyalty Initiatives - Marketing on Social Media - Regionalized Marketing - Merchandising in Pictures - Integration of E-commerce - Testimonials and Reviews from Customers - Collaborations and Partnerships - Excellence in Customer Service - Seasonal Promotions
Constraints	**Disadvantages**
- Wide Range of Customers - Infrastructure Difficulties - Financial Inequalities - Environment Regulation - Competition in E-commerce - Sensitivity to Culture - Supply Chain Difficulties - Digital Gap - Seasonal Differences - Regional Rivalry	- Conflicts of Price - Challenges in Logistics - Aspect of Economics - Adherence to Regulations - Adoption of Technology

11. Findings

i). The findings suggest that retailer's perceptions and utilization of particular in-store marketing activities can be largely explained by a price reduction marketing strategy, an emphasis on price promotions, and environmental uncertainty (Fam, K. S., *et al.* (2011) [101]).

ii). One of the main strategies retailers have to stand out in today's cutthroat market is to enhance products with services (Homburg, C., *et al.* (2002) [102]). Customer loyalty is known to be significantly impacted by equity in the brand, the mix of marketing plans of action, and the quality of service (Hu, Y. J. (2011) [103]). A company's ability to retain customers is crucial to its success. Price sensitivity is lower among loyal customers (Li, M. L., *et al.* (2012) [104]).

iii). Indian retail establishments use a range of marketing techniques to draw in and keep consumers. To draw in customers, a lot of retailers run regular sales, discounts, and promotions. This is particularly well-liked during the holidays.

iv). Many retailers use loyalty programs, rewarding or discounting frequent customers. The goal of these initiatives is to promote enduring partnerships.

v). Retailers now concentrate on online platforms, digital marketing, online social media advertisements, and e-commerce discounts as a result of the growth of e-commerce.

vi). For successful interaction with the target audience, retailers generally adjust their approach to regional habits and cultural quirks. Customers are encouraged to explore more when they encounter appealing store layouts, eye-catching displays, and well-placed products that improve the overall shopping experience.

vii). Some retailers collaborate with well-known brands or celebrities to create exclusive collections or promotions in an effort to grab attention and boost sales. Involving customers in conferences, events, or hands-on activities improves brand loyalty and fosters a sense of community.

viii). A positive reputation can be developed and repeat business can be encouraged by offering first-rate customer service and effective after-sales support and to meet the needs of the expanding digital audience, many retailers provide mobile apps featuring exclusive offers, tailored recommendations, and an effortless shopping experience.

ix). In an effort to appeal to customers who care about the environment, some retailers are implementing eco-friendly practices and promoting products that are environmentally friendly.

12. Suggestions

i). Campaigns should be customized to the various cultures and tastes found in India's various regions. For the purpose of creating targeted promotions, be aware of the local celebrations, customs, and purchasing patterns.

ii). Create a powerful online presence on social media and e-commerce sites. Use online retailers such as Amazon, Flipkart, and Instagram to boost sales and establish your brand.

iii). A growing percentage of e-commerce sites use recommender systems to assist customers in finding products to buy (Schafer, J. B., *et al.* (2001).[105]). It is generally acknowledged that psychological factors play a major role in the formation of a store's image, and that retail store image has been demonstrated to play a significant role in store patronage [106].

iv). Currently, establishing a retailer, providing adequate funding, and adjusting to local market conditions are all linked to the implementation of significant retail marketing (Horská, E., *et al.* (2013). [107]).

v). In accordance with new technologies, e-commerce is leading the way in changing marketing strategies by facilitating better decision-making and the availability of product information. Technology for social media has made it much easier for people to create a wide range of user-generated content. For example, product rating data can be used to create recommendations based on preferences (Rosário, A., *et al.* (2021).[108]).

vi). High-quality goods at low prices and private label brands main competitive advantage may disappear if

< 13 >

private label companies keep changing and growing the way they market their products. Pay attention to mobile marketing tactics like SMS promotions, mobile ads, and mobile-friendly websites because smartphones are widely used (Yoon, V. Y., *et al*. (2013).[109]).

vii). Use recurring sales, loyalty plans, and unique promotions to draw in and keep clients and Work together with regional influencers who support your brand. Influencers can aid in expanding one's audience and establishing credibility.

viii). Motivate happy clients to write favourable reviews and testimonials posted on your online presence and social media accounts. This can increase prospective customers trust and encourage participation on social media by holding competitions, tests, and interactive content. Customers who are devoted are far more inclined to share their good experiences and remain engaged.

ix). Easily combine offline and online channels and Permit customers to shop in-store, browse online, and vice versa. This makes for a seamless shopping experience and Examine corporate social responsibility programs that have a positive impact on the neighbourhood. This can improve reputation and foster client confidence.

x). Make use of client information to tailor advertising communications and Customized offers and recommendations derived from previous purchases have the potential to improve customer satisfaction.

13. Study Limitations and Opportunities for Future Research

Due to the diversity of regional markets and the differences in consumer behaviour, research may encounter difficulties in generalizing findings. Restricted access to complete customer and sales data, making it difficult to conduct a thorough evaluation of the efficacy of different marketing tactics. Cultural quirks that influence consumer preferences may go unnoticed, which could limit the application of marketing tactics to a variety of target audiences. Continuous research updates are necessary because it is difficult to draw long-term conclusions due to the rapid shifts in consumer patterns and market dynamics.

Accurate competitor data can be difficult to come by, which can make benchmarking and a comprehensive picture of the competitive environment difficult. Examine how e-commerce integration affects conventional retail locations, looking for opportunities for collaboration as well as possible rivalry. Analyze the viability of new developments in digital marketing in the Indian retail space, such as augmented reality and influencer marketing. Examine how improving consumer experiences both online and in-store affects satisfaction levels and brand loyalty. Examine the adoption and effects of environmentally friendly methods in retail marketing, taking into account consumers' increasing inclination toward and knowledge of eco-friendly products. Examine the efficacy of Omni-channel strategies by examining the ways in which consumer behaviour is impacted by a seamless integration of physical shops with online establishments.

14. Conclusion

To sum up, thriving retail establishments in India employ a variety of marketing techniques to prosper in a cutthroat industry. A robust online presence, focused social media marketing, and customized client experiences are essential components. Tailoring marketing efforts requires an understanding of the subtle cultural differences and preferences in the area. Furthermore, the incorporation of technology, loyalty schemes, and tactical alliances has the potential to improve brand awareness and customer involvement. Retail stores are positioned for long-term growth in the ever-changing Indian market with a dynamic and adaptable marketing strategy and a dedication to customer satisfaction.

Finding out how much customers use relationship marketing strategies and are influenced by them was the main goal of the study. Furthermore, an examination was conducted (Hanley, S. *et al*.(2008) [110]. Regarding the effects of these strategies on customer loyalty and the establishment of customer-department store relationships. The contemporary department store is a complicated environment of coded assemblage and data-intensive operations, mediated by several interconnected big data systems (Evans, L., (2018) [111].

On the other hand, customers' portrayals indicate that traditional values like staff conduct, a good assortment of goods, and a design that makes the store visit easier make up a significant portion of them in-store experiences (Bäckström,K.,(2006) [112]. Retailers with an in-depth understanding of the global market they are pursuing, their competitors, and the most recent advancements in the retail industry. Retailers with this knowledge are better equipped to make decisions about pricing, promotion, delivery methods, and product development (Dyanel D. Costa and Dr. V. Basil Hans, 2023) [113]. Retail, one of the main drivers of the Indian economy, contributes approximately 15 percent of the GDP of the nation. India ranks among the world's top five retail markets in terms of economic value. (Rao and Hans, (2013) [114].

15. Practical Implication

To improve their visibility and draw clients, a number of retail establishments in India use a variety of marketing techniques. To foster customer loyalty, major chains such as Reliance Retail prioritize broad advertising across multiple media platforms, loyalty schemes, and price breaks. Word-of-mouth advertising and community involvement are common strategies used in local markets, which prioritize interpersonal connections. The significance of comprehending cultural quirks and preferences to properly customize marketing messaging is one of the practical ramifications. With a growing online presence, digital platforms must be used for e-commerce integration and targeted promotions. Long-term success is also facilitated by the implementation of customer feedback mechanisms, which aid in the adaptation of strategies based on changing consumer needs.

References

1. Koul S, Mishra HG. Customer perceptions for store attributes: A study of traditional retail stores in India. *Journal of Business & Economics*. 2013; 5(1):79. Google Scholar↗

2. Handa V, Grover N. Retail sector in India: Issues & challenges. ZENITH I*nternational Journal of Multidisciplinary Research*. 2012; 2(5):244-264. Google Scholar↗

3. Ghosh P, Tripathi V, Kumar A. Customer expectations of store attributes: A study of organized retail outlets in India. *Journal of Retail & Leisure Property*. 2010; 9:75-87.Google Scholar↗

< 14 >

4. Kaul S. Measuring retail service quality: examining applicability of international research perspectives in India. Vikalpa. 2007; 32(1):15-26.Google Scholar↗

5. Hisam MW, Sanyal S, Ahmad M. The impact of service quality on customer satisfaction: A study on selected retail stores in India. *International Review of Management and Marketing.* 2016; 6(4):851-856.Google Scholar↗

6. Deka PK. Factors Influencing Consumers' Choice of Retail Store Format in Assam, India. IUP Journal of Marketing Management, 2018, 17(2).Google Scholar↗

7. Paul J, Sankaranarayanan KG, Mekoth N. Consumer satisfaction in retail stores: Theory and implications. *International Journal of Consumer Studies*. 2016; 40(6):635-642.Google Scholar↗

8. Consumers'Atul K, Sanjoy R. Store attribute and retail format choice. *Advances in Management*. 2013; 6:11-27.Google Scholar↗

9. Azeem S, Sharma RRK. Elements of the retail marketing mix: a study of different retail formats in India. The Business & Management Review. 2015; 5(4):51.Google Scholar↗

10. Vaja MBR. Retail management. International Journal of Research and Analytics Reviews. 2015; 2(1):22-28. Google Scholar↗

11. Kaur J, Arora V, Bali S. Influence of technological advances and change in marketing strategies using analytics in retail industry. *International journal of system assurance engineering and management*. 2020; 11(5):953-961.Google Scholar↗

12. Joshi A, Nema G. Marketing strategies in creating brand image of FMCG in India with special reference to store promotion. *Asian Journal of Management*. 2017; 8(4):975-982.Google Scholar↗

13. Jhamb D, Kiran R. Emerging trends of organized retailing in India: A shared vision of consumers and retailer's perspective. *Middle-East Journal of Scientific Research*. 2012; 11(4):481-490.Google Scholar↗

14. Dholakia RR, Dholakia N, Chattopadhyay A. Indigenous marketing practices and theories in emerging economies: Consumer behaviour and retail transformations in India. *Journal of Business Research*. 2018; 86:406-415.Google Scholar↗

15. Sinha PK, Banerjee A, Uniyal DP. Deciding where to buy: Store choice behaviour of Indian shoppers. Vikalpa. 2002; 27(2):13-28.Google Scholar↗

16. Majumdar A. A model for customer loyalty for retail stores inside shopping malls-an Indian perspective. *Journal of Services Research*. 2005; 27(1):5-21.Google Scholar↗

17. Mittal A, Mittal R. Store choice in the emerging Indian apparel retail market: An empirical analysis. *IBSU Scientific Journal*. 2008;2(2):21-46.Google Scholar↗

18. Singla B. Promotional strategies for organized retail: A relook with changing customer buying behavior. *International Journal of Asian Business and Information Management (IJABIM)*. 2023; 14(1):1-11.Google Scholar↗

19. Giri A, Chatterjee S, Paul P, Chakraborty S. Determining the impact of artificial intelligence on'developing marketing strategies' in organized retail sector of West Bengal, India. *International Journal of Engineering and Advanced Technology*. 2019; 8(6):3031-3036.Google Scholar↗

20. Gilbert D. Retail marketing management. Pearson Education India, 2003. Google Scholar↗

21. Kiran V, Majumdar M, Kishore K. Innovation in in-store promotions: effects on consumer purchase decision. *European Journal of Business and Management*, 2012, 4(9).Google Scholar↗

22. Madan M, Kumari S. Determinants of retail customer satisfaction: a study of organised retail outlets in Delhi. Delhi Business Review. 2012; 13(1):117-126. Google Scholar↗

23. Barry B. *Retail management: a strategic approach*. Pearson Education India, 2003. Google Scholar↗

24. Deka PK. Factors Influencing Consumers' Choice of Retail Store Format in Assam, India. *IUP Journal of Marketing Management*, 2018, 17(2).Google Scholar↗

25. Srivastava D. Marketing to rural India: A changing paradigm. *Asia Pacific Journal of Research in Business Management*. 2010; 1(3):77-86.Google Scholar↗

26. Thomas T, E Carraher C. A retail perspective on the shopping behaviour, cultures and personalities for China, United Arab Emirates, Belgium, India, Germany and America. *Journal of Technology Management in China*. 2014; 9(3):289-296. Google Scholar↗

27. Kalia P. Top e-retailers of India: business model and components. *International Journal of Electronic Marketing and Retailing*. 2015; 6(4):277-298. Google Scholar↗

28. Paige RC, Littrell MA. Craft retailers' criteria for success and associated business strategies. *Journal of small business management*. 2002; 40(4):314-331. Google Scholar↗

29. Behera MP, Mishra V. Impact of store location and layout on consumer purchase behavior in organized retail. Anvesha. 2017; 10(1):10-21. Google Scholar↗

30. Gupta A, Mittal S. Measuring retail productivity of food & grocery retail outlets using the DEA technique. *Journal of Strategic Marketing*. 2010; 18(4):277-289. Google Scholar↗

31. Douglas SP, Craig CS. Convergence and divergence: Developing a semiglobal marketing strategy. *Journal of International Marketing*. 2011; 19(1):82-101.Google Scholar↗

32. Banerji D, Mishra P. An ethnocentric perspective of foreign multi-brand retail in India. *International Journal of Retail & Distribution Management*. 2018; 46(3):230-246.Google Scholar↗

33. Roy G, Debnath R, Mitra PS, Shrivastava AK. Analytical study of low-income consumers' purchase behaviour for developing marketing strategy. *International Journal of System Assurance Engineering and Management*. 2021; 12(5):895-909. Google Scholar↗

34. Banerjee M, Mishra M. Retail supply chain management practices in India: A business intelligence perspective. *Journal of Retailing and Consumer Services*. 2017; 34:248-259.Google Scholar↗

35. Gooptu N. Neoliberal subjectivity, enterprise culture and new workplaces: Organised retail and shopping malls in India. Economic and Political Weekly, 2009, 45-54.Google Scholar↗

36. Zaware N. Gold Retailing in India: The Marketing Inferences from Consumers for Retailers. Vidyabharati *International Interdisciplinary Research Journal*, 2021; 12(2):181-191. Google Scholar↗

37. Anitha N. Influence of lifestyle on consumer decision making with special reference to organized retail formats in Chennai. *Indian Journal of Commerce and*

< 15 >

Management Studies. 2016; 7(1):85-91. Google Scholar↗

38. Narang R. Psychographic segmentation of youth in the evolving Indian retail market. The International review of retail, distribution and consumer research. 2010; 20(5):535-557. Google Scholar↗

39. Devakumar G, Barani G. Marketing strategies for competitive advantage: structural equation modelling approach on agricultural sector industry in South India. *International Journal of Business Excellence*. 2016; 9(2):225-239.Google Scholar↗

40. Valacherry AK, Pakkeerappa P. Customer knowledge management via social media: a case study of an Indian retailer. *Journal of Human Values*. 2018; 24(1):39-55.Google Scholar↗

41. Khanna T, Palepu KG, Sinha J. Strategies that fit emerging markets. In International Business Strategy, 2015, 615-631. Routledge. Google Scholar↗

42. Atulkar S, Kesari B. A review of customer preference towards organized retail stores. *IRC's International Journal of Multidisciplinary Research in Social and Management Sciences*. 2014; 2(3):24-28. Google Scholar↗

43. Smith WR. Product differentiation and market segmentation as alternative marketing strategies. *Journal of marketing*. 1956; 21(1):3-8. Google Scholar↗

44. Sahney S. Critical success factors in online retail–an application of quality function deployment and interpretive structural modelling. *International Journal of Business and Information*. 2008; 3(1):144-163. Google Scholar↗

45. Siddiqui MH, Tripathi SN. Grocery retailing in India: online mode versus retail store purchase. International Business Research. 2016; 9(5):180. Google Scholar↗

46. Qomariah N, Fahrurrozi A, Rozzaid Y. Efforts to Increase Retail Customer Satisfaction. International *Journal of Economics and Management Studies (SSRG-IJEMS)*. 2020; 7(7):25-31. Google Scholar↗

47. Ling APA. The impact of marketing mix on customer satisfaction: A case study deriving consensus rankings from benchmarking. Master's thesis, faculty of science and technology national university of Angi, 2007. Google Scholar↗

48. Nittala R, Kameswari AV. Internal marketing for customer satisfaction in retail sector. *AIMS International Journal of Management*. 2009; 3(3):207-220. Google Scholar↗

49. Bojei J, Julian CC, Wel CABC, Ahmed ZU. The empirical link between relationship marketing tools and consumer retention in retail marketing. *Journal of Consumer Behaviour*. 2013; 12(3):171-181. Google Scholar↗

50. Kim W, Kim H, Hwang J. Sustainable growth for the self-employed in the retail industry based on customer equity, customer satisfaction, and loyalty. *Journal of Retailing and Consumer Services*. 2020; 53:101963. Google Scholar↗

51. Naik CK, Gantasala SB, Prabhakar GV. Service quality (SERVQUAL) and its effect on customer satisfaction in retailing. *European journal of social sciences*. 2010; 16(2):231-243. Google Scholar↗

52. Chandel SJ. Service quality and customer satisfaction in organised retail sector in India. *International Journal of Marketing and Technology*. 2014; 4(7):176-189. Google Scholar↗

53. Khaled AS, Almugari F, Al-Dalaien BOA, Saeed AM, Alomari KM. Understanding customer satisfaction and loyalty in Indian retail sector: an empirical study. *International Journal of Business Excellence*. 2023; 31(1):49-74. Google Scholar↗

54. Ramanathan U, Subramanian N, Parrott G. Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*. 2017; 37(1):105-123. Google Scholar↗

55. Souitaris V, Balabanis G. Tailoring online retail strategies to increase customer satisfaction and loyalty. Long range planning. 2007; 40(2):244-261. Google Scholar↗

56. Bhattacharyya R. The opportunities and challenges of FDI in retail in India. *IOSR Journal of humanities and social science*. 2012; 5(5):99-109. Google Scholar↗

57. Akhter S, Equbal I. Organized retailing in India-challenges and Opportunities. *Zenith International Journal of Multidisciplinary Research*. 2012; 2(1):281-291. Google Scholar↗

58. Batra, M, Niehm L. An opportunity analysis framework for apparel retailing in India: economic, social, and cultural considerations for international retail firms. *Clothing and Textiles Research Journal*. 2009; 27(4):287-300. Google Scholar↗

59. Swar BN. Challenges and Opportunities of Organized Retailing in India. *Journal of Marketing & Communication*, 2007, 3(2). Google Scholar↗

60. Rahman T. Organized retail industry in India-opportunities and challenges. *International Journal of Research in Finance and Marketing*. 2012; 2(2):82-94. Google Scholar↗

61. Kumar M. Emerging trends of Indian retail: its challenges and opportunities. In CII-SMS HR conference, Lucknow, 2014. Google Scholar↗

62. Gadhave TB, Pai VA. Prospects and opportunities in retail sector. *International Journals of Marketing and Technology*. 2012; 2(8):91-100. Google Scholar↗

63. Anbalagan M, Gunasekaran V. Retail Consumers Market in India-The Next Big Leap. *Indian Journal of Marketing*, 2006, 37(3). Google Scholar↗

64. Singh H, Kaur N. Retailing in India: recent trends & challenges. *Indian journal of Marketing*, 2008, 38(4).Google Scholar↗

65. Gill K. Challenges And Opportunities Of Globalisation: A Case Study Of Indian Retail Industry. In PACIFIC RETAIL CONFERENCE, 2007, 105. Google Scholar↗

66. Nozaki Y. Local Kirana Shops Offer Various Business Opportunities in Retail and Distribution Market in India. Technical report, Mitsui & Co. Global Strategic Studies Institute, 2018. Google Scholar↗

67. Jayashree Ramanan CMA, Ramanakumar KPV. Trends in retail. *International Journal of Business and Management Invention*. 2014;3(1):31-34. Google Scholar↗

68. Sinha PK, Kar SK. Insights into the growth of new retail formats in India. In Retailing in the 21st Century: Current and Future Trends. Berlin, Heidelberg: Springer Berlin Heidelberg, 2009, 119-140. Google Scholar↗

69. Bahuguna V. Retail industry overview: future prospects in Indian market. *International Journal of Management Research and Reviews*. 2012; 2(11):1929. Google Scholar↗

< 16 >

70. Kaur J, Arora V, Bali S. Influence of technological advances and change in marketing strategies using analytics in retail industry. *International journal of system assurance engineering and management*. 2020; 11(5):953-961. Google Scholar↗

71. Ghosh A, Craig CS. Formulating retail location strategy in a changing environment. *Journal of marketing*. 1983; 47(3):56-68. Google Scholar↗

72. Khare A. Influence of culture on Indian consumers' preference to shop at small retail stores. *Journal of Global Marketing*. 2012; 25(2):100-111. Google Scholar↗

73. Kokatnur SS. Impact of Supermarkets on Marketing Strategies of Small Stores. *IUP Journal of Management Research*, 2009, 8(8). Google Scholar↗

74. Dholakia RR, Dholakia N, Chattopadhyay A. Indigenous marketing practices and theories in emerging economies: Consumer behaviour and retail transformations in India. *Journal of Business Research*. 2018; 86:406-415. Google Scholar↗

75. Berkhout C. Retail marketing strategy: Delivering shopper delight. Kogan Page Publishers, 2015. Google Scholar↗

76. Jae LS, Yong JE. Market segmentation and marketing strategy according to apparel retail store selection criteria of consumer. *Journal of the Korean Society of Clothing and Textiles*. 1992; 16(4):471-484.Google Scholar↗

77. Lee YI, Trim PR. Retail marketing strategy: The role of marketing intelligence, relationship marketing and trust. Marketing Intelligence & Planning. 2006; 24(7):730-745.Google Scholar↗

78. Cravens DW. Examining the impact of market-based strategy paradigms on marketing strategy. *Journal of Strategic Marketing*. 1998; 6(3):197-208. Google Scholar↗

79. Kiessling T, Harvey M, Akdeniz L. The evolving role of supply chain managers in global channels of distribution and logistics systems. *International Journal of Physical Distribution & Logistics Management*. 2014; 44(8/9):671-688. Google Scholar↗

80. Lee YI. Customer service and organizational learning in the context of strategic marketing. Marketing Intelligence & Planning. 2004; 22(6):652-662. Google Scholar↗

81. Gomez MI, McLaughlin EW, Wittink DR. Customer satisfaction and retail sales performance: an empirical investigation. *Journal of retailing*. 2004; 80(4):265-278. Google Scholar↗

82. Thomas S. Linking customer loyalty to customer satisfaction and store image: a structural model for retail stores. Decision. 2013; 40(1-2):15-25. Google Scholar↗

83. Burns DJ, Neisner L. Customer satisfaction in a retail setting: The contribution of emotion. *International Journal of Retail & Distribution Management*. 2006; 34(1):49-66. Google Scholar↗

84. Ene S, Özkaya B. A study on corporate image, customer satisfaction and brand loyalty in the context of retail stores. Asian Social Science. 2014; 10(14):52. Google Scholar↗

85. Hisam MW, Sanyal S, Ahmad M. The impact of service quality on customer satisfaction: A study on selected retail stores in India. *International Review of Management and Marketing*. 2016; 6(4):851-856. Google Scholar↗

86. Daultani Y, Goyal K, Pratap S. An empirical investigation of the relationship between store attributes and customer satisfaction: A retail operations perspective. Operations and Supply Chain Management: *An International Journal*. 2020; 14(1):100-110. Google Scholar↗

87. Biscaia AR, Rosa MJ, Moura e Sá P, Sarrico CS. Assessing customer satisfaction and loyalty in the retail sector. *International Journal of Quality & Reliability Management.* 2017; 34(9):1508-1529. Google Scholar↗

88. Sivadas E, Baker-Prewitt JL. An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management*. 2000; 28(2):73-82. Google Scholar↗

89. Bawa P, Gupta BL, Sharma B. Retail Service Quality's Impact on Value Delivery & Customer Satisfaction in a Retail Store Environment. *Journal of Marketing & Communication*, 2013, 8(4). Google Scholar↗

90. Marín-García A, Gil-Saura I, Ruiz-Molina ME. Do innovation and sustainability influence customer satisfaction in retail? A question of gender. Economic research-Ekonomska istraživanja. 2022; 35(1):546-563. Google Scholar↗

91. Umair AS, Zhang W, Han Z, Haq SHU. Impact of logistics management on customer satisfaction: A case of retail stores of Islamabad and Rawalpindi. American *Journal of Industrial and Business Management*. 2019; 9(8):1723-1752. Google Scholar↗

92. Goswami S. A study on the online branding strategies of Indian fashion retail stores. *IUP Journal of Brand Management*. 2015; 12(1):45. Google Scholar ↗

93. Grewal D, Compeau LD. Pricing and public policy: A research agenda and an overview of the special issue. *Journal of Public Policy & Marketing*. 1999; 18(1):3-10. Google Scholar↗

94. Vandell K, Carter C. Retail store location and market analysis: A review of the research. *Journal of Real Estate Literature*. 1994; 2(2):13-45. Google Scholar↗

95. Balasubramanian S. Mail versus mall: A strategic analysis of competition between direct marketers and conventional retailers. Marketing Science. 1998; 17(3):181-195. Google Scholar↗

96. Cowan K, Spielmann N, Horn E, Griffart C. Perception is reality… How digital retail environments influence brand perceptions through presence. *Journal of Business Research*. 2021; 123:86-96. Google Scholar↗

97. Burt S, Sparks L. E-commerce and the retail process: a review. *Journal of Retailing and Consumer services*. 2003; 10(5):275-286. Google Scholar↗

98. Rodríguez M, Paredes F, Yi G. Towards future customer experience: trends and innovation in retail. Форсайт. 2016; 10(3 (eng)):18-28. Google Scholar↗

99. Aithal PS. Study on ABCD analysis technique for business models, business strategies, operating concepts & business systems. *International Journal in Management and Social Science*. 2016; 4(1):95-115. Google Scholar↗

100. Aithal PS. ABCD Analysis as Research Methodology in Company Case Studies. *International Journal of Management, Technology, and Social Sciences (IJMTS)*. 2017; 2(2):40-54. Google Scholar ↗

101. Fam KS, Merrilees B, Richard JE, Jozsa L, Li Y, Krisjanous J. In-store marketing: a strategic perspective. Asia Pacific *Journal of Marketing and Logistics*. 2011; 23(2):165-176. Google Scholar↗

< 17 >

102. Homburg C, Hoyer WD, Fassnacht M. Service orientation of a retailer's business strategy: Dimensions, antecedents, and performance outcomes. *Journal of marketing*. 2002; 66(4):86-101. Google Scholar↗

103. Hu YJ. How brand equity, marketing mix strategy and service quality affect customer loyalty: the case of retail chain stores in Taiwan. *International Journal of Organizational Innovation*, 2011, 4(1). Google Scholar↗

104. Li ML, Green RD, Farazmand FA, Grodzki E. Customer loyalty: Influences on three types of retail stores' shoppers. *International Journal of Management and Marketing Research*. 2012; 5(1):1-19. Google Scholar↗

105. Schafer JB, Konstan JA, Riedl J. E-commerce recommendation applications. Data mining and knowledge discovery. 2001; 5:115-153. Google Scholar↗

106. Thompson KE, Ling Chen Y. Retail store image: a means-end approach. *Journal of Marketing Practice: Applied Marketing Science.* 1998; 4(6):161-173. Google Scholar↗

107. Horská E, Bercik J, Gálová J. Retail marketing strategies and innovations in the practice of a retail chain. Zeszyty Naukowe Szkoły Głównej Gospodarstwa Wiejskiego w Warszawie. Polityki Europejskie, Finanse I Marketing, 2013, 10-59. Google Scholar↗

108. Rosário A, Raimundo R. Consumer marketing strategy and E-commerce in the last decade: a literature review. *Journal of theoretical and applied electronic commerce research*. 2021; 16(7):3003-3024. Google Scholar↗

109. Yoon VY, Hostler RE, Guo Z, Guimaraes T. Assessing the moderating effect of consumer product knowledge and online shopping experience on using recommendation agents for customer loyalty. Decision Support Systems. 2013; 55(4):883-893. Google Scholar↗

110. Hanley S, Leahy R. The effectiveness of relationship marketing strategies in department stores. *International Journal of Business Management*. 2008; 3(10):133-140. Google Scholar↗

111. Evans L, Kitchin R. A smart place to work? Big data systems, labour, control and modern retail stores. New Technology, Work and Employment. 2018; 33(1):44-57. Google Scholar↗

112. Bäckström K, Johansson U. Creating and consuming experiences in retail store environments: Comparing retailer and consumer perspectives. *Journal of retailing and consumer services*. 2006; 13(6):417-430. Google Scholar↗

113. D Costa, Dyanel and V. Basil Hans. "Problems and strategies for retail stores in India". *International Journal of Current Research*. 2023; 15(10):26138-26145. Google Scholar↗

114. Hans Basil V, Ragavendra Rao. FDI in Retail Sector in India Prospect and Problems. Abhijeet publications New Delhi, 2013, 203-226. Research Gate↗.

< 18 >