

Impact of Organised Retail on Local Economy with Special Reference to Vidarbha Region

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Abstract

The Indian retail industry has transitioned into one of the fastest-growing and most dynamic market sectors globally. This paper investigates the empirical impact of expanding modern organised retail formats on the socio-economic framework of the Vidarbha region (encompassing the Nagpur division) between 2023 and 2026. Utilizing a descriptive, casual comparative, and exploratory research methodology, primary quantitative data was compiled from four primary targeted strata: 400 retail consumers, 160 traditional unorganised retailers, 50 local vegetable farmers, and 50 formal organised retail store entities.

The structural equation models and non-parametric analytical diagnostics reveal multi-faceted outcomes: while consumer satisfaction scales rose profoundly across parameters like product assortment, digital checkout flexibility, and pricing campaigns, traditional unorganised mom-and-pop stores encountered systematic contractions, marking an average turnover decrease of approximately 10%. Conversely, agricultural supply loops recorded institutional efficiencies; direct collection-center interventions eliminated traditional intermediaries, subsequently reducing crop degradation, compressing cross-regional logistical turnaround times, and boosting farm-gate margins by up to 88%. This paper details the structural transformations,

policy adjustments, and strategic responses shaping sub-urban developing markets.

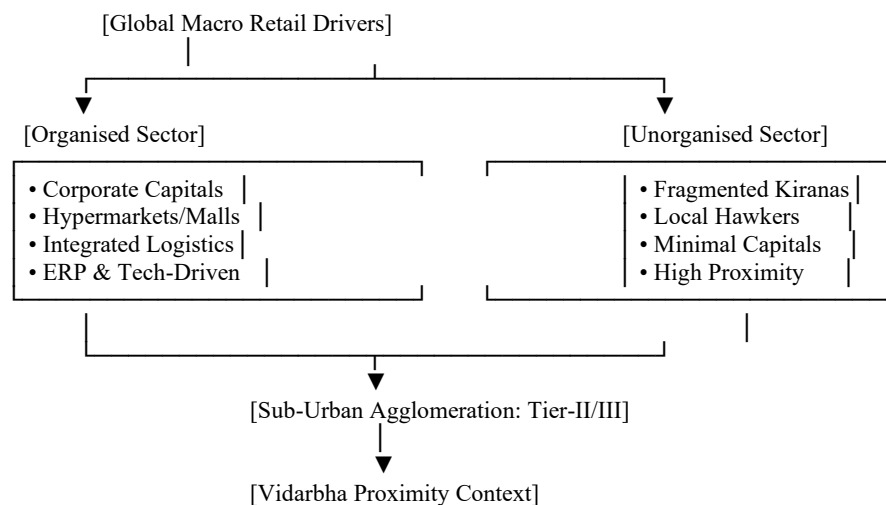
Keywords: Organized Retail, Unorganized Retail, Consumer Satisfaction, Supply Chain Management, Farmers, Local Economy, Vidarbha Region.

1. Introduction & Theoretical Framing

1.1 The Retail Continuum

Retailing represents the final structural node within the macroeconomic value-delivery sequence, coordinating the transition of finished merchandise from extraction and manufacturing frameworks to individual consumer units for non-commercial utilization. Historically categorized as a hyper-fragmented market inside developing economic territories, contemporary retailing exhibits a distinct structural duality split across two clear archetypes:

1. **Organised Retail:** Characterized by formal corporate capitalization, structured capital expenditures, licensed real-estate properties, standardized inventory architectures, and professional administrative workflows (e.g., hypermarkets, hyper-malls, single-brand specialty networks, and chain supermarkets).
2. **Unorganised Retail:** Consisting of legacy independent setups, localized neighborly mom-and-pop stores (*kirana* operations), temporary street hawkers, mobile pushcart vendors, and pavement general stalls.



1.2 Macroeconomic Realities and Investment Horizons

At the global level, retail transactions represent an industrial block exceeding an annual valuation threshold of USD 7 trillion. In emerging market economies, a substantial expansion curve is evident: as developing populations rose by 21% to 6.2 billion, modern retail sales increased by over 350%, claiming more than half of the total global retail share.

According to the Global Retail Development Index (GRDI), India has consistently tracked at the apex of corporate viability and investment potential. Driven by robust macroeconomic fundamentals, increasing urbanization, expanded nuclear household structures, a young median workforce age (approaching 27 years), and rising disposable income indices, India's consumption capacity expanded to push market values near the USD 1 trillion milestone.

The regulatory relaxation of Foreign Direct Investment (FDI) guidelines up to 51% in multi-brand arenas and streamlined single-brand clearings generated significant investment pipelines. Entities like Amazon, Aditya Birla Fashion & Retail, IKEA, and the Future Group deployed significant capital expenditures to acquire inventory nodes and build modern retail infrastructure across secondary and tertiary regional economies.

1.3 Contextual Focus: Proximity and Regional Dynamics

While historical retail analysis centers heavily on primary tier-1 metropolitan environments, the operational expansion of large-scale domestic networks (such as Tata, Reliance, Bharti, and Adani, Aditya Birla, Damani) directed infrastructure development toward secondary tier-2 and tier-3 areas.

The Vidarbha geographic sub-division, legally defined as the Nagpur Division, comprises Six distinct administrative districts: Nagpur, Wardha, Bhandara, Gondia, Chandrapur, Gadchiroli. This zone represents a crucial socio-economic environment combining high-density sub-urban centers with large agrarian belts. Studying this specific area isolates how organized retail networks affect local value generation, commercial patterns, consumer habits, and structural employment across traditional markets.

2. Literature Review & Theoretical Foundations

The integration of modern formats into traditional economic frameworks presents a critical research area analyzed thoroughly in international and domestic academic literature. Researchers evaluate these dynamics through three primary analytical channels: firm-level competitiveness, value-chain redistribution, and consumer preference shifts.

2.1 Firm-Level Competitiveness and Institutional Tension

Academic research on institutional competitiveness defines a business unit's survival capacity as its dynamic proficiency in engineering, pricing, and deploying products that outperform market rivals through structural efficiencies. This framework separates firm-level market performance into:

- Asset profiles (e.g., brand equity, technology integration, system processes),
- Performance benchmarks (e.g., market share, unit cost optimization, product variety), and
- Process execution (e.g., agility, supply-chain positioning).

When corporate entities open hyper-stores within traditional local ecosystems, significant institutional friction occurs. Historically, the entry of major retailers like Wal-Mart into suburban global markets caused immediate shifts in local dynamics. Empirical studies in Western contexts (e.g., Sandra et al., 1994; McGee & Peterson, 2000) demonstrated that local independent retail units faced a notable dropdown in consumer traction, often resulting in market exit rates rising by 0.6% to 2% within primary trading circles.

In the Indian environment, this structural shift creates distinct operational challenges. Unorganized *kirana* structures dominate approximately 95% of total domestic market points due to high neighborhood convenience and consumer credit integration. However, as observed by Kalhan (2007) and Joseph et al. (2008), the introduction of modern shopping centers near traditional networks disrupts standard retail sales, forcing traditional operators to adjust their operational hours, margin structures, and product layouts to retain local market share.

2.2 Agricultural Value-Chain Re-engineering

Traditional agrarian distribution models within developing economies are defined by extended, multi-tiered intermediary networks. Under classical agricultural marketing frameworks, such as the regional Agriculture Produce Marketing Committee (APMC) networks, produce traverses a sequence of localized collection agents, wholesale aggregators, primary auctioneers, and secondary traders before reaching sub-urban retailers. This multi-layered process leads to high market inefficiencies:

- High commission transaction percentages by market intermediaries,
- Extended transit timelines that cause high product deterioration rates for perishables, and
- Direct price exploitation that keeps farm-gate payouts down to 12-15% of the end-consumer retail value.

Direct sourcing architectures built by modern organized retailers alter these structural value chains. By establishing localized collection and storage centers, corporate procurement setups connect directly with primary agricultural producers.

Empirical research in southern Indian states by Aparna and Hanumanthaiah (2013) demonstrated that direct corporate sourcing patterns bypassed traditional middleman dependencies. This structural shift significantly improved marketing channel efficiencies, compressed overall transport costs, and raised net profit margins for perishable crop categories.

2.3 Structural Shifts in Consumer Satiation

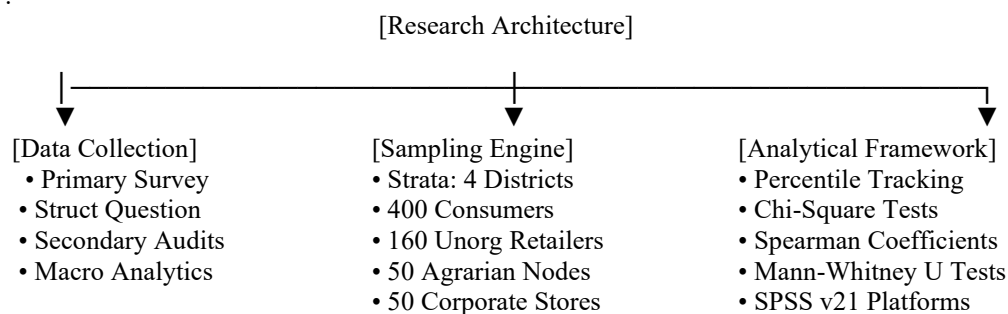
Understanding consumer behavior changes requires analyzing the interaction between lifestyle evolution, changing urban environments, and store-selection criteria. Modern retail spaces attract buyers by redesigning the shopping layout, turning a basic errand into a combined utility and leisure activity. As households adapt to changing work parameters and nuclear structural environments, consumer

priorities transition toward one-stop shopping layouts that provide high product variation, stable quality control, transparent discount structures, and digital payment flexibility.

Academic literature evaluates these store preferences using multi-attribute utility models. These frameworks identify that while *kirana* options retain steady patronage for daily requirements due to close proximity and local familiarity, modern formats successfully capture larger, higher-value monthly family shopping trips.

3. Research Methodology

This study uses a blended research architecture combining descriptive, exploratory, and casual comparative designs to quantify how modern retail deployment affects the regional economy of Vidarbha



3.1 Need for Research and Research Questions

Given the intense regulatory and socio-economic debates surrounding multi-brand retail liberalization and FDI integration in India, empirical regional studies are essential to evaluate local outcomes. This project addresses four central research questions:

1. What structural and administrative architectures define modern retail entities operating in sub-urban commercial zones?
2. How does the expansion of corporate hyper-malls alter the financial stability, customer traffic, and competitiveness of unorganised *kirana* stores?
3. To what extent does direct corporate agricultural sourcing modify logistical timelines, transaction costs, and farm-gate pricing margins for regional growers?
4. What socio-economic attributes determine contemporary consumer satisfaction, and how do they alter product sourcing preferences?

3.2 Geographic Boundaries and Product Categories

The spatial scope was explicitly confined to the district centers of the Vidarbha administrative zone. This included **Nagpur City, Wardha City, Bhandara City, Gondiya City and Chandrapur City.**

The district of Gadchiroli was excluded from active field operations due to its low infrastructure development index and the total absence of formal

corporate retail establishments during the sample timeline.

The research focused on two primary consumer fast-moving product sectors:

- Food and Groceries (including wet groceries, fresh produce, and packaged household necessities), and
- Apparel, Textiles, and Finished Garments.

3.3 Sampling Architecture and Stratification Strategy

To match regional population distributions, sample allocation was developed using census-weighted parameters. Stratified random sampling was implemented across 50 corporate organized stores, 160 traditional unorganised retailers (selected based on proximity to modern stores), and 50 regional farmers linked to direct collection hubs. Consumer interviews used a convenience sampling method, tracking 400 unique buyers across the selected organized retail sites.

3.4 Data Ingestion and Analytical Protocols

Primary field data was collected using three distinct, pre-tested structured questionnaires customized for each target group (consumers, traditional stores, and agricultural producers). Data processing followed a standardized sequence: field verification, data cleaning, coding, table construction, and cross-tabulation via SPSS v21.

Hypothesis testing used non-parametric tools, primarily the Pearson Chi-Square test of independence to assess categorical relationships, the Spearman Rank Correlation Coefficient to

determine satisfaction factors, and the Mann-Whitney U test to measure rank ordinal variations between independent market categories.

4. Empirical Data Analysis & Hypothesis Evaluation

4.1 Stratum 1: Detailed Consumer Behavioral Analytics

Socio-demographic data shows that the modern retail consumer base leans slightly female (57.8%)

Consumer Sourcing Distribution by Product Category

and is concentrated within the highly active young and middle-aged cohorts. Consumers aged 20 to 40 years constituted 52.8% of total shoppers.

Furthermore, 69.3% of respondents were married, and 63.5% lived in nuclear household units. Educationally, the demographic showed a strong profile: 82.5% of surveyed shoppers held a university degree or higher.

Vegetables & Produce

Preferred Store for buying Vegetable and Food Items					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malls/Hypermarkets	90	22.5	22.5	22.5
	Hawkers	134	33.5	33.5	56.0
	Mandis/Haat Bazaar	116	29.0	29.0	85.0
	Neighboring Kirana Stores	42	10.5	10.5	95.5
	Online Ecommerce Sites	18	4.5	4.5	100.0
	Total	400	100.0	100.0	

Groceries & Consumables

Preferred Store for Buying Groceries					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malls/Supermarkets	142	35.5	35.5	35.5
	Neighboring Kirana Stores	185	46.3	46.3	81.8
	Mandi/Haat Bazaar	47	11.8	11.8	93.5
	Online Ecommerce Sites	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

Textiles & Garments

Preferred Store for Buying Textile and Clothing Items					
		Frequency	Percent	Valid Percent	Cumulative Percent
Malls/Supermarkets/Specialty Stores		193	48.3	48.3	48.3
Traditional Shops		107	26.8	26.8	75.0
Online Ecommerce Shops		66	16.5	16.5	91.5
Others		34	8.5	8.5	100.0
Total		400	100.0	100.0	

Analysis of purchasing metrics indicates a steady shopping frequency: 29.3% of respondents made structured purchases once per month, and 26.8% shopped once every two to three months. Average time spent per store visit was concentrated between 11 and 30 minutes (39.8%).

Importantly, 69.8% of respondents favored expanded development, supporting the opening of additional modern retail outlets near their residential zones.

Table 4.2: Satisfaction Factors and Spearman Rank Correlations

Analytical Consumer Parameter	Mean Satisfaction Score (1-5 Scale) PDF	Spearman Rho Coefficient (ρ) PDF+ 2	Asymptotic Significance (p-value) PDF+ 1	Institutional Assessment PDF+ 4
Wider Product Range	4.195	0.455	< 0.001	Primary Positive Driver; high value variety.
Digital Payment Methods	3.920	0.297	< 0.001	Secondary Positive Driver; smooth checkout.
Product Quality Index	3.280	0.289	< 0.001	Neutral Evaluation; parity in packaged items.
Promotional Schemes	4.120	0.267	< 0.001	Tertiary Positive Driver; high traction.
Discounts & Price Reductions	4.220	0.250	< 0.001	Strong Payout Association; price appeal.
Parking Infrastructure	4.100	0.232	< 0.001	Structural Satisfaction; car utility.
Store Layout & Visual Display	4.360	0.193	< 0.001	Visual Satisfaction; rapid shelf location.
Store Proximity	3.480	0.197	< 0.001	Spatial Dispersion; variance on home distance.
Fresh Inventory/Stocks	3.810	0.157	0.002	Moderate Satisfaction; frequent updates.
Branded Product Selection	3.270	0.044	0.384	Statistically Insignificant; brand parity.
Credit Facility Services	3.070	0.004	0.943	Statistically Insignificant; credit card options.
Personal Attention/Service	2.550	-0.017	0.729	Negative Relationship; low staff communication.

Hypothesis Evaluation 1: Bivariate Consumer Optimization Model

To examine whether store dwell time depends on accompanying family members, a non-parametric association matrix was constructed using cross-tabulation records.

- **Null Hypothesis:** There is no statistically significant association between a customer's shopping companion and the average time spent inside organized retail environments.
- **Alternative Hypothesis:** A customer's shopping companion is significantly associated with their store dwell time.

Calculated χ^2 Value: 26.643

Asymp. Sig. p-Value: 0.002

Institutional Decision: Reject Null

The statistical output validates the alternative model ($\chi^2 = 26.643$, $df = 9$, $p = 0.002$). Rejecting the null

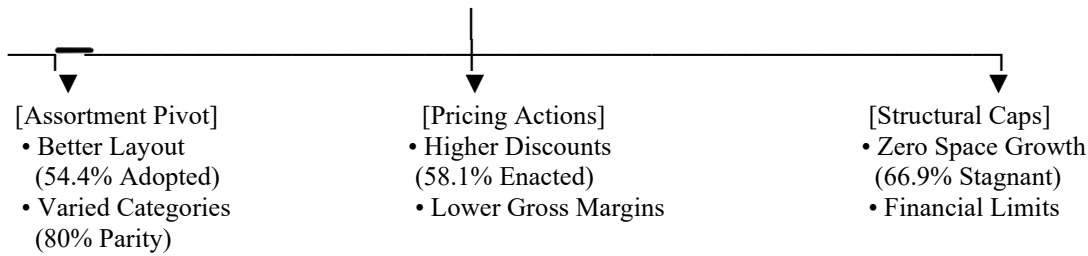
hypothesis confirms that the presence of family companions extends store dwell times. Specifically, 24.25% of total shopping time trips occurred when individuals were accompanied by a spouse or children, with store stays often extending beyond 30 minutes.

4.2 Stratum 2: Traditional Retailers' Competitive Analysis

The unorganised retail sample (n=160) consisted predominantly of general food and grocery operations (67.5%), garment retail shops (13.1%), and vegetable handlers (19.4%). Spatial tracking showed that 37.5% of these traditional stores operated within a 3.1 to 5 km radius of a modern competitor.

The sample represented established local units, with 85.0% of the stores operating continuously for over nine years, and 67.5% managed as legacy multi-generational family businesses.

[Traditional Retail Strategy Response]



Financial evaluation shows that institutional friction directly impacted traditional performance metrics: 75.0% of traditional operators stated they faced direct competition from corporate retail platforms. Furthermore, 64.4% reported explicit drops in store turnover, and 50.0% confirmed clear losses in customer traffic. Traditional operators encountered notable challenges in two main areas:

1. **Turnover Compression:** Traditional stores adjacent to modern openings encountered an average gross revenue drop of approximately 10%.
2. **Generational Attrition:** Due to revenue pressure and structural competition, 63.8% of independent store owners did not want their children to continue traditional retail operations.

Hypothesis Evaluation 2: Cross-Segment Non-Parametric Ordinal Variation

To evaluate if revenue pressure varied significantly across different retail product categories, a non-parametric Mann-Whitney U diagnostic was implemented to analyze performance changes between general groceries and textile stores.

- **Null Hypothesis:** There is no significant difference in turnover variations between traditional food/grocery retailers and textile/apparel merchants following proximity modern retail openings.
- **Alternative Hypothesis:** Gross turnover variations differ significantly between traditional grocery operators and textile merchants under modern competition.

Table 4.3: Mann-Whitney U Ordinal Rank Outputs

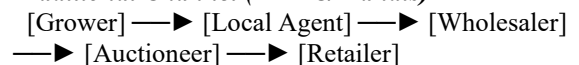
Analytical Group Variable	Sample Group Base (N)	Mean Statistical Rank Index	Sum of Ranks Matrix	Non-Parametric Test Diagnostics	Strategic Conclusion
Food & Grocery Stores	78	71.27	5559.00	Mann-Whitney U: 1500.000	Reject Null (p = 0.011); Grocery channels encounter severe revenue friction due to high format shifts.
Textile & Apparel Shops	51	55.41	2826.00	Wilcoxon W: 2826.000	
Total Combined Base	129			Calculated Z-score: -2.531	

The statistical output (Z = -2.531, p = 0.011) rejects the null hypothesis at the 95% confidence interval. This confirms that financial pressure affected product segments differently: traditional grocery stores faced significantly higher revenue drops compared to textile merchants when competing with modern retail layouts.

4.3 Stratum 3: Agrarian Supply Loop Integration

Socio-demographic data for regional vegetable growers (n=50) shows an established profiling: 78.0% tracked within the core productive age bracket of 20 to 50 years, and 34.0% held formal undergraduate college degrees. Financially, 42.0% operated within an annual gross income bracket of INR 50,001 to INR 100,000.

Traditional Channel (APMC/Mandis)



- Timeline: Extended logistics; high perishable crop wastage.
- Margins: Farm gate returns compressed to 12-15% of retail price.

Modern Channel (Direct Corporate Hubs)



- Timeline: Logistical compression; 50% reduction in transport transit times.
- Margins: 88% of farmers report explicit gate pricing improvements.

Empirical tracking confirms that establishing modern corporate procurement centers altered traditional supply loop metrics:

- **Logistical Optimization:** 50% of linked agricultural producers reported explicit

Agricultural Sourcing Efficiencies

compressions in transport turnaround times compared to traditional APMC operations, reducing crop deterioration rates.

- **Market-Driven Assortment:** 46% of growers utilized demand forecasting data from collection centers to align seasonal planting profiles with consumer purchase trends.
- **Pricings Realization:** 88% of tracking farmers secured higher gate-pricing returns through direct collection centers compared to standard wholesale auctions.
- **Network Viability:** 60% of regional growers favored expanded logistics network development, supporting the opening of additional direct corporate collection facilities near their farms.

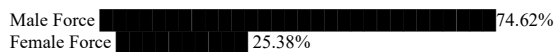
4.4 Stratum 4: Organised Retail Operational Dynamics

Operational audits of regional corporate setups (n=50) show a sector focused heavily on food, groceries, and textile lines: 42.0% operated as dedicated grocery spaces, 32.0% as apparel setups, and 24.0% deployed multi-category corporate hypermarkets.

Employment monitoring indicates steady job-creation capacity: excluding large metropolitan hyper-malls, organized retail sites maintained a stable workforce allocation averaging 10.43 active employees per store node.

Organised Retail Labor Realities

Gender Distribution Matrix



Labor Dynamic Trends

- **Demand Scaling:** 88% report workforce expansions over a 3-year track.
- **Shift Systems:** Mean daily operating baseline is 8.44 working hours.
- **Training Systems:** 64% integrate structured onboarding programs.

Corporate training and staffing structures focus significantly on standard operational protocols: employee development programs were maintained by 64% of entities, prioritizing initial corporate orientation, customer interaction systems, and modern point-of-sale checkout technology.

Furthermore, 88% of surveyed store networks expanded their total workforce over the three-year track, driven by rising customer counts and expanded product categories across sub-urban points.

5. Structured Discussion & Synthesis

5.1 The Consumer-Convenience Paradox

The consumer satisfaction indicator reaches a strong baseline of 74.20%, driven by positive performance metrics for product variation ($\rho = 0.455$), digital payment access ($\rho = 0.297$), and upfront discount programs ($\rho = 0.250$). Consumers use modern formats to access diverse product choices and stable discount pricing under one roof.

However, this transition creates an operational paradox: while consumers choose corporate spaces for monthly grocery stock-ups and apparel purchases, they continue to rely on traditional neighborhood stores for micro-purchases and daily requirements. Legacy operators preserve clear transactional advantages for daily perishables and neighborhood transactions due to high geographic proximity and localized relationships.

5.2 Traditional Retail Vulnerabilities

The empirical findings challenge assumptions that traditional retail channels face no structural pressure from corporate expansion. Traditional retailers encountered direct operational impacts, including a 10% average drop in gross turnover.

Traditional shops adjusted their operational practices by improving visual displays (47.5%) and implementing higher discount margins (46.9%). However, independent setups face clear limits when trying to match corporate infrastructure scaling:

- **Spatial Stagnation:** 66.9% of traditional units could not expand their physical retail space due to real estate costs and localized urban density.
- **Service Gaps:** Independent operators faced capital limitations that restricted their ability to deploy structured home delivery models or automated inventory handling systems.

These compounding challenges impact generational business survival: over 63% of traditional shop owners plan to guide their families away from independent retail careers, indicating a long-term contraction for unorganized retail hubs.

5.3 Agricultural Distribution Progress

Direct agricultural sourcing architectures deliver measurable optimization outcomes for local supply lines. By bypassing traditional wholesale middleman networks, direct corporate collection and handling hubs stabilize farm-gate returns and reduce overall transaction costs.

Growers secure clearer pricing visibility, shorter transit timelines, and lower handling losses for perishable crops. These systemic efficiencies encourage broader grower integration: 60% of local agricultural producers support expanded network development, reinforcing the viability of corporate supply line integration across sub-urban production fields.

6. Strategic Recommendations

To address these socio-economic shifts, specific policy interventions and business adaptations are recommended:

6.1 For Public Policy and Regulatory Authorities

1. **Modernizing Traditional Channels:** Implement targeted financial modernization programs to help traditional merchants upgrade store technology, integrate digital payment tools, and adopt streamlined supply architectures.
2. **Balancing Local Retail Zoning:** Establish balanced city planning frameworks that preserve traditional retail clusters while optimizing modern commercial hyper-zones to prevent local retail displacement.
3. **Expanding Agrarian Collection Hubs:** Develop public-private partnerships to build open-access agricultural collection centers, ensuring independent farmers secure improved pricing transparency and modern cold-chain access.

6.2 For Traditional Retail Operators

1. **Strengthening Proximity Advantages:** Maximize core competitive strengths by providing highly localized home-delivery services, implementing tailored consumer loyalty initiatives, and utilizing personalized customer engagement.
2. **Deploying Collaborative Purchasing:** Organize collaborative buying consortiums with adjacent traditional retailers to secure higher volume discounts from suppliers, mitigating pricing disadvantages against hypermarket chains.

6.3 For Corporate Organised Networks

1. **Upgrading Labor Onboarding:** Address service gaps by expanding customer-relations training initiatives for front-line store personnel, addressing current consumer dissatisfaction with staff interaction.
2. **Developing Local Sourcing Networks:** Deepen long-term supply line stability by expanding direct corporate collection infrastructure, establishing consistent contract structures with regional growers, and integrating demand-forecasting platforms across production areas.

7. Conclusion & Research Horizons

7.1 Framework Summary

This study provides empirical metrics on how modern organized retail alters the sub-urban economy of Vidarbha. The integration of corporate hypermarket formats triggers a structural realignment across the regional commercial ecosystem.

Consumers capture distinct benefits through broader product assortments, clear discount campaigns, and modern payment flexibility. Simultaneously, direct corporate sourcing frameworks optimize

agricultural distribution by compressing transport timelines, reducing crop spoilage, and raising farm-gate returns.

However, these structural transformations apply direct competitive pressure to traditional independent operators. Mom-and-pop setups face systematic revenue contractions, resulting in a 10% average gross turnover compression and causing multi-generational exit patterns.

7.2 Research Scope and Future Directions

While these findings clarify socio-economic dynamics within the Nagpur division, future research should target three primary areas:

- Expanding longitudinal monitoring beyond the 2023-2026 timeframe to track multi-year operational evolutions,
- Integrating evolving e-commerce platforms and quick-commerce delivery apps into traditional competitive models, and
- Conducting cross-regional comparative analyses across different states to evaluate how varying regulatory policies impact local commercial ecosystems.

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