



A comparative study of consumer perception towards the organized retail stores and unorganized retail stores in Gorakhpur District.

Submitted by:

Mustak Ali Qureshi

RC/FC/BA/2019-20/03/22

Department of Business Administration

Under the supervision of

Professor Sanjay Baijal

Coordinator

Department of Business Administration

DDU Gorakhpur University

Gorakhpur

Abstract:

India's retail journey began in antiquity. Every week, all the buyers and sellers would congregate in a large market in ancient India under the concept of HAAT, or haggling. India's retail industry evolved from unorganized retail stores to organized retail stores. The previous two decades have seen rapid growth in the global retail sector. There are two sectors of the Indian retail industry: organized and unorganized. One of the foundational sectors of the Indian economy, retail generates 10% of the country's GDP and employs close to 8% of the labor force. Both an organized and an unorganized retail

sector exist in India, with the unorganized portion accounting for the majority of sales. To compare consumer behavior regarding their purchasing patterns between the organized and unorganized retail sectors, data from customers in both the organized and unorganized retail sectors was gathered for this study. The current study sheds insight into how consumer perceptions differ in the organized and unorganized retail sectors. In this study, 101 respondents' from the Gorakhpur District were chosen at random to complete a predefined questionnaire that was used to collect the primary data, we use questionnaires to solicit input from a variety of customers from both organized and unorganized retail establishments, and we gather information on many variables that influence consumer purchasing behavior. Statistical procedures such as frequency analysis and chi-square were used to interpret the data. The outcome suggests that people prefer organized retail stores to unorganized retail stores when making purchases.

Keywords: Consumer Buying Behavior, Comparative study, organized Retail, Unorganized Retail, customer perception.

Introduction:

The word "retail" comes from the French word "retailer," which means "to break bulk" or "to cut a price off." Consumer goods are distributed from the point of manufacture to the final consumer. The retailer, who connects producers with final customers, acts as a middleman between the producer and the consumer. The most important characteristics that draw customers to either of them are prioritized in this study of the factors that influence customers to switch from unorganized retailing to organized retailing. Two sectors can be found in the retail industry.

Unorganized retailing: This term refers to the traditional low-cost retailing forms, such as neighborhood kirana shops, general stores run by the owners, paan shops, convenience stores, handcarts, sidewalk sellers, etc. Poor and outdated infrastructure, a lack of funding, outdated technology, inadequate upstream procedures, and a shortage of competent labor are some of its defining characteristics. It does not keep regular accounts and is not registered under any legal regulation. They are tiny, dispersed businesses that operate at either a fixed or

movable location to sell goods. The neighborhood includes Mandis, Haats, Melas, the neighborhood Baniya, Kirana stores, Paanwala, and other traditional businesses like cobblers, fruit and vegetable vendors, etc.

Licensed retailers' who are registered for sales tax, income tax, etc. engage in **organized retail**, which is defined as the trading activities they carry out. These comprise both the privately held large retail companies and the retail chains and hypermarkets supported by corporations. With an experience of comfort and quickness, it gives customers more convenience, choice, and control. Supermarkets, department stores, hypermarkets, shopping centers, multilevel marketing, teleshopping, etc. are instances of organized retailing. Retail that is organized has the potential to create jobs. It has enormous development potential in the upcoming years.

The Indian retail market is currently the fourth largest in the world, with a projected growth to \$2 trillion by 2032, up from \$690 billion in 2021.

The Indian retail market recovered from pandemic lows, growing 10% year on year, from 630 to 690 billion dollars in 2021.

India is regarded as one of the greatest nations to invest in the retail sector. Considering that India has the second-largest population in the world, 158 middle-class homes, a growing urban population, expanding family incomes, connected rural consumers, and rising consumer expenditure are all contributing factors.

In 2021, India's position on the Global Retail Development Index (GRDI) was No. 2. In FY20, the retail sector in India contributed \$800 billion to the country's GDP and employed 8% of the labor force (35+ million people). By 2030, it's anticipated to generate 25 million new jobs.

According to estimates, the Indian retail sector will grow to \$2 trillion by 2032 due to socio demographic and economic variables like urbanization, income growth, and an increase in nuclear households. The Indian e-commerce market, on the other hand, is anticipated to reach \$350 billion by 2030 while expanding at a CAGR of 23%.

8% of employment in India; 10% growth in the retail sector between 2021 and 2032; 10% contribution to India's GDP.

Organized retail's share of the overall retail market is 12%.

Literature Review:

This study by Talreja and Jain (2013) tries to pinpoint the variables impacting how unorganized sellers view organized retail. 100 clients specifically chosen from the Udaipur District were given a predefined questionnaire to complete in order to collect the primary data. The examination of customer attitudes toward organized and unorganized shops reveals that there are differences in how customers see both types of retailers in terms of their store image, product selection, brand preferences, pricing, store ambiance, credit options, and shop location. A systematic questionnaire comprising both closed-ended and open-ended questions was used to gather the data. The data gathered was carefully examined using statistical tools and Microsoft Excel. The study has two justifications: To start, consider the change in perception occurring in the retail industry as a result of organized retailing. Second, the area has mostly been ignored by researchers up to this point, particularly in Udaipur.

Chandrashekar, (2016) India is now developing quickly into a market that is both established and competitive, with potential target consumers in both the wealthy and middle-class divisions. Urban areas are seeing a rise in manufacturer-owned and retail chain stores that sell consumers' items in a manner akin to malls in more developed nations. Even though major retailers like Crossroads, Saga, and Shopper's Stop focus on the upper sector and charge greater costs for their goods, others, like A.V. Birla Retail, don't. Spencers, Food World, and Big Bazaars, all owned by RPG, are reaching out to this sizable middle-class community. Global corporations have shown a great deal of interest in India's retail industry over the past two years. Over the years, international brands like McDonald's, Swarovski, Lacoste, Domino's, Pepsi, Benetton, and a host of others have also entered and flourished in India. This essay makes an effort to understand customer purchasing patterns in Mysore's organized and unorganized retail businesses.

According to Nancee (2017), the goal of the current study is to determine the numerous variables that influence consumer satisfaction levels in both organized and unorganized retail. The sample for the current study consists of 400 respondents, 200 of whom shop at both organized and unorganized retail establishments in the Punjabi cities of Ludhiana and Jalandhar. Both primary and secondary data have been used to achieve the study's goals. The current study is mostly a primary inquiry and is based on an interview schedule-assisted survey of a limited group of consumers. Additionally, secondary data were also employed to complete the current study.

This study was conducted by Bedia and Gupta (2017) to compare how customers perceive organized and unorganized retail stores. In this study, customer perception and behavior are used to determine the potential of Madhya Pradesh for the expansion of retail. With the aid of this research, we have also examined the effects of organized food retailing on unorganized retailing in terms of consumer perception and purchasing habits. In this study, we use questionnaires to solicit input from a variety of consumers from both organized and unorganized retail establishments, and we gather information on many variables that influence consumer purchasing behavior.

Green, and Sivanesan (2019) the study's justification is twofold: To start, consider the nature of the changes in the retail sector occurring as a result of organized retailing and the effects of switching to this new type of retail. Second, this field of study has largely gone untapped up to this point, particularly in the context of India. Understanding customer behavior toward organized and disorganized retail stores as well as determining consumer satisfaction with both organized and unorganized retail stores is the study's main goals. The opinion of conventional merchants toward contemporary retailing. The structured and unorganized retail sectors are represented in the study using primary data gathered through in-depth qualitative analysis, respectively. The current study is concentrated on Tamil Nadu's Kanyakumari, Tirunelveli, Tuticorin, Madurai, and Viruthunagar Districts.

The primary goal of this study, according to Shenbagasuriyan and Balachandar (2016), is to increase consumer awareness of the organized retail sector. For the objective of comparing consumer behavior with regard to their purchasing patterns between the organized retail sector and unorganized retail sectors, data from customers in

both the organized and unorganized retail sectors were gathered for this study. Data from the sample was gathered using the survey technique with a questionnaire that had already been pre-designed. 160 customers make up the study's sample size. Consumers of organized and unorganized retail outlets in the Virudhunagar area were given a questionnaire. Software called SPSS16.0 was used to analyze the data. Statistical procedures such as frequency analysis and chi-square were used to interpret the data. The outcome suggests that buyers prefer buying from unstructured retail stores over those that are organized.

The goal of the research, according to Vanaja and Keshav (2022), was to examine the consumer satisfaction survey among Visakhapatnam's organized retail forms. Customers who are happy are also more inclined to recommend businesses and engage in indirect or positive advertising. 100 people participated in the sample research, which was conducted using data from Reliance Trends, Life Style, Shoppers Stop, Spencer, and Big Bazaar. The research was carried out from January to March 2022. Customer happiness does have an impact on an organization's profitability; in fact, happy customers are the cornerstone of any successful company since they encourage repeat business, brand loyalty, and positive word of mouth. Customers who are happy with their purchases are more inclined to recommend them to groups of five to six individuals. In addition, unhappy consumers are more likely to tell 10 more people about their bad experiences.

The current study by Preeti and Kumar (2017) sheds light on how consumer perception in the organized and unorganized retail sectors is influenced by customer demographics. 80 consumers from the bustling mall completed a pre-planned questionnaire to collect the primary data, which was then statistically analyzed. In order to establish demographics, marketers frequently mix various factors. Retailers must consider demographic profiles while establishing their strategy. The demographic traits of shoppers in both organized and unorganized retail stores are highlighted in the article. The goal of this study is to evaluate and compare the customer profiles seen in various retail formats. Gender, age, marital status, employment, income, and the number of dependents are examples of demographic features.

Muneendra and Prakash (2016) a retailer's ability to recognize the shifting requirements and wants of the target audience requires an in-depth awareness of changing customer purchasing behavior and preferences.

Shalini and Farida (2015) this study aims to examine how consumers in the Delhi region of NCR behave toward organized and unorganized commerce. The main factors that affect a consumer's decision about a retail store are examined in this essay. The findings demonstrate that although demographic characteristics and retail outlet preferences were unrelated to one another, customer decisions in the Delhi region are still influenced by factors such as product quality, price, promotion, and procedure.

According to Banurekha and Anandaraj (2022), retailers operate as a bridge between customers and producers, but they face several difficulties when it comes to product marketing. This gets harder and harder as client requirements grow more and more dynamic. Thus, a study of consumer satisfaction in the structured and unorganized retail sectors is necessary.

Kantan and Jegan (2017) examine India's organized retail market in this research study. It began to become noticeable over ten years after the first group of business owners opened their doors. A brief history and evolution of organized retail in India illustrates how it transitioned from mom-and-pop shops to chain stores throughout this time. Several types of retail are identified in the paper. The research study covered how organized commerce has expanded customer targeting.

The goal of the study by Thirumal Azhagan and Lakshmidēvi (2019) is to identify the elements or causes that genuinely alter consumers' preferences for organized over unstructured commerce. 125 participants made up the study's sample size. The respondents for the survey were chosen using a convenience sample method. The respondents who spend 70% of their income on organized retail were picked. A 5-point scale from "highly satisfied" to "highly dissatisfied" was used to develop the questionnaire. This scale was assigned to the numerous elements that contributed to our preference for organized retail. The chi-square test and descriptive analysis were the statistical methods employed for data analysis.

Objectives of the study:

1. To investigate the various factors which influence consumers to prefer organized retail over unorganized retail stores and vice versa in Gorakhpur.

2. To study the influence of demographic factors on buying decisions from organized and unorganized retail stores in Gorakhpur.
3. A comparative study between the items purchasing in organized retail stores and purchase frequency time period in Gorakhpur.

Hypothesis formulated for the Study:

1. H₀: There is no significant difference in the choices of organized retail and unorganized retail stores" formats across the Monthly income level.
2. H₀: There is no impact of the respondent's age group on the choice of the retail outlet.
3. H₀: There is no significant difference between the choices of organized retail and unorganized retail stores" format across the respondents" qualification level.
4. H₀: There is no significant difference between the choices of organized retail and unorganized retail stores" format across the respondents" occupation.
5. H₀: There is no significant difference between the choices of organized retail and unorganized retail stores " format across the respondents" different factors related to organized retail and unorganized retail stores.
6. H₀: There is no significant difference between the choices of organized retail and unorganized retail stores " format across the respondents" gender.
7. H₀: There is no significant difference between the choices of organized retail and unorganized retail stores " format across the respondents" family.
8. H₀: There is no significant difference between the choices of organized retail and unorganized retail stores " format across the respondents" marital status.
9. H₀: There is no significant difference between the items purchase in organized retail stores in compare of purchase frequency level.

ResearchMethodology:

This research paper based on descriptive style arises from its discussion of comparative study between

organized retail and unorganized retail stores. This research is being conducted in the Gorakhpur District, where this work is being carried out. Data was gathered from 101 respondents who make comparative study towards organized retail and unorganized retail store in Gorakhpur District. The study takes advantage of convenient and random sampling approaches. The current investigation is supported by both primary and secondary data. Through the use of questionnaires, the fundamental data is gathered. A systematic questionnaire was used to acquire the study's data. The information for this study was gathered through a direct survey. Websites and national and international journals, among other sources, are used to gather the secondary data. Tables, percentages, and other tools are used to investigate data. The first section of the questionnaire asked questions about the respondent's gender, age, level of education, income, occupation, and marital status, family size, as well as other demographic information. The questions in the second section, which included several that assessed consumers' perception and buying behavior comparative study towards organized retail and unorganized retail stores, measured all the variables, factors, and levels of satisfaction.

Result and Interpretation:

1. Gender:

Null hypothesis (H₀): The gender of the respondents and the choice of retail format (organized and unorganized retail format) are independent variables.

Alternative hypothesis (H_a): The gender of the respondents and the choice of retail format (organized and unorganized retail format) are related to each other.

	Observed frequency		Expected frequency	
	Organized	Unorganized	Organized	Unorganized
Male	51	7	49.96	8.039
Female	36	7	37.039	5.96
Total	87	14		

Chi-square calculated value=0.00366,

Chi-square tabulated value=3.841,

Degree of

freedom=1, Level of significance=5% or 0.05

Therefore, Null hypothesis is accepted, the gender of the respondent & the choice of retail format are independent.

2. Family size:

Null hypothesis (H₀): There is no significant difference between the choices of organized retail and unorganized retail stores " format across the respondents" family size.

Alternative hypothesis (H_a): There is a significant difference between the choices of organized retail and unorganized retail stores " format across the respondents" family size.

	Observed frequency		Expected frequency	
	Organized	Unorganized	Organized	Unorganized
Joint	43	8	43.93	7.069
Nuclear	44	6	43.069	6.9306
Total	87	14		

Chi-square calculated value=0.28728, Chi-square tabulated value=3.841, Degree of freedom=1, Level of significance=5% or 0.05

Therefore, Null hypothesis is accepted there is no significant difference between the choices of organized retail and unorganized retail stores " format across the respondents" family.

3. Marital status:

Null hypothesis (H₀): There is no significant difference between the choices of organized retail and unorganized retail stores " format across the respondents" marital status.

Alternative hypothesis (H_a): There is a significant difference between the choices of organized retail and unorganized retail stores " format across the respondents" marital status.

Marital Status	Observed frequency		Expected frequency	
	Organized	Unorganized	Organized	Unorganized
Single	72	11	71.495	11.50495
Married	15	3	15.504	2.495
Total	87	14		

Chi-square calculated value=0.14436, Chi-square tabulated value=3.841, Degree of freedom=1,

Level of significance=5% or 0.05

Therefore, Null hypothesis is accepted, there is no significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” marital status.

4. Qualification level:

Null hypothesis (H₀): There is no significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” qualification level.

Alternative hypothesis (H_a): There is a significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” qualification level.

Qualification	Observed frequency		Expected frequency	
	Organized	Unorganized	Organized	Unorganized
Higher secondary	22	7	24.98	4.0198
Vocational school	0	0	0	0
Bachelor degree	35	3	32.732	5.267
Master degree	27	4	26.702	4.297
Doctorate	3	0	2.584	0.415
Total	87	14		

Chi-square calculated value=4.2048, Chi-square tabulated value=9.488, Degree of freedom=4,

Level of significance=5% or 0.05

Therefore, Null hypothesis is accepted, there is no significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” qualification level.

5. Age:

Null hypothesis (H₀): There is no impact of the respondent’s age group on the choice of the retail outlet. Alternative hypothesis (H_a): There is an impact of the respondent’s age group on the choice of the retail outlet.

Age	Observed Frequency		Expected Frequency	
	Organized	Unorganized	Organized	Unorganized
Less than 20 years	39	6	38.76	6.2376
20-30 years	37	7	37.9009	6.099
31-40 years	7	1	6.89	1.1089
41-50 years	4	0	3.4455	0.5544

Above 50 years	0	0	0	0
Total	87	14		

Chi-square calculated value=0.821026, Chi-square tabulated value=9.488, Degree of freedom=4, Level of significance=5% or 0.05

Therefore, Null hypothesis is accepted, there is no impact of the respondent's age group on the choice of the retail outlet.

6. Monthly income level:

Null hypothesis (H₀): There is no significant difference in the choices of organized retail and unorganized retail stores' formats across the Monthly income level.

Alternative hypothesis (H_a): There is a significant difference in the choices of organized retail and unorganized retail stores' formats across the Monthly income level.

Monthly Income	Observed Frequency		Expected Frequency	
	Organized	Unorganized	Organized	Unorganized
Less than 20000	67	12	68.0495	10.95
20000-30000	9	0	7.75247	1.24
30001-40000	4	2	5.1683	0.83168
40001-50000	3	0	2.584	0.4158
Above 50000	4	0	3.4455	0.5544
Total	87	14		

Chi-square calculated value=4.589, Chi-square tabulated value=9.488, Degree of freedom=4, Level of significance=5% or 0.05

Therefore, Null hypothesis is accepted, there is no significant difference in the choices of organized retail and unorganized retail stores' formats across the Monthly income level.

7. Occupation:

Null hypothesis (H₀): There is no significant difference between the choices of organized retail and unorganized retail stores' format across the respondents' occupation.

Alternative hypothesis (Ha): There is a significant difference between the choices of organized retail and unorganized retail stores" format across the respondents" occupation.

Occupation	Observed frequency		Expected frequency	
	Organized	Unorganized	Organized	Unorganized
Students	65	10	64.6	10.396
Private jobs	10	2	10.3366	1.6633
Government jobs	2	0	1.7227	0.277
Professional	6	1	6.0297	0.97
Others	4	1	4.3069	0.693
Total	87	14		

Chi-square calculated value=0.576952, Chi-square tabulated value=9.488, Degree of freedom=4,

Level of significance=5% or 0.05

Therefore, Null hypothesis is accepted, there is no significant difference between the choices of organized retail and unorganized retail stores" format across the respondents" occupation.

8. Comparing retail products and purchase frequency time period:

Null hypothesis (H0): There is no significant difference between the items purchase in organized retail stores in compare of purchase frequency level.

Alternative hypothesis (Ha): There is a significant difference between the items purchase in organized retail stores in compare of purchase frequency level.

Item purchase	Weekly	Monthly	Three monthly	Six monthly
Foods and grocery items	19	21	0	1
Fruits and vegetables products	1	3	0	0
Clothes and related products	7	21	4	4
Home appliances(including mobile phone)	2	1	3	1
Shoes and related items	2	0	3	0
Others items	7	1	0	0
Total	38	47	10	6

Chi-square calculated value=47.410, Chi-square tabulated value=25.00, Degree of Freedom=15,

Level of significance=5% or 0.05

Therefore, Null hypothesis is rejected, and alternative hypothesis is accepted, there is a significant difference between the items purchase in organized retail stores in compare of purchase frequency time period.

9. Various factors affected related to organized retail and unorganized retail stores:

Null hypothesis (H₀): There is no significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” different factors related to organized retail and unorganized retail stores.

Alternative hypothesis (H_a): There is a significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” different factors related to organized retail and unorganized retail stores.

S No	Various factors affected in retail store	Observed		Expected value	
		Organized	Unorganized	Organized	Unorganized
1	All products under one roof are present	94	7	80.93	20.07
2	Retail stores provide quality products	96	5	80.93	20.07
3	Retail stores provide availability of a range of products	86	15	80.93	20.07
4	Retail stores provide mostly customer service	90	11	80.93	20.07
5	Retail stores provide more benefits (discount)	88	13	80.93	20.07
6	Retail stores provide proper billing	100	1	80.93	20.07
7	Retail stores provide a range of status symbol brands	97	4	80.93	20.07
8	Retail stores provide cheap products	52	49	80.93	20.07
9	Retail stores provide good quality at reasonable prices products	87	14	80.93	20.07
10	Retail stores provide more satisfaction levels	85	16	80.93	20.07
11	Retail stores provide easily in local areas convenience	61	40	80.93	20.07
12	Retail stores provide urgent needs & emergencies in local areas	48	53	80.93	20.07
13	Retail stores provide availability of credit purchase of products	53	48	80.93	20.07
14	Retail stores provide proper parking facility	96	5	80.93	20.07
	Total	1133	281		

Chi-square calculated value=749.87,

Chi-square tabulated value=22.36,

Degree of freedom=13,

Level of significance=5% or 0.05

Therefore, Null hypothesis is rejected, and alternative hypothesis is accepted. There is a significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” different factors related to organized retail and unorganized retail stores.

Findings:

1. The gender of the respondent & the choice of retail format are independent.
2. There is no significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” family.
3. There is no significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” marital status.
4. There is no significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” qualification level.
5. There is no impact of the respondent’s age group on the choice of the retail outlet.
6. There is no significant difference in the choices of organized retail and unorganized retail stores “ formats across the Monthly income level.
7. There is no significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” occupation.
8. There is a significant difference between the items purchase in organized retail stores in compare of purchase frequency time period.
9. There is a significant difference between the choices of organized retail and unorganized retail stores “ format across the respondents” different factors related to organized retail and unorganized retail stores.

Conclusion:

The comparative analysis of the organized and unorganized retail sectors is the main emphasis of this study. The current study identifies several important differences between organized and unorganized retailing. People prefer organized retailing because they offer a wide variety and assortment; they are trusted because they provide a proper bill and have all of their products under one roof; they offer customer service; they offer

various benefits and discounts; they offer high-quality goods at reasonable rates; they have a proper parking facility; and they have a proper system for measuring customer satisfaction.

Customers are drawn to organize retailing because they learn about the most recent fashion trends as well as the innovative and new trends in the stores. Compared to unorganized retail establishments, organized retail stores have a greater selection of well-known brands. Additionally, the retailers develop their brands, which give them a competitive edge over unorganized stores. These factors, together with organized retailers, must be taken into consideration. Organized retailers will prevail in India's retail war if the aforementioned issues are addressed. Therefore, it can be said that in the food and grocery industry, organized retailing is more favored by consumers than unorganized retailing.

The research's major finding focuses on demographic factors and their connection to purchasing. Depending on the time available, the respondents will visit the store format.

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