IMPACT OF INTERNATIONAL RETAILERS ON UNORGANISED RETAIL SECTOR: AN INDIAN PERSPECTIVE

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ABSTRACT
The study is about the challenges being faced by wholesalers in the current market scenario who are being somewhat affected by the International Retailers (Cash and Carry) who are now marketing their Products to the General Public. Hence it is to analyse the factors which influences the people more to switch over to the International Retailers and the study focuses about the Substitutes/Threats of the International Retailers, so that the Companies makes new strategies in future to face the new competition.

1. To find out whether the retailers have switched over their buying behaviour from Domestic Unorganized Wholesalers to the International Retailers (Cash and Carry). If No, then what is the reason behind not switching over?
2. To find out the reason behind the switching over of the Retailers to the International Retailers (Cash and Carry).

KEY WORDS: Buying Behavior, Cash and Carry, International Retailers, Organized Retail, Wholesalers.