

RELAUNCHING THE RETAILING IN SMALL TOWNS: NEW GROWTH FRONTIERS OPEN UP IN RURAL INDIA

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ABSTRACT

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. Both primary and secondary data has used for the study. The Primary data was collected for the study from 150 respondents by simple random sampling using structured questionnaire. 10 samples are collected from the owners of the supermarket to know the customers view in Kanyakumari district. With the help of analyzed data this research article is prepared.

KEY WORDS: Challenges, Marketing, Problems, Retail, Supermarkets.

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