

PERCEPTIONS OF MARKETING INTERMEDIARIES ON ORGANISED RETAILERS PRACTICES

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ABSTRACT:

Retailing is one of the most important institutions in the process of distribution of goods and services in the economy. The role of retail trade can be understood in the broader context of economic system consisting three basic activities – production, consumption and marketing. These three activities are necessary for creation of economic value for goods and services. But the important criterion whether one is engaged in retailing or not is that to whom sales are made. Sometimes, manufacturers and wholesalers also directly sell their goods to the ultimate consumers. As far as these transactions are concerned, it is retailing. A retail store can be considered as a separate entry that is an integral part of the value delivery system that ensures that customers are satisfied with the promises made by the members of the channel. Retailers, therefore, provide the last mile connectivity of the brands with their customers. Distribution services create utilities as well as in-utilities, that is, negative (perceived) values for the customers.

KEY WORDS: Marketing Intermediaries, Store attributes, Organised Retailers, Strategy.

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