

CONSUMER PERSPECTIVE ABOUT ORGANIZED SECTOR AND UNORGANIZED SECTOR: - AN EMPIRICAL STUDY

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ABSTRACT:-

After liberalization, Indian retail sector is the most attracting industry for the global business entrepreneurs. It attracts many global players to invest in the retail sector. It makes a way to organized stores in India. But still people are not much aware about the organized retails store. Though this research it is tried to find out the interest and awareness of people about the organized and unorganized store. And their shopping preferences in both the retail store. A data is collected through questionnaire and analyzed with the help of SPSS.

KEY WORDS: Retail, Organized, Unorganized, India, Consumer etc.

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