



# **SNS College of Technology**

## **Coimbatore - 35**



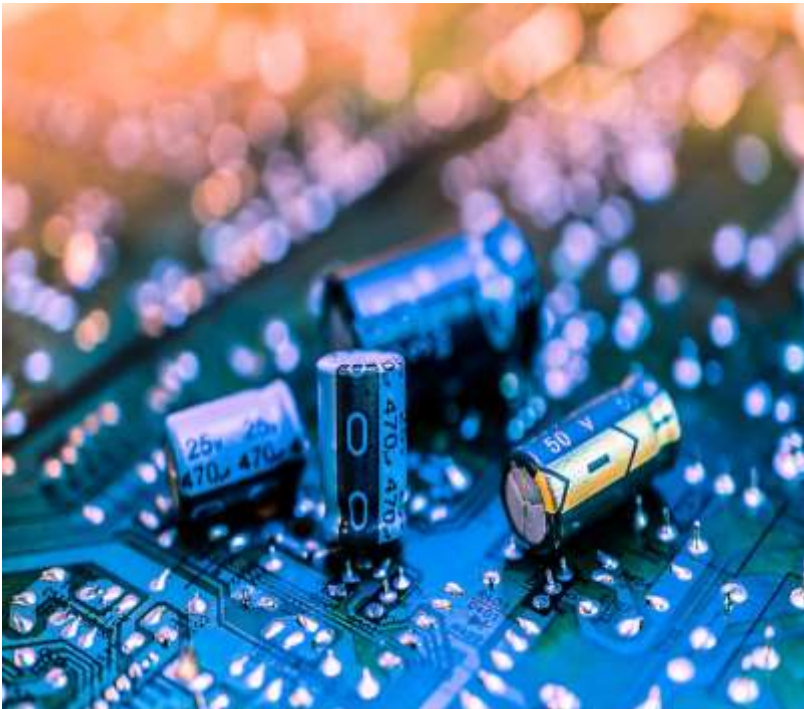
### **19BAE720 –RETAIL MANAGEMENT**

**UNIT 1 : – Retailing: Definition, Importance & Scope. Global retail Market, Evolution of Retail in India, Drivers of Retail change in India, Prospects of Retailing in India. Challenges and Opportunities in Retailing**

**VISHNUPRIYA V  
ASSISTANT PROFESSOR  
SNS COLLEGE OF TECHNOLOGY**

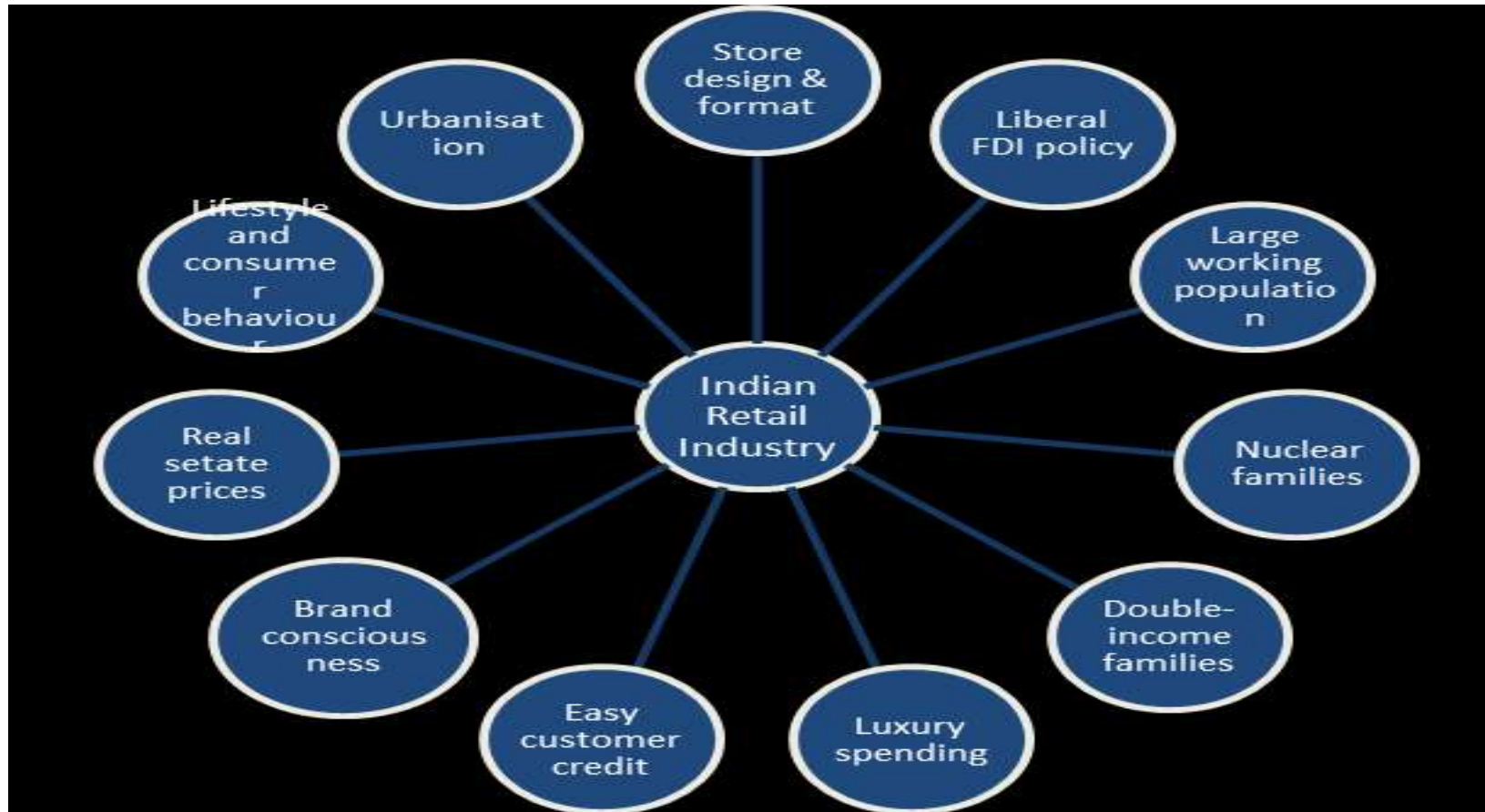


# Guess Your Topic....





# Drivers of Retail change in India



# CONTD...

- Retail is the new buzzword in India. Buying ritual has become shopping experience. It is a celebration and entertainment. Lifestyle is changing rapidly.
- The concept of value for money is gaining importance. The information that the Indian consumer has access to is immense which leads to the freedom of choice and in turn the demand for the differently organized retail formats.

# Socio Economic Factors:

- Socio-economic factors are seen as fundamental to development. India is today a nation which has a large middle class, a youth population which is happy spending and a steady rate of growth of GDP.

# Changing Income Profiles:

Steady economic growth has fuelled the increase in personal income in India. The middle class forms, the backbone of the India market story and it is the rising incomes in the young middle class population that is fuelling its growth. The definitions of income classes vary from one study to another..



# REFERENCES

- ❖ <http://sushanthjoshi.blogspot.com/2009/01/drivers-of-retail-change-in-india.html><https://www.citeman.com/7456-drivers-of-retail-change-in-india.html>