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# IMPACT OF ORGANISED RETAIL ON CONSUMER BEHAVIOR



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | A study of Organized Retail Sector | As the retail sector is going through a very fast paced change, the unorganized retail sector is being challenged by the organized sector. Shopping Malls, Hypermarkets, Supermarkets, Departmental stores and Specialty stores are giving a whole new shopping experience to the consumers. The consumer is being influenced by many factors to get lured for having a shopping experience at the organized retail stores. These factors...

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