

The changing face of retailing, 1980–2020

Sayee Manohar Krishnamurthy

Department of Management and Commerce,

Sri Sathya Sai Institute of Higher Learning, Muddenahalli, India, and

Krishna Venkitachalam

Department of Management, Estonian Business School, Tallinn, Estonia

The historical
evolution of
retailing

41

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Abstract

Purpose – The purpose of this research is to portray the historical evolution of retailing from 1980 to 2020. The study considers India as the domain as it is one of the fastest growing markets, and the retail growth is anticipated to reach more than one trillion dollars within this decade.

Design/methodology/approach – This paper captures the historical growth trajectory of retailing from the pre-online era to the online era and highlights how the retail environment has become modernized and sophisticated in the process in India.

Findings – The study traces the journey of retail from 1980 to the multi-billion-dollar sector it had become by 2020 in India. Furthermore, the article provides an overview of how the different retail forms and players in the Indian retail sector have been shaping the industry over the last four decades. During this period, there has been a transformational change in the format of Indian retailing. The Indian consumers' shopping mindset moved from physical in the 1980s to online, and now "Phygital" (Physical and Digital) in 2020s has become an omni-channel platform in Indian retail.

Originality/value – This paper aims to present a viewpoint of the evolutions of retailing from the unorganized to the organized form and from the physical to the online form over the last 40 years in the Indian retail sector landscape.

Keywords India, Online shopping, Organized retail, Unorganized retail, Phygital

Paper type Research paper

Introduction

During the 1980s, shopping in India was considered an activity whereby consumers buy and consume products. Over a period of time, however, shopping has also become an entertainment activity connecting families and friends for get-together in plazas and malls. Since 2010 onwards, there has been a tremendous shift in the consumption pattern in India because of the increased use of mobile phone Internet, which has made buying anywhere, anytime a reality (Gao *et al.*, 2013; Kaplan, 2012; Strom *et al.*, 2014).

According to the Retailing Sector Analysis Report, "there are four major retail models within the sector – mono-branded retail shops (exclusive showrooms owned or franchised out by a manufacturer); multi-branded retail shops (which focus on particular product categories and carry most of the brands available); convergence retail outlets (which display most of information technology as well as consumer/electronic products); and e-retailers (online shopping facility for buying and selling products and services)" (Editor, 2021). Recent Federation of Indian Chambers of Commerce & Industry (FICCI) and Deloitte studies (PTI, 2017) show that the Indian retail industry has been growing at the rate of 10% over the last few decades and reached the value of US\$ 950 bn in 2018 (IBEF, 2021). Forrester Research shows that the retail market in India was worth an estimated US\$ 1.1 tn in 2020 (IBEF, 2021). Connected to this retail sector growth, during the pandemic (Covid-19) between January–March quarter of fiscal year 2020–21, the gross domestic product (GDP) grew 1.6% with a decline of 7.3% for the entire fiscal year 2020–21 (BS Web Team and Agencies, 2021).

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Changing Face Of British Retailing

John Benson, Gareth Shaw



Changing Face Of British Retailing:

The Rise and Fall of Mass Marketing (RLE Marketing) Richard S. Tedlow, Geoffrey G. Jones, 2014-09-15 This book provides new insights into the changes in interpretation of marketing and the evolution of marketing strategies during the twentieth century The focus is on the development of mass marketing in the United States and the way in which more flexible and adaptable forms of marketing have increasingly been taking over This highly international volume draws contributors from the USA Europe and Japan and from a variety of academic disciplines including marketing economics and business history Chapters provide detailed analysis of the marketing of a range of products including cars washing machines food retailing Scotch whisky computers financial services and wheat

The Changing Face of British Retailing Edward McFadyen, 1987

British Retail Consortium 2006 British Retail Consortium, 2005-12-31 British Retail Consortium 2006 surveys a 250 billion industry which employs three million people and accounts for one in ten of all enterprises The yearbook carries an introductory section about the BRC with reports and commentaries from senior personnel and advisory groups The bulk of the yearbook is made up of sections on strategic overview the global market harnessing technology retail crime protecting the consumer employment in retail retail and society property operations membership directory

Retail Structure Gary Akehurst, Nicholas Alexander, 2012-10-12 First Published in 1996 The authors define retail structure in a retail distribution context as a snapshot of the state of play in the competitive struggle between retail companies and businesses each of which is seeking to not only survive but to grow The studies in this volume were first published in The Service Industries Journal Taken as a whole they serve two purposes first they introduce the concept and process of retail structure taken from the viewpoint of a continuing competitive struggle for market supremacy and second they serve as an introduction to the wider study of retail development

Retail Marketing Gary Akehurst, Nicholas Alexander, 2013-05-13 First published in 2004 This collection explores the emerging and diverse world of retail marketing by tracing its development from the 1980s to the present day The market driven retail company shows concern for the customer throughout the organisation throughout all functions and departments Such a company tries to understand how customers choose their purchases the criteria they use and attempts to ensure that it is more successful in meeting customer requirements than the competition Retail Marketing discusses what range of products and services should be offered where at what price and how these activities should be advertised promoted and developed

The Changing Face of British Retailing Joshua Andrew Nicholas Bamfield, 1980

Retailing : critical concepts. 3,1. Retail practices and operations A. M. Findlay, 2002

The Retailing Industry: 1945-Retail revolutions John Benson, Gareth Shaw, 1999

The Retail Development Process Clifford Guy, 1994

The Evolution of Retail Systems, C. 1800-1914 John Benson, Gareth Shaw, 1992 It is now recognized that retail systems are crucially important in the development of mature economics This is a comparative study of how European and North American societies evolved differing retail and distribution systems It

considers historical and geographical variations through a discussion of socio economic and political factors It features a closely matched comparative approach and a comprehensive approach using both historical and geographical methods

JOURNAL OF RETAILING ,1989 **Quarterly Review** National Westminster Bank,1980 *Environment & Planning* A. ,2011 **Journal of the Market Research Society** Market Research Society,1988 *Retail Location* Stephen Brown,1992 Focuses on the principles and practice of retail location at the micro scale It contains original research material as well as a synthesis of existing literature and should be of interest to retailers town planners shopping centre developers and retailing educators Whitaker's Books in Print ,1998 **Managing and Marketing Services in the 1990s** Richard Teare,Luiz Moutinho,Neil Morgan,1993 Bakers Weekly ,1920 The Retail Chemist ,1930 *The New Geography of Consumer Spending* Alan G. Hallsworth,1992-11-03 Offers readers a new perspective on consumer and retail conduct which interconnects the High Street with global political and economic currents Adapts issues of retail geography to the technique of international political economy IPE to demonstrate how the concept of financial power the value of information its application of technology and global production impact on how where and when we shop Successfully interweaves complex theoretical ideas with original examples to facilitate an understanding of the reasons for the retail revolution

Unveiling the Magic of Words: A Report on "**Changing Face Of British Retailing**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**Changing Face Of British Retailing**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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Table of Contents Changing Face Of British Retailing

1. Understanding the eBook Changing Face Of British Retailing
 - The Rise of Digital Reading Changing Face Of British Retailing
 - Advantages of eBooks Over Traditional Books
2. Identifying Changing Face Of British Retailing
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Changing Face Of British Retailing
 - User-Friendly Interface
4. Exploring eBook Recommendations from Changing Face Of British Retailing
 - Personalized Recommendations
 - Changing Face Of British Retailing User Reviews and Ratings

- Changing Face Of British Retailing and Bestseller Lists
- 5. Accessing Changing Face Of British Retailing Free and Paid eBooks
 - Changing Face Of British Retailing Public Domain eBooks
 - Changing Face Of British Retailing eBook Subscription Services
 - Changing Face Of British Retailing Budget-Friendly Options
- 6. Navigating Changing Face Of British Retailing eBook Formats
 - ePub, PDF, MOBI, and More
 - Changing Face Of British Retailing Compatibility with Devices
 - Changing Face Of British Retailing Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Changing Face Of British Retailing
 - Highlighting and Note-Taking Changing Face Of British Retailing
 - Interactive Elements Changing Face Of British Retailing
- 8. Staying Engaged with Changing Face Of British Retailing
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Changing Face Of British Retailing
- 9. Balancing eBooks and Physical Books Changing Face Of British Retailing
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Changing Face Of British Retailing
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Changing Face Of British Retailing
 - Setting Reading Goals Changing Face Of British Retailing
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Changing Face Of British Retailing
 - Fact-Checking eBook Content of Changing Face Of British Retailing
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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