

SCHIMBARE DE PARADIGMĂ ÎN VÂNZAREA CU AMĂNUNTUL A BUNURILOR DE CONSUM CU MIȘCARE RAPIDĂ (FMCG) DIN INDIA

THE PARADIGM SHIFT IN THE FMCGS' RETAILING IN INDIA

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Abstract: The Indian retail sector is in the transient stage and there is an ever-increasing demand from new and expanding retail chains. Retailing has changed and expanded in all industries, be it Apparel, Jewelry, Footwear, FMCGs, Durables, Groceries, Food etc. The number of groceries stores grown over a period of time is an evidence of change in purchasing trends. It has also brought the much-needed volume-driven growth for companies, particularly in the FMCG sector. The modern consumer is posing a challenging task for Indian retail. More aware, more confident, and much more demanding. The manner in which the product is presented has to be perfect too. The Indian shopper today assumes the identity of a global shopper and is driven more by impulse than by need. In the present scenario the power has shifted from those who sell to those who buy; customers have so many choices these days. This paper explores the emerging trends in the FMCGs' retailing industry. The authors have conducted survey of 30 retail units in twin cities of Hyderabad and Secunderabad. The author supported the premise that the location of the store is decisive, to attract the customers.

Keywords: Customer Service, Hedonic Shopping, Atmospherics, Store loyalty and Store Patronage, Organized Retailing.