Demographic Nature of the Consumers in Brand Selection and Consumers Protection under Globalized Retail Marketing: A Case Study in Kolkata

Sarmistha Agasti, Madhabendra Sinha, Prof. Partha Pratim Sengupta

Department of Humanities & Social Sciences, National Institute of Technology Durgapur, West Bengal, India

Abstract- Indian retail market is being dominated by the consumerism at present, particularly during the period of post economic reforms. It is being steadily transformed to a market of buyers who exercise the choices depending on their level of awareness from a market containing predominantly sellers. Consumers' rights can be protected in an economy with the competitive markets if correct standards for the commodities for which one can make a payment have been ensured by the involvement of an institutional network and system of legal protection. To ensure the welfare of the consumers, the government is having the responsibility that each resident of our country is a consumer in single way or others. Our paper has tried to focus on the protection and welfare of Indian potential consumers in retail markets by showing their activities with the purchase of new brands varying across different categories of the products. The consumers are showing the distinct preferences for non-branded products available at traditional retailers. Therefore both conventional and modern retailers can coexist in Indian retail markets. Knowledge of usage of new brands coming from abroad is very few. On the basis of our empirical findings by applying the econometric methodology of simple linear and logistic regression with cross sectional data collected from a primary survey conducted in Kolkata municipal area, the paper points out that consumer welfare should be a key determinant of new regime of retailing policy in the liberalized India. Liberalization policy in India can enhance the knowledge of usage of brands, available choices to consumers and assist to promote the branding in certain segments.

Index Terms- Liberalization, Retail sector, Consumer Protection, Consumer Welfare, Logistic Regression.

I. INTRODUCTION

Consumers have come to be used as the counterpoints to the term producers since nineteenth century. The view of the consumers in nineteenth century survived in most of the capitalist countries. In fact the consumers are having a 'secondary relationship' with commodities as they have been forced to live through and with commodities which cannot be created by them. In the dominant market economy of the world, consumers still remain as the 'marginal group'. India has been recognized as a major hub for all goods for consumptions as well as businesses. The presence of market with its significant influences grows in consumers' life dramatically. Mahatma Gandhi believed that the king of the market is 'consumer is king'. Many business personalities like J.R.D Tata, J. Bajaj etc. have helped to develop some ethical codes for practice of business and to build up a bridge between business and consumer. In mass production and sales, the motive of inherent profit is offering an opportunity to many producers of manufacturing commodities as well as dealers to exploit the consumers. Every day different kinds of practices of unscrupulous market search their ways into consumers' houses, violating the rights of the consumers and damaging the safety to the consumers.

The need for the consumers' empowerment is not able to overemphasize as a class and already it is well recognized in the world. Awareness level of the consumers may be taken as a good indicator of progress of an economy. Be it electronic goods, consumer goods which are fast moving, medicines or even different services rendered - ach of those demands which consumers will be having the awareness about their rights. Initially six consumer rights were envisioned by Western consumer rights activists in order to safeguard the interests of the consumers, which are Right to information, Right to Safety, Right to Heard, Right to Redress Right to Choice, and Right to Consumer Education. Two more important rights, have been included those are Right to Basic Needs and Right to a Healthy and Sustained environment in this time, which are linked very closely with the real experiences in developing countries where there is a very vital role of environment as the resource and structure of support for the people.

We know rise in per capita income, economic development, enhancing consumerism, branded product proliferation and modernisation of retail are closely inter linkage. Increase in per capita income through economic development leads to shift in pattern of consumption. Furthermore due to taking liberalization policy, various international brands are entering into domestic market. The brand proliferation helps to enhance in retail space with increase in consumers awareness. In this way retail modernisation is becoming a part of the economic development. There is a similar story of retail sector modernisation in India, experiencing a high GDP growth rate since more than one decade. Marginal propensity to consume in India is around 60 percent. According to McKinsey and Company (2007), India is going to be the fifth largest consumer market just after USA, Japan, China and UK by 2015. Already India has become an attractive destination to foreign retailers. Shukla (2010) reported that during the period of post liberalisation, share of rich and middle-income consumers in India has increased with a corresponding decrease in the number of consumers belonging to

BPL. There has been a remarkable change in the pattern of spending of Indian consumers. McKinsey and Company (2007) views that spending on food is expected to decline from 40 percent to 25 percent of income by 2015 where as the spending on the items of non discretionary products is going to rise. In addition to that, Indian consumers are becoming the more brand conscious. AC Nielsen 2008 shows that India was the third most brand-conscious country in 2007, after Greece and Hong Kong. Additionally India is, having a vast magnitude population from of middle class in the world, the second fastest growing country just after China with a significant GDP growth since one decade and more. A large number of home and foreign MNCs are operating in banking, financial and insurance, good and services of consumer and durable related to IT and communication sectors to tap this huge market in India. In terms of sales, profitability, market share as well as growth rate, the companies are very successful. There are some relevant issues concerning the consumers like High Cost of Distribution, High Prices, Product Safety, Shoddy or unsafe Products, Planned Obsolescence, Harmful and Low benefit Products, Poor service to the Disadvantaged. So the requirement has been felt to protect the consumers legally from excessive consumerism, by which they can be protected.

We structure our paper as follows. Some related issues about protection and welfare of the consumers has been documented in section 2 followed by a discussion about Indian evidence on retail sector and consumer welfare in section 3. Data and methodology have been mentioned in section 4. Finally we conclude our paper in section 6 after discussing the empirical findings in section 5.

II. CONSUMER PROTECTIONS AND WELFARE: SOME RELATED ISSUES

2.1 Consumer Awareness and Grievance Redressal
2.1.1 Publicity
A major trust has been given to consumers, to concern about their rights and the ways to get the grievances redressed. The programme under the eleventh plan also covers the publicity on others like education, energy, telecom, housing etc. Here we should mention a widely popular "Jago Grahak Jago" programme.

2.1.2 Consumer Protection
The various types of consumers would be strengthened by providing trainings, buildings, computerization etc. Different help lines will be set up in states to guide the consumers. Total outlay for the different kind of activities has been increased. There are some non plan activities like supporting the voluntary organizations to awareness generation, comparative testing, assistance to the consumers and further research.

2.2 Need for Education and Empowerment
Protection of rural consumers by giving the education about their rights and their empowerment to take decision about goods and services on the basis of information are necessary in this emerging situation. Awareness of the rural consumers has to be increased. The focus has to be shifted from rural market expansion to protection of the rural consumers and movements of consumers have been largely confined to the centres in urban so far. Now our task is to involve different Panchayati Raj Institutions to reach the consumers in rural areas. We can utilize Gram Panchayat, working at grass root level to provide educations into the rural consumers and enhance their knowledge. Protection of rural consumers is a prior to consumer protection in any strategy.

2.3 Growth of Rural and Semi-Urban Markets
There are significant roles of rural and semi-urban markets in many developing countries like China and India as they are experiencing a substantial rise in purchasing power resulting from high rate of economic growth at present time. Consumption of industrial and manufacturing products has been increasing in non urban areas due to globalization. According to NSS data, 75 percent of manufacturing expenditure has been accounted by rural people in India.

2.4 Exploitation of Non-Urban Consumers
Due to having less knowledge and skills to take rational decision on the basis of information about the goods and services, rural consumers are exploited in many ways in India. Till now Indian rural consumers are generally depending on weekly markets to purchase the essential commodities are often cheated due to lack of choices. Non-urban consumers are generally ignorant and unorganized in India. That is why traders, manufactures and service providers are exploiting them in different ways. Non-urban consumers are the highest potentials in liberalized India. There are so many opportunities in rural marketing in India.

2.5 Laws and related Instruments
2.5.1 Essential Commodities Act, 1955
Having a legislation "Prevention of Black Marketing and Maintenance of Supplies of Essential Commodities Act, 1980", the act controls black marketing, non-competitive practices to addresses the consumers' right.

2.5.2 Consumer Protection Act, 1981
The act ensures the right standards for commodities to make a payment. The Consumer is defined as one "who purchases the goods and services for his or her use." With the permission of buyer, user of those is also a consumer. Hence it covers each "product and service." The Act is postulating the establishment of central consumer protection council and parallel state consumer protection council to spread the awareness of the consumers.

2.5.3 MRTP Act
To control the monopolies and different restrictive trade practices, the Monopolies and Restrictive Trade Practices Commission (MRTPC) has been created under this Act, enjoying the power to play a very important role to protect consumer rights.

2.5.4 Consumer Protection Act, 1986 and its amendment in 1993, 2002
To protect the consumers' right and provide a dispute resolution in a simple system of quasi-judiciary, the act has been enacted. State and central level consumer protection council have been established under this act. The MRTP and COPRA Act play the complementary role between themselves to protect unfair business practices.

2.5.5 Competition Act, 2002
It has been set up to replace the MRTP Act, having more emphasis on behavioural approaches in testing the competitions in market rather than the structural approaches. Competition

Commission of India (CCI) has been created by the act, which has a advocacy role in competition. The Act is intends to "protect the interests of consumers." Till now the Competition Act, 2002 is operating in full and the MRTP Act is continuing to be in force.

2.6 Consumer Redressal Forums

A simple quasi-judicial system has been set up to provide speedy, cheap and redressal to disputes in consumers at district, state and central level. District level it is called as district forum and central and state level it is called as consumer disputes redressal commission. The National level Commission has been constituted in 1988, chaired by sitting retired Judge of Supreme Court with an at least one woman member.   Similar formula has been applied in case of state and district level.

2.7 Redressal Mechanism

As per amendment in Consumer Protection act in 2002, a written complaint relating to a product or service but not in case of any free service, can be filed before the forum at district level with the value up to Rupees twenty lakhs as well as state and national level commission with the corresponding values up to Rupees one crore and above one crore respectively. The Act has laid down the practices in different types against that consumer can seek the relief. The courts are playing an important role to ensure the protection of the rights of the consumers.

III.   RETAIL SECTOR AND CONSUMER WELFARE: INDIAN EVIDENCE

During liberalisation with high rate of economic growth and different kinds of changes in economic and demographic profile of the Indian consumers and their behaviour of shopping, changes in retail sector are undergoing. The retail sectors had mainly consisted of mini stores owned by private entities during pre-liberalized period in India, which were, actually traditional retailers, not having any corporate management, selling non-branded products in large scale. There were limited concepts of branding, if any which were very few. But liberalization policy taken by Indian government in 1991 helped the foreign and home MNCs to function into Indian retail market and led to proliferation of brands. A number of MNCs had started their investment in retails as well as different stores and non-store formats had been evolved. Although foreign direct investment (FDI) in retail was restricted, foreign retailers with their brands were entering into Indian retail market through various kinds of routes like joint ventures for all brands, fully-owned subsidiary in manufacturing products, agreements of licensing and distribution etc. After that foreign retailers were operating through store and non-store formats in India. Then restriction of FDI was not a ban of entry. It was restricting the ability to choose preferred routes of entry into the market.

During the next time, government of India has allowed 51 percent FDI in single brand retail and 100 percent in cash and carry in its recent FDI policy, but FDI in multi brand retail has not been permitted yet in India. Some major steps have been taken by Indian government in 2011 were the decisions to allow 51 percent FDI in multi brand retail and 100 percent FDI in single brand retail.

Indian retail sector is one of the fastest growing sectors. Estimated value of the share of trade in retail is approximately 12

percent of GDP in India. Kearney (2011) founds that retail market in India has been valued at US$ 435 billion, of which share of organised retail was 7 percent in 2010. A study by ICRIER, Indian retail business is growing at a rate of 13 percent on average annually and it is expected to reach US$ 1 trillion by 2016-17. According to A.T. Kearney (2010, 2011), the share of modern retail in India is expected to reach 20 percent by 2020. Traditional retail sector is also growing with the faster grow of modern retail.

Food and grocery has been the largest segment In Indian retail market with an around 50 percent share, but the modern sector was having only one percent share in 2010. Presence of modern retailing was larger in the product category of garments, footwear, watches etc., where there was a significant role of branded product.

Several studies have shown the various factors, affecting the shopping behaviour of on Indian consumers, including level of education, level of income, exposures at international level (Ramachander, 1988), age and gender (Sinha et. Al. 2002), distance from retail stores (Sinha, 2003) etc. Sinha (2003) also viewed that across different retail stores, traditional outlets are preferable to consumers as they can bargain, and on the other hand modern outlets are preferred due to their entertainment link with shopping in terms of behaviour of shopping of Indian consumers. Purchasers at modern report better quality of product, choice of more products with brands, lower prices, one stop shopping, better family shopping and stock of fresh product as the reasons to choose. On another side, goodwill, proximity to the residences, availability of credit, bargaining possibility, home delivery, opportunity to choose the loose items etc. are the benefits from traditional stores (Joseph and Soundararajan, 2009). Joseph and Soundararajan (2009) also pointed out that with the modernisation of retail, there is an increase in consumer spending and small purchasers are saving more from shopping at modern retail stores. The degree of saving is depending on retail format type, which is more for supermarket and discounter and less for hypermarket. Mukherjee and Patel (2005) identified that the maximum benefits of the retail boom go to the consumers as the retailers in organised sector are initiating some measures such as consumer behaviour tracking and programmes of loyalty to retain market shares. Sinha et al. (2002) showed that the factors, which are affecting the choice of retail stores, vary across gender. Men are giving more prominence to proximity but women do emphasise the different merchandise offered by the outlets.

Rao (1998) recommended that consumers in India recognise the value addition made by the brand. Foreign brands are being perceived by Indian consumer to be of more qualitative than domestic brands (Kinra, 2006) and foreign brands are more preferable (Rao, 2000). The younger persons are more interested to experiment with new brands and the different store and non-store formats are providing the opportunities for more retailers and brands. The kids are becoming the key decision makers in purchase of household commodities as founded by Kaur and Singh (2007).

But the specific focus on the factors directly or indirectly related with the protection as well as welfare of Indian potential consumers in retail market with strong policy recommendations about the important matters in the post liberalized India has not been done by any studies. Our main emphasis will be on that

with a practical experience in Kolkata where we found an ideal retail marketing system and some policy recommendations based on empirical exercise.

<div style="text-align:center">IV. DATA AND METHODOLOGY</div>

Primary Data

To fulfil our objectives by understanding the behaviour of shopping of Indian consumers and how they have been impacted by modern retail outlets, a primary survey has been conducted in December, 2014 to April, 2015 covering 400 consumers from Kolkata Metropolitan area. We have collected the data through a mix of exit interviews, door to door surveys and random interviews in different shopping malls and market areas. The samples have been selected by using a technique of stratified random sampling. We stratify the entire population on the basis of their level of income, level of education, occupation and their area of living. We have divided the entire data on respondents into three broad categories on the basia of their income level as following - low income group: Rs. 10000/- to Rs. 15000/-; middle income group: Rs. 15000/- to Rs. 20000/- and rich over Rs. 20000/- to Rs. 25000/-. Socio- Economic Classifications (SEC) of the consumers has been identified from five sub-areas, where there is the presence of modern retail. Around 90 percent of total respondents were in the age group of 20 to 60 years, constituting the core of working population and the decision makers in maximum household. Fifty six percent of the respondents were male.

We conduct our survey by using a semi-structured questionnaire. A major part of the questionnaire has been kept open ended to be informed as much as possible. Our questions have mainly focused on:

- The factors, which are affecting the choice of branded products.
- Type of expenditure of consumer across different categories of products and brands within all categories of products.
- Knowledge of consumers about retailing in outlets.
- Preference of consumers across modern retail outlets.
- The factors affecting the choice of consumers across retail outlets with rating across different kinds of parameters.

We have analysed the data collected from our primary survey by using different regression models and the results have been summarised in next section.

Econometric Methodology

Linear Regression Model

The assumption of the sample of "with replacement" is convenient to discuss the linear regression model at the preliminary stage. Further we assume that the analytic file of observation data are including the index variables for strata, has been designated by 'h' and primary sample units (PSUs) have been designated by 'i'. The variables in additional structure do not require to be identified when we want to use the design assumption of "with replacement" at the initial stage of selection of sample.

The total implications of using the sample design from a complex household have been incorporated into the model coefficients estimates and standard errors among them when we use a statistical package which accounts properly for the design of household survey including the weights of analytic and the structure of design. Our focus moves to incorporate the structure of design into the model and analysis will permit the effects estimation related to structure variables at the time of the discussion of multi-level models. A model of linear regression, involving one continuous and one categorical explanatory variable can be written as following:

$$y_{hij} = \alpha x_0 + \beta_1 x_{1hij} + \sum_{d=1}^{D} \gamma_d x_{2dhij} + \varepsilon_{hij}$$

(1)

In the above equation (1), the observations have represented by y_{hij} as the observed dependent variable, x_0 as an intercept variable, which set to 1 always; x_{1hij} as an observed continuous explanatory variable, x_{2dhij} as a set of indicator variables defining a categorical variable with the levels of D. The parameters in regression model, $\alpha, \beta_1, \gamma_d$ and d=1....D, are termed as the regression coefficients, have been estimated by our analysis. The term ε_{hij} is the error term in our model, measures the deviation from the model associated with the observation of 'j', associated with 'i'th sample unit of 'h'th stratum. This is a model of main effects as it is not containing any interaction effect.

Logistic regression models

The linear regression approaches cannot be applied in case of categorical dependent variable. We discuss only the two level binary categorical variables, which can be analysed by using the model of logistic regression, although there is the availability of procedures of multinomial modelling. In this context, logistic regression is a case of special simpler multinomial regression.

Linear regression approaches work with binary dependent variable as coded 0 and 1 for two-category but can predict the values outside the range of 0 to 1. To identify the explanatory variables which are the good predictors of dependent variable, a linear regression a binary dependent variable might be used as a first step with the availability of software packages not specific for logistic regression.

Numerical methods have been used in logistic regression models to fit the parameters. So, sometimes they are having the difficulty of converging in a solution. The users should be careful to the warnings given by software when problems will occur with convergence. In general, these types of cases may be resolved by simplifying the models. A model of logistic regression which involves one continuous and one categorical explanatory variable can be expressed as following:

$$\log\left(\frac{p(\underline{x}_{hij})}{1-p(\underline{x}_{hij})}\right) = \alpha x_0 + \beta_1 x_{1hij} + \sum_{d=1}^{D} \gamma_d x_{2dhij} + \varepsilon_{hij}$$

(2)

The terms in the right hand side of the above model can be defined by the same way as in earlier model. We consider an example, where $p(\underline{x}_{hij})$ is a function of explanatory variables and it is designated by p for convenience to understand the logistic transformation. Further we assume that p is the probability that with a given set of values for explanatory variables, a household is having an income level below the poverty level.

Then p/(1-p) will be the odds of being in poverty and log(p/1-p)) is the log odds of p, sometimes it is called $\log_{ij}$ (p). The above equation relates the log odds of p to the x's. The single household observations where we do not observe the probability of being in poverty, but the actual current: in poverty or not in poverty. As the dependent variable is a log odds of p, then each parameter [α, β_1, γ_d and d=1....D] will also be on the log odds of p scale; furthermore, the relationship between log odds of p and the x's has been assumed to be a linear.

V. EMPIRICAL FINDINGS

5.1 Consumer Attitude towards Brand

Purchasing behaviour of the consumers across branded as well as non-branded product is depending on different factors like perception about quality and reliability of brands, availability of brands etc. For instance, the respondents have bought the dietary supplements of brands as the popular ones are available in traditional or modern retail outlets, which are branded in large scale.

They have been also considered reliable because they are going through the checking of health and safety to meet the regulations by the government. We consider brands as a proxy for better quality in case of consumers' durables and the branded product provides good after-sales services as usual. Our survey has found that the most of the FMCGs are branded and available in both modern and traditional stores in all price ranges. Hence, the consumers can buy branded products in easiest way.

The regression results from table 1 depict that a 100 percent increase in income will lead to a 13 percent enhancement of interest on branded products for the respondents in higher income group. An interest on brand is significantly higher to the educated persons where as their spending is insignificant on branded product. With the 100 percent increase in education level leads to 11 percent increase in brand interest in corporation area in Kolkata. Men respondents are 8 percent less interested on branded products as compared to women.

Table 1: Estimated Statistics of Simple Regression

Dependent Variables	Interest on Brand			Spending on Branded Product		
Independent Variables	Coefficient	t Statistics	Probability	Coefficient	t Statistics	Probability
Income	0.13	6.21	0.00	0.10	4.98	0.00
Level of Education	0.11	4.07	0.00	0.80	1.93	0.49
Gender	0.08	2.92	0.02	0.09	3.01	0.02
Model Statistics	R square = 0.18, F statistics = 17.64, p > | t | = 0.01			R square = 0.19, F statistics = 19.04, p > | t | = 0.00		

Source: Authors' estimation in Stata 12 software by using primary data from Kolkata

By using the model of logistic regression, table 2 is showing that the effect of the factors relating to awareness and demography on branded products in specific categories of product. For garments and gems, purchase of brands is being impacted by both income and level of income. But in the case of food product, level of education is an insignificant factor because educated consumers always prefer customised products. Education level is influencing the decision to purchase the brands for electronic goods, since branded products have been perceived as more knowledgeable in use.

Table 2: Estimated Statistics of Logistic Regression

Dependent Variables	Garments & Gems	Food Products	Electronics

Independent Variables	Exponent	Wald	Prob	Exponent	Wald	Prob	Exponent	Wald	Prob
Income	0.61	13.23	0	0.38	11.98	0.01			
Level of Education	0.44	9.29	0.03				0.53	10.55	0.02
Model Statistics	**Log Likelihood = 391.64, p < 0.01**			**Log Likelihood = 241.27, p < 0.03**			**Log Likelihood = 311.29, p < 0.03**		

Source: Authors' estimation in Stata 12 software by using primary data from Kolkata

5.2 Knowledge of Usage

Previous section analyses the factors affecting the purchasing decision for brands, which vary across categories. In this section we will discuss about the knowledge of usage of brands. The knowledge of brands is not ensuring the usage of brands while usage of brand may not ensure the awareness of origin or history of brand. Various factors are affecting awareness or knowledge of the consumers on brands like the number of years a brand presents in the country, visibility of brand through advertising, marketing and social networking etc.

Awareness and use of brands have been assessed through some aided testing of awareness, where the respondents have been shown a sample of foreign brands selected randomly and asked different types of questions relating to knowledge and usage.

Almost 46 percent of our respondents in primary survey, whose education level is high in high and middle income group, are favouring the activities of international MNCs in Indian retail. They think MNCs activities are facilitating the entry of different new brands into India as shown in table 3. The foreign brands are a kind of superior quality and the activities of MNCs will infuse the more competition with force the domestic brands to improve and help to the diffusion of superior designs with new technologies. They also viewed that domestic consumers in India are ready to test with new brands and the availability of more unfamiliar brands will boost the choices for customers.

Table 3: Estimated Statistics of Linear Regression

Variables	Exponent	Wald	Probability (Sig Level)
Income	1.08	9.23	0.07
Level of Education	0.74	6.25	0.02
Model Statistics	Log likelihood = 288.31, p < 0.03		

Source: Authors' estimation in Stata 12 software by using primary data from Kolkata

More or less 21 percent of the respondents are against of overseas brands in India and arguing that brands from foreign are relatively more costly than domestic brands and catering low to high income groups. They think that there are an adequate number of international brands in Indian market at present, and any longer of them may intimidate the livelihood of conventional retailers in India.

VI. CONCLUDING REMARKS

Protection and welfare of the consumers have been a key component to the policy makers in quickly growing developing countries like India. But unfortunately the consumers' interests do not receive more attention and importance to deserve it. It is fortunately true in the case of the policy of FDI in retail in India. The goal of enhancing access of goods and services to consumer and reduction of poverty and inequality cannot be achieved by ignoring the consumers, It is clearly revealed from our findings that even the consumers from higher income group in India are spreading their expenditures on different categories of branded as well as non-branded products and retail formats.

We have found the considerable heterogeneities in the tastes of consumers, choices of products and behaviour of shopping. Shopping behaviour of the consumers in India is a complex to justify a simple assumption of their preference of foreign retailers in always to domestic retailers if retail FDI is allowed. We can also conclude that even than the several kinds of laws meant for the protection of consumers against some unfair practices of trade, misleading and false advertisements are going on to exploit the consumers. Regulation of health and children related advertisements would be better by enforcement, corrective advertisements, self regulation by industry independent regulator etc. Backdated laws with poor enforcement are the major lacunas to control advertising.

For a sustainable, meaningful and healthy life of future consumers in India, the women, youth and nature must be accommodated in any planning. Speedy, inexpensive and simplest redressal of consumers grievances, contained in the Consumer Protection Act are actually unique and having few parallels in other side of the world. Now the Indian consumers in retail market are more protected than before after the implementation of the Act. We need more awareness of the consumers through education, actions and training by the government, activists and associations to make a success movement of consumer protection in India.

Different programmes in televisions have begun positively to discuss about problems to protect the consumers, movements of consumers. Ministry of Food and Supplies has formed a

separate cell for consumer protection. To attract the interest and build up the consumers' trust, the domestically produced products should be high in quality and certain standards should be enacted by the government for the assurance of quality of domestic as well as imported products.

REFERENCES

[1]   Chadah, S. (2009), "Responsibility of service providers", Yojana, Vol. 53, pp. 31-35.

[2]   Images (2009), "India Retail Report 2009", Images Group.

[3]   Joseph, M. and Soundararajan, N. (2009), "Retailing in India: A Critical Assessment", Academic Foundation, New Delhi.

[4]   Kaur, P. and Singh, R. (2007), "Uncovering Retail Shopping Motives of Indian Youth", Young Consumers: Insight and Ideas for Responsible Marketers, Vol. 8, No. 2, pp. 128-138.

[5]   Kearney, A. T. (2010), "Expanding Opportunities for Global Retailers", Global Retail Development Index.

[6]   Kearney, A. T. (2011), "Retail Global Expansion: A Portfolio of Opportunities", Global Retail Development Index.

[7]   Kinra, N. (2006), "The Effect of Country-of-origin on Foreign Brand Names in theIndian market", Marketing Intelligence & Planning, Vol. 24, No. 1, pp.15-30.

[8]   Lewis D. Eigen (2009), "A Solution to the Problem of Consumer Contracts That Cannot be Understood by Consumers Who Sign Them", Scriptamus, 2009.

[9]   McKinsey and Company (2007), "The Bird of Gold: The Rise of India's Consumer Market", McKinsey Global Institute.

[10] Ministry of Food Processing Industries (2011), "Annual Report 2010-11", Ministry of Food Processing Industries, http://mofpi.nic.in/images/ar10-11.pdf.

[11] Mukherjee, A. and Patel, N. (2005), "FDI in Retail Sector: India", Academic Foundation, New Delhi.

[12] Nielsen, AC. (2008), Consumer and Designer Brands, AC Nielsen, April, 2008.

[13] Ramachander, S. (1988), "Consumer Behaviour and Marketing: Towards an Indian Approach?", Economic and Political Weekly, Vol. 23, No. 9 pp. M22-M25.

[14] Rao, S. L. (1998), "Brand Building in Indian Industry", Economic and Political Weekly, Vol. 33, No. 40, pp. 2566-2568.

[15] Rao, S. L. (2000), "India's Rapidly Changing Consumer Markets", Economic and Political Weekly, Vol. 35, No. 40, pp. 3570-3572.

[16] Shukla, R. (2010), "How India Saves Earns Spends and Saves: Unmasking the Real India", SAGE Publications India Private Limited and NCAER.

[17] Sinha, M., Bhar, M. And Gole, M. K. (2015), "Foreign Direct Investment and International Trade: An Empirical Exercise for India", Suprayaga, No. 5, pp. 128-135.

[18] Sinha, P. K., Banerjee, A.and Uniyal, D. P. (2002), "Deciding Where to Buy: Store Choice Behaviour of Indian Shoppers", Vikapa, Indian Institute of Management, Vol. 27, No. 2.

[19] Sinha, P. K. (2003), "Shopping Orientation in the Evolving Indian Market", Vikalpa, Vol. 28, No. 2, pp. l3-22.

AUTHORS

First Author – Sarmistha Agasti, Department of Humanities & Social Sciences,National Institute of Technology Durgapur, West Bengal, India

Second Author – Madhabendra Sinha, Department of Humanities & Social Sciences,National Institute of Technology Durgapur, West Bengal, India

Third Author – Prof. Partha Pratim Sengupta, Department of Humanities & Social Sciences,National Institute of Technology Durgapur, West Bengal, India