

# 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

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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

**KJ Lindholm-Leary**



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*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 **The Changing Face of British Retailing** Edward McFadyen,1987 **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 **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 *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 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

*Environment & Planning A.* ,1992-07 Quarterly Review National Westminster Bank,1980 British and Foreign Trade and Industry (second Series) Great Britain. Board of Trade,1904 **British and Foreign Trade and Industry** Great Britain. Board of Trade,1904 *Costs and Benefits of VAT* Cedric Sandford,Cedric Thomas Sandford,1981 The results of a study on cost incurred by taxpayers or by third parties in meeting the requirement of the tax system over and above the tax liability itself and the cost incurred by the revenue authorities in the taxation process *Public-private Partnerships in Third World Development* Clyde Mitchell-Weaver,H. C. Brookfield,Ian Wells,Marion Bennett,Sarah James,1988 **Managing and Marketing Services in the 1990s** Richard Teare,Luiz Moutinho,Neil Morgan,1993 *Hardware Retailer* ,1928 Whitaker's Books in Print ,1998

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