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(57) Abstract :  
 The main purpose of the current research work is to carry out a detailed study of the impact of organized retailers on traditional retailers, with a special focus on the food and grocery industry. To accomplish this important purpose, the following specific objectives are set. 1. To assess the impact of food and grocery regulated retailers on the sales performance of traditional retailers. 2. Examining the impact of organized food and groceries organized retailers on the customers and staff of traditional retailers. 3. Analyze the survival strategies adopted by traditional retailers to meet the challenges and competition created by food and grocery organized retailers. 4. Observe the facilities and services provided by organized and traditional retailers. 5. Evaluating the market tendencies of traditional retailers, dealing with competition and children doing their business. 7. To examine demographic and behavioral factors affecting customer preferences towards organized and traditional retail stores. 8. Read customer-wise product preferences towards organized and traditional retail store.

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