

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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FDI IN INDIAN MULTI-BRAND RETAIL-CONSUMER PERSPECTIVE

NEERAJA T S
GUEST LECTURER
DEPARTMENT OF COMMERCE
ST TERESA'S COLLEGE
ERNAKULAM

ROSMIN JOHN
AUDIT ASST.
DELOITTE
HYDERABAD

SHANA XAVY
OFFICER
ROYAL BANK OF SCOTLAND
CHENNAI

SHERIN ALICE PHILIP
OFFICER
ROYAL BANK OF SCOTLAND
CHENNAI

ABSTRACT

Foreign Direct Investment has been one of the most discussed topics in the Indian economy. Foreign direct investment is the talk of the day. Consumer's perception towards the impact of Foreign Direct Investment in India is unknown. This article gives an insight into Foreign Direct Investment in multi-brand retail. It analyses the advantages of foreign direct investment in multi-brand retail from consumer's perspective. It also analyses the disadvantage of Foreign Direct Investment in multi-brand retail from consumer's perspective. The impact of Foreign Direct Investment in overall development of the nation is also studied from consumer's perspective. Questionnaire was distributed to 100 respondents from various professions (Professionals, Government employees, Private employees, Women executives and Homemakers). Consumers perception on the basis of their profession is analysed.

KEYWORDS

FDI, multi-brand retail, forex reserve, logistics.

INTRODUCTION**THE INDIAN SCENARIO OF FDI**

The recent announcement by the Indian government permitting Foreign Direct Investment (FDI) in retail, especially allowing 100% FDI in single brands and multi-brand FDI has created positive sentiments in Indian Retail Sector. FDI is a type of investment that involves the pumping of foreign funds into an enterprise that operates in a different country of origin of the investor. FDI refers more specifically to the investment of foreign assets into domestic goods and services.

DEVELOPMENT OF FDI IN MULTI-BRAND RETAIL

This paper is a study of FDI in multi brand retailing. In an important policy move, the Indian government gave permission for up to 51% FDI in multi-brand retail in September 2012. The objective of this policy is to boost the retail business through adoption of international standards and practices. The entry of international products, practices and technology is expected to enhance the efficiency of domestic retailers.

As early as 1997 the Indian government had started its experiments with FDI, introducing restrictions and conditions. In 1997, the government approved 100 % FDI in "cash and carry" wholesale stores under the automatic route and, in 2006, 51 percent FDI was allowed in single-brand retailing, although with prior approval from the government. In December 2011, the government fully opened up FDI in single-brand retail stores more specifically to the investment of foreign assets into domestic goods and services. In 2012 the Indian government had made it mandatory for foreign multi-brand retailers to place at least 50% of their total investment in back-end infrastructure, thus giving a boost to facilities such as logistics and warehousing. The retailers (both single-branded and multi-brand) will have to source at least 30% of their goods from small and medium sized Indian suppliers. All retail stores can open up their operations in having population over 1 million. Multi-brand retailers must bring a minimum investment of US\$ 100 million. Out of this, half of the amount must be invested in back-end infrastructure facilities such as cold chains, refrigeration, transportation, packing, sorting and processing, in order to reduce the post harvest losses and to bring the remunerative prices to farmers.

ADVANTAGES OF FDI IN MULTI-BRAND RETAILING

With multi-brand retailers exploring opportunities in India, demand for retail space is likely to rise significantly. This will induce developers to launch new malls and, as store size requirements are significantly higher for multinational retailers, this will encourage them to build larger malls along with sufficient mall infrastructure. Quality will also receive a significant boost as the malls will be constructed to meet international standards and norms. The competitive environment is likely to enhance the productivity and efficiency of domestic retailers. With better and more transparent pricing, sales will improve significantly. Domestic retailers will also leverage their portfolios by adopting many of the new retail strategies followed by large international retailers.

FDI in Multi-brand retail invites a lot of investment in the country which will in turn provide transitional development in technology. The main points of the Government's proposal of pushing the FDI in retail are:

1. **Benefits to the farmers:** The big retail giants buy the produce directly from the farmers eliminating the middle men and offering them higher prices for their products. Thus farmers are less likely to get affected by the price raise in future. Middle-man mainly involves in speculative hoarding and creates

artificial shortages in perishable commodities, this leads to food inflation as demand is more and due to artificial shortage supply is less. Thus elimination of middle man will help in reducing food inflation.

- Increase in Forex reserves:** As per Government's proposal in increasing the FDI in retail, each retail giant is supposed to invest a minimum of 100 million dollars. Each retail giant is expected to open at least 15 stores across India and to open each store it may require 10- 15 million dollars which can total in billions of dollars in Forex reserves.
- Decrease in food wastage:** Today a major chunk of the food that is almost 30% – 40% of the produce is wasted in transportation. A lot of grains are also wasted in the government storage and go-downs. The government has made it compulsory to invest 50% of the investment in the development of infrastructure in logistics. Thus it will become critical to save a lot in storage and logistics.
- Better consumer choice:** Since most of the retail giants work on a large scale, they have large number of product varieties which generally the kirana stores in the neighbourhood are not able to store.
- Benefits to Real-Estate sector:** Retail is closely dependent on real estate as any retailer requires substantial spaces for setting up business. Real estate in India has gone through a revamp due to the demand of high end retail malls and people's changing perception towards an enjoyable shopping experience. Thus real estate can get a further facelift in India and receive more investment with the opening up of FDI in multi-brand retail.

Other benefits include:

- Huge Investments in the retail sector will provide gainful employment opportunities for the people especially in agro processing , sorting, marketing, logistics and front-end retail
- Increased competition in retail chain at domestic level will bring in more customization and standardization of existing brands and products.
- The customers will also get assortment of products at squat prices as compared to the market prices. They have more options to get international brands at one place. This ultimately improves the standard of living of the customers.
- Contributes to large scale investments in the real estate sector with major and global player
- Finally, the effective banking services (efficient and customized), is a result of effective competition which increases only after the foreign players were welcomed in arena.

DISADVANTAGES OF FDI IN MULTI-BRAND RETAIL

Though many advantages are associated with FDI, there are many arguments against government's announcement in introducing FDI in Multi-brand retail.

- FDI will invite trouble by unemployment of small retailers who may fail to compete with the big retail giants like Wal-Mart & Tesco (The Economic Times).
- Increase in FDI in retail will also create a monopoly of foreign brands in the food sector in India.
- The big retail giants are investment intensive and create very few job opportunities.
- Increasing FDI will not only impact just the retailers or the small time retail stores but will eventually impact all of the businesses that rely on it like the distributors, the small time salesman, rickshaw pullers who carry the goods to the shops, helpers at the distributor's office and retail shops, small time logistics owners and many small scale industries who cannot afford to purchase shelf space at big stores and retail chains. .
- The big retail giants having greater resources and capital is less expected to follow ethical practices which eventually threaten increase in inflation in future.
- More over none of the FDI supporters can guarantee what the end consumer will be able to save while purchasing from these retail giants due to this FDI in retail influx.

OPPORTUNITIES OF FDI IN MULTI-BRAND RETAILING

While it is important not to lose sight of the local "Mom and Pop" shops, there is a distinct opportunity for FDI in Multi Brand retail. At the present moment, Indian companies are exporting different types of products to numerous retailers across the globe. There is a large segment of the population which feels that there is a difference in the quality of the products sold to foreign retailers and the same products sold in the Indian market.

In view of the availability of higher disposable incomes for Indians, there is an increasing tendency to pay for quality and ease and access to a "one stop shop" which will have a wide range of different products. The introduction of FDI act as great opportunity to many of the big business houses in India. They support FDI because in reality, most Indian biggies who are in retail are running at losses. Except for Big Bazaar, most others like Reliance Fresh or others have been running at losses to different degrees. They have really not been able to compete with Indian retailers and traders who are mostly unorganized, and so want money and investment. Since they are not ready to invest their own money, 51% FDI in multi-brand retail helps as big companies like Wal-Mart will form collaborations with them and in turn, turn these losses into profits. The same companies would have cried if government had allowed 100% FDI, since then Wal-Mart can enter India on its own and have Walmart (India) which would have competed with these big businesses, further endangering positions of Reliance Fresh, Big Bazaar and Spencers. Hence, they are fine with 51% and not 100% FDI.

According to RBI Deputy Governor Subir Gokarn Government's decision to allow FDI in multi-brand retail will help increase productivity and ensure an efficient foodgrain distribution network to tackle high food prices. Rajan Mittal, managing director of Bharti Enterprises, says that farmers will gain in the form of better returns for their products with the introduction of FDI In multi-brand retailing as it develop direct procurement linkages with the farmers.

REVIEW OF LITERATURE

Organised sector is one of the most notable emerging sectors of the Indian economy that continues to attract investment and interest policies from leading national and international retail players. Factors like technology ,labour skills, and infrastructure are very important to explain the patterns and trends on the geographical structure of FDI. Indian retailers have a number of inherent strengths which helped them not merely survive the competition from organized retail but flourish. The Indian Council for Research on International Economic Relations (ICRIER) study (M. Joseph and N. Soundararajan, 2009) has shown that hardly 1.7 per cent of small shops have closed down due to competition from organized retail. They have competed successfully against organized retail through adoption of better business practices and technology. A study conducted by Mukherjee and Patel (2005) found that foreign retailers are working with small manufacturers for in-house labels and are providing them technologies like packaging technologies and bar coding. Sourcing from India has increased with the advent of foreign retailers and they also bring in an efficient supply-chain management system.

Kamaladevi Baskaran, Research Scholar, Dravidian University, Andhra Pradesh ,in her Article -'FDI in India's Multi Brand Retail-Boon or Bane' has mentioned about the global giant's entry to India and their myths and realities, highlighted on farmer's issues towards FDI in multi brand retailing and also stated the recommendations before allowing FDI in Multi brand retailing. The study concluded by stating the fact that ,to achieve the objective of modernization of Indian retailing, the government has to proactively assist traditional retailers by modernizing themselves ,should remove the domestic regulatory and interstate restrictions on retail and should allow foreign entry into Multi-brand retail.

Dr Deepali Moghe (Associate Professor, V.K.Krishna Menon College and Economics, Mumbai),in his article 'Critical study of Foreign Direct Investment in Indian Retail with special reference to Multi Brand Retail Sector, has mentioned the regulatory framework for FDI in retail sector and various entry options for FDI in retail.He suggested that the entry of foreign capital into multi-brand retailing need to be anchored in a way that it results in a win-win situation both for India and Global players. He concluded stating that a percentage of FDI should be sent towards building up of back end infrastructure ,logistics or agro processing units and at least 50% of the jobs in the retail outlet be reserved for the rural youth.

An Article 'Impact of Multi Brand Foreign Direct Investment in Retail sector in India by Prof.Dr.G.S.Popli and Prof.Sima Singh Delhi School of Professional Studies and Research, New Delhi, made a note on the trends in the Indian Retail Sector and the benefits and drawbacks of FDI in this sector, factors influencing the consumers to buy from the organized and unorganized retailers. The Liberalization of Indian Trade and Economy by the Government of India and the foreign participation in retail sector has registered substantial growth in this sector. From the study he concluded that, FDI in retail sector appears inevitable and

preferable as it prevents foreign players entry in to the Indian Market using other routes, it heat up competition by providing consumers a better deal both in prices and choices.

Rupali Gupta in her project on "FDI in Indian retail sector" states that, Indian retail industry is one of the sunrise sectors with huge growth potential. According to the Investment Commission of India, the retail sector is expected to grow almost three times its current levels to \$660 billion by 2015. However, in spite of the recent developments in retailing and its immense contribution to the economy, retailing continues to be the least evolved industries and the growth of organised retailing in India has been much slower as compared to rest of the world. Undoubtedly, this dismal situation of the retail sector, despite the on-going wave of incessant liberalization and globalization stems from the absence of an FDI encouraging policy in the Indian retail sector. In this context, the present paper attempts to analyse the strategic issues concerning the influx of foreign direct investment in the Indian retail industry. Moreover, with the latest move of the government to allow FDI in the multi-brand retailing sector, the paper analyses the effects of these changes on farmers and agri-food sector. The findings of the study point out that FDI in retail would undoubtedly enable India Inc. to integrate its economy with that of the global economy. Thus, as a matter of fact FDI in the buzzing Indian retail sector should not just be freely allowed but should be significantly encouraged.

In the International Journal of Multidisciplinary Research (Vol.2 Issue 6, June 2012, ISSN 2231 5780), Dr. Mamta Jain and Mrs. Meenal Lodhane Sukhlecha says that, Retailing is the interface between the producer and the individual consumer buying for personal consumption. This paper tries to establish the need of the retail community to invite FDI in multi brand retailing. In between the advocators and antagonists of FDI inflows in Indian retailing, there are few issues to be addressed for the consumer's rights to be saved, for the employment opportunities to be generated, for the regularization of the different retailers working in different areas, etc. Giant corporations like Wal-Mart and Reliance have started to try and take over the Indian retail sector. In spite of so many reasons behind allowing and not allowing FDI from entering our Indian borders, there are few examples of other developing countries who initially protested against the entry of foreign investment in retail sector and then, later on proved out to be the most effective decision in country's development and standing in the world.

The Hindu Business Line, November 18, 2012 says that, FDI in multi brand retail can strengthen supply chain links. India is the world's largest producer of fruits and vegetables, has the largest area under wheat, rice and cotton and is the second-largest producer of rice and wheat. That is the good news. But, at the other end of the spectrum, India loses about Rs 50,000 crore annually just on account of frail post-harvest infrastructure. A major scoop of these farm losses can be traced to a feeble supply chain system that includes storage, transportation and distribution. Inadequate warehouses and cold storages and poor road and rail transportation are some of the red flags in the Indian logistics landscape. Experts indicate that the advance of FDI could beef up the existing logistics infrastructure to a significant extent, which could translate into better prices for farmers and consumers. However, there is one rider. Retailers feel that unless there is a seamless implementation of this programme across states, robust supply chain architecture cannot be built. If some states chose not to open up FDI in their retail sectors, there would be a break in the chain. In a paper presented during a recent Confederation of Indian Industries (CII) seminar, Sunitha Raju from the Indian Institute of Foreign Trade, points out that direct procurement format resulted in an increase in farmers' net income by eight per cent, while consumers paid six per cent less and transportation wastage fell by seven per cent. This could further improve if supply chain logistics is strengthened.

Prof. (Dr.) G.S. Popli and Prof. Sima Singh in their research "Impact on multi brand foreign direct investment in retail sector in India" says that, India has been placed at first position in the category of countries with the best opportunity for investment in the Retail Sector by a survey of A.T. Kearney's 2005 on Global Retail Development. The increasing disposable incomes among the Indian middle class and increasing young population have been cited as the main reasons for such attractive optimism. This positive opinion of the experts has also encouraged the intense lobbying by certain sections for opening Foreign Direct Investment in this sector. Foreign investors are also very enthusiastic to invest in India's Retail Sector. The Government of India opened up FDI in 'Single Brand Retailing' in the year 2006. This was done with a primary motive of giving a boost to organized retailing in India. However, there's another equally strong lobby that has been opposing this idea of inviting foreign direct investment in multi brand. They claim that it will mop away the corner shops in every locality and chuck inhabitants out of the jobs and bring unthinkable melancholy. The Research Paper makes a modest attempt of developing an insight as to what are the trends in the Indian Retail Industry and to the benefits and drawbacks of FDI in this sector. It has also focused on whether this policy will be beneficial for the Indian Economy as a whole or not. It has also been observed that an efficient supply chain within the country may augment its linkage to the global supply chain. This in turn may boost farm exports significantly. Improved farm exports coupled with promised improvement in margins for farmers may bring in a happier and brighter tomorrow for our farmers.

OBJECTIVES OF THE STUDY

1. To identify the advantages to consumers from FDI in multi-brand retail sector.
2. To analyse the disadvantages to consumers from FDI in multi-brand retail sector
3. To study from the consumer perspective, the impact of FDI in multi-brand retail sector on the overall development of the nation.

HYPOTHESIS

HYPOTHESIS 1

Null hypothesis: There is no significant relationship between the profession of the consumers and their opinion regarding the contribution of FDI in the economic development of the country.

Alternate hypothesis: There is no significant relationship between the profession of the consumers and their opinion regarding the contribution of FDI in the economic development of the country.

HYPOTHESIS 2

Null hypothesis: There is no significant relationship between occupation of the consumers and their support towards FDI

Alternate hypothesis: There is significant relationship between occupation of the consumers and their support towards FDI

METHODOLOGY

DATA SOURCE

Both primary and secondary data were used for this study. Primary data was collected through questionnaires and secondary data were collected through journals, reports, articles and websites.

SAMPLING

The sample size of this study is 100. Respondents were categorised into five groups according to their profession. Various categories were Government employees, Private Employees, Professionals, Women employee and Home makers.

TOOLS OF ANALYSIS

Various statistical tools for analysis were percentage and chi-square test. Graphs, bar diagrams and pie-diagrams were used to give the pictorial interpretation.

ANALYSIS AND INTERPRETATION

Questionnaire method was used for collecting data. 100 samples were considered for analysis. The detailed analysis of the data collected is as follows

1. GENDER

TABLE 1: CLASSIFICATION ON THE BASIS OF GENDER

Gender	Number of respondents	Percentage
Male	56	56
Female	44	44
Total	100	100

(Source: Primary data)

From the above Table, it is clear that majority of the respondents (56%) are male and the rest 44% are female.

2. AGE

TABLE 2: CLASSIFICATION OF AGE

Age	No. of Respondents
Below 25	16
25-35	36
36-45	28
Above 45	20

(Source: Primary data)

The above Table shows that majority of the respondents are in between the age of 25-35 (36%), 28% of the respondents are in between the age of 36-45, 20% of respondents are above 45 years and 16% of respondents are below 25 years.

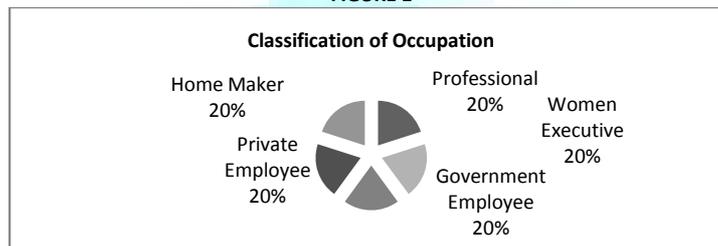
3 OCCUPATION

TABLE 3: CLASSIFICATION OF OCCUPATION

Occupation	No of Respondents
Professional	20
Women Executive	20
Government Employee	20
Private Employee	20
Home Maker	20

(Source: Primary data)

FIGURE 1



The above Table shows that the percentages of respondents are taken equally 20% each from home maker, private employee, Government employee, women executive and professional.

4 EDUCATION

TABLE 4: CLASSIFICATION OF EDUCATIONAL QUALIFICATION

Educational Qualification	No of Respondents
Graduation and Below	32%
Post-Graduation	32%
Professional	36%

(Source: Primary data)

The above Table shows that the majority of the respondents are professionals with 36%, 32% of the respondents are post graduate and the remaining 32% of respondents are graduate and below graduate.

5 ANNUAL INCOME

TABLE 5: CLASSIFICATION OF INCOME

Income	No of Respondents
Below 2.5 Lakhs	12%
2.5 -5 Lakhs	32%
5-7.5 Lakhs	26%
Above 7.5 Lakhs	10%
Not Applicable	20%

(Source: Primary data)

The above Table shows that the majority of the respondents (32%) earned '2.5-5 lakhs' annually, 26% of the respondent's annual income is 'Between 5-7.5 lakhs', 12% of the respondents annual income is 'Below 2.5 lakhs', 10% of respondent's annual income is 'Above 7.5 lakhs' and 20% of the respondents gave the option 'Not applicable'.

6 LEVEL OF AWARENESS

TABLE 6: LEVEL OF AWARENESS REGARDING FDI

Level of Awareness	No of Respondents
Excellent	16%
Good	46%
Satisfactory	30%
Poor	8%

(Source: Primary data)

From the above Table , 46% of the respondents which is the majority responded the level of awareness regarding FDI as good, 30% of the respondents responded as satisfactory, 15% of respondents responded as excellent and 8% responded as poor.

7 SUPPORT TO FDI IN MULTI-BRAND RETAIL

The classifications of the respondent base on their support level to the FDI in multi brand retail are shown below.

TABLE 7: SUPPORT TO FDI IN MULTI-BRAND RETAIL

Particulars	No. of Respondents
Support FDI	67%
Do not support FDI	33%

(Source: Primary data)

From the above table 72% of the respondents which is the majority supported FDI in multi-brand retail and 28% of respondents do not support FDI in the multi-brand retail.

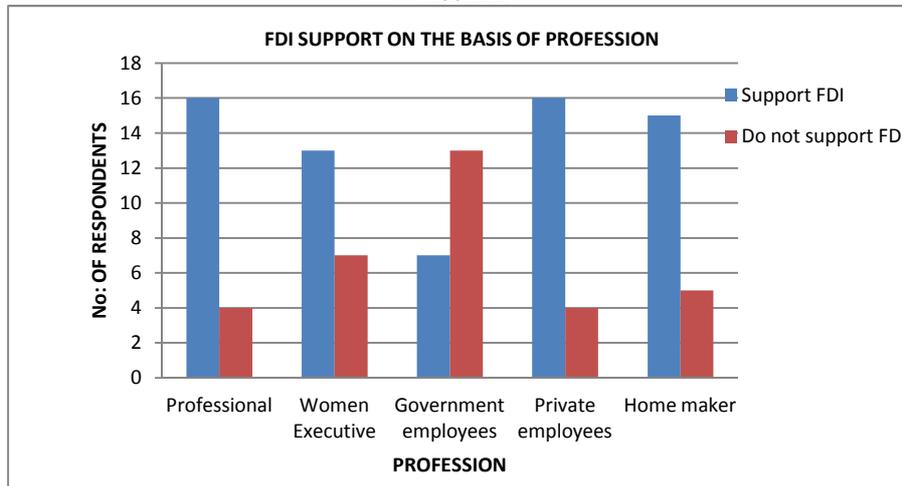
8 CALCULATION OF RESPONDENT'S SUPPORT TO FDI ON THE BASIS OF OCCUPATION

TABLE 8: CLASSIFICATION ON THE BASIS OF OCCUPATION

Occupation	Support FDI	Do not support FDI	Total
Professional	16	4	20
Women Executive	13	7	20
Government employees	7	13	20
Private employees	16	4	20
Home maker	15	5	20
Total	67	33	100

(Source: Primary Data)

FIGURE 2



From the analysis conducted using chi-square, calculated value for the above observation was 13.75. The table value at 5% significance with 4 degrees of freedom was 9.49. Since the calculated value is less than the table value, null hypothesis will be accepted i.e. there is no significant relationship between different occupational sectors of consumers and their support towards FDI

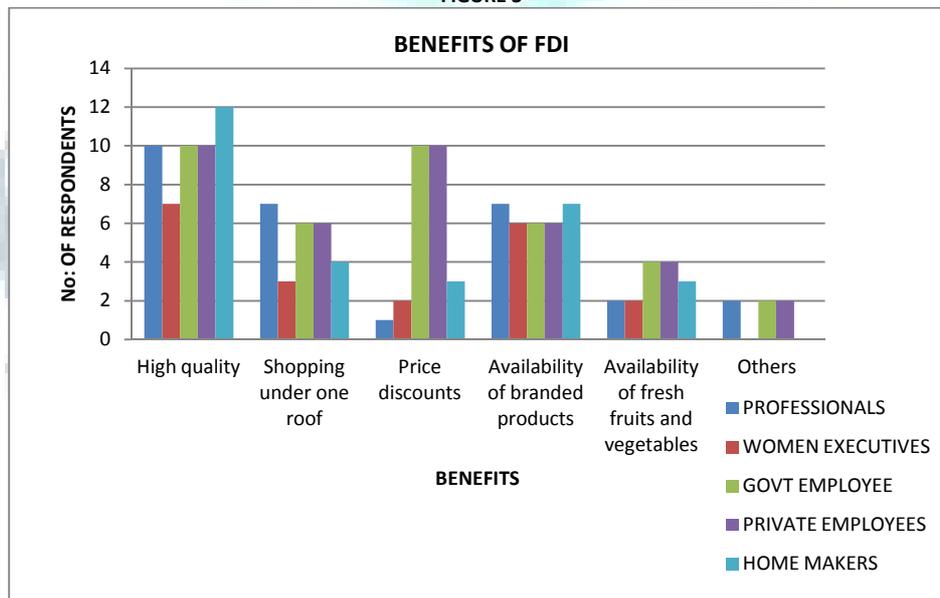
9 BENEFITS OF FDI IN MULTI-BRAND RETAIL TO CONSUMERS

The opinion of respondents towards various benefits of FDI in multi-brand retail was analysed. Various benefits analysed were 'High quality', 'Shopping under one roof', 'Price discounts', 'Availability of branded products' and 'Others'.

TABLE 9: BENEFITS TO CONSUMERS

Benefits	PROFESSIONALS	WOMEN EXECUTIVES	GOVT EMPLOYEE	PRIVATE EMPLOYEES	HOME MAKERS	TOTAL	PERCENTAGE (%)
High quality	10	7	10	10	12	49	32
Shopping under one roof	7	3	6	6	4	26	17
Price discounts	1	2	10	10	3	26	17
Availability of branded products	7	6	6	6	7	32	22
Availability of fresh fruits and vegetables	2	2	4	4	3	15	8
Others	2	0	2	2	0	6	4

FIGURE 3



From the analysis, majority of the respondents have opted for 'High Quality' (32%) as the benefit of FDI. 22% have opted for 'Availability of branded products'. 17% have opted for 'Shopping under one roof' and 'Price discounts'.

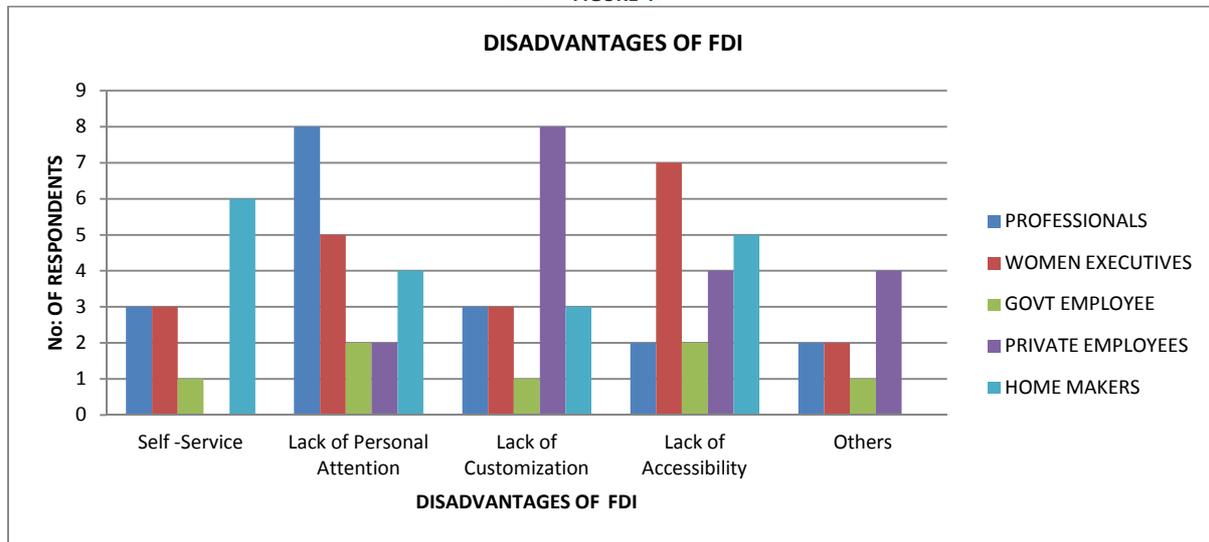
10 DISADVANTAGES OF FDI TO THE CONSUMERS

TABLE 10: DISADVANTAGES OF FDI

Disadvantages	PROFESSIONALS	WOMEN EXECUTIVES	GOVT EMPLOYEE	PRIVATE EMPLOYEES	HOME MAKERS	TOTAL	Percentage(%)
Self -Service	3	3	1	0	6	13	16
Lack of Personal Attention	8	5	2	2	4	21	26
Lack of Customization	3	3	1	8	3	18	22
Lack of Accessibility	2	7	2	4	5	20	25
Others	2	2	1	4	0	9	11

[Source: Primary Data]

FIGURE 4



From the analysis, majority of the respondents have considered 'Lack of personal attention' (26%) as the disadvantage of FDI. 25% have opted for 'Lack of accessibility as the reason. 22% opted 'lack of customisation' and 16% 'self-service'. 11% gave the reason as 'Others'.

11 THE REASONS FOR NOT SUPPORTING FDI IN INDIAN MULTI-BRAND RETAIL SECTOR

TABLE 11: THE REASONS FOR NOT SUPPORTING FDI IN INDIAN MULTI-BRAND RETAIL SECTOR

Reasons for not supporting	Professionals	Women executives	Govt Employees	Private employees	Home makers
Lack of Personalized service	25%	14%	38%	0%	44%
Lack of Accessibility	0%	43%	23%	0%	33%
Non-availability of local brands	0%	0%	15.38%	50%	11.11%
Cultural and Lifestyle change	25%	29%	8%	0%	11%
Others	50%	14%	15%	50%	0%
TOTAL	100%	100%	100%	100%	100%

Majority of the professionals have (50%) given the option 'Others' as the reason behind not supporting FDI. Majority of the women executives have given the option (43%) 'Lack of accessibility'. Government employees have given the reason 'Lack of personalised services'. Private employees have given the option 'Non-availability of local-brands' and 'Others'. Home makers have given the option 'Lack of personalised services' (44%)

12 CONSUMER'S PERCEPTION TOWARDS FDI IN MUTL-BRAND RETAIL'S CONTRIBUTION TOWARDS OVERALL DEVELOPMENT OF COUNTRY

TABLE 12: CLASSIFICATION OF CONSUMER'S PERCEPTION ON THE OVERALL DEVELOPMENT DUE TO FDI ON THE BASIS OF PROFESSION

Occupation	Support FDI	Do not support FDI	Total
Professional	16	4	20
Women Executive	13	7	20
Government employees	7	13	20
Private employees	14	6	20
Home maker	15	5	20
Total	67	33	100

From the analysis of Table using chi-square test, the final conclusion is that in consumer's perspective, there is no significant relationship between the profession of the respondent and their opinion regarding the role of FDI in economic development of the country.

Other than the government employees, all the respondents are of the opinion that FDI contributes towards the economic development of the country.

FINDINGS

- Level of awareness regarding FDI of majority respondents falls under the category 'Good' (46%).
- Majority of respondents support FDI
- The category of respondents who supported FDI are professionals (80%), women executives (65%), private employees (80%), homemakers (75%) .
- The categories of people who do not support FDI are Government employees (65%)
- The most attractive benefit of FDI is 'High Quality of Products' for all categories of consumers.
- Professionals have opted for 'Lack of Personal Attention' (44%) as the main disadvantage.
- Women Executives have opted 'Lack of Accessibility' (35%) as the major disadvantage.
- 'Lack of Personal Attention' (29%) and 'Lack of Accessibility' (29%) were the disadvantages opted by Government employees.
- Private employees have chosen 'Lack of customization' (45%) as the main disadvantage of FDI
- Home makers have opted for 'Self-service' (33%) as the main disadvantage of FDI in multi-brand retail.

- Professionals have opted the option 'Others' (50%) as the reason for not supporting FDI.
- Women executive has opted 'Lack of accessibility'(43%) as the reason for not supporting FDI
- 'Lack of personalized service' (39%) is opted as the reason behind not supporting FDI by women executives and home makers (45%)
- Private employees have chosen 'Non availability of local brands' (50%) and 'Others' (50%) as the reason for not supporting FDI
- From the total respondents, 65% has the opinion that FDI contributes to the overall development of the nation. 80% of 'Professionals', 65% of women executives, 70% of private employees and 75% of home makers are of the opinion that FDI contributes to the overall development of the nation. Whereas only 35% of Government employees seconded the same.

SUGGESTIONS

- Multi- brand retail outlets should try to include local brands of good quality also in their merchandise.
- Steps could be taken to improve the accessibility to these multi-brand retail stores.
- Better policies should be adopted by multi-brands for protection of employee rights and Government should ensure it.
- Multi-brand retails should adopt sustainable development practices to protect the resources of the nation.
- Government should assure the public that the FDI in multi brand retail would in no way influence or affect the Government policies.

CONCLUSION

The project aimed at identifying the advantages and disadvantages of FDI in multi-brand retail in consumer's perspective. It also identifies the overall development of the nation in consumer's perspective. The main advantage identified from the study due to FDI in multi-brand retail sector is 'High quality of products' available to consumers. The main disadvantage is lack of accessibility and personal attention to the consumers. Majority of the respondents were of the opinion that FDI in multi-brand contributes to the overall development in the nation. Majority have chosen all the stated options. The respondents who were against the opinion that FDI in multi-brand contributes to the overall development in the nation have mostly chosen the factor, foreign control on Government policies.

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