Emerging Trends in Retailing

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Edited by
Neenu Sharma

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Preface

Retailing occupies a very important place in the economics of any country. It is the final stage of distribution of product or service. In today's era, the places in the cities have become congested, infrastructure has changed, transport facilities have increased, and the speed of exchanging information has become extremely fast. Retailers are adopting new technology. Society is changing, consumers are changing and so are the retailers. Retailing has managed to keep itself paced with the changing times.

In the complex world of today, the consumer is king and retailers are keener on consumer satisfaction. Considering the busy lifestyles of today's consumers, the retailers also provide services apart from products. With advancements in technology and ever-changing customer demands, the retail industry is evolving at a rapid pace. Embracing and adapting to these changes have become essential to developing and maintaining a competitive edge in the cutthroat world of retail. Forward-thinking retailers are using social media to communicate with the consumers. With the space crunch, modern retailers have learnt how to use every inch of the floor constructively. Apart from opening online retail store, the retailers take the help of *Augmented Reality* such as 3D mock-ups to let the customer try the products on themselves. Retailers are working progressively on delivery of orders that customers placed through online shopping. Retailers are bringing something new now and then to charm the customers. Those places where internet is still not accessible, retailers are exploiting the power of mobile phones to advertise their products.

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