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(57) Abstract :
 [011] The current study seeks to examine the impact of corporate retailing on consumers and small businesses in Tamil Nadu. This study is limited to three major retail divisions: food and groceries, fashion and accessories and pharmaceuticals. All three retail segments account for approximately 55 percent of retail sales in recent years. The current study is limited to three corporate retailers, Reliance Fresh, McMart and Himalaya Pharmaceuticals. In the current work, the factors that motivate consumers to like corporate retail outlets, their level of satisfaction with the work of corporate retailers and the perceived impact of consumers and small retailers on corporate retail outlets are mainly emphasized.

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