

# A Study on Modern Retailing and its Collision on Consumer with Special Reference to Tirunelveli City

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**Abstract:** *The paper provide insights into modern retailing and its collision on consumer with special reference to Tirunelveli city. The concept of modern retailing relates to business which is a part of society ,it is an open system having so many sub systems like production ,finance ,marketing, purchasing , selling and store keeping. Therefore, modern retailing is a sum or cluster of consumers who purchase different goods and services from the different retail stores. The main objective of this study is to identify the demographic profile of the respondents, new automation system and technologies in modern retailing, product range, strategies used in modern retailing and provide suggestion from this study. Sample size was selected randomly as 60 and statistical tool was used like chi-square test. The author conclude this paper that the, consumer should be responsible of giving a proper feedback to the retailers about their choices and brand, keeping in mind, the retailers will act accordingly.*

**Keywords:** Consumer, Discount, Retail, Stores, Strategies

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