**Abstract**

Retail is the largest industry in the world and is controlled by few powerful businesses.The emergence of a more open world economy, the globalization of consumers’ tastes, and the development of a worldwide commercial web all have increased the interdependency and interconnections of markets across the globe. In such a global environment, firms should develop their marketing strategy.The Indian retail market will soon become more competitive as the small retailer groups have started using quality measures like Retail Service Quality Scales (RSQS) for their performance improvement and it will develop the suitable to Indian context. Retail showrooms will start offering multi-channel online retailing facility. The Indian society has shifted to purchasing product and services online in recent days. The online shopping destinations like eBay, Amazon comparison shopping portals like froogle and shopping.com will be popular in Indian community. Thus the customer can not only save time but also have a better comparison of products in the neighbourhood retail showrooms.