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COVER STORY

WHY

## CDIT RETAILERS NEED TO RETHINK

### HOW THEY INFLUENCE SHOPPING BEHAVIOUR

While focusing on growing a profitable chain of CDIT (Consumer Durables and IT) product stores, brick-and-mortar retailers often struggle to keep pace with the evolving purchase journey of their customers. With the rapid rise of online options which offer a better bandwidth of choice and price, the barriers to online shopping are starting to disappear. Consumers are slowly dropping their guard and increasingly succumbing to their lure, leaving the comfort of offline stores for the impulsive online.

**CORRIGENDUM:**

The article titled Newsmaker on page 13 of IMAGES Retail November issue erroneously featured a wrong logo over the image of VR Surat. The designation of Mr. Sachin Dhanawade, VP-Operations, Virtuuous Retail was also wrongly mentioned as VP-Operations, Virtuuous Retail Surat. We deeply regret the error. The correct picture of the celebrations at the mall has been featured here.



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