



CONVERSION OF CUSTOMER FOOTFALL TO PROSPECTIVE SALES AT SELECT RETAIL OUTLETS IN BANGALORE

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ABSTRACT

Retailing consists of the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by post, in small or individual lots for direct consumption by the purchaser. The field of retailing is both fascinating and complex. In retail, footfall is the shopper's mechanism of non assisted magnetism; conversion comes from the foreplay between the merchandise and shopper. With organised retail comprising just 3% of India's retailing today, the whole world is looking at how to glamorize it to entice a billion plus people to spend. There are just a handful of global brands that have the capacity to pull in shoppers by their brand power. But that is not at all enough to get the footfall required to run different categories of organized retail in India. This paper Studies the Retailing Footfall and conversion of customer footfall into prospective Sales in Bangalore

KEYWORDS: *Footfall, Retailing, Conversion, Bangalore.*