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**Influences on inter-format retail competition:  
Study of periodic markets and retail store  
in rural markets of India**

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Competition between retail formats is expected to be less compared to the intensity of competition within a retail format. This study examines the competition between the rural retail stores and periodic markets. Periodic markets are preferred as outshoppers expect variety, entertainment and reciprocity while the rural retail store provides convenience. Studies in urban areas indicate that consumers favor outshopping and this possibly suggests that increased access to villages would encourage outshopping. This expectation however, may not be true as availability of rural retail stores increase convenience. The prevalence of rural retail stores and the periodic markets are used to understand the inter-format competition and influence of access is examined through availability of paved roads and bus service.

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