



The second study proposes a new retail development model for informal markets applicable to developing economies using the lens of social network analysis. The qualitative data was collected over two years from fifteen retailers based on purposive sampling in a bazaar with participants from a similar socio-economic background, same religion, and speaking the same language. The data was analysed, and the role of social ties was found evident in the entry and sustenance of retailers. Bazaar Samiti, a retailer's association, acts as a significant formal institution that mediates both the process of entry and sustenance of new retailers. The paper also comes up with a process model of entry and sustenance within the boundaries of Bazaar.

The third study accentuates how spatial politics and norms under the layers of social and interpersonal trust results in contestation and further marginalisation of a retailer in the context of an informal marketing system. The paper completes the triad of the phenomenon of cooperation, competition with contestation. We offer insights by pointing to socio-economic, institutional mechanism and trust that turns Bazaar into a system of unorthodox transactions. The paper contributes to a deeper understanding of cooperation-competition-contestation, which results from a complex social hierarchy that reflects and supplements mainstream systems. This process is integrated through the implementation of a purely trust-based mechanism. This paper helps to challenge the singular emphasis on institutional mechanisms to understand parallel market systems. Moreover, by focusing on such market practices, this study adds to the sociology of Bazaars in a meaningful manner. We look beyond the usual seller-consumer relationship and study a traditional Bazaar-market that has its widespread existence in the contemporary Asian and Indian economies.