KAKATIYA GOVERNMENT COLLEGE, HANAMKONDA

WARANGAL URBAN

STUDENT FIELD STUDY PROJECT
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Impact of Organized Retailing on Medium and Small Kirana Outlets in

Semi Urban Areas of Telangana State

–A study of select districts.

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CHAPTER-I

1.1 Introduction

The history of retail trade is as past as the human. The retail industry is the sector of economy which is consisted of individuals, stores, commercial complexes, agencies, and companies etc., involved in the business of selling or merchandizing diverse finished products or goods to the end user consumers directly. The retail sector in India is vast and has huge potential for development. The retail sector in India contributes about 15 % to the national GDP and employs a massive work force after agriculture sector. Retailing is not only an important aspect of the economic structure but very much a part of our lives. The importance of retail trade runs through the entire story of human race. From the very beginning of the human history, it is found that people traded with one another for the necessities of their lives. And throughout, the objective has been the same - the struggle of mankind to satisfy its wants. The shop-keepers of ancient Rome, the peddlers and general stores of the middle ages, and super markets, departmental stores, discount houses of the modern age all are part of the same family, which in their own way strived for satisfying human wants.

1.2.Organized Retailing - refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses.

1.3.Unorganized Retailing - refers to the traditional formats of low-cost retailing, for example, the local Kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

1.4.The Indian retail industry

The Indian retail industry is one of the fastest growing in the world. Retail industry in India is expected to grow to US$ 1,100 trillion by 2020 from US$ 672 billion in 2017.Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet.

India's retail market is expected to grow at a Compound Annual Growth Rate (CAGR) of 10 per cent to US$ 1.6 trillion by2026 from US$ 641 billion in 2016. While the overall retail market is expected to grow at 12 per cent per annum, modern trade would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent. Indian retail market is divided into "Organized Retail Market" which is valued at $60 billion which is only 9 per cent of the total sector and "Un organized Retail Market constitutes the rest 91 per cent of the sector. India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. India's retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanization, changing consumer tastes and preferences are the other factors driving growth in the organized retail market in India.

India's population is taking to online e retail in a big way. The online retail market is expected to grow from US$17. 8billionto US$60 billion between 2017 and 2020. Organized retail penetration is expected to increase from 7 percent in FY2016-17 to 10 percent in 2020. Increasing participation from foreign and private players has given a boost to Indian retail industry. India's price competitiveness attracts large retail players to use it as a sourcing base. Global retailers such as Wal-Mart, GAP, Tesco and JCP enney are increasing their sourcing from India and are moving from third-party buying offices to establishing their own wholly-owned/wholly-managed sourcing and buying offices. The Government of India has introduced reforms to attract Foreign Direct Investment (FDI) in retail industry. The government has approved 51 percent FDI in multi-brand retail and 100 percent in single brand retail under the automatic route which is expected to give a boost to ease of doing business and Make in India, and plans to allow 100 percent FDI in e-commerce. The government has approved 100 percent FDI in retail trading food products that are manufactured or produced in India. Retail should continue to grow rapidly up to US $535 billion in 2013, with 10 percent coming from organized retail, reflecting a fast–growing middle class, demanding higher quality shopping environments and stronger brands, according to the report "Expanding Opportunities for Global Retailers".

A major development in recent times has been the emergence of varied retail formats that have started operating in most product categories. Economic reforms, growing middle class, rise in purchasing power, growing consumerism has led to retail modernization in India. The growing Indian market has attracted a number of foreign retailers and domestic corporate

to invest in this sector. According to Investment commission of India, the retail sector of India handles about $250 billion every year and expected to reach to $660 billion by the year 2015 with a growth rate of 15-20% every year. The Indian retail sector is highly fragmented with 97 percent of its business being run by the unorganized retailers. This sector is the large source of employment after agriculture and has deep penetration into rural India generating more than 10 percent of country's GDP (Gross Domestic Product).Debate raised recent past in the country, concerns about adverse effects of FDI (Foreign Direct Investment) on retail sector in India such as loss of employment in manufacturing and services, un healthy competition among domestic retailers leads to elimination of small traditional retailers, predatory pricing to create monopoly. However, the entrance of organized Retail stores such as Multi Brand Outlets, Convenience Stores, Hyper Marts, Super Marts, Discount Stores, Departmental Stores, Specialty Stores, Malls into semi-urban areas such a population of 20000 to 50000 somewhat called they as Major Grampanchayats, Mandal head quarters and Nagarapanchayats have posed distinct challenges upon small and medium traditional Kirana outlets in terms of their sales volume, business opportunities, merchandise and purchase policies, nature of promotion, and expense control measures. Therefore the present study is undertaken.

1.5.Role of un organized sector in Indian Economy

Kirana outlets represent the un organized retail business in India. The term retail Kirana outlets refers to "Those are usually shops with a very small area, stocking a limited range of products, varying from region to region according to the needs of the clientele or the whims of the owners ''.

According to ORG-MARG, about 78% of retail stores are operating in the form of traditional Kirana outlets, which are family-owned businesses utilizing only household labour. Even among the retail enterprises that employee hired workers, the bulk of them use less than three workers.

A Vast majority of middle class India still shops from one of the millions of tinny Kirana stores which otherwise known as *mom and pop* stores or corner *baniya* shops for precisely following reasons. Firstly, it is just a stone's throw away, so any time family needs something, it is easy to just stroll over and get it, even if it is as partly as a loaf of bread. Secondly, there is that trust about all the items being fresh and reasonably priced at the friendly neighbourhood kiranawalla. Thirdly, there is free home delivery, usually on a bicycle, for the regular monthly supplies, colloquially called 'ration'. And fourthly and most importantly, there is credit since the shop keeper knows the families in vicinity well enough,

he can actually extend credit based only on the jottings made in a tiny pocket t sized plastic - covered note book.   Almost 10 % of India's workforce is employed in the retail kirana business.

1.6. Distinguished Features of traditional retail kirana outlets :

The following are the some distinguished features of traditional Kirana outlets:

1.   These are low-cost structures, mostly owner-operated, have negligible real estate and labour costs, and little or no taxes to pay.

2.   Consumer familiarity that runs from generation to generation is one big advantage enjoyed by the traditional retailing sector.

3.   The kirana retailer to consumer ratio is very low with many such shops often located close to people's residence thus making location and convenience a major factor for their popularity.

4.   The kirana retailer offers credit facilities depending on the size of his business and seeming credibility of his customer.

5.   Branding is not the key decision criteria for a majority of customers at the traditional retail outlets, particularly in the small townships and rural India.

6.   Kirana retailers play a significant role in the purchase decision of the consumer by influencing both the product and the brand perception.

7.   Conventionally, kirana retailers source the merchandise from wholesalers and sell it to end - users.

8.   Supply chain integration does not quite matter in the case of a small kirana retailer because of the small scale of his operations.

9.   Kirana Retailers normally prefer to deal directly with wholesalers with whom they are able to negotiate rates and payment terms.

10   Kirana retailers provide a wide variety of facilities to their customers, such as telephone order, credit facilities, home delivery, customization on account of offerings and packaging, and specific products procured on order in case of stock-outs.

11.   These are available next door to offer personalized service in order to develop a strong relationship with their customers.

1.7. The Problem Statement

Consumer money drives the economy, and retail is where consumers spend that money. Boutiques, restaurants, discount super stores, mail-order companies, and e-tailors-these establishments are where consumers spend their hard-earned money. When goods are put in the hands, or shopping bags, of consumers, retailers realize revenue-and so do the wholesalers, distributors, and manufacturers that make up the rest of the consumer goods distribution chain. In addition, retail transactions serve as a means for collecting sales taxes, which support public services of all kinds.

Retail goods are traditionally divided into durable goods, such as furniture, cars and large appliances, which are expected to last at least five years, and nondurable goods, which include food, and other categories far too numerous to mention but which eventually form the bulk of the stuff you see on makeshift tables at garage sales. Retail industry provides immense opportunities to entrepreneurs and work force to work as salespeople and clerks, the industry also has opportunities for people interested in determining what goods will be sold, getting these goods to the right place at the right time, and managing the operations, finances, and administration of retail companies.

Retailing has become such an intrinsic part of our everyday lives that it is often taken for granted. The nations that have enjoyed the greatest economic and social progress have been those with a strong retail sector. Why has retailing become such a popular method of conducting business? The answer lies in the benefits a vibrant retailing sector has to offer-an easier access to a variety of products, freedom of choice, and higher levels of customer service.

As we all know, the ease of entry into retail business results in fierce competition and better value for customers. To enter retailing is easy and to fail is even easier. Therefore, in order to survive in retailing, a firm must do a satisfactory job in its primary role, i.e., catering to customers.

Over the last decade there have been sweeping changes in the general retailing business. For instance, what was once a strictly made-to-order market for clothing has now changed into a ready-to-wear market. In the backdrop of globalization, liberalization, and highly aware customers, a retailer is required to make a conscious effort to position himself distinctively to face the competition. This is determined to a great extent by the retail mix strategy followed by a company to sell its products.

A major development in recent times has been the emergence of varied retail formats that have started operating in most product categories. For instance, there are large department stores that offer a huge assortment of goods and services. There are discounters who offer a wide array of products and compete mainly on price. There are also the high-end retailers who target extremely niche segments.

In today's competitive environment retailers have to redefine their role in general, and in the value chain in particular. Retailers act as gatekeepers who decide on which new products should find their way to the shelves of their stores. As a result, they have a strong say in the success of the product or service launched by a business firm. A product manager of household appliances claimed, 'Marketers have to sell a new product several times, first within the company, then to the retailer and finally to the user of the product'.

The increasing number of product categories followed by multiple brands in each category complicate decision-making for both manufacturers and market intermediaries. Retailers want to optimize sales within the limited shelf space, governed by their individual sales philosophy. Retailers undertake risk in selecting a portfolio of products or brands to offer to their customers. Retailers have to make optimum.

However, Retail stores of different sizes face distinct challenges and their sales volume influences business opportunities, merchandise purchase policies, nature of promotion, and expense control measure. Therefore the present study is undertaken to highlight certain vital issues outlined above.

1.8. Objectives of the Study

1. To understand the growth and development of organized retail industry.
2. To analyze the factors which influence consumers prefer organized retailing over un organized retail outlets and vice -versa
3. To study the impact of organized on the un organized retail of semi urban areas in Karimnagar, Peddaplly districts of Telangana state
4. To identify the problems of retail outlets and to suggest the suitable remedies to overcome the existing problem.

1.9. Methodology

Primary data has been collected from 148 respondents(125customersfrom organized retail and unorganized retail outlets, 3 organized and 20 unorganized retailers in the Warangal Rural and Warangal Urban districts   a northern part of Telangana.These144respondentswere selected by convenience sampling technique of Probability random sampling. The present study is based on primary data as well as secondary data. The secondary data is collected from various books, journals, articles, newspapers etc. Consumers at organized retail outlets and unorganized retail outlets are interviewed to collect the primary data. Their   answers were further looked into, in some detail to add value to this research. The study was conducted in the organized retail outlets (D-Mart, Reliance refresh, Spenser's, More units) and unorganized retail outlets by dividing bases on area and income group during the months of February and March 2019 at in Warangal Rural and Warangal Urban districts. Data collected through survey and interview will be analyzed and presented in master table and required sub tables will be prepared. For analyzing the data statistical tools like percentage method is used.

In the present study, statistical tools such as averages, ratios, scaling techniques will be used. To present the data in a clear manner, one way and two way classification tables, charts, and diagrams were used.

1.10. Limitations of the Study

The study was confined to selected organized retail outlets operating in Warangal Rural and Warangal Urban districts such as D-Mart, Reliance refresh, Spenser's, More's units and unorganized retail outlets such as Hanamkonda town, Jangaon town, Warangal town and Parkal town. All of these are of semi urban areas in Karimnagar and Peddapally districts of Telangana. The inferences will be drawn on the bases of primary data.

1.11.Organization of the Study

Keeping in view the objectives, the study is organized into four chapters.

The first chapter is titled as **Introduction**.

The second chapter is titled as **Review of literature**

The third chapter is titled as o**perational results and Discussions**

The fourth chapter titled as **Conclusions & suggestions**

CHAPTER-II

REVIEW OF LITERATURE

Most of the researchers have studied about the various aspects of retail organization and management. Very few of them were presented here in the context of the present study.

2.1.ACAEDMIC REVIEW

Jon M Hawes (1984); identified the impact of intra market patronage and inter market patronage in the movement of consumers with in a local market.

Reardon & Julio A. Berdegue´, (2002); Reardon & Rose Hopkins, (2006); Alex M. Mutebi, (2007); Most studies of developing and transition countries find that the effects of supermarkets on traditional retailers are mainly negative, although effects differ in magnitude for different types of retailers. As supermarkets spread, the traditional retail sector declines, and the fastest decline has been experienced by small general stores selling broad lines of processed foods and dairy products, while fresh produce shops and wet markets tend to hold out longer. The former outlets tend to have trouble competing with supermarket chains that buy in bulk and have economics of scale on their side Maruyama & Le V. Trung, (2007); in developing countries such as India, traditional bazaars for fresh food remain competitive in terms of price, freshness, and shopping convenience. Poor consumers tend to purchase very little from supermarkets due to material constraints (e.g., price and transportation), though they also tend to have high opinions of supermarkets

Marijke D.Haese & Guido Van Huylenbroeck, (2005); The Impact of the Evolution of Modern retailing, the influx of supermarkets in developing countries and transitioning economies, which brings with it higher-quality products, greater product diversity, and often lower prices, should theoretically be beneficial to consumers, especially those who are poor [e.g., Thomas Reardon & Ashok Gulati, (2008); at the same time, increased competition may force traditional retailers, many of whom are also vulnerable to poverty, out of business.

Alok Roy(2005); focused the adverse effect of Foreign Direct Investments in retail on Indian Retail Business such as closing up of local shops and jobs, hike of prices, loss of profit margins of traditional retail units, economic concentration among cities etc.

Reardon & Rose Hopkins (2006); Bart Minten (2008); the battles between supermarkets and traditional retailers in developing countries take place on several fronts, including price, convenience, product quality, and safety.

Muriel Figuie & Paule Moustier, (2009); Much of the available evidence indicates that small farmers and processors in developing and transition countries are often excluded from these modern supply chains. When supermarkets modernize their procurement systems, they require more from suppliers with respect to volume, uniformity, consistency, quality, costs, and continuity of product supply, on-time delivery, and commercial practices. For this reason, supermarket chains prefer to source from medium and large enterprises, which are usually better positioned than small enterprises to meet their demands.

Johan F.M. Swinnen, (2007); Bart Minten et al.,(2009);. Small farmers may also benefit from changes pertaining to centralized procurement systems, the use of specialized wholesalers and preferred supplier systems, and demanding requirements of private contracts Modern retail systems can also create new jobs. Some of this new employment inevitably results in a loss of traditional retail sector jobs, but, depending on the formats used by modern retailers, the expansion of the consumer market facilitated by modern retail plus small-format innovations can, in turn, expand employment.

Thomas Reardon & Ashok Gulati, (2008);. Employees in the modern sector are often better paid and enjoy better working conditions, but they must also acquire more skills and education than acquired by employees in the traditional sector.

2.2.OPERATINAL REVIEW

Michelle A. Morganosky, (1997)

The Author found in his research study that there is a structural change in the retail markets and its implication on consumers. Due to the emergence of new retail formats, competition is also increasing between organized and unorganized retailers with complexity of consumer cross shopping patterns across various retail channels.

Smith A and Sparks L (1997)

The authors observed in this study due to the organized retailing there is closure of small shops or decline of small shops. There are different implications to the existing customers depending upon the locations and alternative options to stores. The author in his studies categorized store attributes into two categories functional and psychological. In functional category location, store layout and collection of products

are considered. And in psychological category creates feeling by the functional elements of the store.

David P. Brennan, Lorman Lundsten, (2000)

The Researchers have identified in their studies the consumer shopping habits where consumers' shops at discounts for low prices and large variety with uniqueness of stores. Brennan in his view he says that specialization of services, offering better quality, improved services are the most successful strategies on the other hand sales promotion, pricing strategies and advertising are least successful.

Mulky A. and Nargundkar R (2003)

The authors observed that the Indian retail sector is mainly traditional. But recently it is in moving towards modem format of retail sector in form of organized retailing. Presently the share of organized retail in retail sales is very small. But it is emerging in future. On the basis of analysis of retail developments in countries such as Thailand, Greece and Brazil and somewhere in India, it is found that some are very important factors which affected on the modernization of retailing. These factors are changing in consumer life style, their preference habits, attitudes, changes in government and economic policies and increase the power of organized retail sector. The authors says that there is need to take feedback about the modem retail with their sales.

NSSO's Employment and Unemployment Survey for 2004-05

According to the survey report of NSSO, in 2004-05, retail trade contributed 35.06 million and wholesale trade contributed 5.48 million in employment. According to CSO estimation, both in wholesale and retail domestic trade accounts about 15.1 per cent of India' GDP in 2006-07. There is an increase in share of GDP is 13 per cent in 1999-2000. And in 2006-07, it is estimated around 11.12 percent. According to AT Kearney studies during the years 2005, 2006, 2007 the Indian retail market has been ranked as most attractive market for global retailers. Due to the favorable economic as well as social and demographic factor there is economic development and many organized retailers have open their outlets in cities and towns.

Leela Rani (2006)

The author of the research paper, studied the six independent variables which affects on the consumer's attitude towards retail outlets in out of stock. These six independent variables are store loyalty, shopping attitude of respondent, perceived store prices, store distance, shopping frequency and brand loyalty.

A. Sathish Babu and Guna Sankar (2007)

The study about the retail revolution. They have pointed out that many companies are interested to establish retail outlets in India So far the Andhra Pradesh in concerned Retail Business is mainly concentrated in Hyderabad and it takes some time to spread the retail boom to other areas and two tier towns.

Accordance with the changing times, the traditional stores have to understand the challenging changes. At present Indian farmer is not getting required remunerative price and at the same time, consumer is paying high prices. Consumer protection Act 1986 is not practically implemented in letter and spirit. Organized Retailing bridges the gap between the producers and consumers. Socio and cultural and Economic aspects will play a vital role in the development of Retail Business. Until and unless the fruits of liberation and privatization reaches to common man both organized and unorganized retail business will thrive in India.

K. Rama Mohana Rao (2007)

The author observed that the growth of organized retailing in the country in recent years is raising societal concerns in many parts of the country. Some are questioning the need for promotion of huge shopping malls and networks in a country where high density of retail network already exists. They fear that the corporate giants will kill the large number of small retail outlets. This may cause a major disturbance in the lives of millions who are eking out their livelihood from this business. In a country like India, where unemployment is one of the poorly addressed problems, any attempt to multiply the problem is not appreciated. The reaction of the small retailers in some parts of the country against Reliance Fresh is an example to recognize the growing fears and concerns among the people. The big retail houses are encouraging use and consumption of many products and services by the people. This attempt also attracted criticism from some quarters. Their point of view is that, in a developing country like India, consumption habits need to be nurtured properly and carefully, avoiding all excesses. The excessive consumption is leading not only to the consumption of scarce natural resources but also is resulting in ill health and low productivity. The sales promotion campaigns of the companies making the consumers impulsive in buying. This unplanned purchases paying off are heavily and the family budgets are being seriously affected. The increased burden of expenditure, as is feared by some people,

is leading to the search for secondary means of raising incomes and promoting corruption.

All these concerns cannot be over emphasized. The author suggested that the government should come out with a retail policy addressing all these concerns. Particularly the issue of allowing Foreign Multi National Retail Companies in the country in any for should be discussed thoroughly in different platforms before arriving at a decision. The public Distribution System, which is a balancing and control mechanism of market forces need to be strengthened further as an alternate mechanism to protect the interest of the consumers in case of exploitative tendencies of organized retailers. Opening of the system will lead to progress and development in any sector. But design of an effective control mechanism is essential to transform such progress and development beneficial to the society.

Kalhan Anuradha (2007)

In this research study the author has conducted a small sample survey on small shops and hawkers in Mumbai to understand the impact of malls on small shops. The author found in this study that there is a decline in the sales of articles sales in these small shops as well as fifty per cent of the small shops and hawkers with shutting their business or some small shops facing the problems of a major decline in business. Only fourteen per cent of the samples of small shops and hawkers have been able to respond to the competitive hazard of malls with sales promotion program.

Praveen Khandelwal (2007)

The author observed in his studies that there is a requirement of the level where the unorganized kirana stores can play on the field or compete with the organized retailers. According the ICRIER survey, it indicate that the consumers still shopping from both the retailers organized as well unorganized. Also shown that farmers received 25 per cent higher price realization and 60 per cent higher profit realization when they sell directly to organized retailers. In short both consumer and farmers are benefits due to the organized retailing.

Sinha Piyush Kumar & Kar Sanjay Kumar (2007)

The scope of the retail development in India is very vast. The organized retailers in India are winning the heart of the customers through the quality, service convenience, satisfaction and many other benefits. The author says that the retail format is one of the way to deliver value proposition and it assist to create a position about the store in

the mind of customers. Retailers should create value for the consumer and must deliver desired consumer value. Retailers must find out what are consumer requirement and how they can offer better than competitors. They need to be creative in framing the value proposition and deciding the format to deliver to the customers. The authors found that the convenience to the customers, technology, competition are the factors to grow the retailers with the multiple format modes. Retailers power can be synergized with these multiple format modes. Similarly it brings more responsibility to the retailers as the customers are going to interact and judge the value offering, shopping occasion and environment. So the creation of positive synergy have vast scope in retailing.

Swamy L.N. and Mudita Sharma ICRIER (2008); focused on the drivers of changing pace of traditional retail outlets into modern formats such as un-organized and fragmented outlets, rural based outlets etc.

Anand Abhishek (2008)

The author has observed in his studies that the retailers needs to give more and more personalized shopping experience to the customers for which there is requirement of study of consumer behavior. The retailers should continue to the benefit from the cost advantages so that they can give variety of offers to the customers.

Anirban Sengupta (2008)

According to Sengupt, emergence of modem retailing is not only a result of increasing consumer buying power but manufacturers and unorganized retailers have also play very important macro level role in this process. At the micro level the angles are changing like entrepreneurs provide better service to consumers, social desire to provide relief to the masses in form of low prices, desire to capitalize on emerging business opportunities by changing their business environment.

Ashwini Mahajan(2008)

The author expressed the concern that very soon or after some time, the foreign retail chain have an upper hand in the retail market of India. She observed that the body of evidences collected from across the world clearly shows that the price differential in the organized retail sector is short lived. Once the monopolistic position create, there would be increasing the prices as that had happened in USA. Therefore, the Indian retail market has to be regulated to protect the unorganized retail segment to avoid loss of employment to many small retailers.

J. Mathew, N., Sundararajan, M. Gupta and S. Sahu (2008)

In India, the retailing has shown great transformation and it is resulted to increase in retail business. It is estimated that it grows 13 per cent per annum i.e. from US$ 322 billion in 2006-07 to US$ 590 billion in 2011-12. India has two types of retail sector organized and unorganized retail sector. In unorganized sector, it is estimated that it grows I 0 per cent per annum i.e. from US$ 309 billion in 2006-07 to US $ 496 billion in 2011-12, while organized retail sector constitutes a small share that is four per cent of retail sector in 2006-07 is probable to grow at 45-50 per cent per annum and quadruple its share of total retail trade to 16 percent by 2011-12. The researchers were conducted this study on the survey based and they had investigated of all parts of the economy which could be affected by the entry of the large corporate organized sector in the retail business. And they found in their study that the unorganized retailers in the vicinity of organized retailers has affected and their sales and profit declined in the initial years of the entry of organized retailers. However, the negative impact on the unorganized retailing over the time. In this study, we found that how consumers, farmers, intermediaries and manufacturers are benefited. The researchers have found that the mega and mini metro cities have around a limited number of organized retail outlets. Based on the survey conducted and information, the study is recommending for regulating the modern retailing with small suppliers as well as strengthening the competitive response of the unorganized retailers.

The authors have shown in their studies the Confederation of the Indian Trader Association, mentioned that I. 7 per cent of the retailers would to close down their shops on account of the entry of the organized retailing. This would work out to 2lakhs shops per year. They also observed the pricing strategies of the organized retailing which include attractive discounts, as a result it will throw out the unorganized retailers out of the market. Therefore there must be adequate measures for rehabilitation of unorganized retailers to survive in this competitive market.

R.K. Srivastava (2008)

The author studied that mall are more developed in the north and west part of India. The categories of food, groceries and apparel purchase by customers contributed to 52 percent of total. He observed that about 75 percent of customers spend 1 to 3 hours mall. Mall is becoming the family outing place where multiplexes such as cinema theatre, foods courts, play zones are available. In response this unorganized retailers are given competitive response by improve their customization service.

Reetesh Singh, A.P. Tripathi (2008)

In India, from the last five years, the organized retail sector has shown tremendous increase in CAGR, it is around 35 percent, along with this it contribute around 10 percent to India's GDP. This sector is generating 8 percent of the employment. On the other hand (A report by Government of India in 2004 by the centre for policy alternatives entitled Foreign Direct Investment in India' Retail Sector: More bad than good) stated that retailing is almost certainly the primary type of disguised unemployment, underemployment in the country. In this study, the researcher mentioned that it is seeing that in India 20 well-known retail players have been investing up to Rs. 6000 crores in retail sector. Wal-Mart is among these well known retail players. There are 35 towns in India with a population of over one million. If Wal-Mart store in each of these cities and they reached the average Wal-Mart performance per store at a turnover of over Rs. 80,330 million ($ 1.82 billion) with only 10, 195 employees, it would mean displacing about 4,32,000 persons. By understanding the importance of this problem, the present study is aimed to examine the impact of malls on the unorganized retailing and impact of organized retailing on sales performance, employment generation and loss of social interest with the emergence of organized retailing with special reference to Delhi and NCR. And after investigation, they found that there is a great impact on the unorganized retailing by reducing sales performance.

Ramanathan V. (2008, 21st July)
According to the author the customer relationship management is very useful if it work very efficiently and effectively in retail business. It facilitate gathering of customer information, identification of valuable customers to increase customer loyalty by providing qualitative goods and services. It helps to reduce to cost of serving. Customer Relationship Management make more comfortable buying activities for the customers.

According to V. Ramanathan (2008), Customer relationship management is very useful if it work effectively with reference to the retailing sector in India. It allows retailers to gather customer data swiftly, identify the most voluble customers over time, and increase customer loyalty by providing customized products and services. It also reduces the cost of serving these customers and makes it easy to acquire similar customer future. It has become customary for companies to talk about selling solutions rather than products or services. In retailing, focusing on solution will

mean employing CRM to help customers to make their retail buying activities more comfortable.

According to the researcher, the unorganized retailers have to be responsive in this competitive organized retail market in order to maintain Indian consumers. Credit facility and free home delivery are assisting them to hold their customers with them. The Unorganized retailers have to satisfy the different hierarchy of needs of customers and accordingly serve to the target customers in a profitable manner. This process requires the unorganized retailers to reshape their existing business practice. They have to deal with wide range of products, various convenience have offer to the customers. They have to used the category killing approach become very important for the continued survive in the competitive market.

Shriram Khanna (2008)

The author observed that there should be the requirement of fair and transparency on the retailing issues of national importance. But it is spread about the organized retailing that is desirable in the consumers and farmers, even if organized retailing cuts household spending by 15-20 cent and that is a saving of $60-80 billion. This is around one fifth of our savings today.

Sunil Jain (June 23, 2008)

The author in his study said that according to the report of International Journal of Business Research, the unorganized stores turnover decreasing by 22.8 per cent in the first year when the organized sector opened their stores near the store. He said that the organized and unorganized retail co-exist. There is competitive response from the unorganized retailers and now their turnovers start to show a positive trend.

Further he observed that due favorable demographic factors and consumer responses, the organized retail will benefit the consumers and generate savings to $60-0 billion but it increased unemployment. Organized retail sector create 1.7 million job in front and back end of the industry.

Cherish Mathew (2009, 30th June.)

According to the author Expansion of organized retail sector, increases the fear about the future of traditional retailing as well as it promote number issues in the area of politics, legal and social. Organized retailing is very important for the nation's economic development in long run as it gives benefits to the suppliers and consumers. The retail structure are coming at a point where both organized and unorganized retails

are co-existing. There is a possibility of due to government intervention there is a reduction· in future, consumer preferences and market forces will decide the eventual outcome. The overall attitude have change favorable look at organized sector as opportunities not as a threat.

Purohit .H, Kavita, K. (2009)

The author in her study mentioned that the traditional retailers are not watchful about the impact of modem retailing as most of the unorganized retailers are neutral or undecided about the consequences of the modem retailing. Further she stated that the modem retailing will reduce the sales volume of traditional business as well as will cut their profit margin. Modem organized retailers can lead healthy competition. Therefore, the unorganized retailers should have to improve their customer care service to survival in the competitive modem retail market.

H.C. Purohit, kavita, studied the various issued relating to the growth of contemporary retailing and the perception of the traditional retailers about it. Constructive demographic and psychographic changes relating to the Indian consumer class, entry of foreign players, availability of wide range of products, availability of quality retail space and many others factors are responsible to grow the retail market in India. The Indian economy is growing by more than 8 per cent and the growth rate can be exceeded that of China by 2015. Development of India as a source for hub attracts many Indian as well as foreign retail players.

Development of contemporary retailing in various product categories, food and grocery, shoes, apparel and jewellery etc are elements where the profitable opportunities available to the contemporary retail outlets. And in such a competitive era, traditional retailers have the challenges in the era of contemporary retailing.

Ramanathan .V (2009)

The author observed that there is need to be responsive by the unorganized retailers to the competitive organized retail market in order to be stay in the business, to compete with the organized retailers and to serve their target customers in a profitable manner. There is need to adopt changing process to reform their existing business structure or practices of dealing with limited variety of product. The author suggest category killing approach for become imperative for the survival of unorganized retailers. If they adopt this approach along with their existing service, they would be surely stand up strongly with the organized retail formats.

Arnie Dickinson, Murray D. Rice (2010)

The Landscape of retail is the practical research area to the businesses and governments. In this research paper the author studied the Port Huron, Michigan as Midwestern city whole retail experience tells the impact of development of shopping mall on the local business service activity. This study found that certain business types grew in the down town area of Port Huron due to the development of suburban mall in the area and indicates that local business focus on renewal programs to keep the original business district flourishing. This research work very beneficial to the business owners and consultants as they understand the changing shape of retail landscape associated with new development of mall.

Rajagopal (2010)

Developing country like India where street market is an integral part of the local as well as national economy. It reveals the ethnic image of the locale, which continues to functions in growing cities. The organized shopping malls have entered into the traditional marketplace which cased the shifting the consumer behavior of the urban people. This article studies the consumer decision making styles in shopping malls as well as street markets in Mexico city, on the basis of exploratory data by using theoretical effects of coexistence of shopping malls and street markets. This study found the causes and effects of coexistence of both shopping malls and street markets. The result shows there are number of ambience related factors in economics and marketplace that affect the consumer decision towards shopping. This article concludes with specific suggestions for decreasing the clashes and increasing the interconnectivity in regards to shopping behaviors in shopping mall and street markets. Also suggested advancing retail strategies to develop the coexistence of modem and traditional market systems.

Chattopadhyay Atish, Dholakia Nikhilesh & Dholakia Ruby (2011)

The authors in their study found that even in the presence of modern retail outlets, consumers continue shop from the unorganized stores. These unorganized stores offers many convenience of taking orders over phone and making home delivery which enable them to get a sizable comprehensive shopping. A vast majority of Indians are employed in this sector. Consumers even in large cities are starved for time and percentage of grocery shopping is the highest from the unorganized retail stores.

Munjal, A., Kumar, A. and Narwal, P. (2011)

The researchers have studies in this paper that there is impact of organized retail sector on unorganized but during the study period from the survey they found that the organized retailing is facing a lot of competition from unorganized retailing, high costs in the recessionary period and also facing the problem due to economic slowdown. This affect on the generation of share of revenue in the retail market.

Mukherjee.M(2011)

The author has examine the government policies regarding the unorganized as well as organized retail sector of different countries including India, in this research paper. He observed that if government provides economic support to unorganized sector by framing favorable legal framework to them to stable in present competition. The author also examine how the government policies of different countries had helped the both organized as well as unorganized retail chain, in the environment of strong competition.

Shamu .P(20l1)

In this paper the author found that the value of Indian retail sales reaching at 450 billions dollar in the worldwide from which it is understand that presently India holding a position or to be the key driver for global retail market. The author also found that the growth rate is 5.8 percent in 2014 but the share of organized retail market is only 4% in Indian retail market. He stated that there is co-existence of organized and unorganized retail market growth. Further he said that Indian retail market both organized and unorganized retail market have grown manifold over the years.

Thenmozhi, D & Dhemapaul, D. (2011)

The researchers shows that in their study that the six retail service quality factors have a great impact on the customer loyalty and customer satisfaction in unorganized retail outlets. These six service quality factors are Personal interaction, store merchandise, access, problem solving technique, policy and physical aspects. They analyzed the association between the customer demographic profile and their perception on the retail service quality. These results have managerial implications for unorganized retailers to assist them frame suitable strategies to cope with the competition.

Bhoite Rajesh (2012)

Bhoite Rajesh, studied FDI in multi brand retail in India- Opportunities or Threat for unorganized retail sector, the growth of the supermarkets and the malls has reduced the business of these retailers nowadays. To say it is seen that the nation like Indonesia has culture of malls and multi-brand retailing since last ninety years, but the local retailers have not been affected. But mere saying this won' help out because the structure, size of the markets, nature of the customer may not be similar in both the nation. The entry of these organized retailers have brought positive as well as negative effects on these unorganized retailing.

Deepika Jhamb and Ravi Kiran (2012)

In the present study, the authors have taken efforts to recognize the relationship between various attributes of retailing i.e. demographic factor of consumers, different format of retail, products and stores attributes, marketing strategies of retailing. The study shows that due to consumers' income level increase, their choices for modem retail formats are also changed. Youth population are more attracting towards modem retail outlets as compared to older ones. The number of marketing strategies like promotional, growth and improvement, retention, competitive, pricing strategies are the main contributors for growing of organized retailing. The another important reason for increasing organized retailing are consumers' preference as modem retail formats provide improved quality product with variety of brands, as well as convenience facilities like parking facility, and complete security. This study also assists in framing a design modern retail formats from consumers' and retailers perspectives.

Gupta Himanshul Dubey Neetu and Patani Pawan(2012)

The researchers in the studies have attempted to show the co-existence of organised and unorganized retail outlets and its flourish. There are number of factors to the growth of organized retail market such as changing lifestyle, changing pattern of demography, increasing income of the people etc. Customers want to buy at a place where everything he will get at his convenience that is shopping all under one roof. On the other hand unorganized stores are stores where the wide range of product are available but not at the convenience of the customers. But unorganized stores are the place where with the wide range of products, the good relationship can be maintained which is required to convert the customer into the loyal customers. So it is not fair to say that the organized retail sector has completely overcome the unorganized retailing. Recently retail sector is booming sector in Indian economy. And it is expecting that at least for the next two three decades, this sector will continue flourishing and attracting

attention of all the business communities from India as well from foreign investors. It is said that due to favorable factors retail sector generate huge employment opportunities in organized retail market which will give good pace for increasing the graph of organized retail sector. In this research paper, the author studies the nature of the changes taking place in the retail sector due to the entry of organized sector and its implication of shift to this new form of retailing. For the study author collected primary data from organized as well as from unorganized sector, to find out the level of satisfaction from these sectors. Also studies the consumer behavior and unorganized retailer perception towards the organized retail sector.

Handa, V. and Grover ,N. (2012)

The author in their study mentioned that the organized retail sector becoming the growth mantra of retail sector. Further they says that the organized retail sector only the sector has the positivity. Though the traditional retailing has been performing a vital function in the economy but it has shortcomings and inefficiencies. They suggested in their studies, that there is a need of the balanced approach to the retailing and government for shaping the future course.

The authors have attempted to show the growth of retailing industry in India. In their paper they observes the brand consciousness and growing awareness among the people across different socio economic classes in India. And also observed how the urban and semi urban retail need of reforms for building their competitive strength to meet the challenges. They concluded with the impact of entry of global player in Indian retail market and also highlighted on the challenges faced by the retailing industry in coming future.

In this study the researcher wanted to the consumer behavior towards organized and unorganized retail outlets. Along with this, the researcher want to examine the consumer satisfaction level from organized retail stores as well as unorganized retail stores. In this study, they have also analyzed the insight of the traditional retailers about the contemporary retailing, which is greatly associated with their objectives of the study. For testing the hypothesis, the researchers used the primary data, which was collected through the qualitative analysis to represent organized and unorganized retails sectors respectively.

Lakshmiothy V. and Basha Karrmulla (February, 2012)

In this research papers the authors have observed the impact of globalization on the growth of retailing industry in India. They found that the domestic retailers are under the stress for creating their supply chains more attractive and responsive to maintain the quality of service which are expecting the customers.

M.Khadikar(2012)

The author has attempted to observed the changing pattern or practices of retail trade in small grocery shops, hypermarkets and also in customers in the city of Kolhapur. From the last decade in the grocery retailing brands are very valuable intangible assets, with this realization branding has a top priority in the retailing. Due to its highly competitive nature, it is one of the important element of the retailing as its influence on the customer perception and drive store choice and customers loyalty. The author has studied the role of branding the grocery retailing. And therefore, he focus attention on the fast changing pattern of grocery retailing in Kolhapur city.

Rohila Amit and Bansal Manoj (July, 2012)

The author in their paper studies the effect of FDI on unorganized retailing. They also studies that the degree of risk of FDI to the unorganized retailers. They have also studies the opportunities obtainable to the masses. They are in effort of finding out the positive aspect of FDI in terms of employment. They have highlighted on the role of the government in this context.

Shahid Akhter, Iftekhar Equbal (2012)

Indian Retail Industry is ranked among the ten largest retail markets in the world. The appearance of organised retail formats have changed the face of Indian Retail Market. With the mark of recurrence of economic growth in India, consumer buying in retail sector is being planned as a key opportunity area. As a result, Indian corporate houses are re-highlighting on its strategic perspective in this competitive retail market with the some idea to optimum utilization of resources so that to create important competency and enjoy the competitive advantage. This paper theme is to analyze finer strategic perspective for the retail sector in India and suggest measures so that the corporate strategists could incorporate the same both qualitatively and quantitatively. Based upon the qualitative judgment, a retail unit may be given an overall understanding about the expected performance that can further be corroborated by quantitative analysis. Retail sector has emerged as one of the largest industry after agriculture contributing to employment generation, revenue generation, increased turn over and many more. Organised retailing is established with its enormous creativity. It is growing as it is most flexible and growing speedily with several Indian corporate as well as foreign players entering into the market. This paper provides detailed

information about the growth of the Indian retail sector. It examines the growing popularity and brand consciousness an1ong people across different classes in India and showing how the urban and semi urban retail markets are growing. This paper also include growth, strategies, strength and opportunities of retail stores, retail format, recent trends and opportunities and challenges. This paper concludes with the impact of the entry of global players into the Indian retail market as well as the challenges faced by the industry in near future.

Sharma Annapurna and Dr. Brajesh Kumar (2012)

The debate has begun again among the columnists and policy makers in the vend vegans of the Indian media so is the case with unorganized retailers in the street-sides of the Indian cities. The impatience yielded with the governments' reaffirmation to its commitment for FDI in Multi Brand Retailing. The air of change is being perceived now by the un-organized retailers thanks to the local newspapers efforts in this regard. Small retailers are concerned about this new development especially in some midsize cities in India. But this fear among them is out of context. Retail Industry in India is largely unorganized and predominantly consists of small, independent, owner-managed shops. In today's competitive business environment unorganized retailers have redefined their role in general and in the consun1er-value-addition in particulars. Unorganized retailers are tightening their belt and changing their strategy and marketing concepts regarding customer satisfaction. Some material changes have been observed and reported by the respondents in the areas like store decoration, attractive and convenient packaging, packaged products, availability of branded products, more welcoming and attentive dealing with customers, better in store display and comfortable sitting arrangements & spatial comfort to move around.

Tazyn Rahman (2012)

Tazyn Rahman studied about the opportunities and challenges faced by the organized retailers in India. In his study he found that organized retailers are facing competition from the unorganized sector in India, as well as among from organized sector from Indian retailers as well as foreign retailers. The competition from the unorganized retail sector is the biggest challenges for the organized retail sector. The organized retail sectors are facing many problems such as inadequacy of distribution channels, internal logistical difficulty and retail shrinkage etc. There are many opportunities are also there to grab but at the condition of facing many challenges in Indian retail market.

Harkal P.Y., Ubale A.W (2013)

Harkal P.Y., Ubale A. W., studies the FDI in retail in India, in the agreement between the Indian government and foreign retailers, there is a point mentioned that if Indian Government will find any kind of indiscretion at any time, Indian government will break the agreement with the foreign retailers and they have to leave the India. Therefore, it is said that the prospect of foreign retailers is also undecided. As foreign retailers are trying to deceive the people of India for their own profits. And there are some reasons for their own benefits is opposing the entry of foreign retailers into India. The Indian government, acts better for the betterment of the Indian retailers as well as the Indian people. The authors observed that the fear were increased on any such occasions in the past on almost every measures of liberalization of Indian economy but most of the fear proved incorrect while many other come proper. Therefore, they suggested that it is better to act and watch than not to act at all.

Dr. Moloy Ghosha (2014)

The author mentioned in his studies that FDI plays very important role in developing and under developing countries. Developing country like India where the biggest challenges is to solve unemployment problem. On this ground FDI play role as life blood to Indian economy. The UPA-II government lead by Dr. Manmohan Singh, has taken decision on November, 2012 to allow 51% FDI in multi brand retailing and 100% FDI in single brand retailing. Many opposition raised their voice against this policy. The author had attempted to find out the fact and fiction about the possible impact of FDI in retail market upon the small retailers. Indian retail sector is growing fast along with its employment potentialities also growing fast. Retail scenario changing fast, retailers have to rethink about their approaches towards their stakeholders. Allowing FDI in multi brand retail can bring about Supply Chain Improvement, investment in Technology, Manpower and Skill development, Tourism Development, Greater Sourcing from India, Up gradation in Agriculture, Efficient Small and Medium Scale Industries.

Jhamb Deepika, Ravi Kiran

The Indian retail sector is observing and great enlarging sector due to the changing demographics and increasing the quality of life of urban people. Retail sector is the most prosperous sector in Indian economy with improving income capacity, standard of living of the people, rising awareness of the quality of products etc. Due to the wide scope in this retail sector, many domestic as well as global players are entering into

this sector. This paper strategically analyzed the Indian retail industry to identify the driving forces affect on the growth of the retail market, and carried out the SWOT analysis of organized retail sector. They found that the infrastructure, economic growth and changing demographics of consumers are the major forces of organized retailing. Store Location, management style, adequate salaries to personnel are the important factors for the enhancement of the organized retail sector.

CONCLUSION

From the review of the literature, it is understand that the retail scenario in India is very unique in nature. The major part is in the unorganized sector, with over 12 million retail outlets of various sizes and formats. Emergence of modem retail in India is not just a result of increasing consumer buying power - manufacturers and unorganized retailers also have an important role to play in this process at the macro-level. The change process requires the unorganized retailers to reshape their existing business practices of dealing in a limited variety of product alternatives to offering the complete assortment in the product categories handled by them. Only ambitions alone are not sufficient for the establishment, growth and success of Retailing. They are to be transformed into reality and unorganized retailers have to work hard in order to materialize these ambitions. This requires a positive outlook, encouragement, and drive apart from capital and other infrastructural prerequisites. Factors like previous experience in the same line of activity, the availability of investible surplus, encouragement from family members and friends and others, product of marketing possibility, government help etc. are some of the factors that affect on the retailing. The strategies adopted by the retailers opined that providing specialized services, offering better quality products and improved customer services were the most successful strategies.

It is evident that all the above studies were concerning to the drivers, drawbacks, opportunities and challenges of organized retail on unorganized retail management practices concerned to urban areas. Hence, the present study makes an attempt to focus the current retail trade practices and their suitability with reference to organized and unorganized retail outlets in semi-urban areas of select districts of Karimnagar and Peddapally of Telangana state.

CHAPTER - III

OPERATINAL RESULTSAND DISCUSSIONS

3.1 .Age of the Respondent

Age is the important factor which indicate what age group of customers are frequently visiting the retail outlets wither it may be organized or unorganized which is secondary thing. In general every one visits retail for their needs which includes all age group of customers.

Table 3.1. Age of the Respondent

Age	No. of respondents	Percent
25andbelow	27	21.6
26 –35Years	39	31.2
36 -45Years	29	24.2
Above46Years	30	24
Total	125	100

Source: Primary Survey– 2018
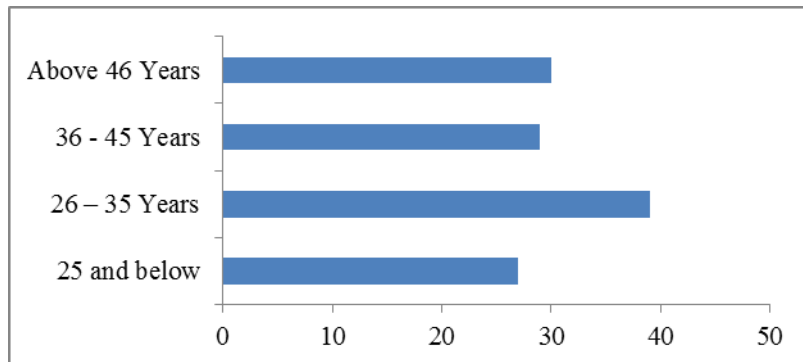
Fig 3.1. Age of the Respondent

The Table and Fig 4.1 indicates that of the 125 of the respondents 31.2 percent are between the age group of 26 to 35 year followed by 24 percent between 46 years and above, 24.2 percent between 36-45 which shows that all age group of customers are visiting to retail outlets for various purposes wither it may be organized or unorganized for their daily needs it also shows importance of retail outlets in our daily life and demand among customers.

3.2.Gender of Respondents

Gender denotes wither the male or female generally visit for shopping. There is lot of difference between shopping done by male and shopping done by female. This also depends of various factors.

Table 3.2. Gender of Respondents

Gender	No. of respondents	Percent
Male	61	48.8
Female	64	51.2
Total	125	100

Source: Primary Survey–2018
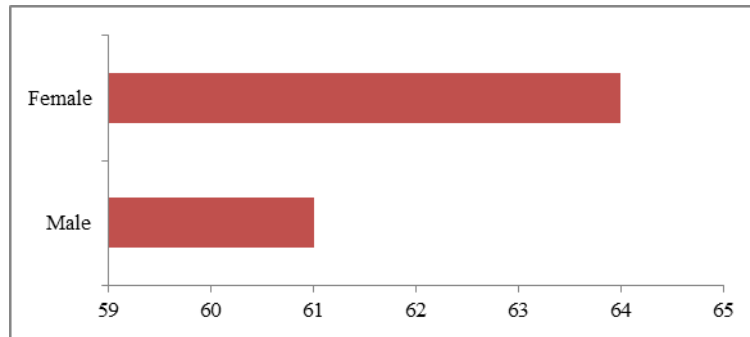
Fig 3.2. Gender of Respondents

The Table and Fig 4.2 represent that of 125 respondents 51.2 percent are female and followed by 48.8 percent are male which shows both are almost equally going for shopping.

3.3.Monthly Family Income of Respondent

Table 3.3. Monthly family income of respondent

Income level	No. of respondents	Percent
Below10000	4	4.2
10001–20000	12	9.6
20001–30000	21	16.8
30001–40000	49	39.2
40001andabove	39	31.2
Total	125	100

Source: Primary Survey-2018
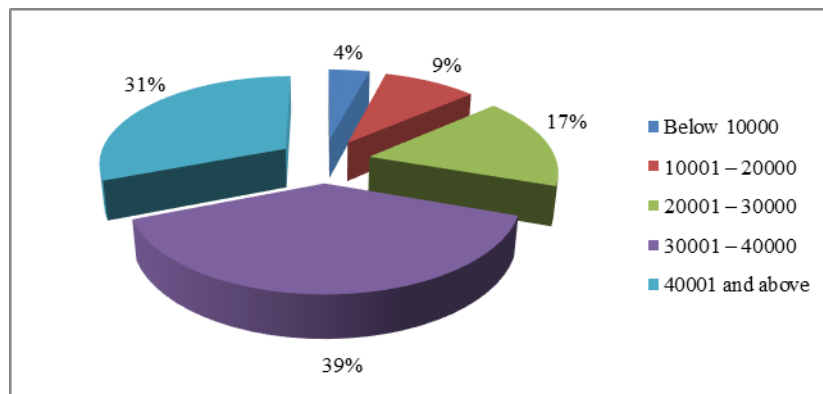
Fig 3.3. Monthly family income of respondent

The Table and Fig 4.3 express the monthly family income of respondent that of total 39.2 percent are earning between 30,000 to 40,000 followed by 31.2 percent 40,000 and above, 16.8 percent between 20,000 to 30,000, 9.6 percent between 10,000 and 20,000 and finally 4.2 percent between the income group below 10,000 which indicates the importance of retail in every segment of income and the need of retail in daily life.

3.4.Monthly Family Food Expenses

Monthly family expenses denotes how much the customers are spending of food items which is essentially required for three times a day. An expense depends on various other factors like family size income level and consuming pattern of family.

Table 3.4. Monthly family food expenses

Monthly food expenses	No. of respondents	Percent
Below1000	8	6.4
1001–2000	4	4.2
2001–3000	20	16
3001–4000	45	36
Above4001	48	38.4
Total	125	100

Source: Primary Survey- 2018
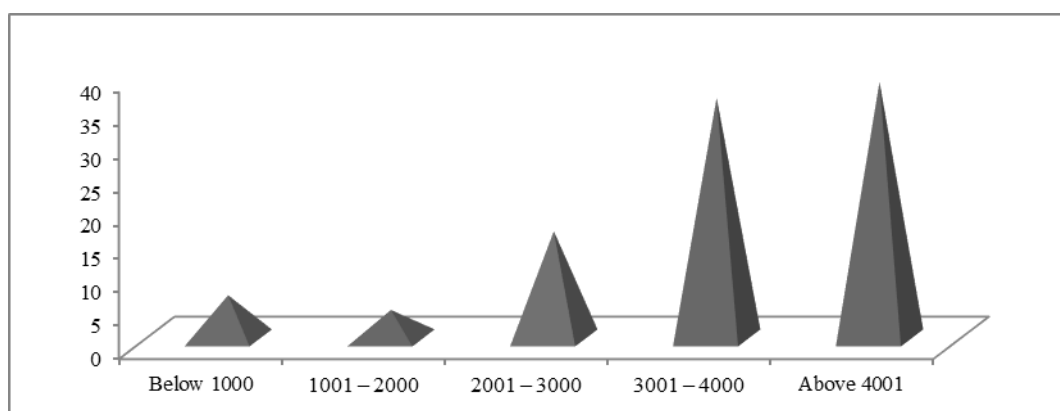
Fig 3.4. Monthly family food expenses

The Table and Fig 4.4 express monthly family expenses of purchases of food products out of total 125 respondents 38.4 percent of consumers spending above Rs. 4000, 36 percent between Rs. 3,000 to 4000, 16 percent spend between Rs. 2000 to 3000, 6.4 percent spending below Rs1000andrest4.2 percent between Rs. 1000 to 2000. More number of customers is spending Rs. 4000 and above which depends on various other factors such as family size, income level, consumption pattern etc.

3.5. Choice of Retail Format

There are various retail formats available for customers to choose. In present they are various formats under organize retail outlets such as supermarket, chain store, departmental store etc. and under unorganized conventional or local Kirana stores, neighborhoods stores etc. consumers are free to choose any according to their needs.

Table 3.5. Choice of Retail Format

Different retail formats	No. of respondents	Percent
Organized retail outlets	35	28
Unorganized retail outlets	23	18.4
Depends/Not fixed	67	54.6
Total	125	100

Source: Primary Survey- 2018
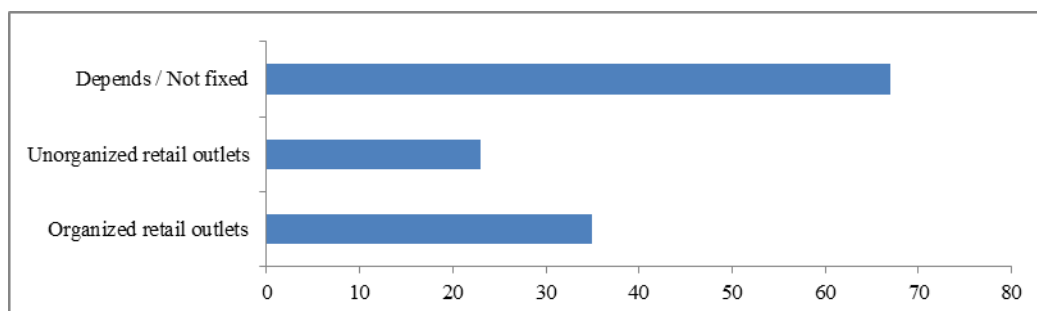
Fig 3.5. Choice of Retail Format

The Table and Fig 4.5 express that of 125 respondent 54.6 percent of respondent are not fixed or depends on requirements, 28 percent prefer organize retail outlets and at last 18.4 percent of customer prefer only unorganized retail outlets. As consumers have wide range of choices most of the consumers prefer to go for both organize as well as unorganized retail formats according to need. The product, packaging, quantity, quality differs as the needs consumer prefer both.

3.6. Distance from Residence to Retail Outlet

Consumers prefer to buy the product to there nearest retail outlets. Mostly the requirements in daily life is fulfilled by convenience stores in emergency or as required but these days customers also prefer to travel at long distance for purchasing as organized retail outlets providing all products under one roof with wide range of selection at lower price better discounts and offers.

Table 3.6. Distance from residence to retail outlet

Distance	No. of respondents	Percent
Lessthan3KM	70	56
3 KM– 6KM	38	30.4
7KM– 10KM	14	11.2
Morethan10KM	3	2.4
Total	125	100

Source: Primary Survey- 2018
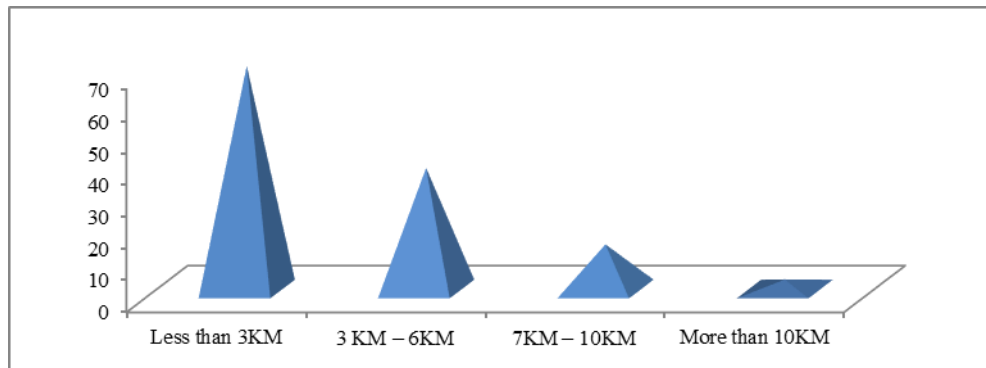
**Fig 3.6.** Distance from residence to retail outlet

One can observe from Table and Fig 4.6 that of 125 customers 56 percent of customer travels distance less than 3Km, 30.4 percent travels between 3 to 6 Km, 11.2 percent between the distance of 7 to10 Km and rest 2.4 percent more than 10 Km. It shows that retail outlets are so connected wither it may be organized or unorganized consumers like to prefer mostly nearest one until its necessary to travel long distance.

3.7.Monthly Family Income of Respondent Preferring only Organize Retail Outlets

Table 3.7. Monthly family income of respondent preferring only organize retail outlets

Income group	No. of respondents	Percent
Below10000	0	0.00
10001–20000	4	11.43
20001–30000	10	28.57
30001–40000	8	22.86
40001andabove	13	37.14
Total	35	100

Source: Primary Survey2018
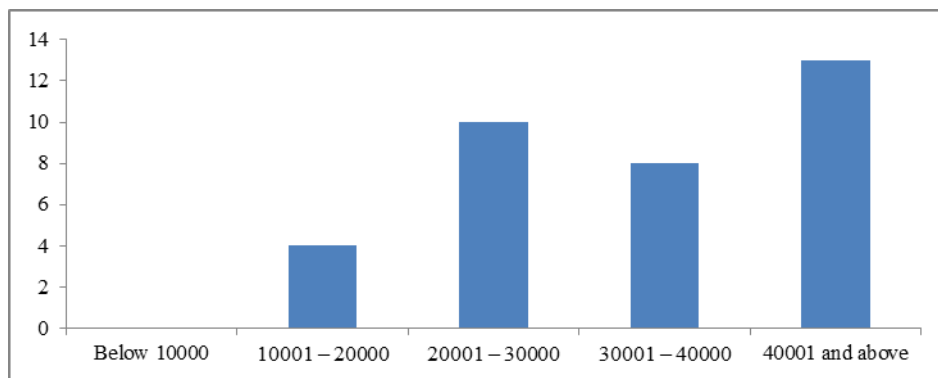
Fig 3.7. Monthly family income of respondent preferring only organize retail outlets

The Table and Fig 4.7 points out that out of 125 customers, 35 customers only prefer shopping in organize retail outlets in which 37.14 percent of the consumers have income Rs. 40,000 and above followed by 28.57 percent between Rs. 20,000 to 30,000, 22.86 percent between Rs. 30,000 to 40, 000 and rest 11.43 percent between Rs.10,000 to 20,000. This shows that all age group customers are shopping at organize retail outlets and majority of them belongs to high income group.

3.8. Monthly Family Income of Respondent Preferring only Unorganized Retail Outlets

Table 3.8. Monthly family income of respondent preferring only unorganized retail outlets

Income group	No. of respondents	Percent
Below10000	1	4.35
10001–20000	3	14.04
20001–30000	7	30.43
30001–40000	8	34.78
40001andabove	4	17.39
Total	23	100

Source: Primary Survey–2015
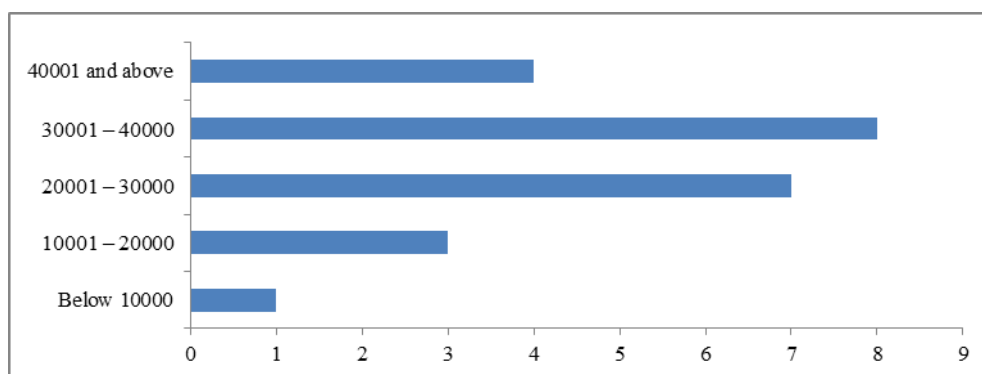
Fig 3.8. Monthly family income of respondent preferring only organize retail outlets

The Table and Fig 3.8 points out that out of 125 customers, 23 customers only prefer shopping

in organize retail outlets in which 34.78 percent of customers are between income groups of Rs.30k to 40k, 30.43 percent between 20k to 30k, 17.39 between 40k and above, 14.04 percent between 10k to 20k and rest below 10k which signifies that all age groups of customers prefer unorganized retail outlets but more numbers are between income group between 30k to 40k.

3.9. Reason for Preferring Organized Retail Outlet

Table 3.9. Reason for preferring organized retail outlet

Reason for preferring organized retail outlet	No. of respondents	Percent
1) Price is less, 2) Near to house, 4) Good service & 7) Self service	4	11.43
1) Price is less, 2) Near to house, 3) Everything atone place, 6) Good offers, 8) Faster process, 5) Ambience & 7) Self service	12	34.29
3) Everything at one place, 4) Good service, 5) Ambience, 6) Good offers & 8) Faster process	7	20.00
4) Good service, 5) Ambience, 8) Faster process, 6) Good offers & 3) Everything at one place	5	14.29
4) Good service, 6) Good offers, 3) Everything at one place, 8) Faster process, 7) Self-service & 5)Ambience	7	20.00
Total	35	100

Source: Primary Survey- 2018

1) Price is less, 2) Near to house, 3) Everything at one place, 4) Good service, 5) Ambience, 6) Good offers, 7) Self-service, 8) Faster process
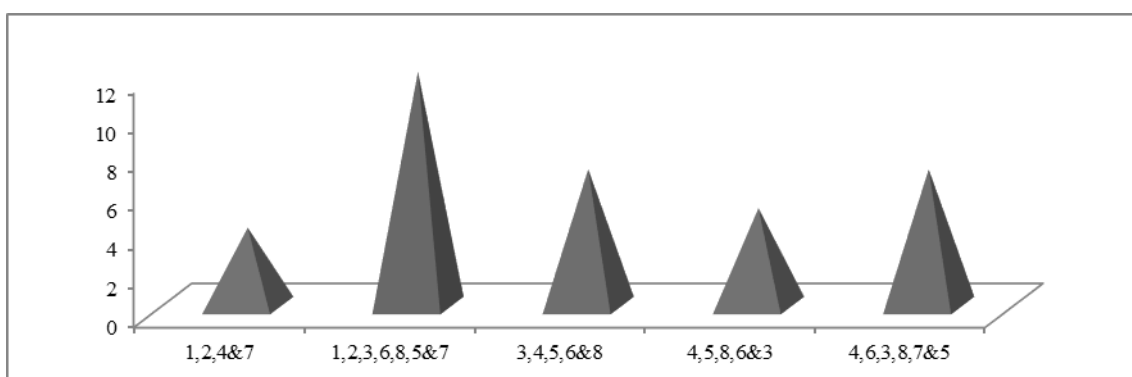
1) Price is less, 2) Near to house, 3) Everything at one place, 4) Good service, 5) Ambience, 6) Good offers, 7) Self-service, 8) Faster process

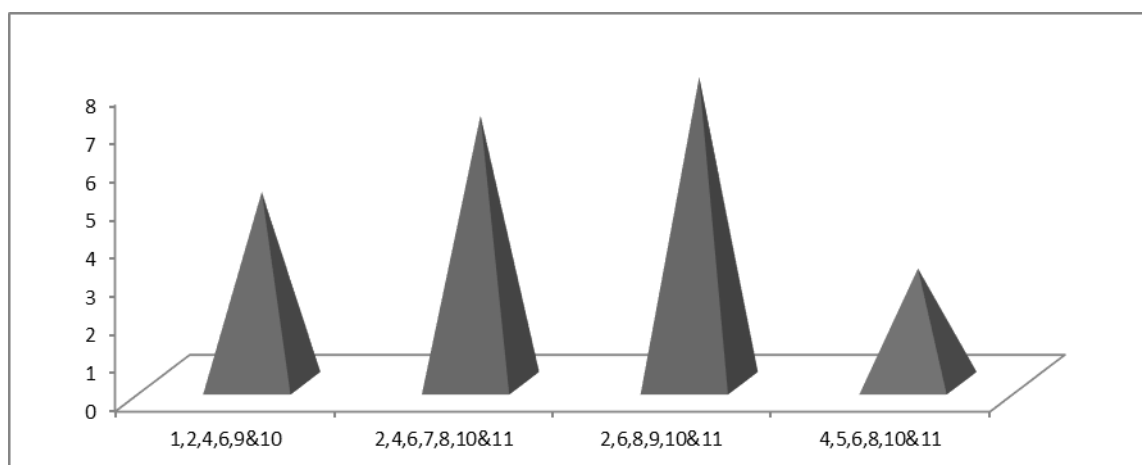The Table and Fig 3.9. and below given different reasons for preferences points out that out of

125 customers, who prefer only organized retail which includes only 35 consumers in which 34.29 percent of the customers prefers option 1, 2, 6, 8, 3, 5 & 7, two 20 percent prefer 3, 4, 5, 6 & 8 and 4, 6, 3, 8, 7 & 5, 14.29 percent prefers because of 4, 5, 8, 6 & 3 and rest 11.43 percent 1, 2, 4 & 7, mostly prefer for 1) less price, 2) Near to house, 3) Everything at one place, 6) Good offers, 8) Faster process, 5) Ambience and 7) Self service

3.10. Reason for Preferring Unorganized Retail Outlet

Table 3.10. Reason for preferring unorganized retail outlet

Reason for preferring unorganized retail outlet	No. of respondents	Percent
1) Price is less, 2) Near to house, 4) Good service, 6) Long relationship, 9) Faster process & 10) Credit	5	21.74
2) Near to house, 4) Good service, 6) Long relationship, 7) Bargaining price, 8) Home delivery, 10) Credit & 11) Small unit size	7	30.43
2) Near to house, 6) Long relationship, 8) Home delivery, 9) Faster process, 10) Credit & 11) Small unit size	8	34.78
4) Good service, 5) Trusted quality, 6) Long relationship, 8) Home delivery, 10) Credit & 11) Small unit size	3	14.04
Total	23	100

Source: Primary Survey–2018

1) Price is less, 2) Near to house, 3) Everything at one place, 4) Good service, 5) Trusted quality, 6) Long relationship, 7) Bargaining price, 8) Home delivery, 9) Faster process, 10) Credit, 11) Small unit size.

Fig 3.10. Reason for preferring unorganized retail outlet

The Table and Fig 3.10 and below given different reasons for preferences points out that out

of 125 customers, who prefer only unorganized retail which includes only 23 consumers in which 34.78 percent prefer various option include 2, 6, 8, 9, 10 & 11, 30.43 percent prefer 2, 4, 6, 7, 8, 10 & 11, 21.74 prefer 1, 2, 4, 6, 9 & 10 and rest 4, 5, 6, 8, 10 & 11. Most of them prefer Near to house, Long relationship, Home delivery, faster process, Credit, Small unit size.
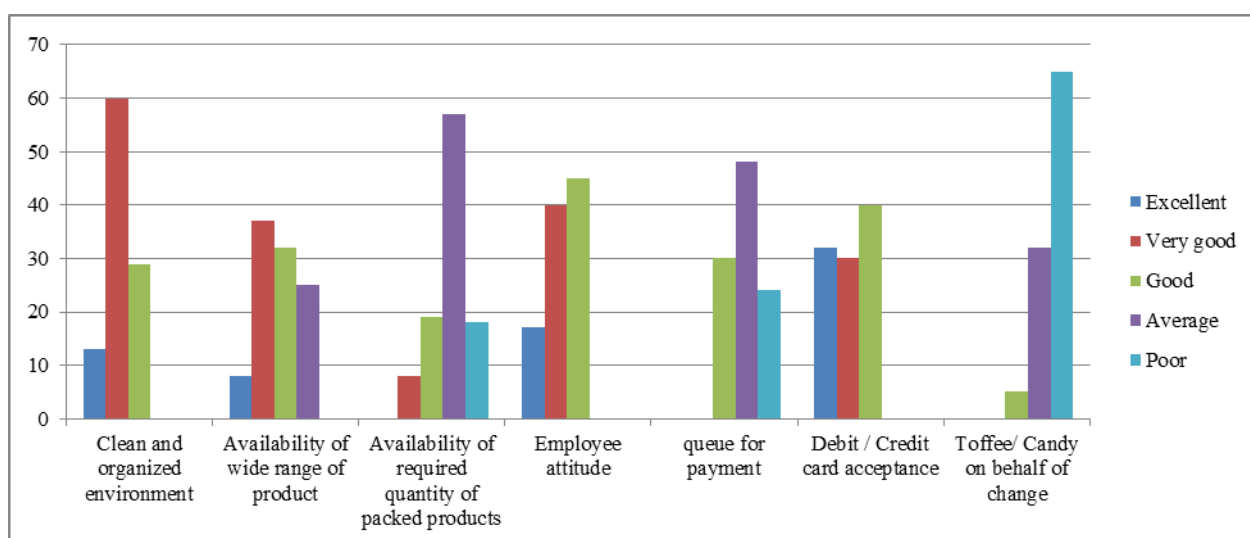
3.11. In – Store Shopping Survey

In store shopping environment is very important because these days customer not only look for availability of product but also factors which influence or attract consumer to shop at their outlets such as clean and organize environment, availability of wide range of product, employee helping nature with extra services which are very important to attract customers.

Table 3.11. In–Store shopping survey

Influencing factors	Excellent	Very good	Good	Average	Poor
Clean and organized environment	13	60	29	-	-
Availability of wide range of product	8	37	32	25	
Availability of required quantity of packed products	-	8	19	57	18
Employee attitude	17	40	45	-	-
queue for payment	-	-	30	48	24
Debit/ Credit card acceptance	32	30	40	-	-
Toffee/Candy on behalf of change	-	-	5	32	65

Source: Primary Survey–2018

Fig 3.11. In– Store shopping survey

The Table and Fig 3.11 points out that out of 125 customers, who prefer only organize and also both organize and unorganized has given there in store shopping experience by rating excellent, very good, good, average, poor. Out of all influencing factor consumers mostly preferred excellent to debit and credit card acceptance, preferred very good for clean and organized environment followed by good to employee attitude, average to availability of required quantity of packed product and poor to toffee/candy on behalf of change. These factors influence customers wither to shop at particular retail outlet or not.
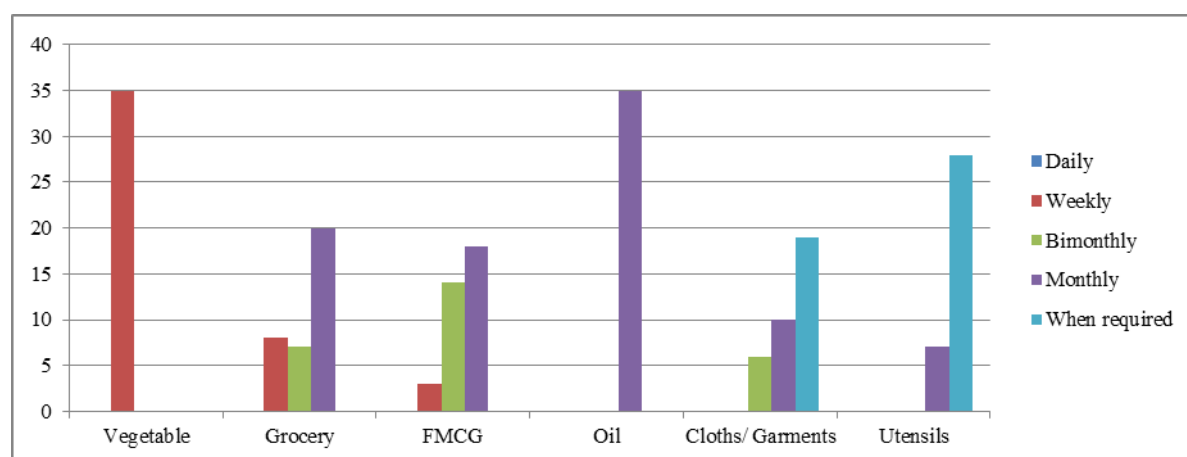
3.12. Shopping Pattern of Retail Customers (only Organize)

Shopping pattern indicates how the consumer do shopping for the various products such as vegetable, grocery such as rice, spices egg etc., FMCG products like coco-cola, ketchup etc., oil, cloths/garments and utensils such as knife, folk, spoon etc. and how do they shop wither they go for daily, weekly, bimonthly monthly or go with when required which defers for both organize and unorganized retail customers.

Table 3.12. Shopping pattern of organized retail customers

Shopping pattern	Vegetable	Grocery	FMCG	Oil	Cloths/Garments	Utensils
Daily	0	0	0	0	0	0
Weekly	35	8	3	0	0	0
Bimonthly	0	7	14	0	6	0
Monthly	0	20	18	35	10	7
When required	0	0	0	0	19	28
Total	35	35	35	35	35	35

Source: Primary Survey-2018

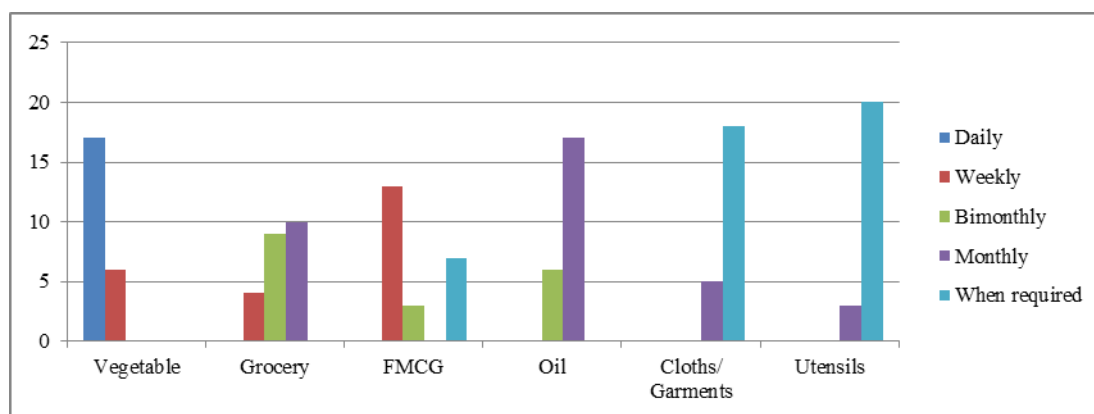**Fig 3.12.** Shopping pattern of organized retail customers

The Table and Fig 3.12 express that of total 125 customers, 35 customers who only prefer organize retail shop purchases vegetable and oil on weekly bases, grocery on monthly bases, FMCG products both monthly and bimonthly bases, cloths/garments monthly and whenever required and utensils when required. It overall gives the view of consumer who do not waste time on shopping and buys all required products at once.

3.13. Shopping Pattern of Retail Customers (only Unorganized)

Table 3.13. Shopping pattern of unorganized retail customers

Shopping pattern	Vegetable	Grocery	FMCG	Oil	Cloths/Garments	Utensils
Daily	17	0	0	0	0	0
Weekly	6	4	13	0	0	0
Bimonthly	0	9	3	6	0	0
Monthly	0	10	0	17	5	3
When required	0	0	7	0	18	20
Total	23	23	23	23	23	23

Source: Primary Survey– 2018

Fig 3.13. Shopping pattern of organized retail customers

The Table and Fig 4.13 indicates that of total 125 customers, 23 customers who only prefer unorganized retail shop, purchases vegetable on daily bases, then grocery on monthly bases FMCG products on weekly and whenever required, oil on monthly bases, cloths/garments and utensils when required. It shows that consumers who purchases from unorganized retail outlets like to get in small quantity as per short term requirements and no need to store and like to use fresh vegetables by purchasing on daily bases.

3.14. Comparing Organized /Unorganized Retail on Various Attributes

Table 3.14. Organized Vs. unorganized

Parameters	Organized					Unorganized				
	E	VG	G	Avg.	P	E	VG	G	Avg.	P
Price	-	10	17	20	20	-	17	40	10	-
quality	9	10	28	20	-	-	9	19	39	-
Varity	10	20	30	7	-	-	-	7	30	30
location	4	7	10	23	23	46	11	10	-	-
Service	-	-	30	30	7	-	10	36	18	3
Everything at one place	18	26	23	-	-	-	-	-	17	50
Offers	9	27	20	11	-	-	-	-	10	57
Relationship	-	-	-	-	67	10	30	27	-	-
Ambience	30	25	12	-	-	-	-	5	32	30
Home delivery	-	-	-	-	67	10	15	30	7	5
Faster process	-	7	18	28	14	7	46	10	4	-
Packaging	8	17	30	8	4	-	7	36	18	6

Source: Primary Survey-2018

Note: E-Excellent, **VG**-Very good, **G** -Good, **Avg.**-Average, **P**–Poor
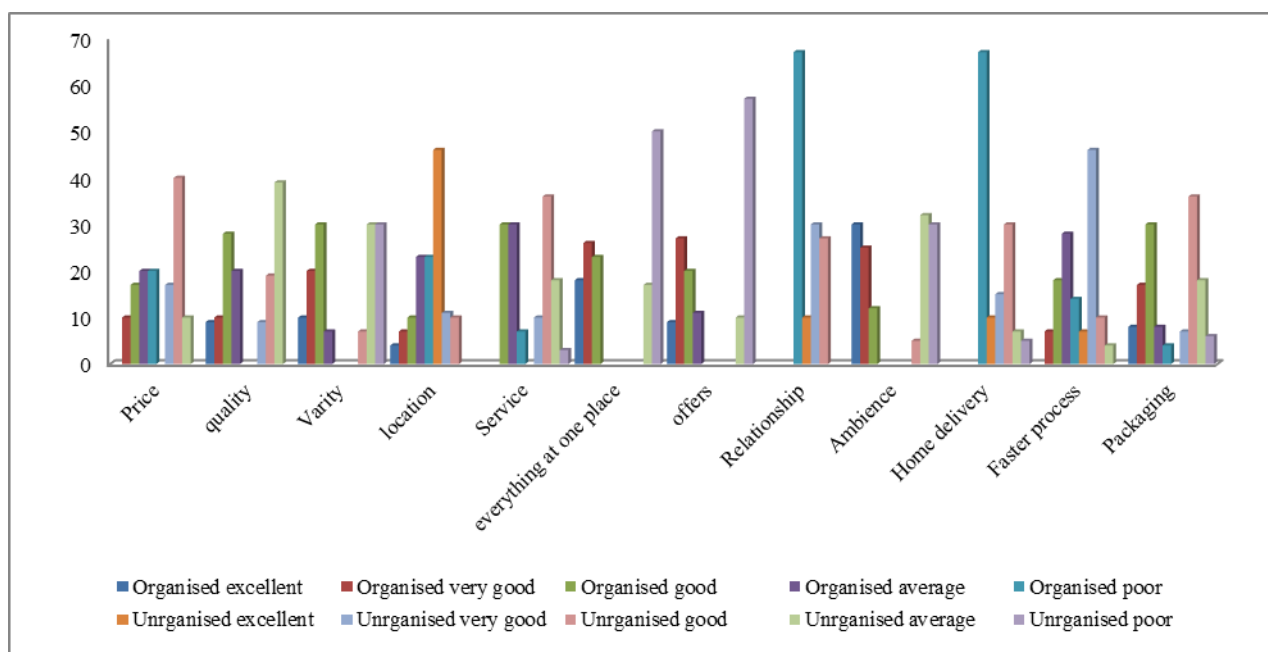
Fig 3.14. Organized Vs. unorganized

The Table and Fig 3.14 express that of total 125 customers, 67 customers who prefer both organize and unorganized rated according to their experience were for price two times 20 customers prefer average and poor but 40 consumers prefer good for price in unorganized outlets. For quality of product in organize outlet 9 choose to be excellent 28 as good but in unorganized outlets 39 and 19 chose average and good. Further consumer has showed good responses towards everything at one place, very good towards offers, excellent towards ambiance and god towards required packages and poor responses towards location, some average and good towards services, and poor toward the home delivery and relation.

Same way for unorganized sector customers showed excellent responses towards location, good towards services, 10 and 30 consumer prefer excellent and very good for relation, very good for home delivery and fast process. Also showed average responses towards verity of products available, ambiance and required pack ages and poor responses towards everything at one place, offers and few for ambiance.

CHAPTER-IV
CONCLUSIONS AND SUJJESTIONS

4.1. Findings of the Study

1. 31.2 percent of the consumers which are between the age group between 26 to 35yearsvisit to retail outlets for various reasons weather it may be organized or unorganized retail outlets.

2. As consumers have wide range of choices most (54.6%) of the consumers prefer to go for both organize as well as unorganized retail form at according to need.

3. Retail outlets are so connected, wither it may be organized or unorganized consumers like to prefer mostly nearest one until its necessary to travel long distance.

4. All age group customers are shopping at organize retail outlets and majority (37.14%) of them belongs to high income group in the study area.

5. All age groups of customers even prefer unorganized retail outlets but more numbers are between income groups between30kto 40kin the study area.

6. Out of 35 organized preferring customers, 34.29% Consumers like to prefer organized retail outlets for various reasons such as less price, Near to house, everything at one place, Good offers, faster process, Ambience and Self service

7. Out of 32 unorganized preferring customers, 34.78 % Consumers prefer unorganized retail outlets for various reasons such as Near to house, Long relationship, Home delivery, faster process, Credit, Small unit size.

8. Out of 125 customers 81.6% of consumers showed excellent, very good and good responses to wards Clean and organized environment, Availability of wide range of product, Employee attitude, Debit/Credit card acceptance and average, poor response towards Availability of required quantity of packed products, queue for payment, Toffee / Candy on behalf of change in the study area.

9. 35 consumers who prefer only organize, mostly shops vegetable on weekly bases, grocery, FMCG and oil on monthly bases, cloths/garments and utensils on monthly and requirement bases.

10. 23 who prefer only unorganized, mostly shops vegetable on daily bases, grocery and oil on monthly bases, FMCG on weekly bases, cloths/garments and utensils on monthly and requirement bases.

11. 67 consumers who prefer both organize and unorganized outlets showed good response towards verity, everything at place, offers and poor towards location, relationship, home delivery some toward price for organize retail outlets.

12. 67 consumers who prefer both organize and unorganized outlets showed good response towards location, relationship, home delivery, faster process and poor towards range of verities, offers, ambiance towards unorganized retail outlets.

13. Consumers are facing the problems of expiry date products, parking problems, knowledge of employee towards different brands, queue for billing.

14. Unorganized retail outlets are facing problems such as consumer highly changing preference toward organized, infrastructure facilities, attractive offers and other services.

4.2. SUGGESTIONS

1. Training should be provided to sales person specially regard to size variation among the multinational brands so that they can deal with the customer more efficiently.

2. The majority of the consumers faced billing problem especially on weekends so number of billing counters needs to be increased, keeping, in view customer traffic.

3. Retail outlets should provide home delivery services to their regular customers to maintain loyalty and strategy with respect to purchase of particular amount of product.

4. Most of the customers have the complaint towards four wheeler sparking problems so more parking space to be provided.

5. Retailers should take care of expiry date products which are to be removed and should not provide offers and discounts on near to expiry or expiry products.

6. The unorganized retailers should offer attractive weekly or monthly schemes for groceries and other items and promote them through leaf lets or pamphlets.

7. Unorganized retailers should make remarkable changes in their store ambience to retain the existing customers and attract new customers with sophisticated facility and more space.

8. Unorganized retailers should purchase variety of products from the single wholesaler to avail adequate discounts so that they meet the cost expectations and needs of their customers.

9. The unorganized retailers should continuously improve their display to compete with the organized sector and also adequate self service facilities to the customers.

4.3.CONCLUSION

The concept of retail kirana comparatively very old in Indian context. Before anybody knew about what retail is, we had Kirana stores, medical stores and lot many other stores working surprisingly well all over the country. Recently with the entrance of big players like Wal-Mart or Reliance, people are getting idea of the traditional stores going to be vanished. But just to remind us, we should never forget how deep rooted is this old concept. The very modern organized stores have taken the idea of retailing nowhere else than from these old shops. The grow thin the Indian organized retail market is mainly due to the change in the consumers perception.

This change has come in the consumer due to increased income, changing lifestyles, and patterns of demography which are favorable. Now the consumer wants to shop at a place where he can get food, entertainment, and shopping all under one roof. This has given Indian organized retail market a major boost. Thus, in India it is quite skeptical that the organized retail will be ever able to overcome the unorganized retail completely. The values, cultures and beliefs of the customers prompt them to go the same retail shop where they can get the product required, at low price and with least waiting time for billing. No matter how lucrative is this sector and how bright is the market; the organized sector in retailing has to go a long way to understand the customer requirement and Government make available credit at reasonable rates and also encourage setting up of modern large cash-and-carry outlets, which could supply not only to Kirana stores but also to licensed hawkers at wholesale rates.

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