Chapter I

Research Methodology

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Chapter 1

Research Methodology

1.1 Introduction to subject -

The term ‘retailing’ refers to any activity that involves a sale to an individual customer. Currently, Retailing is the buzzword in Indian Industry. The $6.6 trillion retail industry is the largest private industry in the world which contributes significantly in world’s GDP, employment generation and wealth creation.\textsuperscript{1} Because of the saturation of US domestic market and increase of rich middle class in India, opportunities in retail sector are incredible.

Retailing in India could become a $496 billion industry by the 2011 - 12, if it continues in its current growth of income of the consumers, increasing demand for products/services, changing lifestyle and buying behaviour and better products and shopping options. The organized retail industry will grow up to 16 percent by 2011 - 12.\textsuperscript{2} There will be 600 malls in operation across the country by 2011 - 12. With these levels of growth, there is high scope in this dynamic business. Large Indian corporate groups like Reliance, Tata, Birla and Mittal are exploring opportunities in retailing. There will be increase in awareness levels with respect to products, usage and all leading to higher aspiration level among the customers.

1.1 (a) Indian Retail Scenario

Retail is the largest industry in the world and is controlled by few powerful businesses. These are now entering in India, where organized retail trade is only about 6% and there are huge growth potentials \textsuperscript{3}. Retailing in India is thoroughly unorganized. Traditionally, the retail industry in India comprised of large, medium and small grocery stores and drug stores which could be categorized as unorganized retailing. Most of the organized retailing in India had recently started and was mainly concentrated in metropolitan cities. Even though India has
over 5 million outlets of all sizes and styles, the country lacks in modern sense of
organized retail stores. This presents great opportunity to retailers. As much as
96% of the 5 million outlets are smaller than 500 square feet in area. This means
that India’s per capita retailing space is about 2 square feet which is lowest in the
world.\(^4\) Just over 8% of India’s population is engaged in retailing as compared to
20% in U.S.

The retailing industry seems poised for a significant growth in the coming years
owing to the presence of a vast market, growing consumer awareness about
product quality and services, higher disposable income of consumers and the
desire to try out new products. In the past couple of years, the organized, multi-
outlet retailing concept had gained acceptance in India. Leading global retailers
such as Wal-Mart, Tesco and others are keen to enter actively in the Indian
retailing industry.

According to Euro Monitor International, a leading provider of global consumer
market intelligence, sales from large format stores (supermarkets and
hypermarkets) was increased by 30% in 2005. In the year 2002, food-related
items accounted for nearly 71% of retail sales in India.\(^5\) However, it was
interesting to note that there had been a decline in the purchase of food-related
items. In recent years, there has been higher spending on non-food items.

Lifestyle in India is changing and the concept of ‘value for money’ is picking up
local companies and local-foreign joint ventures are expected to more
advantageously position than the purely foreign ones. Up and coming modern
retail channels such as hypermarkets, supermarkets, convenience stores and
discounters were unable to make a significant mark in grocery retailers’ value due
to a limited geographical spread in consumer reach. Department stores within
mixed retailers were the forerunner in growth, being boosted by the introduction
of lifestyle concept stores.

In a developing country like India, a major chunk of a consumer’s expenditure is
on retail products. This expenditure is only likely to increase in the near future.
Retailing in India, in spite of industry majors entering is still at its nascent stage.
According to India’s Ministry of Commerce & Industry, only about 6% of the

2
The retail sector is organized, leaving a huge margin for other players to enter in the market. Moreover, the volume of retail turnover in the country is estimated at Rs. 4 lakh crores, which is about 10% of our Gross Domestic Product (GDP).

Table 1.1: Turnover of Organized Retail Industry

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover of Retail Industry in $ billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>201</td>
</tr>
<tr>
<td>2000</td>
<td>204</td>
</tr>
<tr>
<td>2002</td>
<td>238</td>
</tr>
<tr>
<td>2004</td>
<td>278</td>
</tr>
<tr>
<td>2006</td>
<td>321</td>
</tr>
<tr>
<td>2008</td>
<td>410</td>
</tr>
<tr>
<td>2010</td>
<td>483</td>
</tr>
<tr>
<td>2012</td>
<td>568*</td>
</tr>
</tbody>
</table>

(* indicates projected figures)

(Source: Supply Chain and Retail- Vineet Agarwal- The Hindu, Business Line, 11 March 2007)

The retail industry is the second largest sector after agriculture in terms of turnover and employment. It is also interesting to note that retailing in India by 2012 will be a $6 billion industry; provided our economy continues to register a growth of 16% of the GDP annually. Organized retailing offers many benefits. Primarily, it enhances the standard of living of the people by providing high quality products at cheaper rates. It will also increase employment opportunities in the entire value of chain of organized retailing, right from procuring material to packing and selling them. The unorganized retail sector does not provide advanced and technological facilities as provided by the organized sector. The change in customer preference helps organized retailers to provide a wide variety of products with display and stocking capabilities. These advantages combined with a highly trained staff increase productivity and lead to competitive pricing of the products.
India is currently facing world’s most dynamic combination of highly informed and demanding consumers on one hand and rapidly increasing consumption levels across various retail product categories on the other. Having emerged as world’s most attractive market for global retailers, India still faces alarming issue that poses serious hurdle to great opportunity that Retail Industry promises for country’s economic progress.

1.1 (b) Impact of Retail Revolution

Positive Impacts

1) Customers will directly benefit as selling prices would be slashed.
2) Farmer’s benefit
3) Quality products/service
4) Increase in volume
5) Employment opportunities
6) Vendor Opportunities
7) Ready infrastructure for FMCG industries
8) Parking convenience
9) Real Estate Boom
10) Scope for logistical supports
11) More spending for IT
12) Shopping at ease

Negative Impacts

1) Small unorganized retailers
   Grocery Shops
   Fruits & vegetables shops
   Textile Showrooms
   Shoe Shops
   Dairy Shops
2) Middlemen/distributors/wholesalers
3) Margins may dip for small retailers
4) Huge capital requirement for new corporate entrants into retail sector
5) Employment only for educated class
6) Retail sector expected to concentrate in few hands

1.1 (c) Opportunities for Retailing

1) Retail sector can bring huge capital amount in the form of FDI which will in turn create good employment for young generation.
2) Good price for consumers, manufacturers and farmers as middlemen chain is eliminated.
3) Best quality assurance of goods and service is expected as due to cutthroat competition and in order to provide global competence.
4) India has a large middle class of 350 million and an educated workforce to handle various critical functions like merchandising, sales promotion, inventory management, purchasing and marketing.
5) India also possesses IT skills in the area of supply chain management and inventory management.

1.1 (d ) Challenges for Retail Sector

1) Real Estate Crunch
The availability of land and rising rentals in Metro cities could come in way for retailer’s mega plan. At present lands are available easily in class 1 & 2 cities as compared to Metro’s players such as Reliance has announced the major retail foray in class 1&2 cities. Other players like Pantaloons, Spencer’s have already set up significant presence in tier 1 and 2 cities. There will be significant gap between supply and demand of retail space in metros and tier 1 & 2 cities. Some facts and figures are as below.
Table 1.2: Space Occupation by Retailers

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Estimated space occupation on 2010 (in million sq. ft.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantaloon</td>
<td>30</td>
</tr>
<tr>
<td>Reliance</td>
<td>100</td>
</tr>
<tr>
<td>Bharati</td>
<td>15-18</td>
</tr>
<tr>
<td>Aditya Birla Group</td>
<td>13-15</td>
</tr>
<tr>
<td>Spencers (RPG)</td>
<td>1</td>
</tr>
<tr>
<td>Shoppers Stop</td>
<td>5-6</td>
</tr>
</tbody>
</table>

(Source: www.indiaonestop.com)

2) Managing man power
A retail sector is expected to generate employment in access of 20 lakhs by 2010 of which 5 to 6 lakh are directly linked with core retailing. Managing manpower will be the toughest challenge for organized retail players. Companies are intending to hire people for critical functions like store design, back end logistic and merchandising. An organized retail shop needs one employee to cover 275 sq.ft. Thus the challenge is to retain the skilled and talented employees.

3) Supply chain
There will be need to make the sufficient and proper supply chain by making appropriate provisions. Significant investment in restructuring the supply chain and logistic management is needed.

4) Partner Selection
The current policy restricts FDI to 51% for multinational retailers and this translates to joint venture and arrangement of local players. The choice of partner is very crucial in order to achieve long term success.

5) Cultural Diversity
Because of geographical and socio-economic diversity in India, there is no role model for Indian suppliers and retailers to adopt and expand in the Indian
context. Different policies in different province are needed in order to be successful.

6) Competition from unorganized sector

Traditional retailing has established in India for last some centuries. It is the low cost structure & operated at negligible real estate and labour. To handle these challenges, efficient management and virtual merchandising is needed.

1.1 (e) Retailing as an engine for economic growth

In India, the unorganized retailing sector comprises around 94 % while that of organized sector just 6 % that is mainly in major metropolitan and urban areas. Indian retailing is traditionally dominated by a small family run “Kirana” store. Retailing in India is the second largest untapped market after China. Despite the huge size of the industry, only 8% of the country’s population is engaged in retailing while that in United States of America; it is 20%. The positive factors such as increased purchasing power rise in number of double income families and demanding customers, due change in lifestyle and paucity of time, increasing consideration of convenience are helping to grow retail sector. Retailers are providing wide range of products, quality and value for money, apart from creating a memorable shopping experience. Organized retailing has made a considerable headway in product like food, groceries, clothing, books and music. Food & groceries segment has undergone transformation with super market chain like Food world, Nilgiris, Subhiksha, Apana Bazaar etc. The apparel section has seen the emergence of store like Pantaloon, Shopper’s Stop, Lifestyle, Westside etc. and Archies, Music World and Crossword cater the books and music market.

Retailing is estimated to generate about Rs. 13.5 trillion worth of consumers spending and this activity has as its customers the entire one billion people in the country. Consumers are increasingly seeking convenience in shopping. The growing proposition of working women further fuels the desire of convenience. Consumers also increasingly want the shopping experience to be enjoyable.
Shopping malls, self service stores are emerging rapidly to fulfill this need of enjoyable experience.

1.1 (g) Growth of Organized Retail Market

The Economic Intelligence Unit (EIU) country briefing on India, estimates the retail markets in India will grow from $860 billion in 2018. In fact, it finds the organized retail sector in India is expected to grow at a higher rate than GDP growth, driven by changing lifestyle, strong income growth and favorable demographic patterns. According to the KPMG report, the annual growth of department stores has been estimated at 24%, which is faster than the overall retail; and supermarkets have taken an increased share of the general food and grocery trade over the last two decades. Specialized retailers are developing in segments such as consumer durables and books, music, lifestyle goods, household furnishings, healthcare and beauty.

Table 1.3: Leading Retailers

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Turnover for the year 2003-04 in Rs. Crores</th>
<th>Turnover for the year 2007-08 in Rs. Crores</th>
<th>Number of Outlets</th>
<th>Projected number of outlets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantaloon</td>
<td>700</td>
<td>1200</td>
<td>31</td>
<td>74</td>
</tr>
<tr>
<td>RPG</td>
<td>550</td>
<td>1700</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Shopper’s Stop</td>
<td>400</td>
<td>N.A.</td>
<td>13</td>
<td>40</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>230</td>
<td>650</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>Westside</td>
<td>120</td>
<td>N.A.</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td>Ebony</td>
<td>85</td>
<td>150</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>Pyramid</td>
<td>72</td>
<td>190</td>
<td>3</td>
<td>19</td>
</tr>
</tbody>
</table>

(Source:www.euromonitor.com/Retailing_in_India)
1.2 Need of Study

With significant changes taking place in the Indian Retail sector, it will be appropriate to consider how these changes will affect Indian consumer. The total retail market is worth about $200 billion and the modern retail is growing at about 25%\(^\text{10}\). With a range of retail formats emerging, consumers have several options depending on their lifestyles. India has around 12 million ‘mom and pop’ or neighbourhood Kirana stores. India’s socio economic scene is also changing. There is major increase in consuming and climbers class, who are the potential customers of organized retail stores.

<table>
<thead>
<tr>
<th>Socio-economic classification (Based on Annual income)</th>
<th>1995-96 in million</th>
<th>2001-02 in million</th>
<th>2006-07 in million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Rich (&gt;INR 360001)</td>
<td>1.2</td>
<td>2.6</td>
<td>5.2</td>
</tr>
<tr>
<td>Consuming Class (INR 80001-360000)</td>
<td>32.5</td>
<td>46.4</td>
<td>75.5</td>
</tr>
<tr>
<td>Climbers (INR 40001-80000)</td>
<td>54.1</td>
<td>74.4</td>
<td>81.7</td>
</tr>
<tr>
<td>Aspirants (INR 28001- 40000)</td>
<td>44.0</td>
<td>33.1</td>
<td>20.2</td>
</tr>
<tr>
<td>Destitutes (&lt;28000)</td>
<td>33.0</td>
<td>24.1</td>
<td>16.5</td>
</tr>
</tbody>
</table>

(Source: National Council for applied Economic Research (NCEAR), Projections on Structures of Market released in 2001)

The above table brings the clear picture about number of people in each socio-economic group. Due to increased income, people are shifting in upper classes. The most potential target group of customers belongs to consuming class where population is maximum. There are many reasons for this favourable change like-

- Increase in income
- Increase in number of earning young people
- Double income nuclear families
- People enjoy shopping, traveling and eating out
- Indulgence in entertainment and lifestyle products etc.

There is change in expenditure pattern. The share on food has been decreased and it has increased for non-food and durable items. The table shows comparison.
<table>
<thead>
<tr>
<th>Items</th>
<th>% expenditure for 1990-91</th>
<th>% expenditure for 1998-99</th>
<th>% expenditure for 2003-04</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>51.96</td>
<td>47.96</td>
<td>43.97</td>
</tr>
<tr>
<td>Clothing &amp; Footwear</td>
<td>5.73</td>
<td>4.95</td>
<td>5.28</td>
</tr>
<tr>
<td>Furniture &amp; Appliances</td>
<td>3.10</td>
<td>3.32</td>
<td>3.52</td>
</tr>
<tr>
<td>Medical &amp; Healthcare</td>
<td>3.52</td>
<td>4.40</td>
<td>4.99</td>
</tr>
<tr>
<td>Recreation &amp; Education</td>
<td>3.09</td>
<td>3.53</td>
<td>3.93</td>
</tr>
</tbody>
</table>

(Source: The Economic Times, February 1, 2004)

Currently retail sector is totally disorganized in the country, with spurious material and high prices. Customers get materials of which they can neither be sure of the quality of being charged correct price. There is a great need to bring this sector into the organized retailing in the interest of efficiency and quality of the entire industry. Organized manufacturers of this category of materials also find it difficult to deal with the traditional distribution channels as there are a lot of unethical practices. People also prefer purchasing from modern organized retail stores because of many factors like-

- Convenience in shopping
- Decorated elegant stores
- Many product categories with variety under one roof
- Enjoyable shopping with entertainment and food.
- Cheaper rates, discounts
- Purchases with credit cards
- Qualitative products
- People can handle & feel the product before purchase
- Time & money saving while shopping etc.

Kirana stores could hardly afford to be complacent with supermarkets and hypermarkets. Supermarkets are benefited due to their vast product portfolio tailored to consumer demand, promotional initiatives, private label and affordable pricing which made it enticing for consumer to make a switch from traditional Kirana. Supermarkets also expanded current value sales by expanding into
smaller towns and cities, registering a commendable growth 28% growth over the previous year. Indian retail sector Analysis shows that from 2006 to 2010 the organized retail sector will grow at 49.53%. Retail sales are predicted to rise rapidly than consumer expenditure during 2003-08. The forecast growth in retail sales during 2003-08 is 8.3% per year compared with 7.1% for consumer expenditure. Inevitably modernization of Indian Retail Sector will be reflected in rapid growth in sales of supermarket, department stores and hypermarkets.

1.3 Statement of the Problem

There is growing preference by affluent and upper middle classes for shopping at modern organized retail stores, given the convenience they offer such as shopping ambience, variety and a single point source of purchases. There is no doubt that traditional retail has been performing a vital function in the economy and significant source of employment. However, it suffers from huge inefficiencies as a result of which, it is in trouble. The challenges currently faced by the Indian organized retail sector are various and these are stopping the Indian retail industry from reaching its full potential. Retailers have got many opportunities to make most of the retailing business by adopting some strategies to eliminate problems as well as to suit the customers’ requirements.

Keeping in mind above factors, organized retailing was selected for the purpose of study. And hence the present research work “A Study of Organized Retail Business in selected cities in Western Maharashtra” is an effort to carry out in depth research in this field.

1.4 Objectives of Study

1. To study current organized retail industry in India.
2. To know various product categories sold in organized retail stores in selected cities in western Maharashtra.
3. To study various challenges for current retail industry in western Maharashtra.
4. To determine various opportunities for the retail industry in selected cities in western Maharashtra.

5. To study impact on unorganized retailers due to modern retail formats in selected cities in western Maharashtra.

6. To know customer buying behaviour when they are engaged in buying process in selected cities in western Maharashtra.

7. To study change in attitude of people while purchasing and impact due to strategies like pricing, promotion by modern retailers in selected cities in western Maharashtra.

8. To know preference for private labels against recognized brands by customers in organized retailing.

1.5 Scope of the Study

The geographical scope of the study covers four big cities namely Kolhapur, Solapur, Sangli and Satara in Maharashtra. The topical scope covers strategies and policies in modern organized retail stores and does not consider non store retailing or e-tailing. The analytical scope covers fulfillment of objectives set for the study. The functional scope covers meaningful suggestions for the organized retail industry.

1.6 Limitations of the study

1. Organized retail has wide scope, but researcher has limited study only to store retailing. Non-store retail, e-tailing are not the part of this research work.

2. As it was impossible to consider all kinds of modern retail stores, the researcher has taken into consideration only multiproduct, multibrand retailers and not single line or single brand.

3. While collecting data, researcher has selected only four major cities in Western Maharashtra, where considerable scope of modern retail was available.
1.7 Hypotheses

The research work is based on following hypotheses in relation with the set of objectives.

1. Monthly income of people and frequency of shopping at modern retail store are independent.

2. Frequency of shopping and time required to reach the modern retail outlet are independent.

3. Average Amount of Purchase at modern retail shop and Monthly Income of people are independent.

4. The Proportion of respondents who are purchasing from particular shop prior to retail still continue to shop is not significant.

5. Impact on profit of business and impact on volume of business are independent.

6. Amount of negative impact on profit of business and impact on sales due to entry of Modern Retailers are independent.

7. Purchasing from modern retail stores offers convenience.

8. People do not easily accept private labels as compared to recognized brands while considering reliability and quality of products.
1.8 Research Methodology

Research Methodology is a way to systematically solve the research problem. It is a science of understanding research scientifically. Research methodology does not only include research methods but also logic in the context of research study.

1.8.1 Methods of Data Collection

For accomplishment of the above objectives, primary and secondary data were collected from various sources.

A) Primary Data

Primary data collected so as to get first hand information about a topic and for the purpose of analyzing information. The collection of data is mainly through survey with the help of structured questionnaires. Separate questionnaire is prepared for

I. Retailers

II. Customers

Questionnaire was developed using different variables such as Customer Buying Behaviour, Purchasing Trends of Customers, Product Categories sold in modern retail stores, Types of organized retail stores, Various strategies and policies adopted by organized retailers, Customer opinion etc.

In addition to this discussion with retailers helped to know various important issues and current practices. Some of the information was observed and noted for including in research work.

B) Secondary Data

Secondary data was collected through documentary research method. The secondary data is mainly related with theoretical aspects, emerging trends of retailing and various concepts the study.
Information is obtained from various sources like-

i. Books

ii. Journals and Periodicals

iii. Newspapers and Magazines

iv. Internet

1.8.2 Target Group of Respondents

The class of customer purchasing from modern organized retail stores is mostly middle and upper middle class due to increased earnings, quality consciousness about products and services. In addition to this, population of middle class generally likes to purchase from modern retail outlets because of modernization and sophistication. Thus, the study considered only such group of customers as respondents.

1.8.3 Sampling

The sampling method used for collecting information from respondents was **Stratified Quota Convenient Random Sampling**. Quota of 500 numbers of respondents is decided for the study. Keeping in mind convenience of Researcher, four cities which are district places - Kolhapur, Solapur, Sangli and Satara are selected as strata to cover population from urban area. Western Maharashtra includes Pune district also. But keeping in mind cultural difference and level of existence of Organized Retail Business, it was not taken into consideration while collecting data. According to classification of cities, Pune is Tier I city and other four cities come under the category of Tier III & IV cities. This is also the reason for not considering Pune while collecting data.

From each city 125 respondents who are customers of organized retail are disproportionately selected irrespective of the population of city. The population of various categories of people was randomly selected.
Primary data were collected from traditional retailers. Considering different types of retail stores, variety of traditional retail stores covered with judgmental sampling. Primary Data were collected from modern retailers. All available modern chain retail formats were considered in 4 different cities.

1.8.4 Sample Size

For collecting data for the research work, 500 numbers of respondents were considered. The sample is divided into four different groups for four different cities namely Kolhapur, Solapur, Satara and Sangli.

Table 1.6: Sample Size for Customers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>City</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kolhapur</td>
<td>125</td>
</tr>
<tr>
<td>2</td>
<td>Sangli</td>
<td>125</td>
</tr>
<tr>
<td>3</td>
<td>Solapur</td>
<td>125</td>
</tr>
<tr>
<td>4</td>
<td>Satara</td>
<td>125</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
</tr>
</tbody>
</table>

Primary Data were collected from modern retailers. All available modern chain retail formats were considered in 4 different cities.
Table 1.7: Sample Size for Modern Retailers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>City</th>
<th>Number of Retailers</th>
<th>Names of Modern retailer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kolhapur</td>
<td>3</td>
<td>D- Mart, Big Bazaar, Vishal Mega Mart,</td>
</tr>
<tr>
<td>2</td>
<td>Sangli</td>
<td>3</td>
<td>D- Mart, Big Bazaar, Godrej Aadhar</td>
</tr>
<tr>
<td>3</td>
<td>Solapur</td>
<td>2</td>
<td>D- Mart, Sai Krupa Super Market</td>
</tr>
<tr>
<td>4</td>
<td>Satara</td>
<td>2</td>
<td>Vishal Mega Mart, Godrej Aadhar</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>10</strong></td>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

There is variety of modern organized retail stores like hypermarkets, supermarket, discount stores, convenience stores etc. Each type store is different in terms of facilities, services and variety of products. All available existing modern retail stores for the purpose of research were considered. Unorganized retailers who are involved in traditional retailing were selected to find out impact on unorganized sector because of entry of modern retailers. Traditional shops in the radius of 1 Km. around modern retail format were selected. In Kolhapur city there were 12 traditional retailers, in Sangli 3 and in Solapur and in Satara only 5 traditional retailers were found in the area around organized retail format in 1 km. radius.

Table 1.8: Sample Size for Traditional Retailers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>City</th>
<th>Number of Retailers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kolhapur</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Sangli</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Solapur</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Satara</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>35</strong></td>
</tr>
</tbody>
</table>
1.8.5 Methods of Data Analysis
Data has been analysed using graphs, pie-diagram, bar diagram, tables, mean, percentage etc. Suitable statistical tools are used for data analysis such as Chi Square test and test of proportions. The Chi-Square test is known as the test of goodness of fit and Chi-Square test of Independence. In the Chi-Square test of Independence, goodness of fit frequency of one nominal variable is compared with the theoretical expected frequency. Hypotheses are tested using Statistical Package for Social Sciences (SPSS).

1.9 Chapter outline
The Research work is organized in following chapters.

Chapter-I Research Methodology
This chapter covers the introduction of the subject, selection of subject, objectives, scope and methodology for the research.

Chapter –II Literature Review
Number of Thesis, Dissertations, Research articles in journals and magazines were found while carrying out present research work on Organized Retail Business

Chapter –III Theoretical aspects of retailing
In this chapter basic concepts and theoretical aspects of retailing are reviewed.

Chapter – IV Current Scenario of Retail Industry
This chapter presents current scenario of retail industry at worldwide level as well as in India.

Chapter V - Data Analysis and Interpretation
Efforts are taken to present relevant and necessary data in the form of tables, graphs and charts and respective inferences are drawn.
Chapter VI - Findings and Suggestions
In this chapter findings based on collected data are presented. Suggestions on the basis of observation and study are also included. At the end conclusion of research work has been mentioned.

Bibliography

Annexure
References:

2. www.indiaonestop.com
3. www.euromonitor.com/Retailing_in_India
4. www.indiaonestop.com
9. Indian Retail Sector Analysis (2008- 09)