ABSTRACT

The present research on the “A Conceptual Study on Prospects of Retail Marketing” focuses in understanding the attitudes and opinion of consumers towards Organised Retail Sector with special reference to Dhule District. In India the trading of goods has always been a part of traditional societies. Therefore retail marketing in India can basically divided into two types. One is organised retail market and another retailing through unorganised retail market.

CHAPTER 1 - INTRODUCTION

Retailing is not only an essential part of our economic structure but also mold our lifestyle. A retailer tries to indentify targeted market is the process in the retail marketing. He further work out the market mix in terms of nature of merchandise and services offered. Retail Marketing do the pricing policy, location, store design and visual merchandising, promotion and advertising in order to satisfy the target market’s needs and build up a sustainable competitive advantage. Therefore their main focus will be on identifying the need of the targeted market. So that it helps to satisfy these need more effectively and efficiently.

Any business that selling to final consumers whether it is a retailers, wholesalers, manufacturer or industrialist is actually doing retailing. Therefore final step in distribution channel is called Retailing. Retailing is done by the merchandise to consumer for consumption purpose. Further it can be said that any business that sells product to final customer is performing retailing function.

The trading of goods has always been a part of traditional societies in India. Therefore retail marketing in India can basically divided into two types. One is organised retail market and another retailing through unorganised retail market. Trading activities taken over by licensed retailers called organised retailing. These includes the super market, corporate backed hypermarkets, departmental stores, retail chains, malls, specialty stores and also the privately owned large retail businesses. On the other hand unorganised retailing format means the traditional low-cost retailing. It includes local kirana shops, pan
beedi shops, general stores by owner manned, vegetable market, weekly market, convenience stores, and hand cart etc.

CHAPTER 2 - DEVELOPMENT OF RETAIL

Retailing goes back to centuries. It started as a very primitive business but today has grown tremendously. First people were doing businesses with their neighbors. Goods were exchanged between them. Gradually people began to collect themselves to a given neighborhood, which provides a geographical place to do the exchange. This not only increases the exposure of a given good but also helps a lot towards the development of a more formalized system. Gradually, a few more start to get together to a place that in turn creates a need for a common place. Later this common place was called a fair. With the passing of time the number of people doing businesses in a given fair increased, issues like security, transportation becomes a matter of concern. This semi-formalized system then gave birth to small-scale groceries, where people start to provide more combinations in their own neighborhoods.

Then came the issue of choice in given grocery, the choices the customer had was limited, this was the beginning of the concept of everything under one roof. As time passes, joint family changes into nuclear family. There too both members started earning which resulted into a new way of lifestyle. From then instead of mom-and-pop type of stores organized retail stores came into existence.

Since last some decades, in India it was seen that organised retail market contributes only 6% of the retail trade. On the other hand unorganised retail market contributes the largest 94%. But since 1991 the Indian retail marketing registered a huge growth. At the globe Indian retail is the 5th largest industry. It is said that over the last few years organised and unorganised retail market in India has the one of the fastest growing industry.

Retail Marketing in India growing day by day. It is the largest private sector in the world and contributes 8% of the GDP. It further employs the one 6th of the labourforce. Increasing income, small families, and middle class families required organised retail formats for their development in urban as well as in rural areas. Opening of retail orgranised markets at rural areas develop the society and economical improvement of
the country. Development of rural areas is so necessary at this stage. It is observed that modern retail marketing has contributes to economic development, employment generation and change in lifestyle at urban as well as rural areas in India. So prospects of retailing and its modern retail formats is good. Following table 1 proves growth of malls at major cities in Maharashtra.

CHAPTER 3 - LITERATURE REVIEW

A literature review discusses in this chapter. Review of related literatures help to know about the studies which have been done in the related field. By the study of reviews one can search the problem and examine the different solution various researchers have found such solution an researcher discusses his results and draw conclusion. The literature review is a critical looks at the existing research that is significant to the work that researcher carrying out. Some people think that it is a summary but it is not so that. Although researcher need to summarize relevant research, it is also vital that researcher should evaluate work, show the relationships between different work, and show how it relates to his work.

CHAPTER 4 - RESEARCH METHODOLOGY

The general scope of the study is to understand consumers perception towards modern retail format. Also in this study researcher will explore the series of aspects of retail marketing activities which affects the consumer. Researcher will study only those consumers who have visited the modern retail outlets at least once with the age group of 18-60 in Dhule District. Hence this study will give new direction to retailers to formulate marketing strategy and develop retail sector in Dhule District.

Retail is India’s largest industry. The study is primarily to understand the prospects of Retail Marketing in India and how modern format acquires the Retail sector. In this contest, the present study has been conducted with the following objectives.

- To assess the growth of Retail Marketing in India.
- To evaluate the service quality offered by Retailers.
- To analyses on growing activity of Retail Sector.
- To review the Retail Marketing and its prospects.
- To study the recent trends in Indian retail industry
- To describe the challenges & opportunities in Retail Marketing
To interact with consumers and have their review.
To know the consumers requirement at rural areas.
To define the prospects of Retail Marketing in Dhule District.

Research methodology is highly intellectual human activity in nature. Even though research methodology is a useful reconstructing of some methods of scientific inquiry. There are many ways of applying logic and observe the problem solving. The planning of study may include a great deal of exploratory activity with proper research methodology. The researcher plans to present his study in the form of descriptive research. The base will be Quantitative as the researcher will be adopting the Survey method to collect the data.

Samples of the study consisted of consumer segment in the group of 18 to 60 years. The study is restricted to analysis responses of 1000 consumer from different concerns. Convenience samples are drawn from Dhule District. The data collection with the help of questionnaire from the consumers going out for shopping and trying new things. The geographical area to be covered in the research will be Dhule District in the State of Maharashtra, India.

The collected data will be edited to avoid unwanted information & will be arranged in proper sequence. In any research, collection of data is followed by processing and analysis. It involves answer to the research problem. The hypothesis has been tested by using the statistical tools such as Non Parametirc Tests in which Chi - Square Test and Kolmogorov Smirnov Test has been taken into consideration. The edited data will be edited & classified for suitable tabulation, graphs, charts, diagrams wherever necessary. In addition to the above hypothetical tests, the statistical tools like simple percentage method, Pearson Correlation, Factor Analysis and Cluster Analysis are used for analyzing data.

CHAPTER 5 - DHULE DISTRICT AT A GLANCE

The Dhule district is formerly known as West Khandesh. It is lies in the upper tapi basin in the North-west corner of the State of Maharashtra. The boundary of Dhule district are on the north Madhya Pradesh State, on the west Gujarat State, by the east Jalgaon and by south Nasik district. It extends between 20°38’ to 21°38’ N latitude and 74°52’ to 75°11’ East longitude. It cover an area of 8063.11 sq.km. It is mainly the 2.62% of the geographical area of the Maharashtra State. It stretches 108 km. from west to east and 112
km. from south to north direction. The area of the district is represented in Survey of India
degree sheets No. 46K, 46IL, 46O, 46G and 46H on the scale of 1:2,50,000. According to
the 2001 census, Dhule district has total 678 inhibited villages and total 17,07,947 people
are residing within the district. Population density of the district was 212 persons per sq.
km. Percentage of the rural population are 73.89 while 26.11 percent people live in the
urban areas.

District income mainly depends upon the sectors categorized in Primary, Secondary
and Tertiary. In primary sector major fields that have supported district income includes
Agriculture, Forest, Fishery and Mines. In secondary sector, Industries, Construction of
various infrastructure, Electricity, Gas and Water Supply facilities have contributed to
support district income. In tertiary sector major income is from business and hotel, banking
and insurance, communication facilities like telephone, post office, roads, railway and
transportation supplemented the district income.

The district has made impressive work in the agriculture and business front. With
rising incomes, organization and changing lifestyle, consumer’s expectations are rising.
Food sector is yet to expand potentially. Changing food habits has great prospects in retail
industry of Dhule district. Retailing for agriculture produce may help bring about
transformation in the farming sector. Retail marketing will also improve the marketability
of the farm produce and generate better prices. This will result in establishment of
backward linkages with agriculture and food processing by beginning with better quality,
primary grading / sorting and handling.

CHAPTER 6 - MODERN RETAIL FORMATS & FRANCHISES

Retail organizations come in a whole variety of shapes and sizes. Having defined
the process of retailing in the preceding unit, the aim of the unit is to present the diversity
of the retail industry in term of the variety of outlets used for the retailing activity. Retail
outlets can be quite different in term of the ownership of the retail business itself, the
characteristics of the premises used and the orientation of the product range.

Many large retail organizational have grown using a particular retail format. The
particular format used, to a certain extent, can be considered to be part of a successful
strategy for that retailer, and by adopting a successful format and repeating it on a
geographical spread, the retailer obtains economies of scale, efficiency and a strong identity. Therefore, an understanding of the different retail formats used is important for gaining an understanding of a successful retail strategy.

It is observed that modern retail marketing has contributes to economic development, employment generation and change in lifestyle at urban as well as rural areas in India. So prospects of retailing and its modern retail formats is good. Considering these things can be happen in India, if there will be opening of new retail formats at different corners of the country.

India has been witnessing a rise in various formats in the past few years. Although traditional retail formats such as Kirana Stores, grocery stores and so on still exist in the market, modern retail formats are growing in importance for the FMCG marketers. This is because of availability of wide product and service range. This is also because of increase in awareness among the consumers. In fact today most of the shopping areas are central business locations and prime retail streets in suburbs. On the other hand, a major share of the Indian population is still put up in rural India. Consumer today may shop for product and service with a variety of retailers.

The modern retail is also referred to as organised retail. The evolution of traditional retail into modern retail is important in a developing nation like India. Nowadays, there is a proportionate decrease in number of small stores. The retail industry in India has undergone some tremendous changes in the last decade. Modern retail formats have become an integral part of the retail market. All these retail formats are trying in their unique way to provide a wide array of choice of quality products and the right ambience for shopping. The modern retail formats generally tend to achieve economics of scale and scope to complete and remain profitable, thus need to offer variety and assortment. Indian retail market is quite comfortable for the growth of modern retail formats.

CHAPTER 7 - ANALYSIS OF SURVEY

The collected data has been tabulated in both the forms like Simple Tabulation with one variable and Cross Tabulation having two variables. The tabulated data has been analysed by using SPSS 17.0 consisting of the following statistical techniques.
Univariate Analysis: It has involved only one variable for analysis and the methods related to this analysis include Simple Percentage method & Chi-Square Test.

Bivariate Analysis: It has involved only two variables and the methods related to this analysis include Pearson Correlation and Chi-Square Test of two variables.

Multivariate Analysis: It has involved more than two variable at a time. It has explained the associations among more than two variables simultaneously. The methods include Factor Analysis.

Hypothetical Analysis: The hypothesis which is formulated has been tested by using Chi-Square Test & Kolmogorov Smirnov Test.

CHAPTER 8 - CONCLUSION AND FINDINGS

It is clear that Graduate and Post Graduate is the level of education for most of the consumers. It is apparent that majority of the consumers belong to the age group 27-37 and 38-48.

It can be concluded that age and education are the most significant demographic factors in influencing the consumer towards Modern Retail Formats.

From the opinion of consumer it is concluded that there is positive attitude of the consumers towards organised retail formats. The study clearly indicates that consumers are having high awareness level towards Modern Retail Formats.

It is clear from the present study that there is healthy atmosphere of organised retailers which permit them in buying through organised retailers. From the study it is concluded that the majority of the consumers agree that good service quality offered by organised retailers and they are satisfied with that.

Majority of consumers are of the opinion that they are satisfied with the existing level of performance and services of organised retail format. It is clearly indicates that inviting foreign retailers in the market are in the benefit of consumer and society.

Retail Marketing in India growing day by day. Increasing income, small families, and middle class families required organised retail formats for their development in urban
as well as in rural areas. Opening of retail organised markets at rural areas develop the society and economical improvement of the country.

CHAPTER 9 - RECOMMENDATION AND SUGGESTIONS

The Education of the consumers strongly influences the awareness level towards Organised Retail Sector. Education is a demographic variable which should be treated as the target market for the Organised Retail Marketing.

The Age of the consumers also become strongly influences the awareness level towards Modern Retail Formats. Age is a demographic variable which should be treated as the target market for the Modern Retail Formats. The Income of the consumers also become strongly influences the awareness level towards Retail Marketing. Therefore it is recommended that Income is a demographic variable which should be treated as the target market for the Retail Marketing.

The consumers are having both side buying preferences towards Organised Retail Format and Unorganised Retail Format. The stakeholder like Government, Companies, Stockiest and NGO’s should actively involve in promoting the consumers towards Organised Retail Sector.

The extent of the price and presentation influence on the consumers is very high. It can be predicted that price and presentation should determine the perception of the consumers derived through the benefits of Organised Retail Sector.

The present study has made an attempt to analyze the marketing strategies for the Organised Retail Sector through the opinions of consumers and they are summarized through suggestions.

It is suggested that Age, Education and Income had become a significant demographic factor in influencing the awareness level of the consumers towards the Retail Marketing and the companies should take note of these and make a marketing strategy for future growth.
It is also suggested that Mall and Supermarket owners should maintain the atmosphere of organised retail sector which permit the consumers in buying through organised retailers.

The proper education and training to consumers will help them to maximize the usage of Organised Retail Sector for their day to day need. It will make benefits for them.

Since there is tremendous Scope in this field, concerned authorities must come forward to appreciate and enhance the scope of the study so that the country will be in a position to be a Developed Country.

A good beginning has been made in the area of Organised Retail Sector and following issues have been taken up as a future road map in this regard.

- Foreign companies are ready to start their business to develop Organised Retail Sector.
- Existing Mall and Supermarket owners are opening their branches in rural areas to develop the Organised Retail Sector.
- The day by day Organised Retail Sector enhancing the benefits of Consumers and attracting them towards Modern Retail Formats.