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Date:

Place:

‘ABSTRACT’

“A STUDY OF THE WORKING OF ORGANIZED RETAILING IN AND AROUND PUNE WITH SPECIAL REFERENCE TO FOOD & GROCERY, APPAREL & CLOTHING”

Introduction:

Organized retailing has increased from 5% of total retail sales in 2006 to 8% in 2007 & to 25 % of total sales in 2011. Organized retailing is thus the sunrise industry contributing 10% to GDP and 8% to employment after agriculture. In the past few years new retail formats are seen in important cities of the country viz; NCR, Mumbai, Hyderabad, Kolkata, Chennai, Bangalore and Pune. In Pune, there has been a drastic transformation in the retail occupier typology. The number of retail outlets is increasing day by day with newer forms and attractive schemes because of which there is gradual shift in the purchasing, customers are now purchasing from organized retail stores for variety, brands, more discounts and offers. The customers are looking for quality, price, convenience and one stop shopping experience in the organized retail stores.

So the researcher was interested in understanding the working of organized retailing, customers’ changing habits, factors leading to their satisfaction customers’ preferences for the ORMs, reasons for closure of some stores, and impact of ORMs on small stores, with specific reference to Food and Grocery and Apparel and Clothing.

Objective of the study:

- 1) To study the working of organized retail markets i.e. organizational structure, HR and employment, stores layout, supply chain management,

use of technology and other aspects of organized retail markets in and around Pune.

2) To study the customers profile and their satisfaction level.

3) To study the employees satisfaction level.

4) To suggest measures to improve the working of organized retail markets.

5) To study the impact of organized retail outlets on small stores.

Research Methodology:

Type of Research: The research is descriptive as well as exploratory in nature. It is also a combination of qualitative and quantitative research.

Methodology of the Research:

The research is based on primary and secondary data.

Primary Data: The data is collected through primary sources like questionnaire, personal interview, and group discussions.

Secondary Data: It comprises of all references books, journals, articles, magazines, newspaper, internet, blogs and printed handouts of the outlets. Professional journals in marketing, magazines, and news paper articles have also been used.

Population and sample:

The research covered the area in and around Pune. The number of customers though not infinite is very large and therefore for practical

purpose, convenience and judgmental sampling method (non probability sample) was used.

Findings by Testing of Hypothesis:

Hypothesis -1: 'Working of organized retail markets leads to satisfied customers'

The organized retail markets are successful in satisfying customers on certain grounds, while it is not successful in satisfying customers on certain other grounds. Hence the hypothesis is partially proved.

Hypothesis - 2:

'Working of organized retail markets leads to satisfied employees'.

Thus organized retail markets are successful in satisfying employees on certain grounds, while it is not successful in satisfying employees on certain other grounds. Hence the hypothesis is partially proved.

Hypothesis -3: 'The working, marketing and promotional strategies used by different organized retail outlets are less distinctive'

The working, marketing and promotional strategies used by different organized retail outlets are similar. Hence the hypothesis is proved.

Hypothesis -4: 'Working of organized retail markets is technology intensive''

The organized retail markets make extensive use of different types of technological equipments to facilitate their working. Hence the hypothesis is proved.