CHAPTER-6

MAJOR FINDINGS
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1. 33% retailer’s sales have not been affected by the/after arrival of mall in the city.

2. Retailers of Vadodara are least affected by the malls as 46% retailers of city have not experienced any change in sales.

3. Retailers of Rajkot are most affected by the malls as 82% retailer’s sales have been affected.

4. Nearly three fourth retailers of Surat have seen change in sales after arrival of mall.

5. Half of retailers have experienced change in cash sales after arrival of mall in the city.

6. 54% retailers of Surat and 70% retailer of Rajkot have experienced change in cash sales and in case of credit sales nearly one fifth retailers of Surat city has observed changes in sales.

7. Out of total retailers surveyed one third have not experienced any change in the sales and 45% retailers have witnessed raise in sales & just 22% retailers have observed reduction in sales.

8. 40% retailers of Rajkot city have increased sales at higher than 30% after arrival of mall in the city indicating aggressive attitude towards various actions taken by mall.

9. Retailers of Vadodara are most inefficient in diluting the effect of organized retailing in the city as 22% retailers of city have registered reduction in sales up to 10%.

10. The strategies and tool of sales promotion of Surat’s retailers have been proven bit successful as it increases 26% sales of retailers up to 10%.

11. Just more than one tenth retailers of Ahmedabad, Vadodara and Rajkot have achieved increase in sales between 20% to 30%.
12. Sales structure of 56% retailers have been changed after arrival of malls in the city, sales structure of 69% retailers & 70% retailers of Rajkot have been changed after arrival of mall and just 26% retailers of Vadodara has been changed.

13. 70% retailers of Surat and Rajkot have been observed changed in sales of FMCG products and amongst them nearly one forth retailers of Surat and 62% retailers of Rajkot have experienced change in their sales between 20% to 30% and above 30% respectively.

14. Nearly one forth retailers of Ahmedabad city have experienced change in sales of FMCG products less than 10%.

15. Packaged food sales of retailers of Surat has registered volatility as 23% retailers have witnessed change in sales between 20% to 30% and 26% retailers have experienced change between 10% to 20%.

16. Retailers of Vadodara are least affected in sales quantum of packaged food item.

17. Retailers of Rajkot are very active as 44% retailers have observed change in sales between 20% to 30%.

18. One fifth retailers of Ahmedabad & Surat has observed very marginal / nominal change in packaged food sales.

19. Half of retailers of surveyed have not noticed any change in the sales of food grain and same scenario is observed in Ahmedabad, Vadodara and Rajkot.

20. One fifth retailers of Rajkot has witnessed change in sales between 20% to 30% for food grain item and same number of retailers of Surat can make marginal change in sales of food grain.

21. Nearly half of retailers have not witnessed of any change in sales of provisional items after arrival of malls in city.

22. 36% retailers of Rajkot and nearly one fifth retailers of Surat have observed change in sales in the provision item between 20% to 30%.
1/10th retailers of Ahmedabad has witnessed change in the sales of provision items in same manner. 29% retailers of Ahmedabad have observed very marginal change in their sales after arrival of mall in the city.

23. 48% Retailers of Rajkot has witness change in sales cosmetic items more than 30% after arrival of mall in the city same way 26% retailers of Surat city has seen change in sales of cosmetic items between 20% to 30%. One fifth of the retailer of Vadodara have realised change in sales of cosmetic between 10% to 20%.

24. Nearly 20% retailers of Surat have witnesses change in sales of other items between 20% to 30%. And nearly one third of retailers of Rajkot also have witnesses the change in sales to same extent.

25. Just above half of the retailers of the total surveyed retailers have not realised any change in sales of other items after arrival of mall in the city.

26. After arrival of malls in the city 29% retailers of Ahmedabad has increased their customer base between 10% to 20% and same way one fourth of retailers of Rajkot have raised their customer base in same proportion.

27. 40% retailers of Surat can raise total consumers up to 10% of total customer base after arrival of mall in the city.

28. Retailers of Vadodara are not succeeding in the expansion of consumer base after arrival to mall in the city.

29. Marginal increase in the total consumer base after arrival of mall in city is achieved by retailers of all the cities of the state.

30. 42% retailers have not made any change in the “Appearance of store” at all after arrival of mall in the city. Placing “New Products at Front Place” and placing latest product at “Direct Display” has been preferred is considered to be most effective in attracting consumers as nearly one fifth retailers each.
31. Majority retailers of Ahmedabad, Vadodara, and Surat have not done changed in the appearance of the stores.

32. Retailers of Ahmedabad, Surat and Rajkot have made change in place of Merchandises in which they deal to attract consumer after arrival of mall in the city. Retailers of Rajkot are aggressive in this case as 82% retailers have changes place of their merchandise after arrival of mall. 72% retailers of Vadodara have not made any change in the merchandise in which they deal.

33. Attracting consumer by putting most demanding items in the front side of the store is to be treated as most effective communication tool to consumer without paying additional cost.

34. 62% retailers out of total retailers surveyed has change the place of FMCG products in the stores. 80% retailers of Rajkot have opt for the Special place for the FMCG items in the stores to attract consumers after arrival of mall in the city.

35. Front placed FMCG has been preferred by the one fifth retailers of Ahmedabad and one tenth retailers of Vadodara and Surat.

36. Retailers have created separate stand of allotted special space for keeping FMCG items at eye catching position.

37. One fourth of the total surveyed retailers have shifted Packaged food items in the Special Place and Front Place respectively. Consumers’ preference for the packaged food has been leveraged by more than half of retailers in counter effect of the mall in the city.

38. Shifting of conventional provisional items of the stores has been ignored by more than half of the retailers of the Vadodara city and more than one third retailers of other cities. 30% retailers of Surat city have changed the place or provision items in the stores.

39. Placing of newly arrived product is treated as key factor to attract consumers of the city after arrival of mall in the city. 28% retailers of
the total surveyed retailers have created special space and attractive stand for the display of the Newly Arrived product.

40. More than one third retailers of Surat and Rajkot have allotted special space for the Newly Arrived Products and one fourth retailers of Ahmedabad city have allotted special place for Newly Arrived Product.

41. Front place placement of the Newly Arrived product is the second choice of the retailers for the attraction of the consumers.

42. Biscuits and Chocolates have given special place in the store by nearly half of the retailers of Rajkot and nearly one third retailers of Surat. Very few retailers of other city have made changes in the place of the Biscuits and chocolates to attract consumers intensively.

43. Small and domestic Merchandise items are not moved by majority retailers of traders of the survey. Nearly one third of the retailers of the survey have shifted such items from front place to corner and back side of the store together.

44. 39% retailers of the state have increased the stock of the various FMCG items inside the store. Retailers of Rajkot are aggressive in this regard as nearly three fourth of retailers have increased stock of FMCG items. Retailers of Vadodara are inactive in this regards.

45. Nearly one third of the retailers of Ahmedabad city and Surat City have reduced stock of the stock of FMCG items with intention to create space for other items.

46. Stock Packaged food items have been reduced by the one fifth of the retailers of all cities except Surat and 78% retailers of Rajkot have increased stock of the packaged food item.

47. Stock of provision items and Food grains have not changed by the nearly one third retailers of the survey. 28% retailers of the surveyed retailers have decreased “Provision items” and “Food grains” in the store to make space for other attractive items after arrival of Mall in the city.
48. Nearly one fifth of the retailers of out of total retailers surveyed have increased stock of their items to make space for more attractive items in the stores. One third retailers of Surat and one fifth retailers of the Rajkot has reduced stock of the other items with intention to make space for the other attractive items after arrival of Malls in the city.

49. More racks and Display boards in the stores in to be treated as most successful strategy to attract consumers by the retailers. As 27% retailers of have added more racks and display boards after arrival of malls in the city. 17% retailers have installed Air Conditioner in the store to give comfort to consumer while purchasing merchandising.

50. One third of the retailers of Ahmedabad, Surat and half of the retailers of Ahmedabad has not taken any action for the change in the furniture or outlook of the store.

51. Computerized billing system, Attractive entrance gate and Space for Merchandise in the front area is adopted by very few retailers after arrival of Malls in the city.

52. Continence of the consumer by providing comfortable packing is adopted by more than one third retailers only. Nearly two third retailers of Rajkot have adopted “New convenient packing” for consumers.

53. More than 70% retailers of Ahmedabad, Vadodara and Surat have not changed packing and packaging after arrival of mall in the city.

54. More than 55% retailers have not changed credit period after arrival of mall in the city. Nearly one third retailers of Rajkot city has increased credit period of consumers for less than 30 days.

55. 29% retailers prefer to increase credit period to the new consumers after arrival of mall in the city.

56. Retailers are of the opinion that the increase in credit period couldn’t attract consumers as marginal no of retailers have increased credit period of existing consumers.
57. 58% retailers have not changed any credit limit to the consumers to attract consumers after arrival of mall in the city. 28% retailers have increased credit limit amongst new consumers and 14% retailers have increased credit limit amongst old consumers.

58. Nearly one fifth retailers of Ahmedabad and 28% retailers of Rajkot have increased Credit limit of consumers.

59. More than one third of the retailers are using “Flat Discount” as the sales promotion tool in counter effect of the mall in the city while 23% retailers have increased or adjust “Credit Facility”. Nearly 25% retailers have adopted “Free Home Delivery” as sales promotional tool.

60. “Free Sample”, “Information to Regular Customers on Phone”, “Sales during Festive Season” are least used by the retailers for sales promotional tool after arrival of Mall.

61. Every retailer have at least one sales promotional tool after arrival of mall in the city.

62. 51% retailers have not made any efforts to increase space of store after arrival of mall in the city.

63. 16% retailers have increased space in the present store while 18% retailers have purchased Additional Shop and just 12% retailers opt for the extension of retailing in the other area by opening a branch after arrival of mall in city.

64. Nearly 73% retailers of Ahmedabad and nearly two third retailers of Vadodara and half retailers of the Surat have not raised any space of retailing due to very high rental charges in the cities of state as well as very high price of real estate.

65. Retailers of Surat City have adopted mainly two option for increasing store space viz. “Purchase of Additional Shop” and “Opening New Branch”.

66. 40% retailers out of total retailers surveyed have adopted “Free Home Delivery” as practice of value added service. “Cleaning and Processing
of food Grain” is adopted by more than one third of the retailers of Ahmedabad city and more than half of the retailers Rajkot.

67. Nearly one fifth of the retailers of every city have adopted “Availability of New arrival” in the store as part of value added service. Acceptance of Credit card or Debit card is adopted by very few retailers.

68. Nearly half of the retailers have not faced any change in the attitude of the suppliers towards retailers after arrival of mall in the city. 14% retailers have reduced credit limit of retailers and 16% retailers have faced changed in credit period by the suppliers after arrival of the Mall in the city.

69. Nearly one tenth retailers of Ahmedabad and Vadodara city each have faced problem of non availability of sales promotion scheme by the marketer of respective product after arrival of mall in the city. One fifth retailers of Rajkot is facing problem of late delivery of product and same no of retailers of Ahmedabad has faced problem of change in credit period after arrival of Mall.

70. One third of the total retailers have not faced any change in the attitude of the consumers towards retailers while equal no of retailers have faced negative approach as well as positive approach of consumers towards retailers respectively.

71.60% retailers of Vadodara and 39% retailers of Ahmedabad have not faced any change in the approach of the consumers after arrival of mall.

72. More than half of Retailers of Rajkot and more than one third retailers of Ahmedabad have experienced positive approach of consumers towards the retailers after arrival of malls.

73. More than half of the retailers are of the opinion that Display is “Very Important”. And one fifth retailers are of the opinion that display is “Important”. Retailers of Surat and Rajkot have given more importance on display to attract consumers.
74. Nearly one third retailers of Vadodara city is believing that discount to consumer is just necessary while one third retailers of Ahmedabad and more than half of retailers of Rajkot and 69% retailers of Surat believe Customer Discount to be important.

75. More than two third retailers are of the opinion that the Credit facility is important to attract consumers after arrival of mall in the city. More than half of the retailers of Rajkot believe that credit facility is “Important” to attract consumers after arrival of mall in the city. More the half of retailers of Surat and one third retailers of Rajkot believe that Credit facility is “Very Important” sales promotional strategy to attract consumers.

76. Availability of product is treated as Very Important by 36% retailers out of total retailers surveyed. But importance to Credit facility by the retailers is higher than the Availability of New product as Sales Promotion tool.

77. More than 50% retailers of Rajkot and one forth retailers of Ahmedabad believe that Value Added Services are “important”. More than two third retailers of Surat believe that Value added services are “Very Important”.

78. Nearly one fifth retailers are of the opinion that the value added services are not important to attract consumers after arrival of mall in the city.

79. 17% retailers are of the opinion that the internal adjustment are important to some extent only while one tenth retailers are believing that internal adjustment is not important at all.

80. More than two third retailers of Surat and more than one third retailers of Rajkot and one fifth retailers of Ahmedabad are believe that inter adjusts are importance and play an important role in enhancement of consumer convenience and satisfaction after arrival of mall in the city.

81. Nearly one fifth retailers of Ahmedabad and Vadodara are not giving importance to Internal Adjustment.
82. 45% retailers out of total retailers believe that Publicity and Advertisement is “Very Important” after arrival of the mall in the city while nearly one fourth retailers are believing that Publicity and Advertisement is not use full for the sale promotion after arrival of mall.

83. Highest emphasis of Advertisement and Publicity is given by the retailers of Surat followed by retailers of Rajkot. Retailers of Ahmedabad and Vadodara are giving lower importance to advertisement and publicity as to retailers of other cities.

84. Internal space management is play very important role in Organized retailing as well as un Organized retailing but unfortunately retailers nighter aware of it nor practice of it intensively.

85. Retailers are ignoring convenience and comfort inside the store to the consumer.

86. Free home delivery and genuine replacement of defective product is not adopted by majority of retailers.

87. Significant influence of change in appearance of store, change in keeping merchandise, change in place of newly arrived merchandise, change in place of biscuits and chocolates have been observed on sales of Vadodara, Surat and Rajkot as per chi-square test.

88. Significant influence of change in stock of food grain has been observed in sales of retailers of Vadodara and Surat as per chi-square test.

89. Change in store space has influence the sales of retailers of Vadodara and Surat as per chi-square test.

90. Sales promotion tools used by retailers and value added services provided by retailers having no significant influence on sales as per chi-square test.
CHAPTER-8
SUGGESTIONS
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01. More than one third of surveyed retailers are affected by the arrival of mall in terms of change in sales magnitude and quantum, hence retailers or un Organized retail sector have to take several actions to attract consumers consistently.

02. Retailers of Rajkot and Vadodara should attract consumers who required goods on credit basis and intense efforts are needed to attract such class.

03. Intensive focus and synchronize efforts are required at retailers and as nearly one fifth of retailers have experienced reduction in sales after arrival of mall.

04. For small and marginal retailers are suppose to allow flat discount without credit period may be useful to maintain the sales.

05. Due to change in life style of consumers demand and consumption of various items has been changed. Retailers should developed strategies which should commensurate with such changes.

06. Merchandise management place very important role in retailing hence, retailer should understand and respond appropriately for making product available in appropriate size and variant.

07. Periodical review of moment of various items FMCG products, provisional item, food grain, packaged goods should be made. It helps to keep appropriate stock level of such merchandise.

08. Majority of retailers have not adopted any scientific method of stock taking which affects adversely to the retailers.

09. A placing of right merchandise at night place in appropriate season should be followed as per specific requirement of local consumers. It may help to capture the opportunity arise in various season.
10. One fifth of the retailers have loosed their permanent consumers after arrival of mall, in such case retailer should try to interact with such consumer and one should developed unique customer relationship approach to regain customers.

11. A placing of new product at front space should be practice by all retailers as product awareness level of consumer due to mass communication has been increased tremendously.

12. Display boards along with discount and original price as well as with any special sales promotion scheme should be used to communicate consumer at point of sale.

13. Retailer should use special display rack for various merchandise to attract the customer at the entrance of the store.

14. New arrivals are to be placed by the retailers at eye catching place.

15. Change in place of keeping merchandise having significant influence on sales hence, retailer should be trained by the marketers for placement of merchandise at regular interval of time and separately for different merchandise.

16. Retailing is basically to be treated as serving industry hence, retailers should be very carefully act regarding service delivery foe which specialized staff is necessary.

17. Respective change in place of various merchandise like provision store item, FMCG item, food grain should be made on the basis of various festive seasons, events and holidays.

18. Deep assortment for FMCG products, appropriate process for food grain, latest packaged food with wide variety is playing very important role in attracting and maintaining consumers hence, retailer should adopt such changes at appropriate time.

19. “Display” is playing very important role in retailing hence, several merchandise should be placed in the store which create temptation and strong persuasion to the consumers.
20. National marketers are using pull strategy through integrated marketing communication, retailer should play very important role in such case and dilute impact of mall.

21. Marketing communication is most ignored area by retailers hence, retailers should communicate their customers through pamphlets or personal call to regular customers.

22. Extensive efforts are needed for changing shabby entrance, absolute unattractive food grain display, inconvenient packing etc.

23. Free home delivery and genuine replacement of defective product should improve customer satisfaction.

24. Packaged food, biscuits & chocolates and individual personal care products should be offered by retailers at reasonable margin (at below MRP.)