Chapter I

Introduction
CHAPTER I

INTRODUCTION

1.1 INTRODUCTION

Retailing is one of the fastest growing industries in India, catering to the world’s second-largest consumer market. The Indian economy has grown by about nine per cent annually over the last three years and even higher growth rates are being projected in the future. It has been growing even faster and is already a significant component of the Indian economy. In recent years, corporate retailing has gained momentum. Malls and large-size department stores have become a fixture in the urban landscape across the country. Corporate retailing is poised to become the business of the decade in India. Presently, retailing contributes about ten per cent of India’s gross domestic product and six to seven per cent of employment. With some fifteen million retail outlets, India has the highest retail density in the world. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. But, because of the heavy initial investments required, break even is difficult to achieve and many of these players have not tasted success so far. However, the future is promising; the market is growing, government policies are becoming more favourable and emerging technologies are facilitating operations.
Corporate Retailing in India is gradually inching its way towards becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behaviour, ushering in a revolution in shopping in India. Modern Corporate Retail has entered India as seen in sprawling shopping centres, multi-storeyed malls and huge complexes offering shopping, entertainment and food all under one roof. The Indian Retailing sector is at an inflexion point where the growth of organized Corporate Retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory.

The Indian population is witnessing a significant change in its demographics. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing working-women population and emerging opportunities in the service sectors are going to be the key growth drivers of the Corporate Retail sector in India.

The importance of managing retailing efficiently and effectively is obvious in the light of this sector's growth potential and the increasing levels of competition. The emergence of organized retailing has given rise to the need for a whole new set of business skills and competencies required to efficiently manage organized retail operations. In addition, it has posed tremendous challenges to existing producers of goods and services - they now need to revisit their distribution policies and distribution relationship management strategies.
Since shopping is all-pervasive, retailing is important, both economically and socially, since it affects a large populace in the form of consumers and employers. All this has led to a renewed interest in the retailing phenomenon. Retailing has the potential to create two million new jobs within the next six years on the basis of an eight to ten percent share of organized retailing in the total retail business. With this background, the researcher's proposed study on "Impact of Corporate Retailing on Consumers and Small Traders in Salem District" may be considered important in the current scenario.

1.2 EVOLUTION OF RETAIL MARKET IN INDIA

In the beginning there were only kirana stores called Mom and Pop Stores, the Friendly neighbourhood stores selling everyday needs. In the 1980s manufacturer's retail chains namely DCM, Gwalior Suitings, Bombay Dyeing, Calico, Titan and so on. They started their business and making their appearance in metros and small towns. Multi brand retailers came into the picture in the 1990s. In the food and FMCG sectors retailers namely Food world, Subhiksha, Nilgris are some of the examples. In music segment Planet M, Music world and in books Crossword and Fountainhead are some others. Shopping Centres began to be established from 1995 onwards. A unique example was the establishment of margin free markets in Kerala. The millennium year saw the emergences of super markets and hyper markets. Now big players like Reliance, Bharti, Tatas, HLL, and ITC are entering into the organized retail segment. The big international retail
bigwigs are waiting in the wings as the present FDI guidelines do not allow them to own retail outlets in the country. Walmart is testing the waters by agreeing to provide back end and logistic support to Bharti for establishment of retail chains with a view to study the market for future entry when the FDI guidelines change and to establish a backbone supply chain. Table 1.1 shows the different phases in the growth of organized retailing in India.

TABLE 1.1

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>First Phase</td>
<td>Entry Growth, Expansion, Top line focus</td>
</tr>
<tr>
<td>2005</td>
<td>Second Phase</td>
<td>Range, Portfolio, Former options</td>
</tr>
<tr>
<td>2008</td>
<td>Third Phase</td>
<td>End to end supply chain management, Backend operation Technology, Process</td>
</tr>
<tr>
<td>2011</td>
<td>Fourth Phase</td>
<td>M&amp;A, Shakeout, Consolidation, High investment</td>
</tr>
</tbody>
</table>

Source: Ernst & Young

The drivers for the impending retail boom or 'R' revolution are many. The increasing purchasing power of the Great Indian Middle Class is the major reason for retail rush that is being witnessed. Fueling this fact is the changing demography of the Indian populace. The percentage of young people in the country is increasing. It pretends well for the retail business as it is the young people who buy more than the old. Again the percentage of women in the population is showing an increasing trend. This again is good news for the retail market as women are more avid shoppers.
compared to men folk. The spread of the visual media is contributing its might in spreading visibility of various consumer goods to the public which heighten their aspirations to consume more and to shop in more congenial and luxurious environment. The increasing number of double income families who have more disposable income is another contributing factor for this phenomenon.

1.3 CORPORATE RETAILERS

Presently, corporate retailing in India is witnessing considerable growth. A number of large domestic business groups have entered the retail trade sector and are expanding their operations aggressively. Several formats of corporate retailing like hypermarkets, supermarkets and discount stores are being set up by big business groups besides the ongoing proliferation of shopping malls in the metros and other large cities. Corporate retail business is perhaps the best news for India's retail revolution. The most appealing argument in favour of the entry of the giant corporate bodies in the retail market is that the “consumer will benefit”.

A columnist had put it pithily: “Consumers will clearly win. They will flock to the air-conditioned havens in droves, attracted by the convenience of one-stop shopping, a wide range of products to choose from at significantly lower prices”. The main advantages of corporate retailing are lower prices, wider range of products; higher and more consistent quality and convenience and saving of time. A consumer does not demand anything more. As yet corporate retail constitutes only 2-3 per cent of the retail operations in the country. But it is growing rapidly at
an estimated rate of 32 per cent annually. Large Indian corporate entities like Reliance, Tatas and Birlas have either already entered or are likely to enter shortly. International consultants have declared India to be the world’s second most attractive destination for retail investment after Russia.

1.4 STATEMENT OF THE PROBLEM

Corporate retail industry in India is at the crossroads and is fast emerging as one of the most dynamic and fast paced industries with several multinational as well as national players entering the market. Retailing encompasses the business activities involved in setting goods and services to their consumers for their personal family or households use. Corporate retail has entered India as seen in sprawling shopping centers, multi-storeyed malls and huge complexes offering shopping, entertainment and food all under one roof. The major impact which the retailing has made in India is that it has changed the whole concept of shopping in terms of setup, consumer buying habits and small traders activities of business. The impact of corporate retailers on the small business is really very big. Since the corporate use their money power to buy more stock and bargain to reduce the price and sell the same at lower rates for certain commodities only, whereas they do not do the same with all products and the consumers are cheated and they do not move to small business people feeling that the corporate are the true people. The effect is very bad and the results are to be seen yet. The researcher has to measure the impact of corporate retailers on consumer’s likes, varieties of product, timing, and fairest price and so on. The researcher also seeks to
study the impact of corporate retailers on small traders like reduction in prices, added new product lines, reduced business volume, and increased store space and so on. All these have arisen a curiosity in the researcher to undertake this study to know the impact of corporate retailers on consumers and small traders. Hence the present study has been undertaken to examine the above enquiries and offer solutions.

1.5 OBJECTIVES OF THE STUDY

1. To study the impact of corporate retailers on consumers and small traders in Salem District.

2. To analyze the factors influencing the corporate retailers on consumers and small traders in Salem District.

3. To study the level of satisfaction of consumers on corporate retail outlets in Salem District.

4. To examine the various services provided by the corporate retailers in Salem District.

5. To study the problems of small traders after the entry of corporate retailers in Salem District.

1.6 HYPOTHESIS OF THE STUDY

In the light of the objectives set, the following hypotheses are framed.

1. There is no significant relationship between gender and overall satisfaction towards the corporate retail outlets.
2. There is no significant relationship between age and overall satisfaction towards the corporate retail outlets.

3. There is no significant relationship between occupation and overall satisfaction towards the corporate retail outlets.

4. There is no significant relationship between family structure and overall satisfaction towards the corporate retail outlets.

5. There is no significant difference between consumer groups and impact of corporate retail outlet.

6. There is no significant difference between average profit of small traders before and after the corporate retail outlet opening a shop nearby.

7. There is no significant difference between number of consumers visiting on week days before and after the corporate retail outlet opening nearby to small traders shop.

8. There is no significant difference between number of family members working before and after the corporate retail outlet opening nearby to small traders shop.

9. There is no significant difference between monthly turnover of small traders before and after the corporate retail outlet opening nearby shop.
1.7 SCOPE OF THE STUDY

Corporate retail sector in India is reflected in sprawling shopping centers, multiplex malls and huge complexes offering shopping, entertainment and food all under one roof, the concept of shopping has altered in terms of format and consumer buying behaviour, ushering a revolution in shopping in India. This has also contributed to large scale investments in the real estate sector with major national and global players investing in developing the infrastructure and construction of the retailing business. The present study is a pioneer attempt to sketch the impact of corporate retailer on consumers and small traders in Salem District.

1.8 RESEARCH METHODOLOGY

The Methodology to be adopted for a particular area would depend upon the purpose and objectives to be achieved. Based on the objectives and the hypothesis to be tested, the required data have been gathered from both primary and secondary sources.

1.8.1 SAMPLING DESIGN

The scope of the study is confined to Salem town area's organized retail sectors. The respondents belong to Salem town region. The study examines primary as well as secondary data. The researcher collected data by using convenience sampling method. The researcher personally contacted five hundred and fifty consumers. Out of which only five hundred and two
provided appropriate responses. These consumers or shoppers were inside either
the mall or walk in consumers. For this study the researcher has confined to five
hundred respondents only. The researcher conducted the survey for 6 months i.e.,
from December 2010 to May 2011.

In order to study the impact of corporate retail outlets on the existing shop
keepers and vendors, the researcher has interviewed the existing shop keepers and
vendors whose shops were within one to five km radius of a corporate retail stores
namely, 1. Reliance Fresh, Ammapet, Salem, 2. Kannan Departmental Store (P) Ltd,
Pranav Hospital Road, Salem, 3. Naidu Hall Store, Junction road, Salem,
4. Tanishq Jewellery (FASHION), Arcade, Omalur Main road, New Bus Stand,
Salem, 5. Tulsi Retail Stores India (P) Ltd., Fairlands, Salem.

Five corporate retail areas were selected for this purpose and samples were
collected randomly from these areas. First, Reliance store in Hasthampatti, Salem
was selected. It sells mainly fruits and vegetables. Second was Kannan
Departmental Store (P) Ltd, Pranav Hospital Road, Salem, which sells all
vegetables, fruits, groceries, cosmetics and so on. Third was Naidu Hall Naiha,
Junction road, Salem, which sells textile related items only. Fourth, Tanishq
Jewellery (FASHION), Arcade, Omalur Main road, New Bus Stand, Salem, this
shop sells all its Diamond Jewellery, Gold Jewellery, Jewellery- Multi Range,
Platinum Jewellery and so on. Finally Tulsi Retail Stores India (P) Ltd., John
Kennedy Lane, Fairlands, this retail store, sells pharmacy related items only.
In these five places the researcher interviewed five hundred corporate retail consumers. Among the five hundred random samples, one hundred consumers were interviewed in each Corporate Retail Stores. Two hundred small traders in and around retail outlets were taken into the study.

In order to study the impact of small shops and hawkers an Interview Schedule was administrated to the shop owners or operators in the absence of the owners. The first part sought basic information on floor size, value of inventory and employment, both family and non-family. The second part of the schedule sought data on the impact of sales, profits, employment, working hours and high value customers lost, if any. This part of the schedule sought information from the respondents with reference to the period after the mall started operations in the area.

The third part asked the respondents to attribute causes for the decline in sales, if any. The factors causing competitive dis-advantages were listed as cost price, operating cost, taxes, selling prices and anyothers. The respondents were also asked to rank the intensity of the threat they faced and whether their children would continue operating the shop. Finally, a special section for Hawkers was asked like if bribe payments, eviction drives and harassment by agents of malls had interested.

This study was made to find out the impact of malls and corporate retailers on small shops and hawkers in Salem which points to a decline in sales of
groceries, fruits and vegetables, processed foods, garments, soaps, electronic and electrical goods in these retail outlets.

1.8.2 SOURCES OF DATA

In tune with the objectives of the study the researcher has to depend on both primary and secondary data. The primary data have been collected from consumers of corporate retail outlets and small traders of Salem district, with the help of an Interview Schedule. Consumers of corporate retail outlets, Small traders and Academicians were consulted before finalizing the questionnaire. The secondary data have been drawn from different sources like newspapers, magazines, journals, books, websites, pamphlets, etc., for which the researcher has approached the librarians of various institutions namely, Periyar University Library, Salem, Bharathiar University, Coimbatore and Research Learning centre, PSG Institute of Management, Coimbatore and so on.

1.9 FIELD WORK FOR DATA COLLECTION

The researcher has collected the responses by making personal visits to the respondents at their convenience. Utmost care was taken to give necessary clarifications in vernacular to enable the respondents to answers as accurately as possible without any ambiguity. For the convenience and understanding of the respondents, the researcher has translated the interviewSchedule from English into the vernacular language - Tamil. Except in cases where the respondents took the initiative, the first hand responses were instantly recorded in the Schedule by
the researcher. When the respondents took up the task, due care and attention was
given by the researcher to ensure accuracy of field data. The filled up schedule
were thoroughly checked and ensured accuracy and also consistency of data.
The data thus collected were categorized and processed manually and further it
was cross checked through computer. Further processing was done with the help
of the master table. The data were fed into computer for analysis and the results
were appropriately incorporated.

1.10 PRE TEST AND PILOT STUDY

Interview schedules were used as a major tool to collect first hand information
from the sample respondents. The interview schedule was prepared and
administated. Field survey technique was adopted to collect information from
corporate retail consumers and small traders in Salem district. It has been pre-tested
by interviewing fifty consumers and twenty five small traders in Salem districts and
the Interview schedule has been modified in the light of the findings of the study.

1.11 FRAME WORK OF ANALYSIS

On the basis of data collected, the data has been analyzed by using
statistical techniques and tests were conducted at five per cent and one per cent
level of significance. The objectively collected data have been suitably classified
and analyzed in tables, charts and graphs in appropriate chapters. The following
are the techniques adopted for the analysis of data namely, simple percentage analysis, Multiple Regression, Analysis of variance, Reliability analysis, Factor analysis and Discriminant analysis and so on.

1.11.1 SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic Statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents' response to a particular question in percentage arrived from the total population selected for the study.

**Formula**

\[
\frac{\text{Number of respondents’ response to a question}}{\text{Total number of samples selected for the study}} \times 100
\]

It is one of the simple forms of analysis which is very easy for anyone to understand the outcome of the research. It is normally used by commercial research organizations and pictorially presented with different diagrams.

1.11.2 CHI-SQUARE TEST

The Chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as \( X^2 \), is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It is a non-parametric test, "it could be used to determine if categorical data shows dependency or the two classifications are
independent”. It can also be used to make comparisons between theoretical population and actual data when categories are used. Thus, the chi-square test is applicable in large number of problems. The test is a technique through the use of which it is possible for all researchers to do the following. i) Test the goodness of fit, ii) Test the significance of association between two attributes and iii) Test the homogeneity or the significance of population variance.

1.11.3 GARRETT RANKING TECHNIQUES

This technique was used to rank the preference of the respondents on different aspects of the study. The order of merit given by the respondents were converted into ranks by using the following formula.

\[
\text{Percentage Position} = \frac{100 \times (R_{ij} - 0.5)}{N_j}
\]

Where \( R_{ij} \) = Rank given for \( i^{th} \) factor by \( j^{th} \) individual.
\( N_j \) = Number of factors ranked by \( j^{th} \) individual

The percentage position of each rank thus obtained is converted into scores by referring to the table given by Henry Garret. Then for each factor the scores of individual respondents are added together and divided by the total number of respondents for whom the scores were added. These mean scores for all the factors were arranged in the descending order, ranks given and most important aspects identified.
1.11.4 MULTIPLE REGRESSION

Multiple regression analysis represents a logical extension of two-variable regression analysis. Instead of single independent variable, two or more independent variables are used to estimate the values of dependent variables. In other words, it measures the relation between a dependent variable and a particular independent variable by holding all other variables constant. Thus, each multiple regression co-efficient measures the effect of its independent variable on the dependent variable. Multiple regression analysis of Y- dependent variable score was performed with variables X1, X2, X3,........ Independent variables and the following regression model is fitted for performance: X16 = bo + b1X1 + b2X2 +b3 X3 + ........ Where b1, b2,........ and b3 are partial regression coefficients; bo-constant results

1.11.5 ANALYSIS OF VARIANCE

The analysis of variance is a powerful statistical tool for tests of significance. The test of significance based on t-distribution is an adequate procedure only for testing the significance of the difference between two sample means. In a situation when we have three or more samples to consider at a time, an alternative procedure is needed for testing the hypothesis that all the samples are drawn from the populations with the same mean. The basic purpose of the analysis of variance is to test the homogeneity of several means.
1.11.6 RELIABILITY ANALYSIS

The reliability of scales used in this study was calculated by Cronbach's coefficient alpha. Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. The coefficient alpha values exceeded the minimum standard of 0.70. It has provided good estimates of internal consistency reliability.

- The formula is as follows:
  \[ \alpha = \frac{kr}{1 + (k - 1)r} \]
  - K is the number of items in the scale.
  - r is the average correlation pairs of items.
  - As the number of items in the scale (k) increase, the value of alpha becomes larger.
  - If the inter-correlation between items is large, the corresponding alpha will also be larger.

1.11.7 FACTOR ANALYSIS

Factor Analysis is a set of technique which by analyzing correlations between variables reduces their numbers into fewer factors which explain much of the original data, more economically. Even though a subjective interpretation can result from a factor analysis output, the procedure often provides an insight into
relevant psychographic variables, and results in economic use of data collection efforts. The subjective element of factor analysis could be reduced by splitting the sample randomly into two and extracting factors separately from both parts.

If similar factors result, the analysis could be assumed as reliable or stable.

1.11.8 DISCRIMINANT ANALYSIS

The technique of factor analysis brings out important factors associated with the selected indicators, but they represent a group of indicators taken simultaneously and hence, some of the indicators may get relatively higher importance in the two or more than two factors so derived. Therefore, it is important to look for the relative contribution of each variable in explaining the differences between the mean profitability of two periods. For this purpose, the technique of discriminant analysis has been applied.

Under discriminant analysis, the corporate retail have been categorized into two groups and another below mean profitability. Then the technique is applied to know if there exists a significant difference between the mean values of the two groups. In the analysis pertaining to the classifications, one is more interested in deriving out the discriminant function and in knowing the level of misclassification of the data, on the basis of the function so derived from the analysis. For this purpose a more exact test is given by Rao. It is the variance ratio based on $D^2p$, which has ‘F’ distribution with $V_1$ and $V_2$ degrees of freedom. The variance ratio is given by:
\[
F = \frac{N_1 + N_2 - (P-1)}{P} \times \frac{N_1 N_2}{(N_1 + N_2)(N_1+N_2-2)} \quad D_{p}^{2}
\]

Where,

\(N_1\) = the number of cases in group one

\(N_2\) = the number of cases in group two

\(V_1\) = \(P\) (the number of variable included)

\(V_2\) = \(N_1 + N_2 - (P-1)\)

\(D_{p}^{2}\) = Mahalanobis D-Square

Thus, the null hypothesis of no difference between the two groups, on the basis of multiple inter-related characteristics of consumers and small traders can be tested at any pre-assigned acceptable level of significance. Therefore, the analysis shows whether the considered variables taken simultaneously significantly discriminate between the two groups of consumer and small traders.

1.12 PERIOD OF STUDY

The researcher conducted the survey during six months i.e., from December 2010 to May 2011.

1.13 CONCEPTS AND OPERATIONALISATION DEFINITION

1.13.1 CONSUMER

A person who purchases goods from a shop regularly.
1.13.2 CONSUMER PERCEPTION

Consumer perception is defined as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. Perception has strategy implications for marketers because consumer make decisions based on what they perceive rather than on the basis of objective reality. It is described as "how we see the world around us." Two individuals may be exposed to the same stimuli under the same apparent conditions, but how each person recognizes, selects, organizes, and interprets these stimuli is a highly individual process based on each person's own needs, values, and expectations.

1.13.3 CUSTOMER SERVICE

Customer service is the set of behaviours that a business undertakes during its interaction with its customers. It is the degree of assistance and courtesy granted to those who patronize the organization. It is anticipation and identification of customer's needs and expectations and taking action for positive customers satisfaction. It consists of codes of ethics, etiquette and behaviour courtesy and so on.

1.13.4 CUSTOMER SATISFACTION

Customer satisfaction has been widely debated as organizations/institutions increasing attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both products and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customers experience of both contacts with the organization
and personal outcomes. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Customer satisfaction is greatly influenced by individual expectations.

1.13.5 CONSUMER BEHAVIOUR

Consumer behaviour is the major aspect of retail business. Consumer behaviour is all psychological, social and physical behavior of potential consumers as they become aware to evaluate, purchase, consume, and tell other people about products and services.

1.13.6 RETAIL

Retailing includes all the activities involved in selling goods or services to the final consumers for personal, non-business use.

1.13.7 RETAILER

An individual or corporation engaged in the business of selling merchandise to the general public.

1.13.8 CORPORATE RETAILER

Corporate retailer is a relatively new trend of large corporations that start creating their own retail outlets in the market rather than just distributing their manufactured products to retail shops.

1.13.9 SMALL TRADERS

Small traders are typically owned and run by members of a family.
1.13.10 WHOLESALER

An individual, association or corporation engaged in the business of selling inventory to retailers.

1.13.11 SUPERMARKET

A large, self-service, retail market that sells food and household goods.

1.13.12 HYPERMARKET

Hypermarket is an extremely large self-service retail outlets with a warehouse appearance.

1.13.13 RETAIL STORE

A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing. Any organization selling to final consumers whether it is a manufacturer, wholesaler or retailer is doing retailing.

1.13.14 RETAILING STRATEGY

A strategic plan to adapt to changing technology and markets, and meet company goals and objectives through retailing.

1.13.15 STORE LOYALTY

Store loyalty exists when a consumer regularly patronizes a particular retailer (store or non-store) that he or she knows, likes, and trusts.
1.14 LIMITATIONS OF THE STUDY

The generalisation of the results of this study is subject to some limitations. Many of the respondents were unwilling to provide their responses. The schedule was in English language, which could have caused problems in explaining the respondents itself. The data for this study was collected from the consumers of organized retailers. It would be useful to replicate this study for a variety of organized retailers so that the robustness of the results can be established. For example, many organized retailers are opening their stores on the outskirts of the city. The location may therefore, play a significant role in consumer continuance intention. Future studies may examine the same model for an organized retailer located on the outskirts of the city, as 'Lifestyle' is located in the midst of the city. The results of the study were also limited by time, and therefore, we had to collect the data over a limited period of time. The Corporate retail stores opened in taluk level is not successful due to poor response from the public. So they were closed. Now corporate retail stores are successful only in city areas due to education level, density of population and income level of respondents. Therefore the study is confined to Salem city area only.
1.15 CHAPTER ARRANGEMENT

This study is analyzed and presented in six chapters.

Chapter I - Introduction and design of the study

The first chapter is introductory in nature and deals with statement of problem, scope, objectives, methodology, area of study, period of study, framework of analysis and limitations of study.

Chapter II - Review of literature

This chapter reviews elaborately and presents the previous studies made in the relevant area.

Chapter III - An Overview of Corporate Retailer in India

An Overview of Corporate Retailer in India and profile of the companies have been discussed in this chapter.

Chapter IV and V - Analysis and Interpretations

The fourth and fifth chapters present the analysis and the interpretations relating to the data collected from consumers of corporate retail outlets and small traders in Salem District.

Chapter VI - Findings, Suggestions and Conclusion

The Sixth chapter is the summation of findings, offers and suggestions for rectifying the impact of corporate retailers on consumers and small traders in Salem District. A sound innovation has been made to sort out the problems and inconvenience of corporate retail sector.