A COMPARITIVE STUDY ON ORGANOZED GROCERY RETAIL SECTOR AND UNORGANIZED GROCERY RETAIL SECTOR

Ms. Surabhi G, PG Research Scholar, Department of Management Studies, Global Academy of Technology, Bengaluru – 560 098

Prof. Anitha G H,Associate Professor, Department of Management Studies, Global Academy of Technology, Bengaluru – 560 098

ABSTRACT

The business activity of selling goods and services to customers for their own use is known as retailing. It includes everything from clothing, food, furniture, and household goods to automobiles, medicines, clothing, movie tickets, stationery, and all kinds of services, including banking and insurance. Therefore, retailing is the final stage of the distribution chain during which products and services are sold to end users. This study looks at the various areas of the organized retail industry on which they need to concentrate in order to expand their market and the important factors that have already been implemented. According to the respondents, the study reveals that organized lacks fast service, home delivery, location, and relationship factors, as well as poor meat quality. Discounted prices, offers, variety, one-stop service, ambience, and parking are strong factors for the organized sector. These factors are attracting customers and giving them a lot of preference. The cleanliness of the store is excellent, the regular prices are excellent, and the quality of the product, bakery products, and milk products are also of very high quality.

INTRODUCTION

The history of retail markets and shops dates back a very long way. Retailing is the business of making a profit by selling consumer goods or services to customers through multiple distribution channels. A supply chain identifies retailers that meet demand. Retailing is done by any business that sells to end users, whether it is a manufacturer, wholesaler, or retailer. It doesn't matter where the goods or services are sold—in a store, on the street, or in the home of the customer—or how they are sold—by person, mail, telephone, vending machine, or online. As a result, a retailer provides services to consumers, manufacturers, and wholesalers as well as value-creating functions like offering a variety of goods and services to customers, breaking bulk, and holding inventory.

Keywords: - Organized retail sector, unorganized retail sector, retailers, wholesalers and manufacturer.

REVIEW OF LITERATURE

S Atulkar, Bikrant Kesari (2019) After reading numerous articles, it has been found that customers have a wide range of options from contemporary retail establishments because of changing demographics, urbanisation, and awareness owing to electronic media, notably the internet. The majority of clients visit organised formats because they offer diversity, ease of availability, cleanliness, as well as the option of kid-friendly entertainment, nearby restaurant and parking space, etc.

Rajesh K Yadav, Manoj Verma (2018) According to the report, organised retail stores are becoming more popular among young, high-income consumers who previously preferred to buy at neighbourhood Kirana stores for their groceries. Customers are more satisfied because they feel they are getting more for their money when they acquire items at lower prices. Get more deals, variety, and service at a well-organized retail location. According to the current survey, those who want to shop and be entertained should go to malls and hyper/supermarkets because they offer amenities like food courts, multiplexes, and background music.

KC Mittal, Mahesh Arora, Anupama Parashar (2020) The development of entrepreneurship and the creation of job opportunities are essential for the efficient use of resources and capital. The Kolhapur district's rice mills experience issues with sourcing raw materials, using unscientific production techniques, failing to properly train employees, obtaining financing, marketing issues, etc.

Urvashi Gupta, Virender Kumar Tandon (2019) The goal of the current study was to better understand the shifts in consumer perceptions toward conventional retailers and innovative retail models. It was noted that customers have a variety of options to pick from, including modern retail outlets and neighbourhood businesses, due to changing demographics, an increase in DINKS families, urbanisation, and awareness thanks to electronic media, notably the internet.

Paromita Goswami, Mridula S Mishra (2020) Both kiranas and organised merchants have certain positive and negative characteristics that can entice or repel customers. The study's key findings are that organised retailers are favoured for their cleanliness, offers, and unique store brands are favoured over kiranas due to their location and potential for MS. The value a consumer places on any of the aforementioned qualities of the store will primarily determine how often they visit. The data also reveals that organised merchants outperform kiranas, which indicates that customers are seeking out superior qualities in terms of offers, cleanliness, and shop brands.

OBJECTIVES

• To understand how unorganised retailers see organised retailers.

• To research what makes consumers choose to buy from organised retailers versus those who don't.

• To research how the retail industry, both organised and disorganised, affects consumers.

HYPOTHESIS

H0: There is no significance relation between gender and the people visiting organised retail outlets frequently.

H1: There is a significance relation between gender and the people visiting organized retail outlets frequently.

H0: There is no significance relation between education and their preference to visit organized retail sector.

H1: There is a significance relation between education and their preference to visit organized retail sector.

DATA AND METHODOLOGY

RESEARCH DESIGN: - A research design is only the structural framework for the many study procedures and approaches that a researcher employs. With the help of a research strategy and a methodical approach, a researcher can continue their journey into the unknown.

SOURCE OF THE DATA: - Data, which is an accumulation of measurements and facts, can be used by an individual or organisation to investigate and reach a sound conclusion. Data is information that supports it, including both theoretical understanding and exact numerical facts. The initial phase in statistical research is data collection, and primary or secondary sources might be used.

Primary source: - By interviewing the respondents to a questionnaire, primary data have been gathered.

TYPES OF RESEARCH: -

DESCRIPTIVE RESEARCH: - Descriptive research refers to the study's design, data analysis, and research questions that were used to investigate the topic. We call it an observational research method as none of the study variables are impacted in any manner.

SAMPLE SIZE: - Sample size chosen for the study is 100.

INSTRUMENTAL DESIGN: - Questionnaire

DATA ANALYSIS AND FINDINGS

ANALYSIS: - 1

Statistical tool: - Chi-square

Variables: - Independent- Gender

Dependent- Visiting organised retail outlets frequently

H0: There is no significance relation between gender and the people visiting organised retail outlets frequently.

H1: There is a significance relation between gender and the people visiting organized retail outlets frequently.

		How often do you shop at organised retail establishments?				Pearson chi square	
		Less than 3 months	**4-8 months**	**8-12 months**	**1 year**		**P value**
Gender	male	31	6	2.	1		
	female	38	19	3	0.	7.654	.034
Total		69	25	5	1		

INTERPRETATION: -

A p-value of 0.032 H0 is acceptable at a 5% level of significance, as the previous table demonstrates. Therefore, it can be said that there is no connection between gender and the number of times people frequent organised retail outlets.

FINDINGS

• The majority of respondents were found to be between the ages of 20 and 25. It was found that women responded the most.

• It was found that most of them are postgraduate courses. The majority of respondents were found to be single; it was discovered.

• The findings indicate that the most of respondents are under the age of 35000.

• It was discovered that the most of respondents chose quality.

• It was found that the most of respondents prefer the superior service.

CONCLUSION

This study examines the important factors that have already been implemented as well as the various areas of the organized retail industry on which they need to focus in order to expand their market. The study reveals that organized lacks fast service, home delivery, location, relationships, and poor meat quality, according to respondents. The organized sector thrives on special deals, discounts, variety, one-stop service, ambiance, and parking. Customers are choosing your business over others because of these factors. The store is spotless, the prices are reasonable, and the bakery and milk products, as well as the products themselves, are of exceptionally high quality.

REFERENCES

• Atulkar, S., & Kesari, B. (2019). A review on art of creating values in retail for improving business performance. Journal of Business Administration Research, 7(1), 22-26.

• Mittal, K. C., Arora, M., & Parashar, A. (2020). An Empirical Study on factors affecting consumer preferences of shopping at organized retail stores in Punjab. KAIM journal of management and research, 3(2), 38-40.

• Gupta, U., & Tandon, V. K. (2019). Changing consumer preferences from unorganized retailing towards organized retailing: A study in Jammu. Journal of emerging knowledge on emerging markets, 4(1), 10.

• Goswami, P., & Mishra, M. S. (2020). Would Indian consumers move from Kirana stores to organized retailers when shopping for groceries? Asia Pacific Journal of Marketing and Logistics, 21(1), 127-143.

• Hussain, M. F., & Mohideen, R. K. (2019). an Empirical Study on Organized Retail Outlet and Consumer Perception towards Retail Stores in Tiruchirappalli City. City, 7(2), 489-496.

• Kiran, R., & Jhamb, D. (2021). A strategic framework for consumer preferences towards emerging retail formats. Journal of emerging knowledge on emerging markets, 3(1), 25.

• Jain, D. S. (2021). A Critical Study of Consumer Preferences Towards Organized Retail in Jaipur. IJRCM, Issue, 10.

• Sangvikar, B., Kolte, A., & Pawar, A. (2019). Competitive strategies for unorganised retail business: understanding structure, operations, and profitability of small mom and pop stores in India. Sangvikar, B., Kolte, A. and Pawar, A. (2019). Competitive Strategies for Unorganised Retail Business: Understanding Structure, Operations, and Profitability of Small Mom and Pop Stores in India. International Journal on Emerging Technologies, 10(3), 253-259.