

Retail Mobility: A new gateway to the small retailers for driving tomorrow's retail experience to increase loyalty of customers

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Abstract:

Business environments are changing dramatically with the increasing explosion of consumerism. Consumer behaviour is changing, people becoming smarter and wiser day by day and people don't have time due to busy work life. In such situations technology helps people with wise information on their fingertips. This leads marketers to develop a business structure in such a manner that more and more customers encounter with their business and get attracted with the help of information flow from marketers to the consumers. Mobility solution refers to the online services that are made available to the users through mobiles. Mobility solution technology has not only traversed geographical boundaries but has also accessed various domains. Marketers can provide various services to their customers by making use of mobile technology that is mobile devices like smart phones and tablets. Customers today, want instant and on-hand access to products and services; and they want nothing less than the complete experience in anything they do. Unfortunately, many organizations are not equipped with resources to handle these expectations.

Retailing is one of the major sectors impacting on economy. In retail sector there is cut throat competition due to increasing share of organized retailers and retailers are constantly trying to interact and build relationship with customers either in their stores or on the websites or on mobile devices or on social networks through their retail marketing. Reversely consumers also want to interact with retailers through social media sites, third party selling and promotional applications. Mobility retailing can be categorized in three functional areas like Retail Marketing, Retail Commerce, and Retail Operations. Each of the categories comprises of applications supporting multiple needs of that specific area.

This research is focusing on existing applications of retail mobility solutions, importance of retail mobility solutions to satisfy customers and increase loyalty of customers, leading retail mobility solution providing companies and their mobility solution. Data related to customers preferences was analysed with the help of Chi square test to understand relationship between some situations and change in customers preference.

As this is the first research paper on retail mobility solutions, researcher has discovered new vicinity like retail mobility solutions for small and unorganized retailers with less applications so affordable to them and to gain competitive advantage. These applications are proposed to the mobility solution provider companies to develop such mobility solutions or modify existing mobility solutions for small and unorganized retailers.

Key Words: Retail Mobility, Mobility Solutions, Loyalty of customers, customer satisfaction

1. Introduction:

❖ Need of Study: - A new gateway to the small and unorganized retailers

Given the rise in small and medium or unorganised retailers in this competitive environment, there is need of improving services, increasing flow of information to the customers and taking feedback with fewer efforts to the customers so that loyalty of customers can be increased. Organise retailers are having huge investment capacity so that they can offer better products, range of products, various schemes, proper flow of information to the customers. Small retailers have limitations that they are not able to provide better ambiance and infrastructure as well as huge variety of products to the customers but these retailers have some advantage that they can maintain personal relationship with their customers as well as provide some additional services like free home delivery and credit facility to the customers; along with these advantages if small customers will get technological support, they can provide better services to the customers so that more and more customers so that they can sustain their retail business as well as expand that business.

This study provides new applications in retailing for small and medium retailers through retail mobility solutions which will improve service level of small retailers so able to attract more customers and increase loyalty of customers.

❖ Introduction to Topic:

Title of this research is: “Retail Mobility: A new gateway to the retailers for driving tomorrow’s retail experience leads to increase loyalty of customers”

• MOBILITY SOLUTIONS:

Mobility solution refers to the online services that are made available to the users through mobiles. Mobility solution technology has not only traversed geographical boundaries but has also accessed various domains. Marketers can provide various services to their customers by making use of mobile technology.

A report by Nokia Siemens Networks

Period- December 2011 and June 2012	
Increase in mobile data traffic	54 %
Increase in data traffic generated by 3G services	78 %
Increase in data traffic generated by 2G services	47 %

The Path to Mobility

Mobility will transform business value. Business application vendors know the role mobility plays in business transformation on an industry level to help them exploit opportunities. For quite some time, mobility has been seen as a separate technology mountain with its own exclusive technical challenges and solutions. That’s the reason that a great number of mobile companies in the market today developing mobile enterprise application platforms to develop unique customer solutions.

When these mobile solutions have to be integrated into the existing business applications, it is sometimes considered very difficult and expensive because of the bolted-together platforms and an overly technology oriented approach. The business application provider must not only understand the opportunities, but also the understand obstacles, surrounding what it takes to make a business mobile. To enable customers to realize the value of mobility by identifying outcomes and creating a clear roadmap that is led by business mission, not technology constraints.

Emphasising mobile phone trends in Asia, the information is broken down into mobile ownership, call usage, SMS usage, and social networking. Mobile phones have transformed the way we live, work and mingle. What is even more exciting is the mobile revolution which is accelerating, yet how devices are used area to area and country to country varies significantly. Usage trends help us understand how mobility is improving and simplifying the transactions in various fields and the options for staying in touch with family, friends and work colleagues the path to mobility is a customer journey. Some enterprises may already started this journey and now want to develop their business opportunities further with the help of mobility. Conceivably enterprises are about to formulate their first mobile strategy and take the first steps to making their business mobile. Wherever enterprises are in this mobile maturation process, they will always have to advance and adapt to meet new business challenges and opportunities.

Mobile Industry - Overall Mobile User Base : For 2011

<ul style="list-style-type: none"> ■ More than 840mn mobile subscribers <ul style="list-style-type: none"> — 10mn to 15mn subscriber additions every month — Soon India is expected to reach One billion Subscribers 	 <p>Executive</p>
<ul style="list-style-type: none"> ■ More than 70% tele density <ul style="list-style-type: none"> — Apprx 154% Urban Tele-density — Apprx 34% Rural tele-density 	 <p>Housewife</p>
<ul style="list-style-type: none"> ■ Apprx 285mn rural mobile subscribers 	 <p>Farmer</p>
<ul style="list-style-type: none"> ■ More than 40mn mobile internet users 	 <p>Student</p>
<p>In India, mobile phone has become an extreme necessity and consumers have started using it for much more activities than peer-to-peer communication.</p>	

For 2012

There were 929 million mobile subscribers in India, with about 597 million urban subscribers and 332 million rural subscribers according to TRAI's press release, dated May 31, 2012.

According to the same report, the overall wireless teleuser's density is about 76%. According to the TRAI report in October 2011, only 71% of the overall subscribers were active. Further, according to a report by GSMA, 3G connections are likely to grow more than 100 million by 2014, and India will be the second largest global mobile broadband market. A large portion of this admittance to broadband is expected to happen through mobiles. Suffice to say that India has 'leapfrogged' from being almost a 'no-phone' nation with tiny penetration to a 'mobile' with nearly a billion subscribers in a country. According to market estimates from AC Nielsen, there are about 27 million Smartphone users in urban India and still growing in the current situation.

- **RETAIL MOBILITY:**

Retailing operations if done with the help of mobile applications and solutions then it is called as retail mobility. Mobile retailing can be categorized in three fundamental areas like Advertising and promotion or Retail Marketing, Retail Commerce, and Retail Operations. Each of the categories comprises of applications supporting multiple needs of that specific area. Advertising, promotion or Marketing applications focus on product information, advertisements, shopping tools, social networking, product images, videos, loyalty comparisons, locations, and more applications. Business Commerce applications include payment modes and payment details, pricing structure, product searching, shipping details that are accessed from a mobile device. Business Operation applications in mobile device are tools used by retailers and contacts that can lower costs and increase service for retailer's for example In Store inventory, Point Of Sale menu, digital receipts, Retail supply chain, approval workflow, reporting and communications.



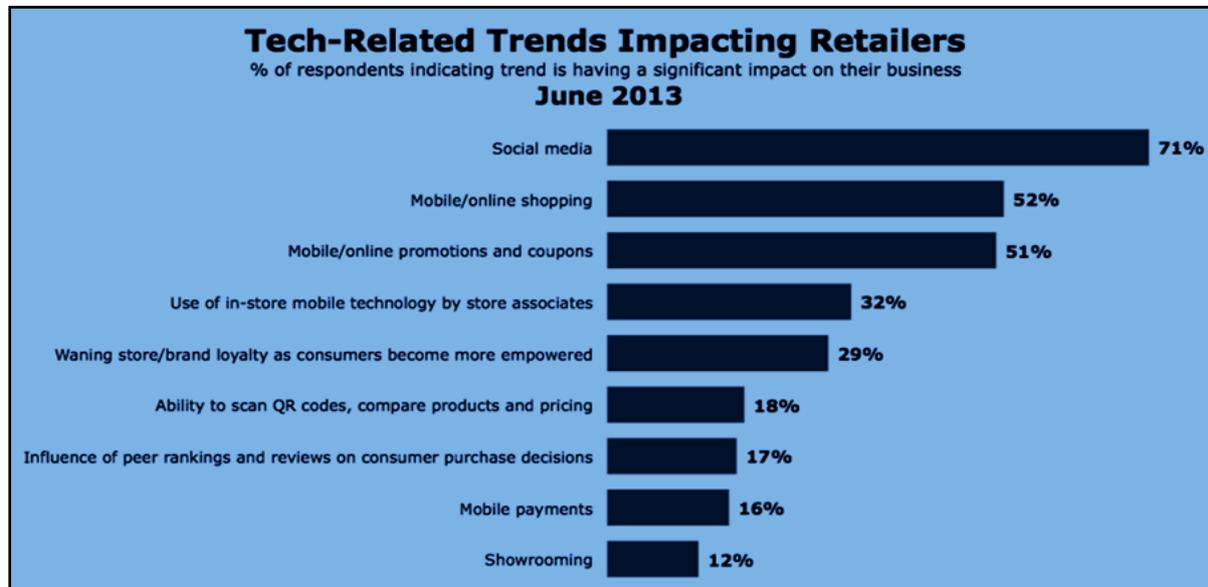
How SMS Text Messaging Retains Customers & Drives Loyalty

Mobile advertising is still in its infancy, but that hasn't slowed the exorbitant growth in businesses buying into this powerful consumer touch-point. SMS text messaging is by far one of the fastest growing sectors in mobile advertising with 9.6 trillion messages sent in 2012 alone, according to Portio Research. With mobile advertising proceeds leaping to \$8.9 billion in 2012, SMS text messaging has become an effective way to retain customers and drive long-term loyalty, especially for local businesses.

“The year just concluding will be remembered as the one in which mobile became embedded into the lives of consumers — and thus into the hearts of retail businesses large and small.” - Susan Reda, executive editor of STORES Media

93 % of mobile developers anticipate that it is “likely to very likely” that most retail companies will have enabled mobile commerce in 2013 as consumers increasingly reach for their phones and tablets even while shopping in a physical store.- According to a survey by Appcelerator and IDC

Source: *Three Important Retail Trends for 2013* www.forbs.com



Source: *KPMG*

2. Review of Literature:

Being the first research paper on Retail Mobility solutions, there is no literature available in Research Journals. Review of literature related various retail mobility solutions were done from White papers published by different mobility solution provider companies and from web sites. Review related to general mobility solutions was done from some of the research journals.

Retail consumers today are texting, talking, communicating, buying, searching, watching videos, and taking photographs all on their mobile devices. Fifty percent of phones sold today are smartphones, and consumers are taking them virtually everywhere they go, creating the perfect opportunity for retailers to engage their customers even when they aren't in-store.

Wipro provides the following offerings: (Source: WHITE PAPER: Wipro Mobility Offerings)

Wipro offerings are giving the delivery & Sales team access to real-time information anytime, anywhere. Decision makers on the other hand can have access to all the analysis done and delivered to make quick & meaningful decisions.

- Mobile POS
- Self-Checkout
- Mobile Payment
- Mobile Couponing
- Inventory Management
- Direct Store Delivery
- Warehouse/ DC Management

Transport

- Mobile Ticketing
- Traceability
- Reverse Logistics
- Location Management
- Telematics/ Fleet Management
- Scheduling/ Dispatching
- Route Management
- Mobile POS
- Parcel/ Delivery Tracking

Mobility Solutions from HCL: (Source: HCL WHITE PAPER for e-tailing)**Dispatch Services Solution:**

- Integrates with the Organizations' back end systems for near real time status insight
- Improved Communication for better decision making in the Supply Chain
- Real Time Task and Route Execution

Order Capture System on iPad:

Usually, this requires extensive training and results in high dollar spend. HCL's Order capture system on iPad helps retailers in improved sales delivery by eliminating human error and high training costs resulting in high productivity of ground sales force.

Consulting Services for Mobile Strategy:

- Listing of Key areas to be mobile enabled and benefits gained through mobility adoption
- Identification of list of applications to be implemented on the mobile channel
- Developing a strategy in terms of charting a course for adoption of mobility solutions

Areas of focus include:

- Business & Technology Consulting
- Mobile Application Development
- Enterprise Mobile Offerings
- System Integration Services
- Managed Services
- Mobile solutions implementation

HCL's Mobile Solutions aimed at amplifying consumer experience are based on technologies such as:

- Location Based Services (LBS)
- Near Field Communication (NFC)
- Leveraging device capabilities
- Bluetooth
- Barcode Reader
- Camera
- GPS
- Touch screen

Motorola's mc17 retail mobile computer: (Source: WHITE PAPER: Transforming the in-store shopping experience with retail mobility solutions)

When you put a retail mobile computer in the hands of your customers, you give them the equivalent of a personal assistant for the duration of their shopping visit, an assistant capable of:

- Scanning and bagging items while they shop
 - Checking price and stock availability
-

- Providing suggestions and special offers based on customer preferences, historical purchases, retailer objectives, or scanned items — for example, a complete menu for dinner if chicken is scanned at the meat counter, complete with coupons for a discount on some of the recipe ingredients
- Creating a gift registry in an easy, interactive and fun way
- Faster checkout at the completion of shopping

Employee productivity and store efficiencies, includes

- Information lookup
- shelf replenishment
- Product put-away
- Line busting

Motorola's Mobile inventory management (Source: Motorola Mobile Inventory Management White Paper)

When you pair a wireless Bluetooth printer with our mobile computers, your associates can execute inventory and price management activities more accurately and in record time. Your shelves stay well stocked with items that are properly priced, while associates spend less time on core administrative duties — and more time with your customers. Tasks that are streamlined include:

- Cycle counting:
- Shelf Price Audits:
- Replenishment
- Item – level location
- Price management, mark-ups and markdowns
- Returns Processing

The Future of Retail in an Omni-Channel World: (Source: WHITE PAPER, What's Driving Tomorrow's Retail Experience, 2012 Motorola Solutions)

This shift in consumer behaviour is causing concern among retailers that they are being eliminated from the conversation. In fact, 61% of shoppers believe they have access to more information about products than store associates and 73% of those shoppers would prefer to use their smartphone rather than engage a store associate. This loss of contact is forcing the retailer to consider the behavioural analytics of the shopper and how they can restore the in-store relationship.

As the majority of purchases will still occur in the brick and mortar store, it is incumbent on the store to leverage the right technology to give customers the same kind of information and experience they get online, but with the added familiarity and immediacy of an in-person visit. Almost three-quarters of surveyed retailers believe that maintaining an engaging customer experience is going to be business-critical over the next five years. The best place to start is by looking at technology's role in the customer experience.

3. Research Gap:-

From above review of literature it was found that all mobility solution providers have either developed or developing new Retail mobility solutions in near future only for

organized or big retailers. There is no retail mobility solution for small and medium retailers.

4. Objectives of study:

1. To study different retail mobility solutions developed by Mobility Solution providers
2. To study applications and importance of existing retail mobility solutions.
3. To study expectations of customers from small and medium retailers
4. To study expected applications through mobility solutions by small and medium retailers along with their investment capacity on Retail mobility solutions
5. To study offers related to retail mobility solutions with fewer applications from Mobility Solution providers
6. Propose new retail mobility solutions to the small and medium retailers.

5. Research Methodology:

❖ Type of Research:- *Exploratory Research*

Exploratory Research is a research in which researcher tries to explore new things or the real scope of this type of research is unclear. In this present research researcher tried to explore new retail mobility solutions for small and medium retailers.

❖ *Data type*

Primary data was collected from three different resources.

- Data related to expectations of customers was collected from 400 people of three different categories – 100 respondents were students, 100 respondents were self employed male and 100 respondents were male doing job & 100 respondents were female from different areas in Mumbai, Pune, Nasik, Aurangabad & Ahmednagar cities through survey method by using questionnaire.
- Data related to expected retail mobility solutions from small retailers and their investment capacities on retail mobility solutions was collected from 100 small and medium retailers from Mumbai, Pune, Ahmednagar, Nasik, Aurangabad cities, 20 from each city.
- Data related to retail mobility solutions which could be developed by Mobility solution providers and the applicability and tentative pricing structure was collected from 3 mobility solution providers through in depth interviews.

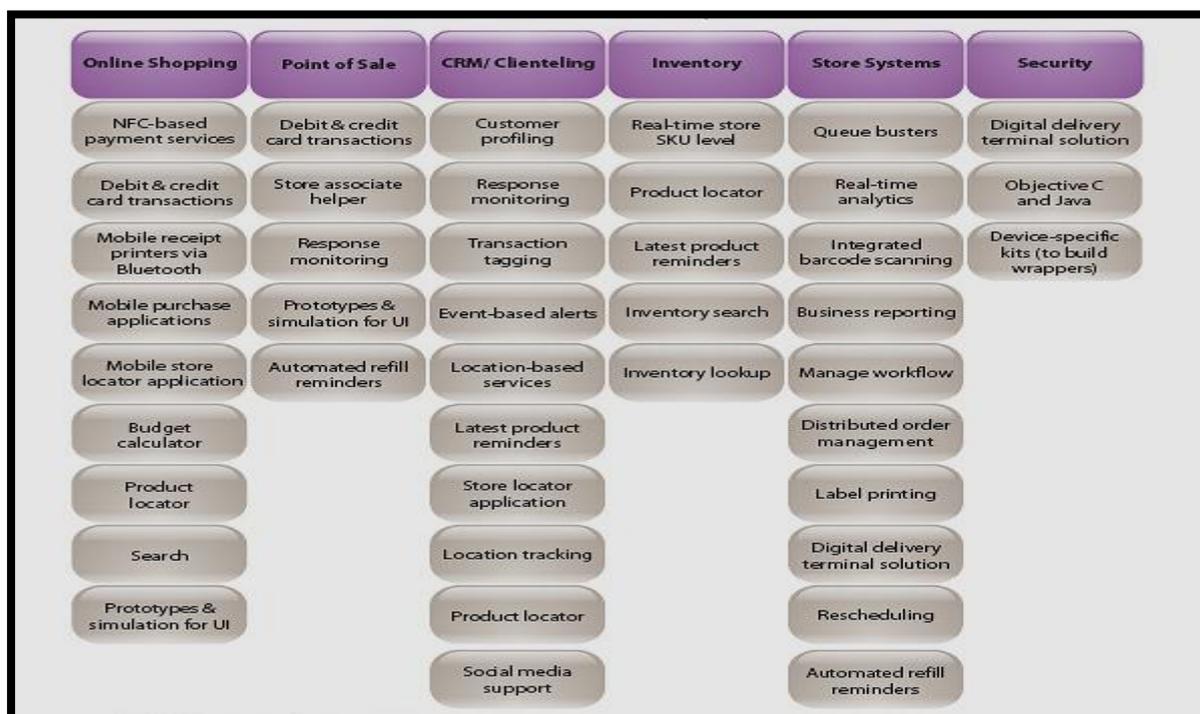
Secondary data which is mostly external data related to retail mobility solutions either developed or in development stage, collected from ***White papers published by different Mobility solution companies*** and also from web sites of different mobility solution provider companies.

6. Recent developments in Retail Mobility solutions from different mobility solution providers with their mobility solutions:

❖ *Retail Mobility:-*

- **Mobility market** in retail is moving fast from phone to Smartphone, Android phones and then to tablets, which makes consumers more satisfied than ever before. Near Field Communication (NFC) technology enables short range wireless interaction between mobile devices of customers for the payments. Point of sale (POS) through mobile allows customers to avoid waiting in queues and save receipts electronically, and subsequently retailers save on work of their employees and materials costs.

- **Mobile retailing ecosystem** can be categorized in three fundamental areas like Advertising, Promotion or Retail Marketing, Retail Business Commerce, and Retail Business Operations. Each of them comprises of applications supporting multiple needs of that specific area. Advertising, promotion or Marketing applications focus on product information, advertisements, shopping tools, social networking, product images or videos, loyalty comparisons, locations, and more. Business Commerce applications include on-line payment, pricing, product searching, shipping details that are accessed from a mobile device. Business Operation applications in mobile device are the tools used by retailers and contacts that can lower costs and increase service for retailer's e.g. In Store inventory, POS menu, digital receipts, reporting, supply chain, approval workflow, and communications.
- **Snapshot of Retail Mobility Applications:**

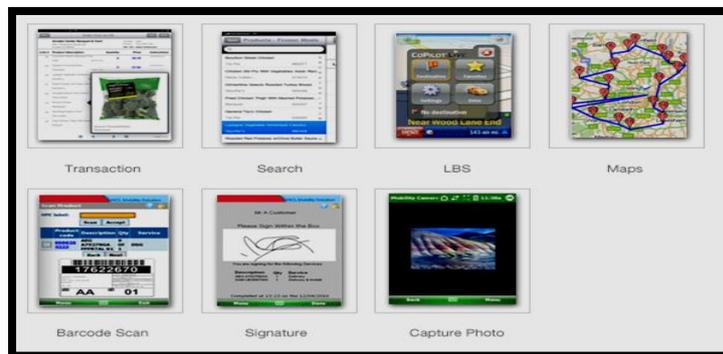


Source: ITC Global Consulting Practice – Research Desk

- ❖ **Mobile applications in retails can only be realized according to one of following standard implementation methods:**
 - **Browser-based** – It is developed & run in the browser on a mobile device. A retailer wants to provide information that is available on the retailer's Web site to mobile consumers or connections. Technologies trend behind browser based application are mainly HTML 5, CSS and JavaScript that work correspondingly well on all mobile platforms.
 - **Message-based** – It is Short Message Service (SMS) or Multimedia Messaging Service (MMS), to exchange information through messages with the consumers. Retailers can provide offers, schemes on products and new products or verity arrivals over the mobile phone.

- **Native-based** - It is a ready-to-run mini application built for a specific mobile device installed into the device itself. Retailers provide better experience to the customers using native application because they take full advantage of the particular mobile device's unique capabilities.
- **There are technologies (OS/languages) used for developing a native application:**
 - *BlackBerry OS – C/C++ Native SDK, Java Android, Blackberry java*
 - *iOS from Apple - Objective-C*
 - *Windows Phone from Microsoft - C#*
 - *Android from Google - Java Android SDK*
 - *Bada from Samsung - Bada SDK*
 - *Symbian OS from the Symbian - Symbian C++*
 - *Limo – SDK for Linux Mobile Platform*
- **Hybrid-based** - It is combination of both web and native based mobile applications. It helps retailers to achieve consumer's satisfaction by providing advantage of device capabilities like geo location, accelerometer or the camera even in off line and also using thin web technologies (HTML5, CSS and JavaScript) online. All mobile applications need integration to interact with existing retailers through IT systems. Common solutions use Web Service protocol, adapters for Database, MQ and connectors e.g. SaaS for CRM or ERP systems.

❖ **Features included in Mobility Applications:-**



❖ **Mobile Services for Customers for driving great shopping experience from the retailers:-**



Coupons & Offers

Through Mobile phones Coupons & Offers & discount schemes can send to the customers



Extended Packaging

Customers can access additional information about products through their mobile phones



Preferential Product Information

On the basis of purchasing history of individual customer which is stored as database with retailer, they can suggest preferential products and related information



Advertising and promotion

Advertising and promotional material is sent directly to the mobile phones of customers by the retailers



Loyalty

Mobile phones replaces physical loyalty cards and provides personalized mobile services to every individual customer



Payments

Mobile phones facilitate to make payments anytime, anywhere including at retail checkouts



Store Location

Mobile phones facilitate to locate stores where required products and the schemes are available. A map on mobile guides to reach to desired destination



Shopping List

Consumer can add their shopping list of products on their mobile phones. Trolley in retails stores attached with mobility device which guides consumer to reach places where items from list are located.



In-store Navigation

With the help of map of store displayed on the screen of mobile phones, consumers can find products easily in the store



Self Scanning and Self Check outs

Consumers in the shopping mall use their mobile phones to scan products and are able to compare prices while shopping, also enabling checkout without assistance

7. Data collected from customers regarding their expectations, small and medium retailers and mobility solution providers:-

7.1 Summary of data collected on the basis of survey of 400 customers of different categories from Mumbai, Pune, Ahmednagar, Nasik, Auranagabad cities:

- Jobs and Working environments of people becoming more hectic so there is less time available for free searching and spending more time on shopping.
- People prefer shopping from shopping malls and supermarkets mainly because of one stop solution for variety of products shopping.
- In shopping mall people get experience of attractive infrastructure, superior environment and exposure of wide range of products and brands.
- Important concern of every customer is value for the money. So schemes, free bees and personal attention from the retailers are the factors which influence the shopping decision of customers.

- For some items like Cloths, fashion related items, electronic goods, furniture & home decor items etc. many customers are getting attracted towards online shopping because of wide variety, easy comparison, and heavy discount schemes offered by online retailers and easy payment options.
- Apart from all above situations, people still like to shop from the nearby small retailers because of relationship developed with the retailer, less travelling distance and some additional services like credit facilities and free home delivery.

7.2 Summary of data collected on the basis of in depth interviews of 100 small retailers, 20 each from Mumbai, Pune, Ahmednagar, Nasik, Auranagabad regions:

- Decades ago, retail was based on relationships: When people walked through the front door, the merchant personally greeted them and asked how they could help. Customers trusted the merchant to help them with what they needed and educate them about new items on the shelf.
- Small retailers also understand that they need to update themselves with the technology & new tactics to attract more number of customer and to maintain long term relationship so preferring for the mobility solution, website, and social site of their store.
- Small retailers ready to adapt new techniques to improve shopping experience of their customers and effective announcement of schemes.
- At the same time second major concern is to keep low the cost in implementing this solution.

7.3 Summary of data collected on the basis of in depth interviews of 3 mobility solution providers:

- The retail environment is where most consumers use their mobile devices, today one fourth of online sales are mobile-based as people conduct more of their lives on smartphones and tablets. By 2017, nearly three-fourths of mobile retail sales will be done on tablets.
- In mobility solution providers opinion technology converts the consumer from merely having interest in a product to committing to the purchase. Also handheld devices can build brand loyalty, facilitate targeted product marketing, and improve communications between seller and consumer.
- As mobile devices become indispensable tools to everyone from distribution centre employees to customer-engaging store, retailers are paying more attention to their impact on the customer experience. As such, they're paying closer attention to their mobile device hardware investments, increasingly through the deployment of mobility solutions.
- Solution Providers are accepting mobility solutions as a necessity is not surprising; according to our survey, the mobile solutions spending priorities retailers list.

7.4 Data Interpretation & analysis of data collected from the customers:

a) Place of preference for shopping of different products (Multiple Choices)

Type of retailer	Nearby Retailer	Regular Retailer	Specialty Shop	Company's exclusive showroom	Shopping Mall
Type of products					
Grocery	22	19	0	0	9
Cloths	0	11	6	19	14
Cosmetics	3	10	12	3	12
Foot wear	3	12	12	23	5
Consumer durables	3	18	14	10	5
Food products	18	13	12	2	6
TOTAL	49	83	56	77	53

Interpretation:- For grocery items & food products most of the customers prefer nearby retailers & regular retailers followed by shopping malls as place for shopping. For cloths, cosmetics, footwear & consumer durable goods, customers mostly prefer specialty shops & company's exclusive showroom followed by regular retailers & shopping mall.

b) Factor of preference of type of retailer for shopping

Factor of preference	Near to home	Provide credit & free home delivery	Provide discount	Provide range of products	Provides quality products	All in one place shopping
Type of retailer						
Nearby Retailer	38	11	1	0	0	0
Regular Retailer	8	21	6	8	7	0
Specialty Shop	0	0	12	26	12	0
Company showroom	0	0	0	18	24	8
Shopping Mall	0	0	0	8	7	35

Interpretation:- Customer prefer nearby retailer because shop near to home followed by discount provided by retailers, Customer prefer regular retailers because of nearness to home, provides credit facility & free home delivery, providing discount, providing range of products and quality products. Customers mostly prefer specialty shop & company showroom because of range of products & quality of products and customers prefer shopping mall largely because of all in one place shopping followed by range of products & quality of products.

c) Apart from free home delivery if small retailers provide exposure of variety of products on single platform like mobility solutions, whether customer are ready to shift to small and medium retailers

Customer's preference to shift to small retailers	No. of customers
Yes	42
No	8

Interpretation:- Customers are ready to shift small retailer if small retailers are able to provide exposure of variety of products on single platform like mobility solutions, along with free home delivery and credit facility.

HYPOTHESIS TESTING:

H₀: There is no relationship between type of type of reason of preference and customer's preference to selection type of retailer to purchase products

H_a: There is relationship between type of reason of preference and customer's preference to selection type of retailer to purchase products

With the help of SPSS, by using chi square test, results are as follows:-

Type of retailer

	Observed N	Expected N	Residual
Nearby retailer	50	50.0	.0
Regular Retailer	50	50.0	.0
Specialty Store	50	50.0	.0
Company's exclusive showroom	50	50.0	.0
Shopping Mall	50	50.0	.0
Total	250		

Reason for preference

	Observed N	Expected N	Residual
Near to home	46	41.7	4.3
Provide credit & free home delivery	32	41.7	-9.7
Provide discount	19	41.7	-22.7
Provide range of products	84	41.7	42.3
provide quality products	26	41.7	-15.7
All in one place	43	41.7	1.3
Total	250		

Test Statistics

	Type of retailer	Reason for preference
Chi-Square	.000 ^a	63.968 ^b
df	4	5
Asymp. Sig.	1.000	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

Type of retailer

	Observed N	Expected N	Residual
Nearby retailer	50	50.0	.0
Regular Retailer	50	50.0	.0
Specialty Store	50	50.0	.0
Company's exclusive showroom	50	50.0	.0
Shopping Mall	50	50.0	.0

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 41.7.

Interpretation:-As calculated significance value is less than 0.05 so rejecting null hypothesis & accepting alternative hypothesis that is there is relationship between type of reason of preference and customer's preference to selection type of retailer to purchase product.

8. Findings:**8.1 Findings on the basis of survey of customers:**

1. Customers are ready to welcome information sharing regarding new stock, new variety arrival, special discount schemes or advertising of retailer by their nearby retailers through mobile phones.
2. Customers are excited if group of nearby small retailers display come together and display their products, schemes, make advertisement their products on a common platform that is retail link.
3. Customers are ready to send orders through retail link to the retailers.

8.2 Findings on the basis of in depth interviews of small retailers:

1. Small retailers are eager to attract more number of customers
2. Small retailers are aware of the fact that by providing additional facilities to the customers, more number of customers could get attracted towards them.
3. Small retailers are aware of the fact that free home delivery and credit facilities to the customers' leads to building long term relationship with the customers
4. There is increasing awareness among small retailers regarding mobility solution.
5. Small Retailers understands the benefits associated with implementing mobility solutions.
6. Cost associated in implementing these solutions is the major concern for small retailers.
7. Individual participation for small retailers is difficult instead 6 to 7 retailers could form a group and could proceed ahead.
8. Individual small retailer is reluctant with initial investment.

8.3 Findings on the basis of in depth interviews of mobility solution providers:

1. Providing specific solutions catering the need of small retailers is not feasible because of small initial investment.
2. Modification in already available tool could be done to adjust to the requirements of small retailers.
3. Updating products on daily basis is not possible initially for the small retailers; later on it can be incorporated.
4. Difficulty on arriving at a common price point for the specific and suitable retail mobility solution for small retailers.

9. Proposed retail mobility solutions for small and medium retailers:

1st Proposal:- Group of 5 to 10 retailers from same area or locality come together and start their own retail link.



Schematic diagram showing overall functioning given in 1st proposal

According to this proposal, 5 to 10 retailers from different backgrounds like first one could be grocery shop owner, second one could be garment store owner, third one could be food store owner, fourth one could be foot ware store owner, fifth one could be furniture shop owner, sixth one could be gift shop owner, sixth one could be mobile store owner, seventh one could be electronic shop owner, eighth one could be watch shop

owner and tenth one could be cosmetic owner, come together and start their own retail link showing their products. Each of above retailer have some customer base, so all the retailers in one group can share data base of their customers to the entire group ($X1 + X2 + X3 + X4 + X5 + X6 + X7 + X8 + X9 + X10$) as shown in above diagram.

Whenever new stock or new variety or new schemes arrived at the retailers, they send that information through SMS to all customers from common data base. In that SMS customers can send their retail link or one toll free number. Those customers having smart phone, they can visit that link, check products and schemes offered by the retailer and they can place their orders to the respective retailer through that link only and that retailer can give free home delivery of the order. Those customers who have simple mobile handsets, along with the SMS sent by the retailers one toll free numbers will arrive and customer can speak with respective retailer and can place order through that phone call and retailer can give free home delivery to the customer.

2nd Proposal:- Solution providers or retailers association can start the retail links & they can provide facility to small retailers to display their products or schemes on that link.



Schematic diagram showing overall functioning given in 2nd proposal

According to this proposal Mobility solution providers or Retailers association can make investment on starting retail link and also on public promotion of that retail link. When the retail link get started they can offer membership to the small and medium retailers in different areas and from different backgrounds.

Members that are small and medium retailers can display their products, new variety, and new schemes arrivals on that retail link by paying annual fees to the retail link owner. Customers can access that link through their mobile phones (Smart phones or tablets),

search for the suitable and reliable neighborhood store and can place his order through that retail link only. Whenever retailer gets online order, he can call to the customer, confirm order and deliver required products to the customer. Those customers who don't have smart phones or tablets, they can contact to the retail link owners on a toll free number through their mobile phones. Retail link owners can send those inquiries to the respective member retailer whose retail shop is in the same area where that particular customer resides. This inquiry sending process is on commission basis from that respective member retailer.

The approximate Cost proposed by the three Mobility solution provider companies, researcher contacted during this research for one year package of maintaining retail link, displaying products and schemes on the retail link for entire year and sending SMS to approximate 1000 customers is Rs. 50,000/- to Rs. 1,00,000/- (820 USD to 1640 USD) and renovation cost will be Rs. 15,000/- to 20,000/- (250 USD to 330 USD) per year for succeeding years.

Mobility management has emerged as a top priority within enterprises during the past 18- to 24-months. In retail sector also there is dramatic use of mobility solutions to improve retail business operations and retail commerce. In organized retailing, starting from supply chain management, inventory management, store management, security different mobility solutions are available to improve overall retail business operations. Various retailers offering similar kind of products, but those become winner, who is able to offer these offerings in different way and with improved service level. Mobility solution providers have invented or in invention process of various innovative retail mobility solutions which provides great shopping experience to the customers like retailers can send schemes and coupons to the customers through mobiles, customers can search for the require products, schemes from their mobile phones, customers can add their shopping list on their mobile phones get get guided within retail store as per the items in the list or retailers can suggest products, their locations in the store and schemes on the basis purchase history of customers and payment facility through mobile phones. By providing all these facilities big or organized retailers are able to attract more and more customers.

All above mobility solutions are suitable for big and organized retailers because of huge investment involved. This research paper is focusing on retail mobility solutions for small and medium retailers. According to mobility solution provider companies, it is very difficult to develop less expensive retail mobility solution for small retailers so researcher suggested two proposals for small and medium retailers. According to 1st proposal, group of 5 to 10 retailers can come together and they can start their own retail link and can display their products and schemes to the customers and so able to provide better experience to the customers. According to 2nd proposal solution providers or retailers associations can make investment in starting retail links and they can offer membership to the small retailers by charging annual fee. Members can display their products and schemes on that retail link. Customers can access that retail link from their mobile phones, find nearby retailer and can able to send orders to the respective retailers. This type of experience from the small retailer attracts more customers and also increases customer satisfaction level which leads increasing loyalty of customers.

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