International Journal of Research in Economics and Social Sciences (IJRESS)
Available online at: http://euroasiapub.org
Vol. 8 Issue 4, April - 2018
ISSN(o): 2249-7382 | Impact Factor: 6.939 |

A Study on Organized Retail on Unorganized Retail Outlets semi urban areas of Karimnagar District of Telangana

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ABSTRACT
Retailing consists of all activities involved in selling goods and services to consumers for their personal, family, or household use. It covers sales of goods ranging from automobiles to apparel and food products, and services ranging from hair cutting to air travel and computer education retailing is one of the largest sectors in the global economy. In India for a long time the corner grocery store was the only choice available to the consumers. With the increasing demand of the customers spurred by changing trends, aspiring needs for variety, the traditional retail gave rise to modern retail format. The traditional food and grocery segment has seen the emergence of supermarkets/grocery chains, convenience stores and hypermarkets. At present India is rapidly evolving in to an existing and Competitive market place with potential target consumers in both the rich and middle class segments. Manufacturer owned and retail chain stores are springing up in urban area to market consumer's goods in a style similar to that of mall in more affluent countries. Even though big retail chain like Crossroad, Saga and Shopper's stop are concentrating on the upper segment and selling products at higher prices, some like A.V Birla Retails. More, RPG's Spencer's, Food World and Big Bazaars are tapping the huge middle class population. During the past two years , there has been tremendous amount of Interest in the Indian retail trade from global majors as well as over the years, International brands like McDonalds, Swarovski, Lacoste, Domino's, Pepsi Benetton among a host of others have come in and thrived in India. An attempt is made in this article for now the consumer buying behavior with reference to organized and un organized retail outlets in semi-urban areas of select district of Karimnagar Telangana state..

Keywords: Organized retail, Semi urban areas, Kirana outlet.,,,,

INTRODUCTION

The history of retail trade is as past as the human. The retail industry is the sector of economy which is consisted of individuals, stores, commercial complexes, agencies, and companies etc., involved in the business of selling or merchandizing diverse finished products or goods to the end user consumers directly. The retail sector in India is vast and has huge potential for development. The retail sector in India contributes about 15 % to the national GDP and employs a massive work force after agriculture sector. Retailing is not only an important aspect of the economic structure but very much a part of our lives. The importance of retail trade runs through the entire story of human race. From the very beginning of the human history, it is found that people traded with one another for the necessities of their lives. And throughout, the objective has been the same - the struggle of mankind to satisfy his wants. The shop-keepers of ancient Rome, the peddlers and general stores of the middle ages, and super markets, departmental stores, discount houses of the modern age all are part of the same family, which in their own way strived for satisfying human wants.

Organized Retailing - refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. **Unorganized Retailing -** refers to the traditional formats of low-cost retailing, for example, the local Kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

The Indian retail industry

The Indian retail industry is one of the fastest growing in the world. Retail industry in India is expected to grow to US$ 1,100 trillion by 2020 from US$ 672 billion in 2017.Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet.

India's retail market is expected to grow at a Compound Annual Growth Rate (CAGR) of 10 per cent to US$ 1.6 trillion by2026 from US$ 641 billion in 2016. While the overall retail market is expected to grow at 12 per cent per annum, modern trade would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent. Indian retail market is divided into "Organized Retail Market" which is valued at $60 billion which is only 9 per cent of the total sector and "Un organized Retail Market constitutes the rest 91 per cent of the sector.

India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. India's retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanization, changing consumer tastes and preferences are the other factors driving growth in the organized retail market in India.

India's population is taking to online retail in a big way. The online retail market is expected to grow from US$ 17.8 billion to US$ 60 billion between 2017 and 2020. Organized retail penetration is expected to increase from 7 per cent in FY 2016-17 to10 per cent in 2020.Increasing participation from foreign and private players has given a boost to Indian retail industry. India's price competitiveness attracts large retail players to use it as a sourcing base. Global retailers such as Wal-Mart, GAP, Tesco and JC Penney are increasing their sourcing from India and are moving from third-party buying offices to establishing their own wholly-owned/wholly-managed sourcing and buying offices. The Government of India has introduced reforms to attract Foreign Direct Investment (FDI) in retail industry. The government has approved 51 per cent FDI in multi-brand retail and 100 per cent in single brand retail under the automatic route which is expected to give a boost to ease of doing business and Make in India, and plans to allow 100 per cent FDI in e-commerce. The government has approved 100 per cent FDI in retail trading food products that are manufactured or produced in India. Retail should continue to grow rapidly up to US $ 535 billion in 2013, with 10 per cent coming from organized retail, reflecting a fast – growing middle class, demanding higher quality shopping environments and stronger brands, according to the report "Expanding Opportunities for Global Retailers".

A major development in recent times has been the emergence of varied retail formats that have started operating in most product categories. Economic reforms, growing middle class, Rise in purchasing power, growing consumerism has led to retail modernization in India. The growing Indian market has attracted a number of foreign retailers and domestic corporate to invest in this sector. According to Investment commission of India, the retail sector of India handles about $250 billion every year and expected to reach to $660 billion by the year 2015 with a growth rate of 15-20% every year. The Indian retail sector is highly fragmented with 97 percent of its business being run by the unorganized retailers. This sector is the large source of employment after agriculture and has deep penetration into rural India generating more than 10 percent of country's GDP (Gross Domestic Product).Debate raised recent past in the country, concerns about adverse effects of FDI (Foreign Direct Investment) on retail sector in India such as loss of employment in manufacturing and services, un healthy competition among domestic retailers leads to elimination of small traditional retailers, predatory pricing to create monopoly. However, the entrance of organized Retail stores such as Multi Brand Outlets, Convenience Stores, Hyper Marts, Super Marts, Discount Stores, Departmental Stores, Specialty Stores, Malls into semi-urban areas such a population of 20000 to 50000 somewhat called they as Major Grampanchayats,Mandal head quarters and Nagarapanchayats have posed distinct challenges upon small and medium traditional Kirana outlets in terms of their sales volume, business opportunities, merchandise and purchase policies, nature of promotion, and expense control measures. Therefore the present study is

Review of Literature

Most of the researchers have studied about the various aspects of retail organization and management. Very few of them were presented here in the context of the present study.
Marijke D.Haese & Guido Van Huylenbroeck, (2005); The Impact of the Evolution of Modern retailing, the influx of supermarkets in developing countries and transitioning economies, which brings with it higher-quality products, greater product diversity, and often lower prices, should theoretically be beneficial to consumers, especially those who are poor [e.g.,

Thomas Reardon & Ashok Gulati, (2008); at the same time, increased competition may force traditional retailers, many of whom are also vulnerable to poverty, out of business.

According to Reardon & Rose Hopkins (2006); Bart Minten (2008); the battles between supermarkets and traditional retailers in developing countries take place on several fronts, including price, convenience, product quality, and safety.

Reardon & Julio A. Berdegue´, (2002); Reardon & Rose Hopkins, (2006); Alex M. Mutebi, (2007); Most studies of developing and transition countries find that the effects of supermarkets on traditional retailers are mainly negative, although effects differ in magnitude for different types of retailers. As supermarkets spread, the traditional retail sector declines, and the fastest decline has been experienced by small general stores selling broad lines of processed foods and dairy products, while fresh produce shops and wet markets tend to hold out longer. The former outlets tend to have trouble competing with supermarket chains that buy in bulk and have economics of scale on their side

Maruyama & Le V. Trung, (2007); in developing countries such as India, traditional bazaars for fresh food remain competitive in terms of price, freshness, and shopping convenience. Poor consumers tend to purchase very little from supermarkets due to material constraints (e.g., price and transportation), though they also tend to have high opinions of supermarkets

Muriel Figuie & Paule Moustier, (2009); Much of the available evidence indicates that small farmers and processors in developing and transition countries are often excluded from these modern supply chains. When supermarkets modernize their procurement systems, they require more from suppliers with respect to volume, uniformity, consistency, quality, costs, and continuity of product supply, on-time delivery, and commercial practices. For this reason, supermarket chains prefer to source from medium and large enterprises, which are usually better positioned than small enterprises to meet their demands.

eNigel Key & David Runsten, (1999); Reardon & Christopher Barrett, (2000); Dave Weatherspoon et al., (2001); Johann Kirsten & Kurt Sartorius, (2002); Dave Weather spoon & Thomas Reardon, (2003); Humphrey et al., (2004); Cadilhon et al., (2005) the rise of supermarkets poses a substantial challenge to small enterprises

Johan F.M. Swinnen, (2007); Bart Minten et al.,(2009);. Small farmers may also benefit from changes pertaining to centralized procurement systems, the use of specialized wholesalers and preferred supplier systems, and demanding requirements of private contracts Modern retail systems can also create new jobs. Some of this new employment inevitably results in a loss of traditional retail sector jobs, but, depending on the formats used by modern retailers, the expansion of the consumer market facilitated by modern retail plus small-format innovations can, in turn, expand employment.

Kearney, (2006); Thomas Reardon & Ashok Gulati, (2008);.Employees in the modern sector are often better paid and enjoy better working conditions, but they must also acquire more skills and education than acquired by employees in the traditional sector.

Swamy L.N. and Mudita Sharma ICRIER (2008); focused on the drivers of changing pace of traditional retail outlets into modern formats such as un-organized and fragmented outlets, rural based outlets etc.

Jon M Hawes (1984); identified the impact of intra market patronage and inter market patronage in the movement of consumers with in a local market.

Alok Roy(2005); focused the adverse effect of Foreign Direct Investments in retail on Indian Retail Business such as closing up of local shops and jobs, hike of prices, loss of profit margins of traditional retail units, economic concentration among cities etc.

It is evident that all the above studies were concerning to the drivers, drawbacks, opportunities and challenges of organized retail on un organized retail management practices concerned to urban areas. Hence, the present study makes an attempt to focus the current retail trade practices and their suitability with reference to organized and un organized retail outlets in semi-urban areas of select district of Karimnagar Telangana state.

IMPORTANCE OF THE STUDY

This study will contributes to the understanding that consumers and retailers and different perception in relation to store image and shopping habits, justifying the need for consumer marketing research. The study will examine the choice of format when he or she decide to buy the product and discuss the development of organized retail in future, the focus is on consumer expectation based on that questionnaires will be prepared to formulate the overall behavior of the consumer.

Objectives

1. To understand the growth and development of organized retail industry
2. To analyze the factors which influence consumers to prefer organized retailing over unorganized retail outlets and vice-versa
3. To study the impact of organized on the unorganized retail of semi urban areas in Karimnagar district of Telangana state
4. To identify the problems of retail outlets and to suggest the suitable remedies to overcome the existing problem.

Methodology

Primary data has been collected from 148 respondents (125 customers from organized retail and unorganized retail outlets, 3 organized and 20 unorganized retailers in the Karimnagar district a northern part of Telangana. These 144 respondents were selected by convenience sampling technique of Probability random sampling. The present study is based on primary data as well as secondary data. The secondary data is collected from various books, journals, articles, newspapers etc. Consumers at organized retail outlets and unorganized retail outlets are interviewed to collect the primary data. Their answers were further looked into, in some detail to add value to this research. The study was conducted in the organized retail outlets (D-Mart, Reliance refresh, Spenser's, More units) and unorganized retail outlets by dividing bases on area and income group during the months of February and March 2018 at in Karimnagar district. Data collected through survey and interview will be analyzed and presented in master table and required sub tables will be prepared. For analyzing the data statistical tools like percentage method is used.

LIMITATIONS OF THE STUDY

The study will be confined to selected organized retail outlets operating in Karimnagar district such as D-Mart, Reliance refresh, Spenser's, More's units and unorganized retail outlets such as

Karimnagar town ,Jagityala town ,Godhavarikhani town and Peddapalli town. All of these are of semi urban areas in Karimnagar district. The inferences will be drawn on the bases of primary data.

RESULTS AND DISCUSSIONS

Age of the Respondent

Age is the important factor which indicate what age group of customers are frequently visiting the retail outlets wither it may be organized or unorganized which is secondary thing. In general every one visits retail for their needs which includes all age group of customers.

Table4.1. Age of the Respondent

Age	No. of respondents	Percent
25 and below	27	21.6
26 – 35 Years	39	31.2
36 - 45 Years	29	24.2
Above 46 Years	30	24
Total	125	100

Source: Primary Survey – 2018

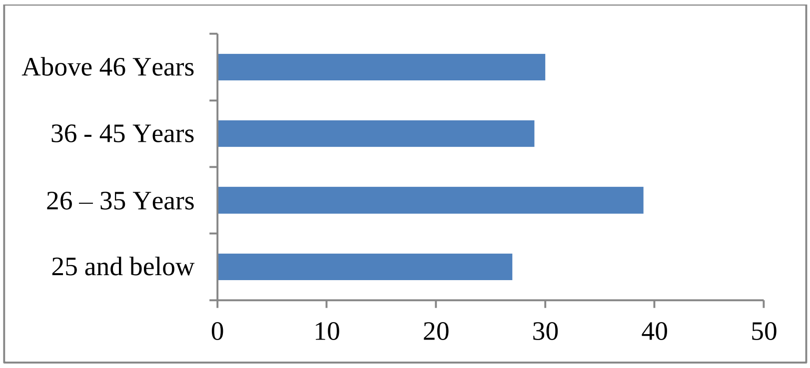


Fig4.1. Age of the Respondent

The Table and Fig 4.1 indicates that of the 125 of the respondents 31.2 percent are between the age group of 26 to 35 year followed by 24 percent between 46 years and above, 24.2 percent between 36 -
45 which shows that all age group of customers are visiting to retail outlets for various purposes wither it may be organized or unorganized for their daily needs it also shows importance of retail outlets in our daily life and demand among customers.

Gender of Respondents

Gender denotes wither the male or female generally visit for shopping. There is lot of difference between shopping done by male and shopping done by female. This also depends of various factors.

Table4.2. Gender of Respondents

Gender	No. of respondents	Percent
Male	61	48.8
Female	64	51.2
Total	125	100

Source: Primary Survey – 2018

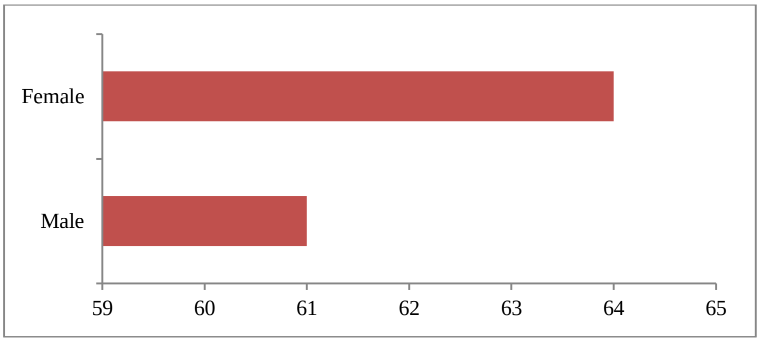


Fig4.2. Gender of Respondents

The Table and Fig 4.2 represent that of 125 respondents 51.2 percents are female and followed by48.8 percent are male which shows both are almost equally going for shopping.

Monthly Family Income of Respondent

Table4.3. Monthly family income of respondent

Income level	**No. of respondents**	**Percent**
Below 10000	4	4.2
10001 – 20000	12	9.6
20001 – 30000	21	16.8
30001 – 40000	49	39.2
40001 and above	39	31.2
Total	125	100

Source: Primary Survey – 2018

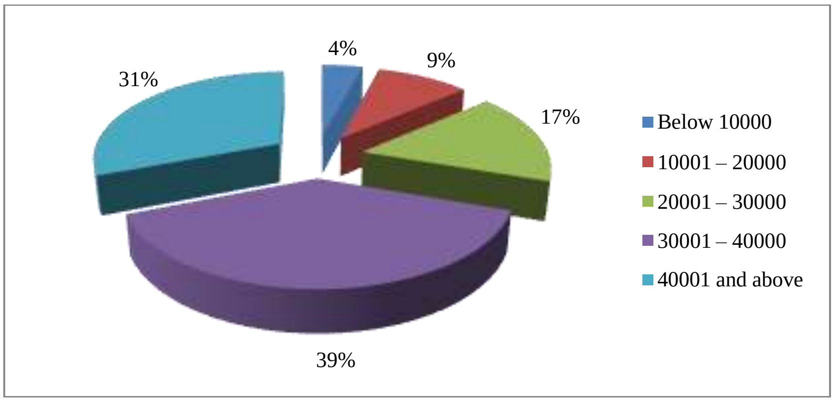


Fig4.3. Monthly family income of respondent

The Table and Fig 4.3 express the monthly family income of respondent that of total 39.2 percent are earning between 30,000 to 40,000 followed by 31.2 percent 40,000 and above, 16.8 percent between
20,000 to30, 000, 9.6 percent between 10,000 and 20,000 and finally 4.2 percent between the income
group below 10,000 which indicates the importance of retail in every segment of income and the need of retail in daily life.

Monthly Family Food Expenses

Monthly family expenses denotes how much the customers are spending of food items which is essentially required for three times a day. An expense depends on various other factors like family size income level and consuming pattern of family.

Table4.4. Monthly family food expenses

Monthly food expenses	No. of respondents	Percent
Below 1000	8	6.4
1001 – 2000	4	4.2
2001 – 3000	20	16
3001 – 4000	45	36
Above 4001	48	38.4
Total	125	100

Source: Primary Survey - 2018

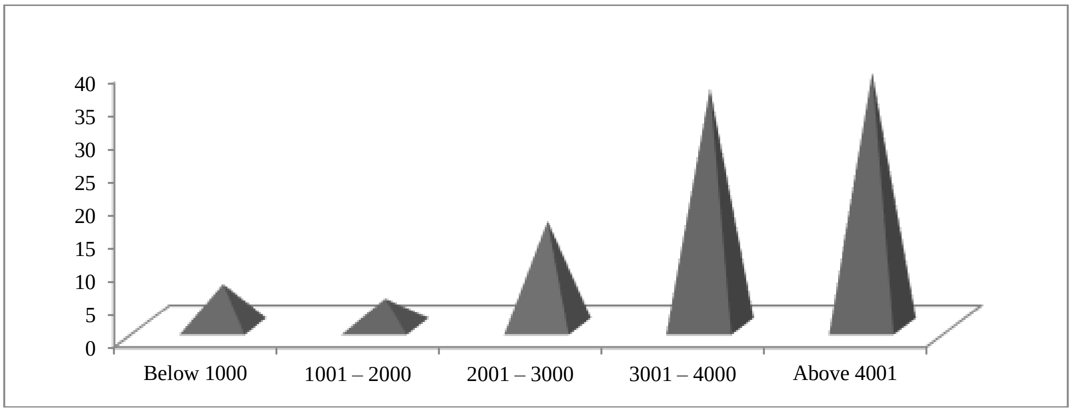


Fig4.4. Monthly family food expenses

The Table and Fig 4.4 express monthly family expenses of purchases of food products out of total 125 respondents 38.4 percent of consumers spending above Rs 4000, 36 percent between Rs 3,000 to
4000, 16 percent spend between Rs 2000 to 3000, 6.4 percent spending below Rs1000 and rest 4.2 percent between Rs 1000 to 2000. More number of customers is spending Rs4000 and above which depends on various other factors such as family size, income level, consumption pattern etc.

Choice of Retail Format

There are various retail formats available for customers to choose. In present they are various formats under organize retail outlets such as supermarket, chain store, departmental store etc. and under unorganized conventional or local Kirana stores, neighborhoods stores etc. consumers are free to choose any according to their needs.

Table4.5. Choice of Retail Format

Different retail formats	No. of respondents	Percent
Organized retail outlets	35	28
Unorganized retail outlets	23	18.4
Depends / Not fixed	67	54.6
Total	125	100

Source: Primary Survey - 2018

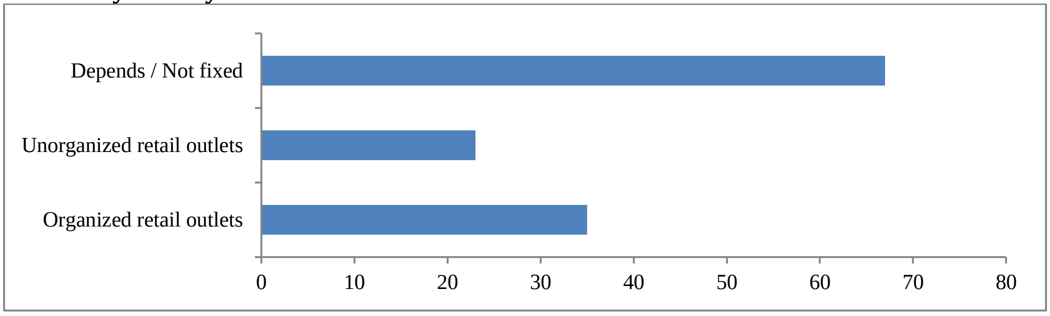


Fig4.5. Choice of Retail Format

The Table and Fig 4.5 express that of 125 respondent 54.6 percent of respondent are not fixed or depends on requirements, 28 percent prefer organize retail outlets and at last 18.4 percent of customer prefer only unorganized retail outlets. As consumers have wide range of choices most of the consumers prefer to go for both organize as well as unorganized retail formats according to need. The product, packaging, quantity, quality differs as the needs consumer prefer both.

Distance from Residence to Retail Outlet

Consumers prefer to buy the product to there nearest retail outlets. Mostly the requirements in daily life is fulfilled by convenience stores in emergency or as required but these days customers also prefer to travel at long distance for purchasing as organized retail outlets providing all products under one roof with wide range of selection at lower price better discounts and offers.

Table4.6. Distance from residence to retail outlet

Distance	**No. of respondents**	**Percent**
Less than 3KM	70	56
3 KM – 6KM	38	30.4
7KM – 10KM	14	11.2
More than 10KM	3	2.4
Total	125	100

Source: Primary Survey – 2018

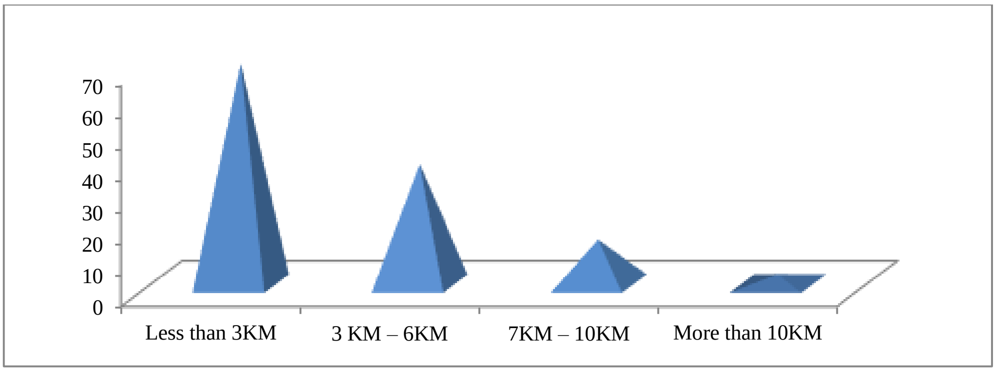


Fig4.6. Distance from residence to retail outlet

One can observe from Table and Fig 4.6 that of 125 customers 56 percent of customer travels distance less than 3 Km, 30.4 percent travels between 3 to 6 Km, 11.2 percent between the distance of 7 to 10
Km and rest 2.4 percent more than 10 Km. It shows that retail outlets are so connected wither it may be organized or unorganized consumers like to prefer mostly nearest one until its necessary to travel long distance.

Monthly Family Income of Respondent Preferring only Organize Retail Outlets

Table4.7. Monthly family income of respondent preferring only organize retail outlets

Income group	No. of respondents	Percent
Below 10000	0	0.00
10001 – 20000	4	11.43
20001 – 30000	10	28.57
30001 – 40000	8	22.86
40001 and above	13	37.14
Total	35	100

Source: Primary Survey 2018

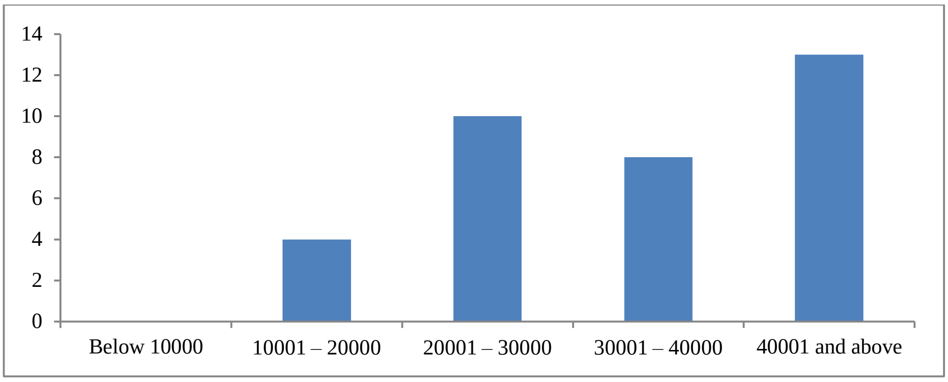


Fig4.7. Monthly family income of respondent preferring only organize retail outlets

The Table and Fig 4.7 points out that out of 125 customers, 35 customers only prefer shopping in organize retail outlets in which 37.14 percent of the consumers have income Rs. 40,000 and above followed by 28.57 percent between Rs. 20,000 to 30,000, 22.86 percent between Rs. 30,000 to 40, 000 and rest 11.43 percent between Rs. 10,000 to 20,000. This shows that all age group customers are shopping at organize retail outlets and majority of them belongs to high income group.

Monthly Family Income of Respondent Preferring only Unorganized Retail Outlets

Table4.8. Monthly family income of respondent preferring only unorganized retail outlets

Income group	No. of respondents	Percent
Below 10000	1	4.35
10001 – 20000	3	14.04
20001 – 30000	7	30.43
30001 – 40000	8	34.78
40001 and above	4	17.39
Total	23	100

Source: Primary Survey – 2015

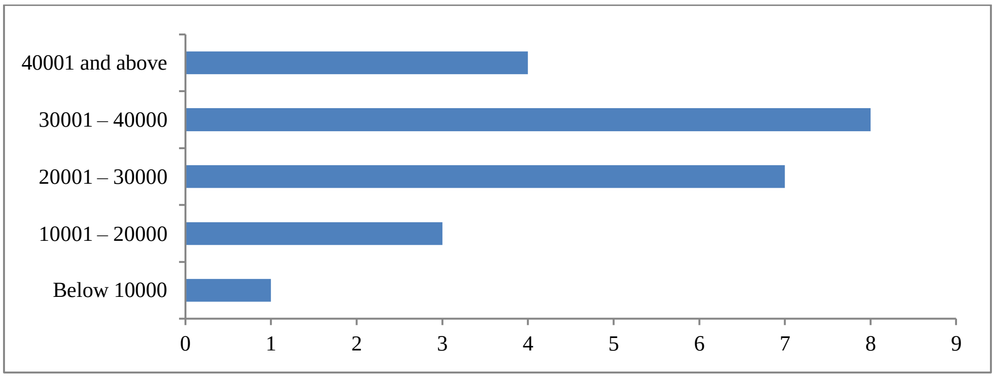


Fig4.8. Monthly family income of respondent preferring only organize retail outlets

The Table and Fig 4.8 points out that out of 125 customers, 23 customers only prefer shopping in organize retail outlets in which 34.78 percent of customers are between income groups of Rs. 30k to40k, 30.43 percent between 20k to 30k, 17.39 between 40k and above, 14.04 percent between 10k to20k and rest below 10k which signifies that all age groups of customers prefer unorganized retail outlets but more numbers are between income group between 30k to 40k.

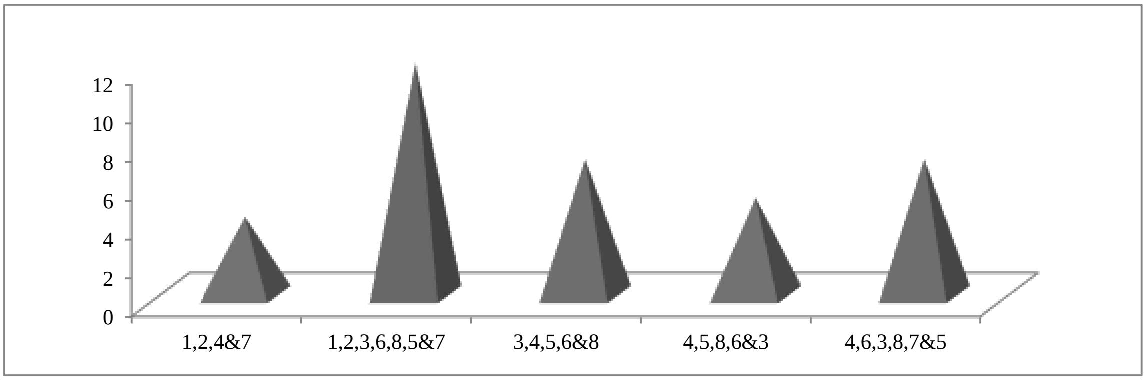
Reason for Preferring Organized Retail Outlet

Table4.9. Reason for preferring organized retail outlet

Reason for preferring organized retail outlet	No. of	Percent
1) Price is less, 2)Near to house, 4)Good service &7)Self service	4	11.43
1) Price is less, 2)Near to house,3)Everything at one place, 6)Good offers.	12	34.29
3)Everything at one place, 4)Good service, 5)Ambience, 6)Good offers &	7	20.00
4)Good service, 5)Ambience, 8)Faster process, 6)Good offers &	5	14.29
4)Good service, 6)Good offers, 3)Everything at one place, 8)Faster process.	7	20.00
Total	35	100

Source: Primary Survey - 2018

1) Price is less, 2) Near to house, 3) Everything at one place, 4) Good service, 5) Ambience, 6) Good offers, 7) Self-service, 8) Faster process



1) Price is less, 2) Near to house, 3) Everything at one place, 4) Good service, 5) Ambience, 6) Good offers, 7) Self-service, 8) Faster process

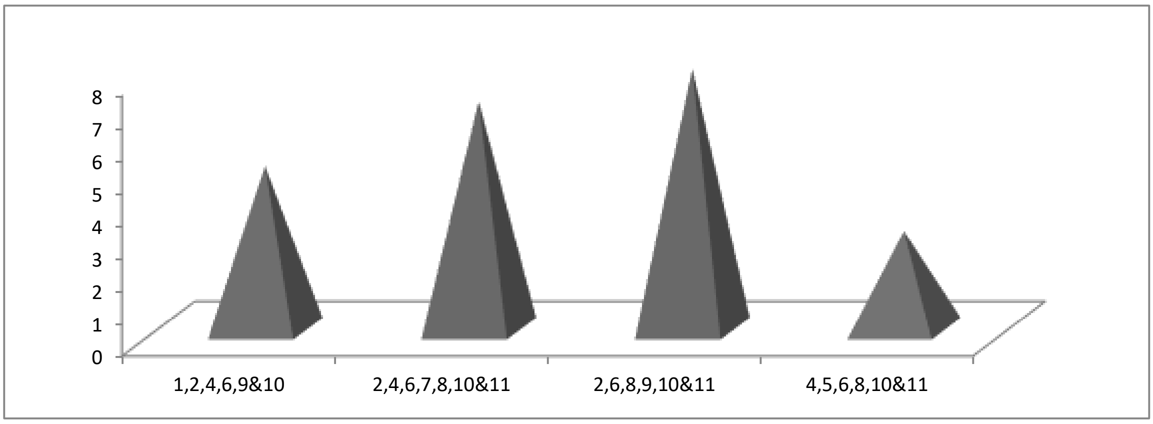
The Table and Fig 4.9 and below given different reasons for preferences points out that out of 125 customers, who prefer only organized retail which includes only 35 consumers in which 34.29 percent of the customers prefers option 1,2,6,8,3,5&7, two 20 percent prefer 3, 4, 5, 6&8 and4,6,3,8,7&5, 14.29 percent prefers because of 4,5,8,6&3 and rest 11.43 percent 1,2,4&7, mostly prefer for 1) less price, 2)Near to house, 3)Everything at one place, 6)Good offers, 8)Faster process,5) Ambience and 7)Self service

Reason for Preferring Unorganized Retail Outlet

Table4.10. Reason for preferring unorganized retail outlet

Reason for preferring unorganized retail outlet	No. of respondents	Percent
1) Price is less,2)Near to house, 4)Good service, 6)Long	5	21.74
2)Near to house, 4)Good service, 6)Long relationship, 7)Bargaining price, 8)Home delivery, 10)Credit	7	30.43
2)Near to house, 6)Long relationship, 8)Home delivery.	8	34.78
4)Good service, 5)Trusted quality, 6)Long relationship.	3	14.04
Total	23	100

Source: Primary Survey – 2018



1) Price is less, 2) Near to house, 3) Everything at one place, 4) Good service, 5) Trusted quality, 6) Long relationship, 7) Bargaining price, 8) Home delivery, 9) Faster process, 10) **Credit, 11) Small** unit size.

Fig4.10. Reason for preferring unorganized retail outlet

The Table and Fig 4.10 and below given different reasons for preferences points out that out of 125 customers, who prefer only unorganized retail which includes only 23 consumers in which 34.78 percent prefer various option include 2,6,8,9,10&11, 30.43 percent prefer 2,4,6,7,8,10&11, 21.74 prefer 1,2,4,6,9&10 and rest 4,5,6,8,10&11. Most of them prefer Near to house, Long relationship, Home delivery, faster process, Credit, Small unit size.

In – Store Shopping Survey

In store shopping environment is very important because these days customer not only look for availability of product but also factors which influence or attract consumer to shop at their outlets such as clean and organize environment, availability of wide range of product, employee helping nature with extra services which are very important to attract customers.

Table4.11. In – Store shopping survey

Influencing factors	Excellent	Very good	Good	Average	Poor
Clean and organized environment	13	60	29	-	-
Availability of wide range of product	8	37	32	25	
Availability of required quantity of packed	-	8	19	57	18
Employee attitude	17	40	45	-	-
queue for payment	-	-	30	48	24
Debit / Credit card acceptance	32	30	40	-	-
Toffee/ Candy on behalf of change	-	-	5	32	65

Source: Primary Survey – 2018

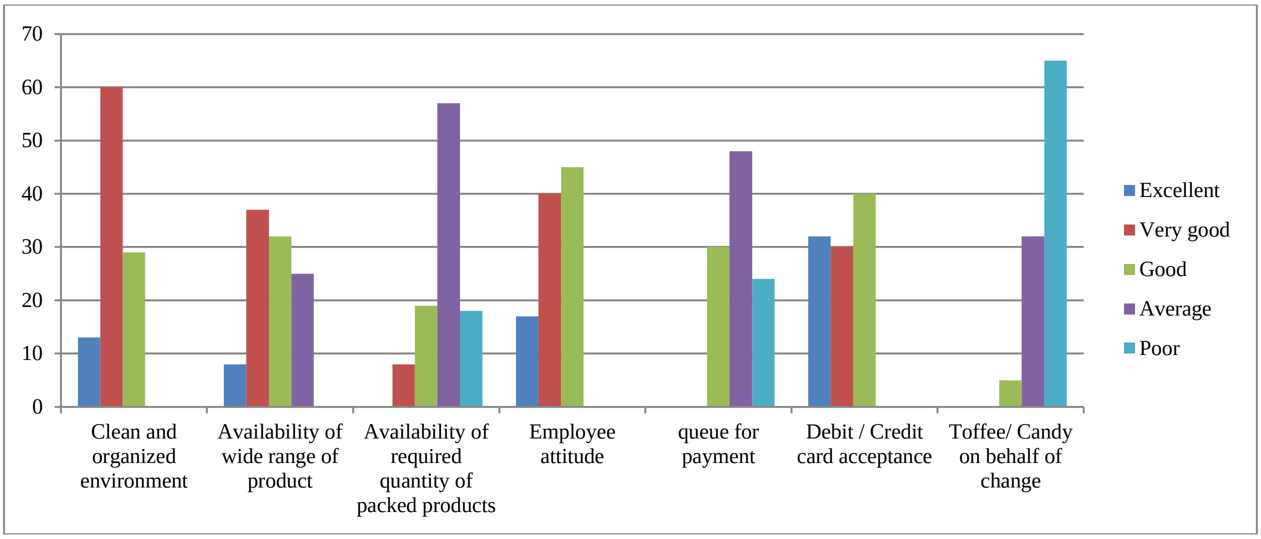


Fig4.11. In – Store shopping survey

The Table and Fig 4.11 points out that out of 125 customers, who prefer only organize and also both organize and unorganized has given there in store shopping experience by rating excellent, very good, good, average, poor. Out of all influencing factor consumers mostly preferred excellent to debit and credit card acceptance, preferred very good for clean and organized environment followed by good to employee attitude, average to availability of required quantity of packed product and poor to toffee / candy on behalf of change. These factors influence customers wither to shop at particular retail outlet or not.

Shopping Pattern of Retail Customers (only Organize)

Shopping pattern indicates how the consumer do shopping for the various products such as vegetable, grocery such as rice, spices egg etc, FMCG products like coco-cola, ketchup etc, oil, cloths/ garments and utensils such as knife, folk, spoon etc. and how do they shop wither they go for daily, weekly, bimonthly monthly or go with when required which defers for both organize and unorganized retail customers.

Table4.12. shopping pattern of organized retail customers

Shopping pattern	**Vegetable**	**Grocery**	**FMCG**	**Oil**	**Cloths/ Garments**	**Utensils**
Daily	0	0	0	0	0	0
Weekly	35	8	3	0	0	0
Bimonthly	0	7	14	0	6	0
Monthly	0	20	18	35	10	7
When required	0	0	0	0	19	28
Total	35	35	35	35	35	35

Source: Primary Survey - 2018

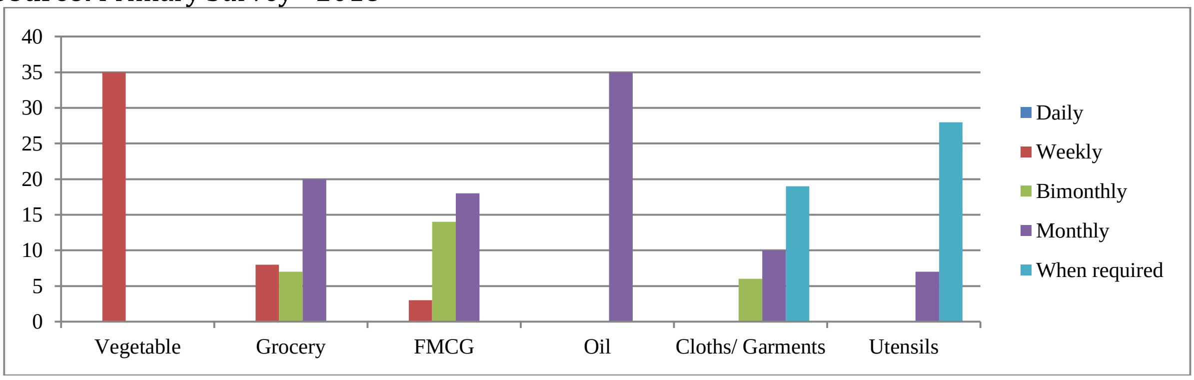


Fig4.12. Shopping pattern of organized retail customers

The Table and Fig 4.12 express that of total 125 customers, 35 customers who only prefer organise retail shop purchases vegetable and oil on weekly bases, grocery on monthly bases, FMCG products both monthly and bimonthly bases, cloths/ garments monthly and when ever required and utensils when required. It overall gives the view of consumer who do not waste time on shopping and buys all required products at once.

Shopping Pattern of Retail Customers (only Unorganized)

Table4.13. shopping pattern of unorganized retail customers

Shopping pattern	Vegetable	Grocery	FMCG	Oil	Cloths/ Garments	Utensils
Daily	17	0	0	0	0	0
Weekly	6	4	13	0	0	0
Bimonthly	0	9	3	6	0	0
Monthly	0	10	0	17	5	3
When required	0	0	7	0	18	20
Total	23	23	23	23	23	23

Source: Primary Survey – 2018

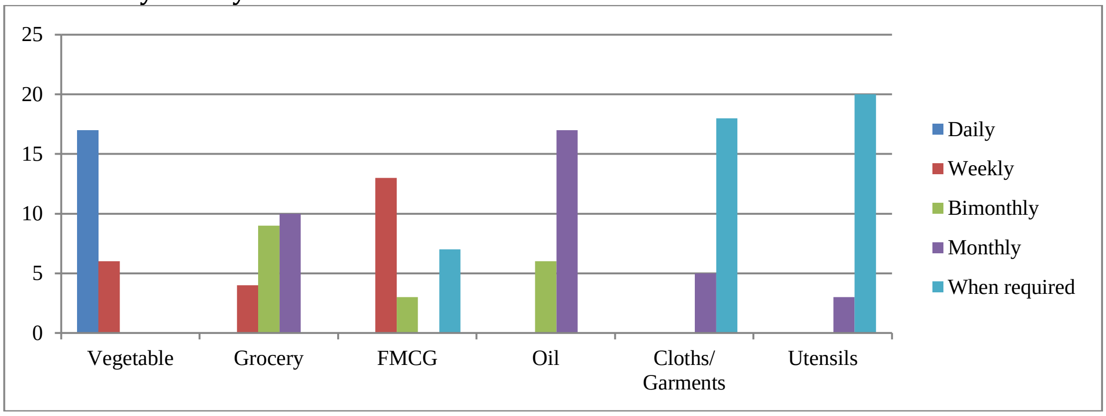


Fig4.13. Shopping pattern of organized retail customers

The Table and Fig 4.13 indicates that of total 125 customers, 23 customers who only prefer unorganized retail shop, purchases vegetable on daily bases, then grocery on monthly bases FMCG products on weekly and whenever required, oil on monthly bases, cloths/ garments and utensils when required. It shows that consumers who purchases from unorganized retail outlets like to get in small quantity as per short term requirements and no need to store and like to use fresh vegetables by purchasing on daily bases.

Comparing Organized / Unorganized Retail on Various Attributes

Table4.14. organized Vs unorganized

Parameters	Organized					Unorganized				
	E	VG	G	Avg	P	E	VG	G	Avg	P
Price	-	10	17	20	20	-	17	40	10	-
quality	9	10	28	20	-	-	9	19	39	-
Varity	10	20	30	7	-	-	-	7	30	30
location	4	7	10	23	23	46	11	10	-	-
Service	-	-	30	30	7	-	10	36	18	3
everything at one place	18	26	23	-	-	-	-	-	17	50
offers	9	27	20	11	-	-	-	-	10	57
Relationship	-	-	-	-	67	10	30	27	-	-
Ambience	30	25	12	-	-	-	-	5	32	30
Home delivery	-	-	-	-	67	10	15	30	7	5
Faster process	-	7	18	28	14	7	46	10	4	-
Packaging	8	17	30	8	4	-	7	36	18	6

Source: Primary Survey - 2018

Note: E - Excellent, **VG** - Very good, **G** - Good, **Avg** - Average, **P** – Poor

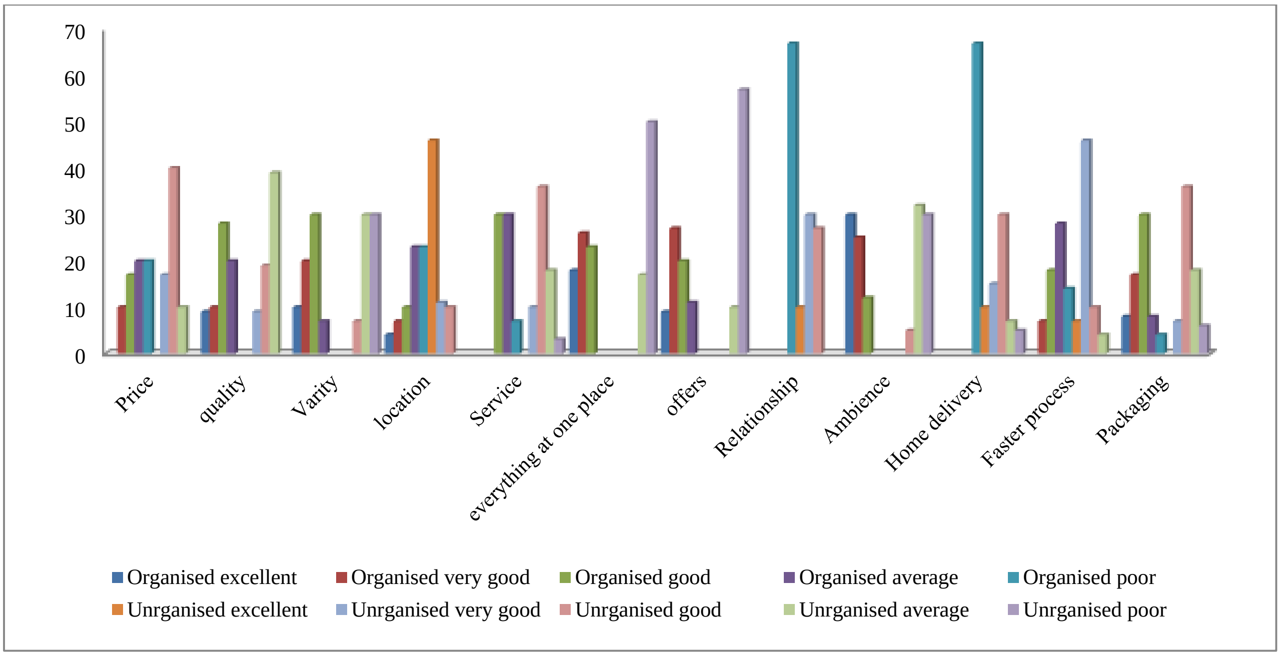


Fig4.14. Organized Vs. unorganized

The Table and Fig 4.13 express that of total 125 customers, 67 customers who prefer both organize and unorganized rated according to their experience were for price two times 20 customers prefer average and poor but 40 consumers prefer good for price in unorganized outlets. For quality of product in organize outlet 9 choose to be excellent 28 as good but in unorganized outlets 39 and 19 chose average and good. Further consumer has showed good responses towards everything at one place, very good towards offers, excellent towards ambiance and god towards required packages and poor responses towards location, some average and good towards services, and poor toward the home delivery and relation.

Same way for unorganized sector customers showed excellent responses towards location, good towards services, 10 and 30 consumer prefer excellent and very good for relation, very good for home delivery and fast process. Also showed average responses towards verity of products available, ambiance and required packages and poor responses towards everything at one place, offers and few for ambiance.

FINDINGS OF THE STUDY

1. 31.2 percent of the consumers which are between the age group between 26 to 35 years visit to retail outlets for various reasons weather it may be organized or unorganized retail outlets.
2. As consumers have wide range of choices most (54.6%) of the consumers prefer to go for both organize as well as unorganized retail formats according to need.
3. Retail outlets are so connected, wither it may be organized or unorganized consumers like to prefer mostly nearest one until its necessary to travel long distance.
4. All age group customers are shopping at organize retail outlets and majority (37.14%) of them belongs to high income group in the study area.
5. All age groups of customers even prefer unorganized retail outlets but more numbers are between income groups between 30k to 40k in the study area.
6. Out of 35 organized preferring customers, 34.29% Consumers like to prefer organized retail outlets for various reasons such as less price, Near to house, everything at one place, Good offers, faster process, Ambience and Self service
7. Out of 32 unorganized preferring customers, 34.78 % Consumers prefer unorganized retail outlets for various reasons such as Near to house, Long relationship, Home delivery, faster process, Credit, Small unit size.
8. Out of 125 customers 81.6% of consumers showed excellent, very good and good responses towards Clean and organized environment, Availability of wide range of product, Employee

attitude, Debit / Credit card acceptance and average, poor response towards Availability of required quantity of packed products, queue for payment, Toffee/ Candy on behalf of change in the study area.
9. 35 consumers who prefer only organize, mostly shops vegetable on weekly bases, grocery, FMCG and oil on monthly bases, cloths/garments and utensils on monthly and requirement bases.
10. 23 who prefer only unorganized, mostly shops vegetable on daily bases, grocery and oil on monthly bases, FMCG on weekly bases, cloths/garments and utensils on monthly and requirement bases.
11. 67 consumers who prefer both organize and unorganized outlets showed good response towards verity, everything at place, offers and poor towards location, relationship, home delivery some toward price for organize retail outlets.
12. 67 consumers who prefer both organize and unorganized outlets showed good response towards location, relationship, home delivery, faster process and poor towards range of verities, offers, ambiance towards unorganized retail outlets.
13. Consumers are facing the problems of expiry date products, parking problems, knowledge of employee towards different brands, queue for billing.
14. Unorganized retail outlets are facing problems such as consumer highly changing preference toward organized, infrastructure facilities, attractive offers and other services.

SUGGESTIONS

1. Training should be provided to sales person specially regard to size variation among the multinational brands so that they can deal with the customer more efficiently.
2. The majority of the consumers faced billing problem especially on weekends so number of billing counters needs to be increased, keeping, in view customer traffic.
3. Retail outlets should provide home delivery services to their regular customers to maintain loyalty and strategy with respect to purchase of particular amount of product.
4. Most of the customers have the complaint towards four wheelers parking problems so more parking space to be provided.
5. Retailers should take care of expiry date products which are to be removed and should not provide offers and discounts on near to expiry or expiry products.
6. The unorganized retailers should offer attractive weekly or monthly schemes for groceries and other items and promote them through leaflets or pamphlets.
7. Unorganized retailers should make remarkable changes in their store ambience to retain the existing customers and attract new customers with sophisticated facility and more space.
8. Unorganized retailers should purchase variety of products from the single wholesaler to avail adequate discounts so that they meet the cost expectations and needs of their customers.
9. The unorganized retailers should continuously improve their display to compete with the organized sector and also adequate self service facilities to the customers.

CONCLUSION

The concept of retail is comparatively very old in Indian context. Before anybody knew about what retail is, we had Kirana stores, medical stores and lot many other stores working surprisingly well all over the country. Recently with the entrance of big players like Wal-Mart or Reliance, people are getting idea of the traditional stores going to be vanished. But just to remind us, we should never forget how deep rooted is this old concept. The very modern organized stores have taken the idea of retailing nowhere else than from these old shops. The growth in the Indian organized retail market is mainly due to the change in the consumers' perception. This change has come in the consumer due to increased income, changing lifestyles, and patterns of demography which are favorable. Now the consumer wants to shop at a place where he can get food, entertainment, and shopping all under one roof. This has given Indian organized retail market a major boost. Thus, in India it is quite skeptical that the organized retail will be ever able to overcome the unorganized retail completely. The values, cultures and beliefs of the customers prompt them to go the same retail shop where they can get the product required, at low price and with least waiting time for billing. No matter how lucrative is this sector and how bright is the market; the organized sector in retailing has to go a long way to understand the customer requirement and government make available credit at reasonable rates and also encourage setting up of modern large cash-and-carry outlets, which could supply not only to Kirana stores but also to licensed hawkers at wholesale rates.

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