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A Study on Organized Retail on Unorganized Retail Outlets in Mysore City

Dr. H. M. Chandrashekar

Assistant Professor of Agribusiness Management, Institute of Development Studies, University of Mysore Mysore, Karnataka

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 consumers 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 Spencers, 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 know the consumer buying behavior towards organized and unorganized retail outlets in Mysore city.

Keywords: Organized retail, Agriculture, Traditional Food,

INTRODUCTION

An increasing number of people in India are turning to the services sector for employment due to the relative low compensation offered by the traditional agriculture and manufacturing sectors. The organized retail market is growing at 4.5 percent annually. Rapid change with investments to the tune of US$25 billion is being planned by several Indian and multinational companies in the next 5 years. It is huge industry in terms of size and according to management consulting firm Techno Park Advisors Pvt. Ltd., it is valued at above US$ 350 Billion.

Organized retail is expected to garner about 16-18 percent of the total retail market (US $ 65-75 billion) in the next 5 years. According to the tenth report of GRID of AT Kearney, India is having a very favourable retail environment and it is placed at 4th spot in the GRDI. The main reasons behind that is the 9% real GDP growth in 2010, forecasted yearly growth of 8.7% through 2016, high saving and investment rate and increased consumer spending. According to report, organized retail accounts for 7% of India's roughly $435 billion retail, market and is expected to reach 20% by 2020. Food accounts for 70% of Indian retail, but it remains under penetrated by organized retail. Organized retail has a 31% share in clothing and apparel and continues to see growth in this sector. A report by Boston Consulting Group has revealed that the country's organized retail is estimated at US $ 28 billion with around 7% penetration. It is projected to become a US $ 260 billion over the next decade with around 21% penetration. The analysts believe that the sector is likely to show significant growth of over 9% over the next ten years and also see rapid development in organized retail format with proportion likely to reach more respectable 25% by 2018. The BMI India report for the first quarter of 2012 released forecasts that total retail sales with growth from US $ 422.09 billion in 2011 to US $ 825.46

Address for correspondence:

nurulsharniza@gmail.com

billion by 2015. The report highlights strongly underlying economic growth, population expansion, increasing disposable income and rapid emergence of organized retail infrastructure as major factors behind the forecast growth.

The enormous growth of retail industry has created a huge demand for real estate. Property developers are creating retail real estate at an aggressive pace. According to report titled "Indian organized retail market 2010", published by Knigth Frank, during 2010-12, around 55 million square feet of retail space will be ready in Mumbai, NCR, Bangalore, Kolkata, Chennai, Hyderabad and Pune. Besides between 2010 and 2012 the organized retail real estate will be grown from existing 41 million square feet to 95 million square feet. The total no. of shopping malls is expected to expand at CAGR of 18.9% by 2015. A hypermarket, currently accounting for 14% of mall space is expected to witness high growth. Industry experts predict that the next phase of growth in the retail sector will emerge from the rural market. By 2012 the rural retail market is projected to have a total of more than 50% market share. India's retail market is expected to be worth about US $ 410 billion, with 5 percent of sales through organized retail, meaning that the opportunity in India remains immense. 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".

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 in Mysore city
4. To identify the problems of retail outlets and to suggest the suitable remedies to over come 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. These 148 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 (Big bazaar at JLB road, Loyal world at Jayalakshmipuram, Easy day at Jayalakshmipuram) and unorganized retail outlets by dividing bases on area and income group during the months of March and April 2015 at Mysore 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 such as easy day, Loyal world, Big Bazzar and unorganized retail outlets such as KD road, Padverhalli, Vani Vilzlas Marrukattay, Kuvempunagar. 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 - 2015*

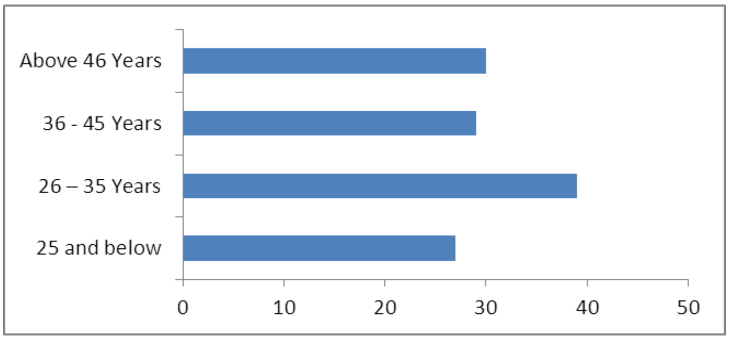


Fig4.1. *Age of the Respondent*

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 - 2015*

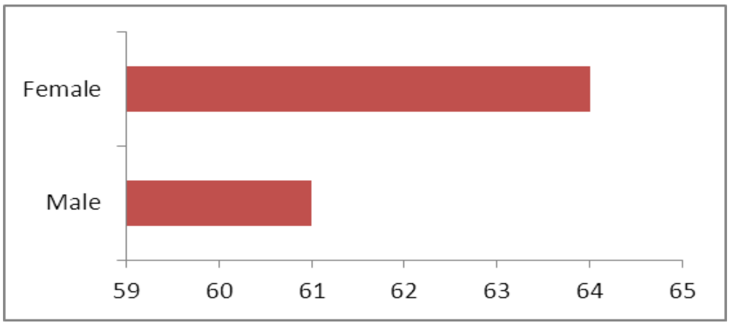


Fig4.2. *Gender of Respondents*

The Table and Fig 4.2 represent that of 125 respondents 51.2 percents are female and followed by 48.8 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 - 2015*

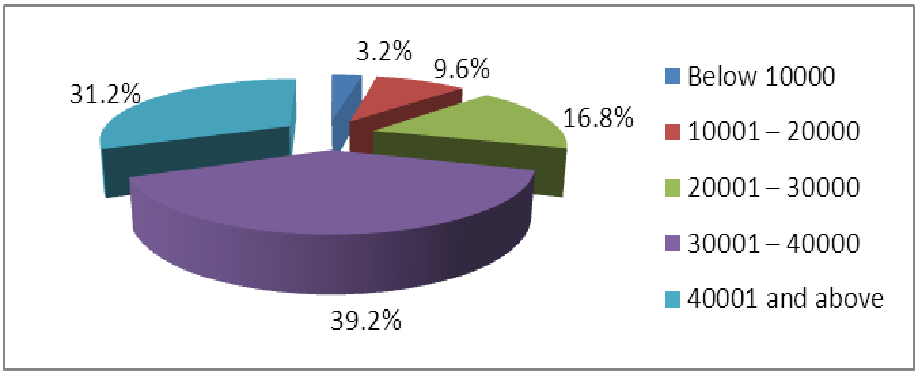


Fig4.3. *Monthly family income of respondent*

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 - 2015*

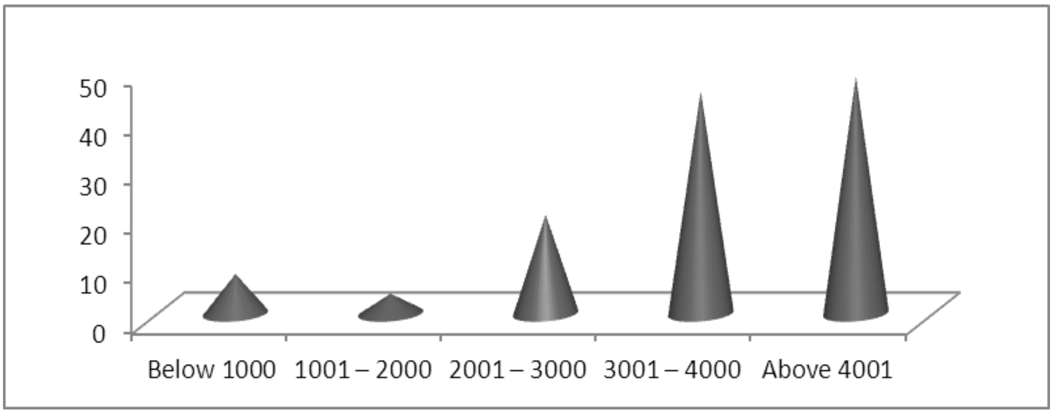


Fig4.4. *Monthly family food expenses*

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 - 2015*

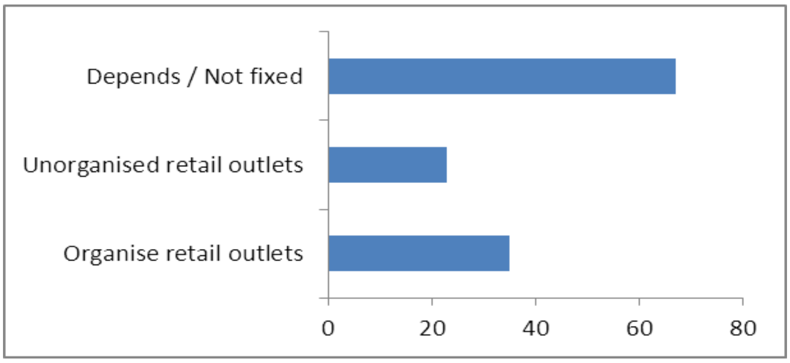


Fig4.5. *Choice of Retail Format*

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 - 2015*

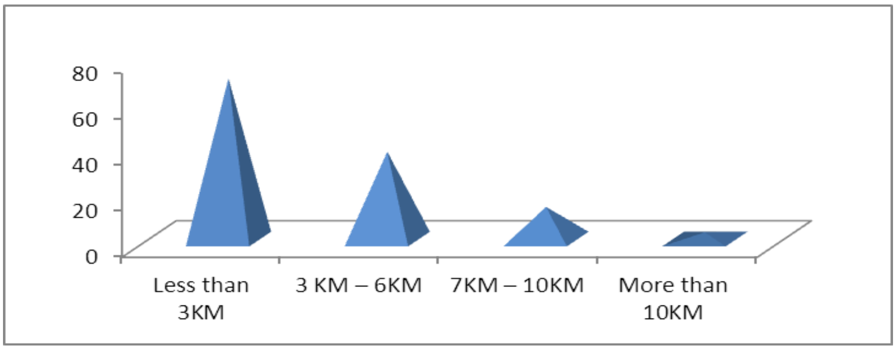


Fig4.6. *Distance from residence to retail outlet*

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 2015*

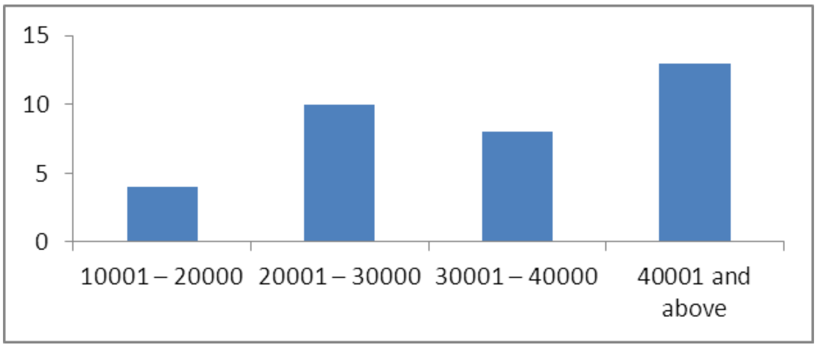


Fig4.7. *Monthly family income of respondent preferring only organize retail outlets*

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*

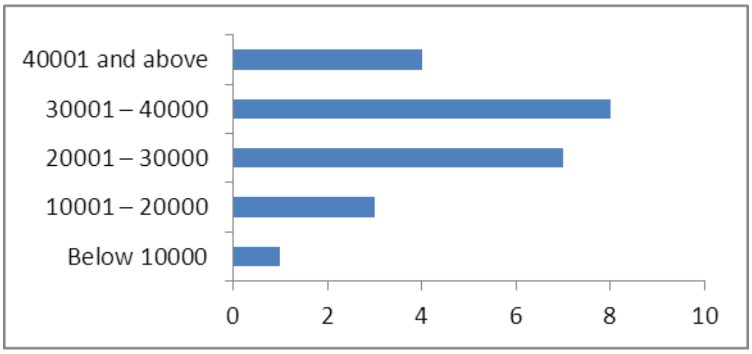


Fig4.8. *Monthly family income of respondent preferring only organize retail outlets*

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 to 40k, 30.43 percent between 20k to 30k, 17.39 between 40k and above, 14.04 percent between 10k to 20k 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.

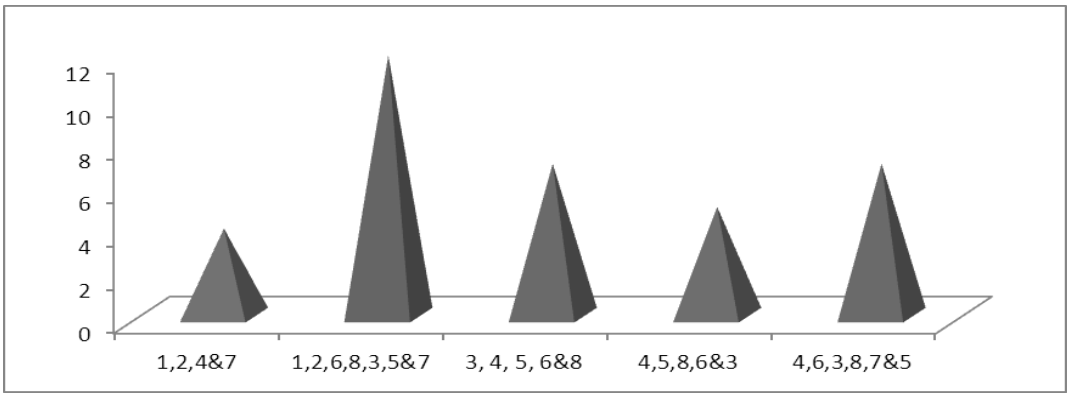
Reason for Preferring Organized Retail Outlet

Table4.9. *Reason for preferring organized retail outlet*

Reason for preferring organized retail outlet	No. of respondents	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, 8)Faster process, 5)Ambience & 7)Self service	12	34.29
3)Everything at one place, 4)Good service, 5)Ambience, 6)Good offers & 8) Faster process	7	20.00
4)Good service, 5)Ambience, 8)Faster process, 6)Good offers & 3)Everything at one place	5	14.29
4)Good service, 6)Good offers, 3)Everything at one place, 8)Faster process, 7)Self service &5)Ambience	7	20.00
Total	35	100

Source: *Primary Survey - 2015*

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

Fig4.9. *Reason for preferring organized retail outlet*

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 and 4,6,3,8,7&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 relationship, 9)Faster process &10)Credit	5	21.74
2)Near to house, 4)Good service, 6)Long relationship, 7)Bargaining price, 8)Home delivery, 10)Credit &11)Small unit size	7	30.43
2)Near to house, 6)Long relationship, 8)Home delivery, 9)Faster process, 10)Credit &11)Small unit size	8	34.78
4)Good service, 5)Trusted quality, 6)Long relationship, 8)Home delivery, 10)Credit &11)Small unit size	3	14.04
Total	23	100

Source: *Primary Survey - 2015*

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

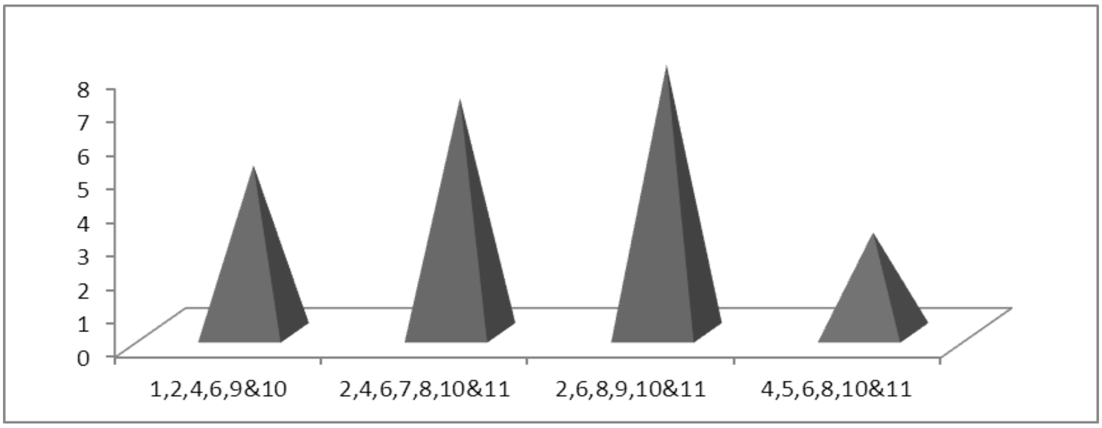


Fig4.10. *Reason for preferring unorganized retail outlet*

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 products	-	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 - 2015*

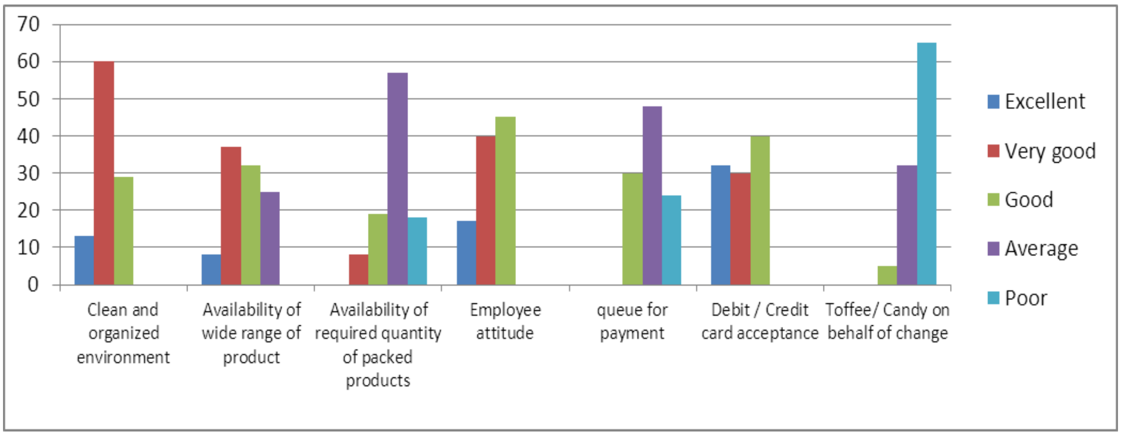


Fig4.11. *In – Store shopping survey*

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 - 2015*

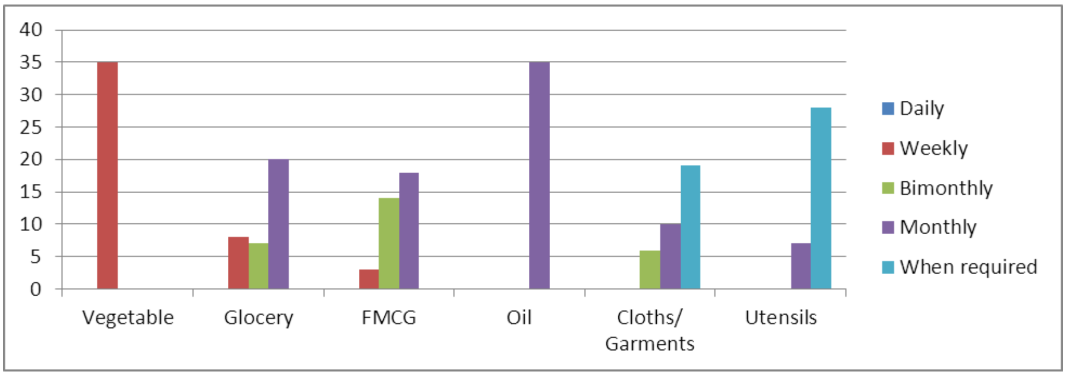


Fig4.12. *Shopping pattern of organized retail customers*

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 - 2015*

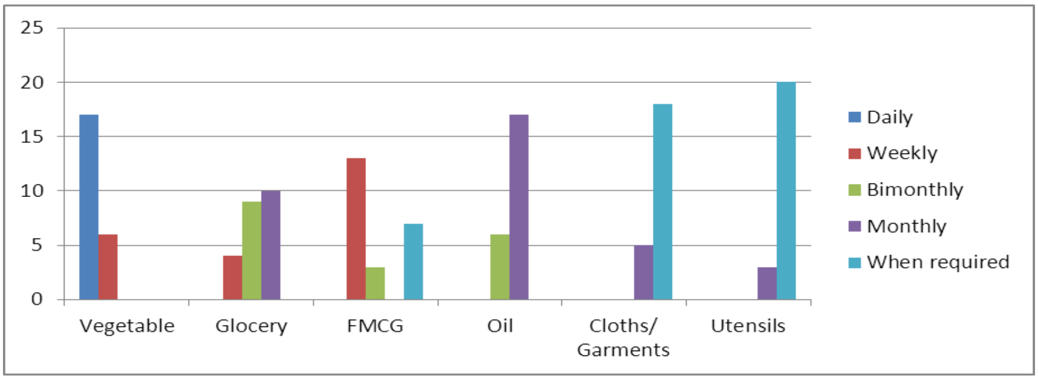


Fig4.13. *Shopping pattern of organized retail customers*

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 - 2015*

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

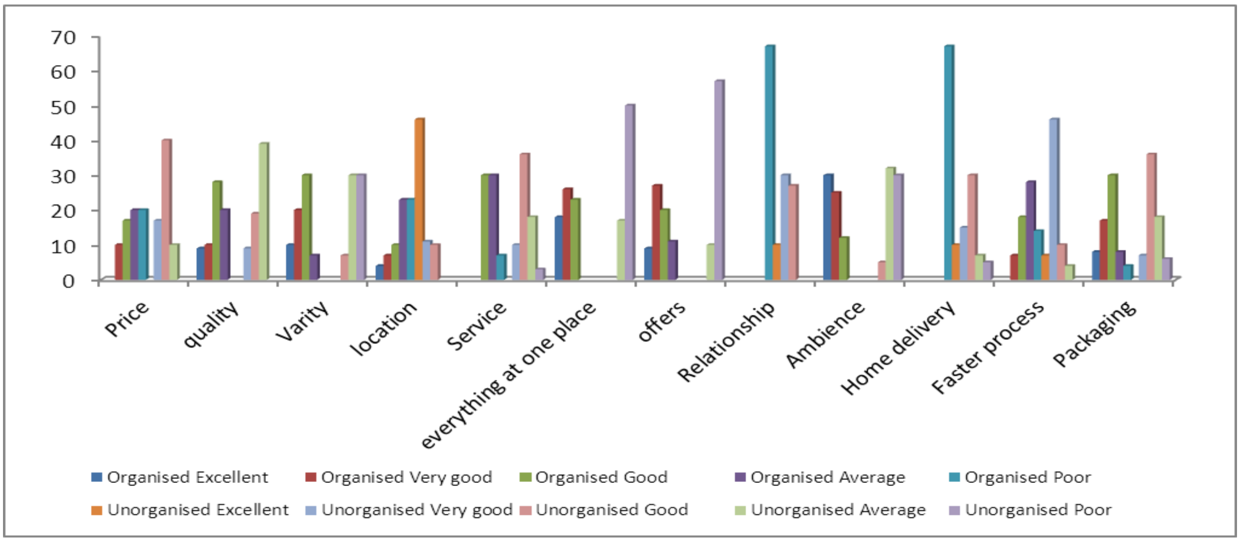


Fig4.14. *Organized Vs unorganized*

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.

SUGGESTION

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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AUTHOR'S BIOGRAPHY

Dr. H. M. Chandrashekar is working as an Assistant Professor of Agri-Business Management, Course Cordinator for MBA in Agribusiness Management course at Institute of Development Studies, University of Mysore, Mysore, India. And also worked as an Assistant Co-ordinator for University UGC-CSIR Coaching Center, University of Mysore, Mysore, India. The University of Grants Commission has concurred the UGC Research Award in the category of Agriculture in 2012 and received the Ph. D. Research Fellowship from University of Mysore in 2000.