



A COMPARATIVE STUDY OF LOCATION AND ADVERTISEMENT STRATEGY OF MICRO AND MACRO RETAIL SHOP OF AKOLA AND BULDHANA DISTRICT

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Abstract:

Retailing is a type of business that sells products and services to consumers for their personal or family use. India is currently the ninth largest retail market in the world. The Indian retail industry is divided into organized and unorganized sectors. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local Kirana shops, owner manned general stores. The Co-efficient of Variance of Micro shops (71.99%) is less than the Co-efficient of Variance of Macro Shops (92.75%). maximum Micro shops were started at the place customer convenience whereas maximum Macro shops started at suitable market location.

KEYWORDS:

Comparative , Location , Retailing , Co-efficient.

INTRODUCTION

Concept of Retailing

Retailing is a type of business that sells products and services to consumers for their personal or family use. A retailer is the final business in a distribution channel that links manufacturers with consumers. Although a retailer can also be a manufacturer or a wholesaler in the distribution chain, most retailers direct their efforts to satisfying needs of ultimate consumers.

Retailing Scenario in India

India is currently the ninth largest retail market in the world. The Indian retail industry is divided into organized and unorganized sectors. Although The Indian retail industry is valued at about \$ 300 billion and is expected to grow in future, only three per cent of Indian retail is organized. In current years the whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping. Over the last decade, the Akola and Buldhana retail landscape has witnessed dramatic changes. The sector is divided into 2% organized. The present research was conducted to find out the potential of Micro and Macro retail stores of Akola and Buldhana district in terms of customer satisfaction, facilities offered, administration, Lay-outs etc. In the present study total 283 Micro shops and 17 Macro shops were taken into consideration.

Micro Retail Shop (Unorganized retail shop/Grocery Kirana Retail shop)

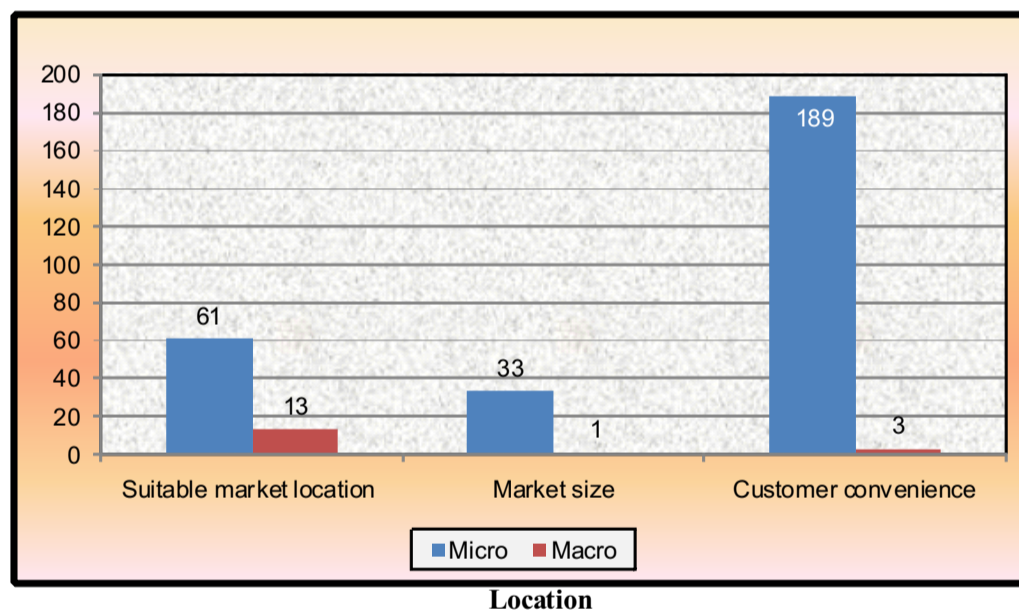
Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local Kirana shops, owner manned general stores. The Kirana store seems to be no longer an

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attractive option to buy grocery as organized retailing is packaging up in the country offering experience in addition to quality product at affordable price under hygienic condition. The face of grocery retailing in India is seeing the change because of the huge investment by the corporate. To name a few who have changed the landscape of grocery retailing across the A&B class cities of India are RPG Spencer's Nil iris future group food Bazaar c3 reliance retail Subhiksha Aram bag etc these players have brought in a considerable change in the way grocery is sold in the country. Five year ago when organized retailing start in the country they were looked by the masses as the destination only reserved for Upper Street of the society But gradually with promotional scheme quality& other Quality and other offerings, they have gained huge popularity among the middle class of India. Things that have worked in favor of the organized retailers are, most prominently, the concept of one-stop shopping, quality, price- based promotions.

• **Analysis and interpretation:-**

Particulars	Location		Total	Percentage
	Micro	Macro		
Suitable market location	61	13	74	24.67
Market size	33	01	34	11.33
Customer convenience	189	03	192	64



·The above table and graph shows that maximum Micro shops were started at the place customer convenience whereas maximum Macro shops started at suitable market location.
 ·As per data both type of 64% shops are located at the place of customer convenience, 24.67% at the place of suitable market location and only 11.33 the place of market size.

·Validation of hypothesis by C.V. between two regarding location.

For Micro Shops

$$n = 3 \quad \sum dx = 193 \quad \sum dx^2 = 26251$$

Therefore, $a = 94.33$ $S.DX = 6791$ $C.V. = 71.99\%$

For Macro Shops

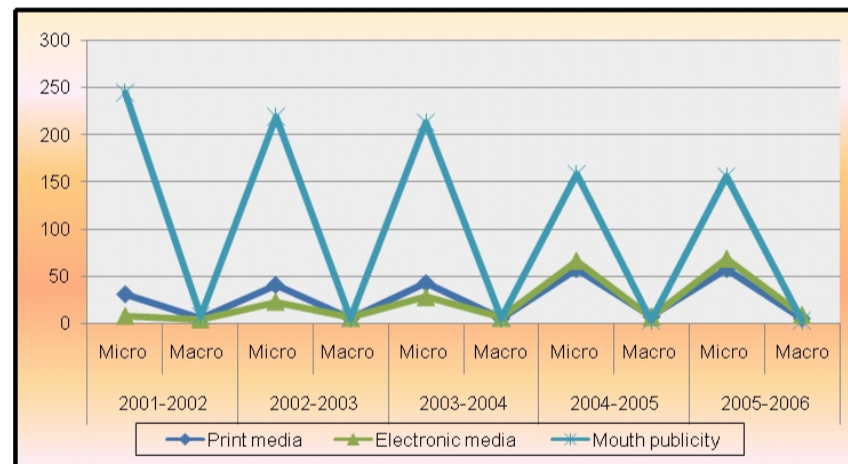
$$n=3 \quad \sum dy = 14 \quad \sum dy^2 = 148$$

Therefore, $a = 5.66$ $S.Dy = 5.25$ $C.V. = 92.75\%$

Advertisement Strategies

Particulars	2001-2002		2002-2003		2003-2004		2004-2005		2005-2006	
	Micr o	Macr o	Micr o	Macr o	Micr o	Macr o	Micr o	Macr o	Micr o	Macr o
Print media	31 (10.95)	5 (29.41)	41 (14.49)	5 (29.41)	43 (15.19)	5 (29.41)	58 (20.49)	7 (41.18)	58 (20.49)	5 (29.41)
Electronic media	8 (2.83)	4 (23.52)	23 (8.13)	6 (35.29)	28 (9.90)	6 (35.29)	67 (23.67)	7 (41.18)	69 (24.38)	9 (52.94)
Mouth publicity	244 (86.22)	8 (47.07)	219 (77.39)	6 (35.30)	212 (74.91)	6 (35.30)	158 (55.83)	3 (17.64)	156 (55.12)	3 (17.64)

(Figures in parenthesis indicates percentage)



Advertisement Strategies

- The above table and graph shows that Micro shops don't adopt any advertisement strategy, they depends on only mouth publicity whereas Macro shops give more weightage to all of the advertisement strategy viz. electronic media, print media and mouth publicity.
- The Micro shop owners are able to maintain close contact with customers while Macro shop

owner are unable to maintain close contact due to large structure of the business.

CONCLUSION:-

· The Co-efficient of Variance of Micro shops (71.99%) is less than the Co-efficient of Variance of Macro Shops (92.75%). Hence the response given by Micro shop customers is more uniform than Macro shop customers due to customer convenience about

· The data represented that Micro shop owner more relies on public relation and their mouth popularity whereas Macro shops owner gave equal attention on sales promotion, advertisement through print and electronic media right from 2001 to 2006.

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