

International Multidisciplinary  
Research Journal

Golden Research  
Thoughts

Chief Editor  
Dr.Tukaram Narayan Shinde

---

Publisher  
Mrs.Laxmi Ashok Yakkaldevi

Associate Editor  
Dr.Rajani Dalvi

Honorary  
Mr.Ashok Yakkaldevi

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

### Regional Editor

Manichander Thammishetty

Ph.d Research Scholar, Faculty of Education IASE, Osmania University, Hyderabad

### International Advisory Board

Kamani Perera

Regional Center For Strategic Studies, Sri Lanka

Mohammad Hailat

Dept. of Mathematical Sciences, University of South Carolina Aiken

Hasan Bakfir

English Language and Literature Department, Kayseri

Janaki Sinnasamy

Librarian, University of Malaya

Abdullah Sabbagh

Engineering Studies, Sydney

Ghayoor Abbas Chotana

Dept of Chemistry, Lahore University of Management Sciences[PK]

Romona Mihaila

Spiru Haret University, Romania

Ecaterina Patrascu

Spiru Haret University, Bucharest

Anna Maria Constantinovici

AL. I. Cuza University, Romania

Delia Serbescu

Spiru Haret University, Bucharest, Romania

Loredana Bosca

Spiru Haret University, Romania

Ilie Pinteau,

Spiru Haret University, Romania

Anurag Misra

DBS College, Kanpur

Fabricio Moraes de Almeida

Federal University of Rondonia, Brazil

Xiaohua Yang

PhD, USA

Titus PopPhD, Partium Christian

University, Oradea, Romania

George - Calin SERITAN

Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi

.....More

### Editorial Board

Pratap Vyamktrao Naikwade

ASP College Devrukh, Ratnagiri, MS India Ex - VC. Solapur University, Solapur

Iresh Swami

Rajendra Shendge

Director, B.C.U.D. Solapur University, Solapur

R. R. Patil

Head Geology Department Solapur University, Solapur

N.S. Dhaygude

Ex. Prin. Dayanand College, Solapur

R. R. Yalikal

Director Management Institute, Solapur

Rama Bhosale

Prin. and Jt. Director Higher Education, Panvel

Narendra Kadu

Jt. Director Higher Education, Pune

Umesh Rajderkar

Head Humanities & Social Science YCMOU, Nashik

Salve R. N.

Department of Sociology, Shivaji University, Kolhapur

K. M. Bhandarkar

Praful Patel College of Education, Gondia

S. R. Pandya

Head Education Dept. Mumbai University, Mumbai

Govind P. Shinde

Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai

G. P. Patankar

S. D. M. Degree College, Honavar, Karnataka Shaskiya Snatkottar Mahavidyalaya, Dhar

Chakane Sanjay Dnyaneshwar

Arts, Science & Commerce College, Indapur, Pune

Maj. S. Bakhtiar Choudhary

Director, Hyderabad AP India.

Rahul Shriram Sudke

Devi Ahilya Vishwavidyalaya, Indore

Awadhesh Kumar Shirotriya

Secretary, Play India Play, Meerut (U.P.)

S. Parvathi Devi

Ph.D.-University of Allahabad

S.KANNAN

Annamalai University, TN

Address:- Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India

Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.aygrt.isrj.org

# Golden Research Thoughts

**GRT**

**“COMPARATIVE ANALYSIS OF MARKETING STRATEGIES  
USED BY ORGANIZED RETAILERS AND THAT  
PERCEIVED BY THE CUSTOMERS”**



Harshvardhan N. Bhavsar

Assistant Professor , Indira Institute of Management, Pune.



Co - Author Details :

Ravindra Deshmukh

Associate Professor, Ahemednagar College, Ahmednagar.



## ABSTRACT

Organized retail in India is growing at a fast pace. Many new organized retail stores are coming up every year. With more stores, the competition too is becoming intense. In order to attract customers, organized retailers are using various marketing strategies. But do these strategies go well with the customers? Are they successful in attracting the customers? The present study deals with these questions and tries to find right answer. The main aim of this research is to find whether there exists any gap between the marketing strategies that are used by the organized retailers and that perceived by the customers with reference to organized retail stores in Pune city. Sample size of 500 customers and 50 store managers was taken

for the research and questionnaire method was used to collect the data. The data was analyzed by using weighted average method. The research concluded that, there exist a gap between the marketing strategies used by the organized retailers and that perceived by the customers. The research also provides suggestion which would help retailers to minimize the gap that exists.

**KEYWORDS** : Competition, Gap, Marketing strategies, Organized retail.

## INTRODUCTION:

Retailing has been defined by various authors in different ways, Philip Kotler<sup>1</sup> defines retailing as, "All the activities involved in selling goods or services to the final consumers for personal, non-business use." According to David Gilbert<sup>2</sup>, "Retailing is any business that directs its marketing effort towards satisfying the final consumers based upon the organization of selling goods and services as a means of distribution."

Retail actually consists of the sale of physical goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by mall, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinated services, such as delivery. Purchasers may be individuals or businesses. In commerce, a "retailer" buys goods or products in large quantities from manufacturers or directly or through a wholesaler, and then sells smaller quantities to the end-user. Retail establishments are often called shops or stores. Retailers are at the end of the supply chain. Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public utility, like electric power.

Organized retail in India is growing at a fast pace. Many new organized retail stores are coming up every year. With more stores, the competition too is becoming intense. In order to attract customers, organized retailers are using various marketing strategies. But do these strategies go well with the customers? Are they successful in attracting the customers? The present study deals with these questions and tries to find right answer.

## LITERATURE REVIEW –

Pratap C. Tripathy and Priyanka Tripathy<sup>3</sup> (2016) in their research, 'Examining influences of shopping and convenience goods on patronage of consumers: a study of urban retail formats' aimed to know the significant differences among consumers' buying behavior of shopping and convenience goods from different retail formats. The results of the study reveal that gender and marital status have a statistical significance in purchase of shopping and convenience goods whereas household income do not have any effect on purchase behavior of shopping and convenience goods from urban retailing formats.

Dharmesh Motwani<sup>4</sup>(2013) in his research, 'An empirical study of customer expectation and perception in organized retail sector' identified the gap between customer expectation and perception in terms of service quality towards organized retail outlets of Udaipur.

Dr. K. Lavanya Latha<sup>5</sup> (2014) in her research, 'A study on preferences of the customers while visiting retail stores in puducherry' aimed to determine preferences of the customers while visiting a retail store in Puducherry. The study found that customers consider quality of the product, price and variety as the most important factors to visit a shopping mall.

Sumathi K., Vidya R. and S. B. Akash<sup>6</sup> (2014) in their research, 'Organized retailers: drivers of customer satisfaction' aimed to identify factors influencing customer satisfaction which will boost the development in the sector. The study found that the organized retail outlets provide better quality of products and services and varieties, good shopping experience, sales promotional schemes, prices and offers.

K. R. Subramanian<sup>7</sup> (2015) in his research, 'Need of the hour: a customer centric format for organized retailing' aimed to find current status on organized retailing. The study found that the emerging trends of 2014 are all about grabbing and keeping the interests of shoppers and retailers are learning that their survival depends on how well they adapt to this customer-centric reality.

---

Prasanth MK and Dr.J.Balan<sup>8</sup> (2013)in their research, 'The private label realities and the marketing strategy adopted by the organized retail chains in the state of Kerala' aimed to find out the marketing strategies adopted by the organized retail chains to market private labels. The study found that the marketing strategy can change the over role scenario of private label.

MridanishJha<sup>9</sup> (2013)in his research, 'A Study of Consumer Shopping Behaviour in Organized Retail at Ranchi' aimed to analyze consumer shopping behavior in retail stores at Ranchi city. The study found that, marketers should understand not only the buying patterns of customers but also should design strategies to understand the factors influencing the buy behavior in the respective industries to enjoy more profits and also to establish the organization for a long run.

Syed Md Faisal Ali Khan, Dr. DivyaRana and Harpreet Singh <sup>10</sup> (2014)in their research, 'An Empirical Study of Organised Retailing Strategies in developing customer loyalty, changing purchase decision and developing satisfaction in Consumer of Indian Sub-Continent' aimed to examine the consumer buying behaviour and to identify the factors involving in purchasing decision in organized retail sector. The study found that consumer demographics especially age, income, occupation significantly influence purchasing decision. The findings further support that the marketing strategies of retailers are an important tool for enhancing the retail business values and sales.

#### OBJECTIVES OF THE STUDY-

- 1.To compare the marketing strategies used by the organized retailers and that perceived by the customers.
- 2.To analyze the gap between marketing strategies used by the organized retailers and that perceived by the customers.
- 3.To provide necessary suggestions to the organized retailers.

#### SCOPE OF STUDY-

- 1.The present study would enable the researcher to find whether there exist any gap between the marketing strategies used by the organized retailers and that perceived by the customers.
- 2.It would also provide the Organized Retailers suggestions regarding the marketing strategies that they should focus on.

#### RESEARCH METHODOLOGY-

##### 1. Research design-

The research design used for the study is descriptive research design.

##### 2.Area of the study

The survey was conducted among the customers and store managers of various organized retail stores in Pune City.

##### 3.Research Instrument

Being a survey method, questionnaire was used as a research instrument.

##### 4. Sample Size

The sample size for the present study is,  
Customers – 500 and Store Managers – 50

## 5. Sampling Technique

The sampling method used for both customers and store managers is simple random sampling method and all the possible items are considered for the research.

## Data Analysis and Interpretation –

TABLE 1: Demographic profile of the respondents

Sr. No.	Status	Number of respondents	Percentage
<b>Gender</b>			
1	Male	211	42.20
2	Female	289	57.80
	<b>Total</b>	500	100
<b>Age</b>			
1	Up to 18	15	3.00
2	18-25 Years	154	30.80
3	25-40 Years	198	39.60
4	40-60 Years	94	18.80
5	Above 60 Years	39	7.80
	<b>Total</b>	500	100
<b>Qualification</b>			
1	SSC	21	4.20
2	HSC	26	5.20
3	UG	292	58.40
4	PG	161	32.20
	<b>Total</b>	500	100
<b>Marital Status</b>			
1	Single	188	37.60
2	Married	297	59.40
3	Widow	4	0.80
4	Separated	11	2.20
	<b>Total</b>	500	100
<b>Annual Income</b>			
1	Less thanRs. 2,00,000	46	9.20
2	Rs. 2,00,001 – Rs. 5,00,000	124	24.80
3	Rs. 5,00,001 – Rs. 7,00,000	167	33.40
4	Rs. 7,00,001 – Rs. 10,00,000	112	22.40
5	10,00,001 and above	51	10.20
	<b>Total</b>	500	100

## Interpretation-

Table 1 reveals the demographic profile of the respondents. It is seen from Table 1 that of the 500 respondents, 57.80 % respondents were female and 42.20% of the respondents were male. 39.60 % belonged to the age bracket of 25 to 40 years, 30.80 % were in the age group of above 18 to 25 years,

18.80 % were in the age group of 40 to 60 years, 7.80 % belonged to age group of 60 years & above and 3% were below the age of 18 years.

In terms of educational qualification, 58.40 % of the respondents were graduates, 32.20 % were post-graduates, 5.20 % were HSC, and 4.20 % were SSC qualified.

With respect to marital status 59.40% respondents were married, 37.60 % were single, 2.20% were separated and 0.80% were widow.

4 % of the respondents had an annual income of less than Rs 1,00,000. Respondents who were having In case of annual income, 33.40% respondents had annual income in range of 5 to 7 lakhs, 24.80% had in range of 2 to 5 lakhs, 22.40% had in range of 7 to 10 lakhs, 10.20% had annual income of over 10 lakhs and 9.20% had it below 2 lakhs.

TABLE 2.1: Customers opinion on when they prefer to shop

Particulars	No. of Respondents	Percentage (%)
Beginning of the week	62	12.40
Midweek	127	25.40
Weekends	311	62.20
<b>Total</b>	<b>500</b>	<b>100.00</b>

TABLE 2.2: Store managers opinion on when customer prefer to shop

Particulars	No. of Respondents	Percentage (%)
Beginning of the week	4	8.00
Midweek	9	18.00
Weekends	37	74.00
<b>Total</b>	<b>50</b>	<b>100.00</b>

#### Interpretation of Table no. 2.1 & 2.2 -

Table 2.1 shows the opinion of customers regarding days of the week they prefer to shop. Whereas, table 2.2 shows the store managers opinion regarding when do customers prefer to shop.

From table 2.1 it is seen that, out of the total respondents, 62.20% prefer to shop on weekends, 25.40% prefer to shop midweek and 12.40% prefer to shop in the beginning of the week. The analysis shows that majority of the respondents (62.20%) prefer to shop on weekends.

From table 2.2 it is seen that, out of the total 50 respondents, 74.00% customers prefer to shop on weekends, 18.00% prefer to shop midweek and 8.00% prefer to shop at the beginning of the week. The analysis shows that majority of the respondents (74.00%) prefer to shop on weekends.

Further it is analyzed that, there does not exist any gap in between the opinion of the customer and the store managers, as majority of the customers in both the cases prefer to shop on weekends.

TABLE 3.1: Factors that attracts respondents to buy at organized retail stores (Customers view)

Factors	Most Attractive	Attractive	Neutral	Less Attractive	Least Attractive	Total score	Wt.Avg score	Rank
Reasonable Price	173	125	98	76	28	1839	3.68	V
Credit Facility	17	51	177	167	88	1242	2.48	XVI
Quality of Product	177	147	97	79	0	1922	3.84	III
Accessibility	55	126	141	120	58	1500	3.00	IX
Billing	38	87	120	128	127	1281	2.56	XV
Ambience	67	69	145	142	87	1417	2.83	X
After sales service	46	95	174	87	98	1404	2.81	XII
Parking space	15	92	118	152	123	1224	2.45	XVII
Good collection of products	135	123	125	57	60	1716	3.43	VI
Branded products	181	125	112	56	26	1879	3.76	IV
Product range	111	155	114	64	56	1701	3.40	VII
Image of Organized retailer	51	97	141	134	77	1411	2.82	XI
Attractive offers/schemes	204	153	111	25	7	2022	4.04	I
Discounts	161	187	92	51	9	1940	3.88	II
Helpful & Courteous staff	64	83	108	114	131	1335	2.67	XIV
Loyalty Programmes	84	146	102	95	73	1573	3.15	VIII
Goods return policies	55	72	165	89	119	1355	2.71	XIII

TABLE 3.2: Factors that attracts respondents to buy at organized retail stores (Store managers view)

Factors	Most Attractive	Attractive	Neutral	Less Attractive	Least Attractive	Total score	Wt.Avg score	Rank
Reasonable Price	21	19	5	5	0	206	4.12	V
Point of Purchase display	15	17	11	7	0	190	3.80	VII
Quality of Product	24	17	9	0	0	215	4.30	I
Accessibility	8	9	15	12	6	151	3.02	XIX
Billing	11	12	15	10	2	170	3.40	XII
Familiarity with Retailer	9	12	13	9	7	157	3.14	XVII
Ambience	14	11	10	10	5	169	3.38	XIII
After sales service	10	12	15	9	4	165	3.30	XVI
Parking space	10	12	16	8	4	166	3.32	XV
Good collection of products	19	17	14	0	0	205	4.10	VI
Leisure/spending time	8	11	15	10	6	155	3.10	XVIII
Branded products	21	20	9	0	0	212	4.24	II
Product range	22	15	11	2	0	207	4.14	IV
Retail store image	14	16	15	3	2	187	3.74	VIII
Attractive offers/schemes	18	23	8	1	0	208	4.16	III
Discounts	14	15	11	6	4	179	3.58	IX
Helpful & Courteous staff	7	9	16	10	8	147	2.94	XX
Loyalty Programmes	14	13	11	8	4	175	3.50	XI
Goods return policies	11	15	10	9	5	168	3.36	XIV
Self Pick-up of products	11	13	17	6	3	173	3.46	XI



**Interpretation of Table no. 3.1 & 3.2-**

Table 3.1 shows factors that attract respondents to buy at organized retail stores from customer’s point of view and table 3.2 shows factors that attract respondents to buy at organized retail stores from store manager’s point of view.

Both the customers and store managers were asked to rate their opinion on similar factors and then the analysis was done using weighted average method so as to find whether there exists any gap in the opinion.

The analysis from above table no. 3.1 and 3.2 show that, customers have rated ‘Attractive offers/schemes’, ‘Discounts’ and ‘Quality of Product’ as their top three factors respectively that attracts them to buy at organized retail store; whereas the store managers have rated factors like ‘Quality of Product’, ‘Branded products’ and ‘Attractive offers/schemes’ as their top three factors respectively that they think attracts the customer to buy at organized retail store.

Hence, taking into consideration the above analysis, the organized retailers should focus on developing ‘attractive offers/ schemes’ as this are the factor that attracts the customer to buy at organized retail store. Also ‘Parking space’ that is ranked last by the customers is the factor that prevents the customers to buy at organized retail store. The retailers should work on this.

**TABLE 4.1: Tools from which respondents collect information regarding organized retail store**

Media	Always used	Sometimes used	Neutral	Rarely used	Never used	Total score	Wt.Avg score	Rank
Cable Television	28	64	124	151	133	1203	2.41	VIII
Newspaper	211	125	83	51	30	1936	3.87	I
Radio	94	144	129	75	58	1641	3.28	II
Hoardings/ Billboards	90	127	157	82	44	1637	3.27	III
Leaflets/ Flyers	73	95	157	97	78	1488	2.98	V
Magazine	58	79	92	185	86	1338	2.68	VII
Website/ Internet	116	143	48	93	100	1582	3.16	IV
Email	80	114	137	50	119	1486	2.97	VI

**TABLE 4.2: Tools used by organized retailers to communicate with customers**

Media	Always Used	Sometimes Used	Neutral	Rarely Used	Never Used	Total score	Wt.Avg score	Rank
Cable Television	7	10	3	16	14	130	2.60	VII
Newspaper	29	14	0	5	2	213	4.26	I
Radio	14	17	3	10	6	173	3.46	III
Hoardings/ Billboards	20	15	4	8	3	191	3.82	II
Leaflets/ Flyers	5	17	5	10	13	141	2.82	VI
Magazine	5	10	3	13	19	119	2.38	VIII
Website/ Internet	8	16	6	13	7	155	3.10	V
Email	11	13	7	12	7	159	3.18	IV

### Interpretation of Table no. 4.1 & 4.2-

Table 4.1 shows tools from which respondents collect information regarding organized retail store, and table 4.2 shows tools used by organized retailers to communicate with customers.

Both the customers and store managers were asked to rate their opinion on similar factors and then the analysis was done using weighted average method so as to find whether there exists any gap in the opinion.

From table no. 4.1 it is seen that, customers have ranked 'Newspaper', 'Radio' and 'Hoardings/ Billboards' respectively their as top three sources to collect information regarding organized retail store, whereas; store managers have ranked 'Newspaper', 'Hoardings/ Billboards' and 'Radio' respectively as their top three sources to communicate with the customers.

Thus, it is seen from the above analysis that, retailers should focus on investing more in 'Radio' then 'Hoardings/ Billboards' as their source to communicate with the customers effectively.

### FINDINGS-

The research focused on comparing the marketing strategies used by the retailers and that perceived by the customers. The findings of the research are as follows:-

1. Majority of the customers prefer to shop on weekends.
2. 'Attractive offers/ schemes', is the most important factor that attracts the customer to buy at an organized retail store.
3. 'Parking space', is the factor that disinterest/ prevents the customer to buy at an organized retail store.
4. Customers prefer communication from the organized retailers through 'Radio' over 'Hoardings/ Billboards'.

### CONCLUSION-

The study concludes that, there exist a gap between the marketing strategies used by the organized retailers and that perceived by the customers. The findings & the suggestions provided shall be helpful for the retailers in minimizing the gap and thus applying appropriate marketing strategies.

### SUGGESTIONS-

1. Organized retailers should focus on designing attractive offers/ schemes on weekends as majority of the customers prefer to shop on weekends.
2. Organized retailers should work on designing strategies to increase customer's footfalls on weekdays.
3. Organized retailers should improve their parking facility as this is the factor that prevents customers from visiting their store.
4. Organized retailers should increase their frequency for communicating with the customers through websites/ internet.

### REFERENCES-

1. Philip Kotler, Keller.K.L(2009), "Marketing Management", 13th edition, PHI Learning Private Limited, New Delhi, pg 442.
2. Londhe.B.R(2006), "Retail and distribution management", Nirali Prakashan, Pune, pg 1.3
3. Pratap C. Tripathy and Priyanka Tripathy(2016). Examining influences of shopping and convenience goods on patronage of consumers: a study of urban retail formats. IJESMR, 3(2).

- 
4. Dharmesh Motwani (2013). An empirical study of customer expectation and perception in organized retail sector. *Abhinav Journal*, 2(3), 144-153.
  5. Dr. K. Lavanya Latha (2014). A study on preferences of the customers while visiting retail stores in puducherry. *Sona global management review*, 8(3), 1-6.
  6. Sumathi K., Vidya R. and S. B. Akash (2014). Organized retailers: drivers of customer satisfaction. *SCMS Journal of Indian Management*, April-June, 87-92.
  7. Prof. K. R. Subramanian (2015). Need of the hour: a customer centric format for organized retailing. *International Journal of Technical Research and Applications*, 3 (1), 58-63.
  8. Prasanth MK and Dr. J. Balan (2013). The private label realities and the marketing strategy adopted by the organized retail chains in the state of Kerala. *IOSR Journal of Business and Management*, 7(4), 102-108.
  9. Mridanish Jha (2013). A Study of Consumer Shopping Behaviour in Organized Retail at Ranchi. *Indian journal of applied research*, 3(11), 271-273.
  10. Syed Md Faisal Ali Khan, Dr. Divya Rana and Harpreet Singh (2014). An Empirical Study of Organised Retailing Strategies in developing customer loyalty, changing purchase decision and developing satisfaction in Consumer of Indian Sub-Continent. *International Journal of Multidisciplinary and Current Research*, 2, 247-253.

# Publish Research Article

## International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

### Associated and Indexed, India

- ★ International Scientific Journal Consortium
- ★ OPEN J-GATE

### Associated and Indexed, USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Golden Research Thoughts  
258/34 Raviwar Peth Solapur-413005, Maharashtra  
Contact-9595359435  
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com  
Website : www.aygrt.isrj.org