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“A STUDY OF SHOPPER’S PREFERENCE WITH REFERENCE TO ORGANIZED STORES IN SANGLI AND KOLHAPUR CITIES”.

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ABSTRACT

Retail industry is one of the fastest developing and developing sectors across the world. Retail industry has its own existence as a industry n many countries. This industry plays very important role in day to day life of shoppers. Previously retailing had only limited activities, but in current scenario it has expanded the activities which give more satisfaction to the shoppers. The organized retailing is playing a crucial role in today’s retailing. The organized and planned strategies of the organized retailers give new shopping experience, which is very joyful and customer friendly. The success of any manufacturer depends mainly on retailers in Business to Consumer industry. These retailers work on the behalf of the manufacturer and build the bridge between customer and manufacturer. On behalf



of the manufacturer, the retailer takes the ownership of the product or services and takes the effort to sell the product successfully in a huge market.

KEYWORDS: Retail industry, industry plays , Business to Consumer industry.

INTRODUCTION :

The continuous growth in organized retailing is attracting the global retailers, which is proud achievement for Indian retailers. This upward trend is showing a bright future for organized retail industry. In the last few years there has been consistent growth in Compound Annual Growth Rate. The change in shopping

pattern of shoppers i.e. from traditional retailing to organized retailing is continuously increasing. By considering the fact the retailers are studying the changing pattern of their shoppers. It is very essential for organized retailers to know about shoppers preferences.

REVIEW OF LITERATURE

Sanjay Manocha and Anoop Pandey (2012) in their article “Organized retailing in India – challenges and opportunities” have highlighted that Indian retailing is contributing 10% GDP and generating employment opportunities for 2.5 million people by 2010. They have also mentioned the advantages of modern

retailing like positive social change, economies of scale, employment generation etc. They have given suggestions like according status to retail, comprehensive legislation, allowing FDI, announcement of National policy for retail, change in current labor laws and uniform quality standards.

V.V.Gopal and Dr. A. Suryanarayan (2011) In their article “Growth drivers and challenges for organized retailing in India” they have mentioned that retail is one of the important pillars of Indian economy with 14 % contribution to the national GDP and employing 7 % of total employment. India has middle and high income population, which has increased from 5% to 40% with fifth largest consumer market. They have concluded, there is a need of large investment in technology for monitoring the stocks as

well as movement of the stocks, implementation of Quick Response Delivery Systems and Efficient Customer Responses, as well as improvement in Supply Chain by eliminating wastage at each level.

Satish Kumar Singh and Dr. Pratyush Tripathy (2012) in their article "The current scenario of organized retailing in India", say that India is witnessing a change in traditional retail stores to the new formats like hypermarket, super market, and departmental stores. The western culture is coming in metro cities with new shopping experiences. Middle class families and untapped retail market are the key drivers for the attraction of global retailers. The structure of retailing is developed in cities with shopping malls.

Dr. Pawan Kumar (2013) in his article "Organized retail sector: Future, challenges and Opportunities in India", has quoted food industry to be dominating the total shopping. Due to government policies and advance technology the retail industry is growing and has promising future. The present scenario shows that food and grocery contribute 50% of total sales. If supply chain is developed and rationalized tax structure is applied then there would be good future for retail industry.

SCOPE OF THE STUDY

This study of organized sector is based on different factors like changing trend in the market, changing attitude of the shoppers and the change in overall culture. The importance of this study is that, this sector has shown a continuous growth in both urban and rural area. Before starting any business it is must to know about the customer needs and their shopping preferences. This study will help to know the customer preferences in sangli and Kolhapur cities. One can run one's own business by setting and applying the rules and regulations for the growth of the business. This study is also useful to the current organized retailers to know their shoppers shopping preferences.

RESEARCH METHODOLOGY

Research methodology of the study covers the following points.

• Area of study –

The study was conducted in Sangli and Kolhapur cities, as these cities are leading cities in western Maharashtra. Both cities have positive impact on overall development of Maharashtra state. Both the cities are surrounded by rural areas. These cities are developed a lot in last few years.

• Primary data –

Primary data collection is a process of collecting fresh and specific information for the purpose of research. For testing and studying the various objectives and hypothesis primary data is an essential part of the survey. The primary data was collected through filling the questionnaires from shoppers of various organized retail stores in Sangli and Kolhapur cities.

• Secondary data -

Secondary data is the data that has been already published. This data is collected and analyzed by the researcher. The research students refer secondary data that is related to their research which helps them to understand the research topic and for deciding the research direction.

• Sample size –

Convenience sampling method was used for data collection. 11 retail units were taken under consideration for research and 100 consumers were interviewed from sampled retail outlets.

• **Selection of Units-** For conducting the research the following units were selected from the respective cities. The researcher has selected following units for study

The selected units are as follows-

Sr. No.	Name of the Organized Store	Name of the city
1	Big Bazaar	Sangli
2	D-Mart	Sangli
3	SFC Mall	Sangli
4	Bharati Bazaar	Sangli
5	Dandekar & Company	Sangli
6	Reliance Fresh	Kolhapur
7	Lucky Bazaar	Kolhapur
8	Vishal Mega Mart	Kolhapur
9	Star Bazaar	Kolhapur
10	D-Mart	Kolhapur
11	Big Bazaar	Kolhapur

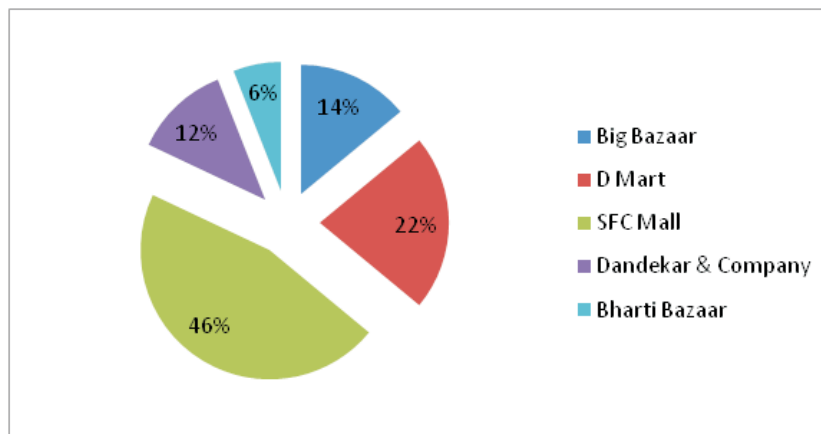
DATA ANALYSIS AND INTERPRETATION

Data analysis describes the tabular and graphical analysis of the data along with researcher’s interpretation which helps to understand the various aspects of the study. This data analysis is based on the questionnaires filled by the shoppers. The different questions are analyzed along with the interpretation.

Following are the important feedbacks of the shoppers are analyzed to study their preferences for various factors.

The most preferred organized store by the respondents in Sangli city.

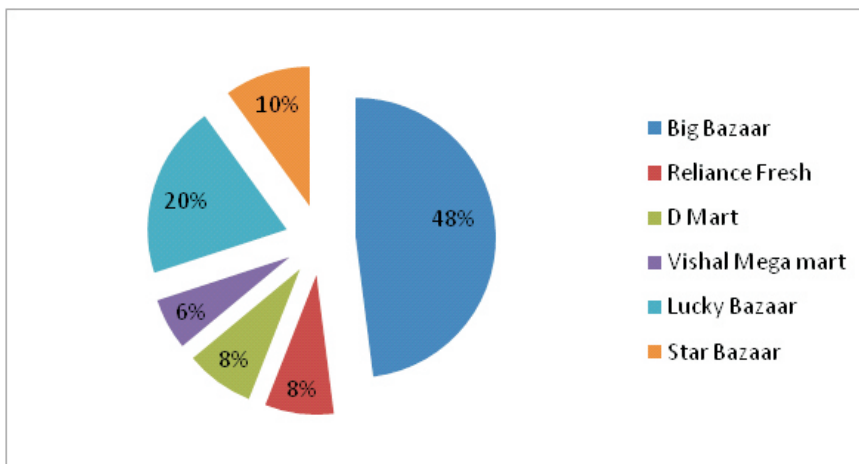
Chart- A. most preferred organized store in Sangli city



The 46% respondents prefer SFC mall, 22% prefer D mart and 14.% prefer Big Bazaar. The SFC mall is at the centre of the city. Shoppers get various facilities like spacious parking, Location, ambience, various outlets, gaming zone, multiplex theater etc. at one place, which are the important factors for preferring SFC mall. D Mart is preferred by the shoppers mainly for the variety of products it offers like food and non food items at reasonable prices. The stores Bharti Bazaar and Dandekar & Company are preferred almost equally preferred by the respondents, as these are old and quality trustable stores. They are mostly preferred by the loyal shoppers.

The most preferred organized store by the respondents in Sangli city.

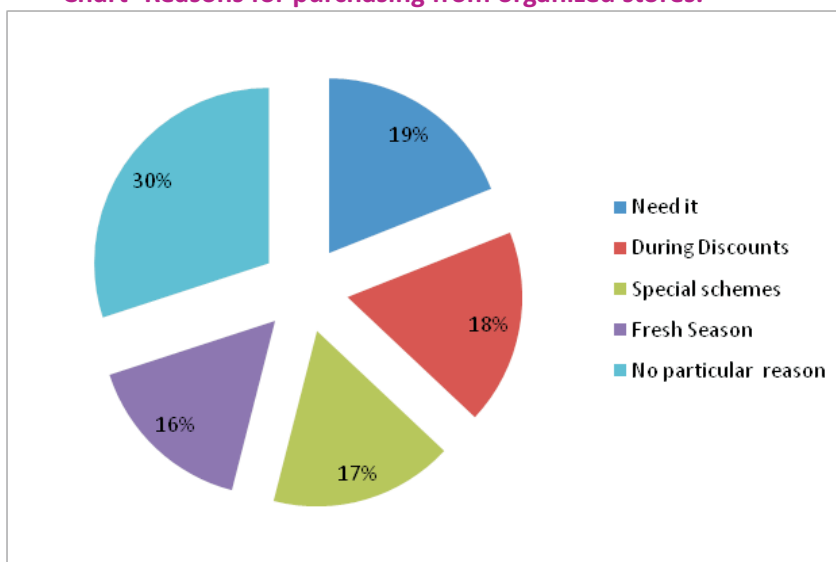
Chart- (B) Most preferred organized store in Kolhapur city



Kolhapur city. It can be seen that 48% respondents give preference to the Big Bazaar, followed by Lucky Bazaar 20% and Star Bazaar by 10%. The respondents prefer Big Bazaar because of the product assortment. Respondents get the products at reasonable prices as compared with the prices of the other shops. The Lucky Bazaar is one of the oldest stores in Kolhapur, serving various needs like food and non food items to the shoppers. Reliance Mega is one of new store in Kolhapur. The advantage to this store is the brand name of the Reliance group. The respondents prefer these stores because of the variety of products. D Mart and Star Bazaar are the newly opened stores in Kolhapur city. Star Bazaar has spacious parking good infrastructure, The D Mart is taking grip in the market, as they provide variety of products with low pricing strategy.

The reasons for purchasing from organized stores

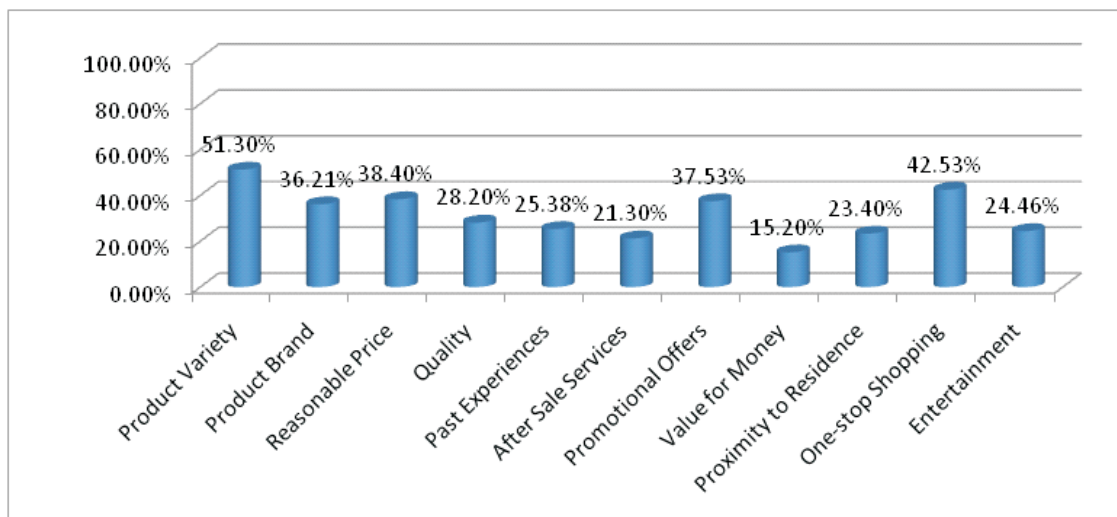
Chart- Reasons for purchasing from organized stores.



The above graph shows that the when do the shoppers visit these stores. The shoppers plan to visit these stores on various offers on the special days or on weekends and accordingly they make their shopping plans. These organized stores follow the strategy of everyday low pricing, which helps to attract the shoppers. The special schemes and offers are leading to higher footfall in the organized stores. These offers help the retailers to attract the shoppers during the mid-days as well on weekends also. The reason behind making purchases during schemes and offers are to save money, to get more quantities of products, for exchange of the product etc. These

organized stores design the offers to attract the respondents, increase sales volume, by selling the product in bundles or sometimes offers are made to clear the stock on the shelf. The respondents prefer to purchase the product during fresh season. There are some seasonal products which are sold by these retailers on discounted prices to attract the customer, so this could be also one reason for respondents’ visit. The shoppers plan their shopping as the need arises or on the weekends.

Reasons for the visit to the shopping organized stores by the respondents in percentage Chart- Customer reasons for visiting the organized stores.



The above graph shows various reasons for customer’s visit to the organized stores, where the product variety has the greatest impact; being 51.30%.The shoppers have given rating No.1 i.e. the highest rating to the product variety. Most of the shoppers visit these organized stores because they get variety of products under one roof. Followed by reason is one-stop shopping (42.53%). This is also one of the important reasons for visiting the organized stores. The shoppers expect that they should get everything at one place and they prefer such stores. These stores provide assortment of the products to fulfill the need of different age groups and genders, so most of the families prefer these stores as they get all the things under one roof. The branded products, reasonable prices and attractive offers are also the reasons for visiting these stores. These stores offer various schemes to attract the shoppers, which helps to increase the footfall in the stores. Quality is also one of the reasons for visiting these organized stores.

FINDINGS:

- Form the study it is found that in Sangli city the most preferred organized stores is SFC mall, and followed by D-Mart. SFC mall is located in the center of the city and serves various facilities like multiples, shopping stores, food counters, game zone etc. under one roof, and D-Mart provides a large product assortment, which fulfills the needs of various needs of different shoppers. In Kolhapur city, most preferred organized stores is the Big Bazaar followed by the Lucky Bazaar. The Big Bazaar is at convenient place along with the parking facility, which also provides variety of products under one roof. The lucky bazaar is one of the oldest and trustable stores in Kolhapur city.
- The study shows that the shoppers purchase from these organized stores as the need arises. The other reasons were the attractive offers, season of schemes, price discounts, and fresh season products. To increase the sales of the store these organized stores design weekly, monthly and yearly strategies for the shoppers.
- The shoppers prefer different stores for different reasons. The customer purchases grocery, apparels, foods and vegetables and kitchen appliances from both organized and unorganized retailers. Customer prefer the beauty products, home appliances and furniture from the organized retailers and the products such as bed

sheets, books and CD's, toys and games, footwear and mobile accessories from the unorganized retailers.

SUGGESTIONS:

These organized stores face problems of footfall during mid days so they should design promotional schemes for mid days of a week. On daily basis they can promote offers for limited hours especially in the evening when the footfall is higher so that they can increase per ticket size billing. It is suggested that organized retailers should fulfill the expectations of the shoppers by maintaining and providing quality services to the shoppers to build-up good image of the stores in shoppers' mind. The retailers must bring good quality and variety products of footwear, mobile accessories, books and bed sheets.

CONCLUSION

On the global trade and marketing scenario, India has a unique place and unique role to perform as the world's biggest market. It is also emerging as a superpower of the century. The Indian retailers, with these parameters, should also think about developing the Organized Stores Industry at the confluence of the market related traditional value system and modern way of retailing. The Organized stores have spread its wings in the metros and urban areas with its preliminary acquaintance in the rural areas. Finally the organized retailers should keep the customer preferences and maximum satisfaction as prime motto to become the successful retailer.

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