

# A STUDY ON COMPARATIVE ANALYSIS IN RETAIL INDUSTRY – A Review

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**ABSTRACT:** The Indian retail sector has come off age and has gone through major transformation over the last decade with a noticeable shift towards retailing. Major domestic players have stepped into the retail arena with long term, ambitious plans to expand their business across vertical, cities and foirmats.it conducts a comparative analysis of the retail industry. Retail sector is the most becoming sector in the Indian economy. With a growing economy, improving income dynamics, rising awareness, and youth-heavy customer base, India is well on its way to become one of the most prospective markets for the domestic and global retailers. The present paper identify the drives which affect the growth of the Indian retail market, looks at the major factors affecting the retail business and strategically analyze the retail industry. The location of the retail store, management style and adequate promotional activities to enhance the effectiveness of retail business and are important factors for retailer's success.

**Keywords:** Retail Industry, growth, employee opportunities, organized and unorganized retailing sector, retail format, perception of retailers.

## INTRODUCTION

The recent time has been observed as growth of Indian organized retail market with many folds. Numerous business groups are attracted in the past few years, including some renewed business groups like Bharti, Reliance and Adhiya Birla to establish hold, showing the future growth in times to come.in addition, organized retail sector has also grabbed the attention of foreign companies (Dalwadi 2010).retailing is one of the largest industry in India and one of the biggest sources of employment in the country. Retail sales in India amount of \$180 billion and account for 10-11% of gross domestic product. The Indian retail markets has around 14 million outlets and has the largest retail outlet destiny in the world(Sinha and Uniyal 2007).the retail industry in India is largely unorganized and predominantly consists of small,independent,owner-managed shops. However the retail sector in India is witnessing a huge revamping exercise as the traditional retailers are making way for new formats.

Theses modern retail formats provide wide variety to customers and offer an ideal shopping experience with an amalgamation of product, entertainment and service, all under a single roof. The modern Indian consumer is seeking more value in terms of improved availability and quality, pleasant shopping environment, financing option, trial rooms for clothing products, return and exchange policies and competitive prices. This has created a rapid growing opportunity for organized, modern retail formats to emerge in recent years and grow at a fast pace.

## REVIEW OF LITERATURE

### Aniali panda (2013)

Retailing in India is going through an evolutionary stage and is one of the largest sectors in the global economy the current estimated value of the Indian retail sector is about 500 billion USD and expected to reach 1.3 trillion USD by 2020. India is termed as the nation of shopkeepers with about 15 million retail outlets of all kinds, but it is dominated by small neighborhood grocery stores termed as kirana stores. Food and grocery constitute the major portion of Indian household consumptions. The understanding of the patronage behavior helps the modern retailers to focus and strengthen the elements of the retail offerings which is more valued by customers. An important factor which can lead to increased patronage at the modern retailers is customer relationship management activities like loyalty bonus/discounts, special customer cards and free-parking facility and so on.

### Anil Kumar, Piyali Ghosh and Vibhuti Tripath (2010)

The phenomenal growth of retail in India is reflected in the rapid increase in number of supermarkets, departmental stores and hypermarkets in the country. However, this unprecented growth trend has been challenged by the shadow of the current economic slowdown, which has raised a fear of dip in consumption and slowdown of growth for Indian organized retailers. Success will lie with those retailers that can drive customer loyalty by responding to the demands of the discerning consumer. The factors identified and store atmospherics and services. Retailers in designing their outlets with store attributes that would meet the expectations of shoppers and thus motivate them towards store patronage decisions.

### Arun Kumar.G, Shivashankar.K.C and Dr.S.J.Manjunath (2012)

Indian retail has traditionally has been an unorganized sector, where retailers lacked the means as well as the will to develop or expand. Retail could also never enjoy the support of the Indian consumer, who treats shopping as a form of leisure, enjoying the thrill of discovering bargains and discount deals in his own time. The western attitude of splurging, indulging and shop-till-you-drop has slowly entered the country and led to organized retailing. While in most countries it is the organized

retailers who dominate the sector, in India, the unorganized retailers command about 94 percent of the market share. Most traditional retail shops have a business is conducted by family members who reside in the house behind. The retail sector also employs about 8 percent of the country's population.

**Euphemia F T Yuen and Sian S L Chan (2010)**

The retail service quality dimension and the product quality dimension. The service quality as the degree of discrepancy between customer's normative expectations for the service and their perceptions of the service performance. The product quality has an eight attributes they are performance, features, conformance, reliability, durability, serviceability, aesthetics and customer-perceived quality. It focuses on the store and staff levels of retail relationships, in particular on a specific sector of the retail industry, the curtain retail sector.

**Deepika Jhamb and Ravi Kiran (2011)**

Retailing is one of the largest industry in India and one of the biggest sources of employment in the country. The study depicts that infrastructure, economic growth and changing demographics of consumers are the major driver of organized retail in India. Reveals that younger generation, emerging retail formats, increasing awareness and innovation in new products are the strengths and opportunities of organized retail in India. On the other hand, demographic changes, shrinking of markets, high real-estate cost and increasing price competition among retailers are some of the threats and weaknesses of Indian retail industry. There is an urgent need to overcome the threats and weaknesses and grab the opportunities by retailers for the success of retail sector in India.

**Kusuma.B, Durga Prasad and Srinivasa Rao.M (2013)**

Retail is the sale of goods to end users, not for resale, but for use and consumption by the purchaser. India is becoming most favored retail destination in the world. Today retail sector contributing 10% to country's GDP. The change of attitudes of Indian consumers and the emergence of organized retail formats have transformed the face retailing in India. Retailing provides an important links between procedure and consumer in modern economy. Retail in India is most dynamic industry and represents a huge opportunity for domestic and international retailers. The growth of modern formats has been much slower in India as compared to other countries and the development of this sector is depends on the [presence of regulatory and structural constraints. Government has to take care about the existence of organized retail stores in India and they have to take measures to overcome the challenges.

**Pratibha Goyal, Mini Goyal and Sukhjeet K.Saran (2009)**

The retail industry has opened vast employment opportunities for youths in India in recent years. Women employees are the preferred choice in certain product categories like food and grocery, cosmetics, kids' products, jewelry, home décor and apparels. Young and smart women with impressive communication ability are considered to be better employees as they manage to stay longer in the service industry as compared to men. Most of them aspire to take up a desk job subsequently in their careers because standing throughout the day in the mall is extremely tiring.

**Prof.Lakshmi Nair (2011)**

The Indian retail industry is the fifth largest in the world. Comprising of organized and unorganized sectors, India retail industry is one of the fastest growing industries in India, especially over the last few years. The growth of private label brands (PLBs) is quite impressive in food and grocery segment, in spite of presence of leading national manufacturers brands in most of the categories. Initially PLBs were considered as cheap alternatives and therefore visible in copycat and generic categories, today they are a part of well-defined retail mix strategy, are developed in value innovators and premium categories for profit maximization and customer loyalty.

There is a high possibility for them to establish these brands as accepted in the minds of customers and to improve customer's perception regarding the same. Though this perception may not be as high as a branded product enjoys but it could still become high enough for retailers to increase the sales of these brands and thereby raise their profit margin.

**Rajesh Faldu (2012)**

Retail is led by fashion; a player needs to keep a close watch on fashion amongst teenagers as they are the trend setters. With more and more people becoming fashion-conscious including men and with shopping now being looked upon as a leisure activity with malls and mega-stores becoming a place for hang out rather than shopping, there was a need to profile retail customers based on this. Also with lots of stores coming up in organized sector, measuring customer satisfaction in such stores becomes important. The consumer's importance rating of the store environment of a store offering formal merchandize than a store offering casual merchandize. However this study specially focuses on retail sector in the Indian context to identify profile of retail customers and measure their level of satisfaction with the present day retail outlets.

**Reynolds, Howard, Cuthberson and Hristov (2007)**

A retail format is a physical embodiment of a retail business model: the framework that relates the firm's activities to its business context and strategy. Such business model would entail the retailer's key resource and process mix aligned with its segmentation, targeting and positioning strategies. Therefore retail formats need constant nurturing and maintaining. They stated

that considering the multiplicity of consumer's needs, desires and preferences, which type the contemporary retail environment, numerous new form of retailing are emerging.

#### **Shashikala.R and Ashwini Gangatkar.J (2015)**

Indian retail landscape has undergone significant transformations over last few decades where shift towards organized retailing is the major one. Particularly, food and grocery retailing, the largest chunk of the market is witnessing the shift with sudden growth of supermarkets and hypermarkets.

Supermarkets offering comfortable shopping experience with wider variety of brands and products are driving the consumers away from traditional retailers. Traditional provision stores though, felt threatened initially have managed not only to survive but have gone stronger. No doubt, supermarkets are luring consumers through their discounts and promotional deals, product assortments and air-conditioned shopping experience. Therefore, it is the time for provision stores to redefine themselves and re-establish in the mind of consumers once again to survive and grow in the long run.

#### **Smitha.V.G (2012)**

The retailing environment has seen a tremendous growth in the size and market dominance of the larger players, with greater store size, increased retail concentration, and the utilization of a range of formats. However, the spread of organized retailing among various countries varies depending upon the socio-economic factors related to the country. With the changing demographic features and improvement in quality of life of urban India, the Indian retail sector is witnessing a tremendous growth. The market is witnessing a migration from traditional retailing to modern/organized retailing formats, with an explosive proliferation of malls and branded outlets. Modern retailing outlets in India are increasingly becoming global in standards and are witnessing intense competition, as over 12 million small and medium retail outlets exist in India, the highest in any country. The next phase of expansion of retail sector in India will be focused on the emerging cities of India, which promise excellent opportunity for organized retailers. Although the consumers would utilize the services of an unorganized retailer in their neighborhood for fulfilling their basic needs, they are also aware and conscious of the benefits and advantages associated with an organized retail outlet.

#### **Sushma rani (2013)**

The retail sector has played a phenomenal role throughout the world in increasing productivity of consumer goods and services. Indian retail industry is estimated to be worth around US \$500 billion currently. Home to one of the top five retail markets in the world, India offers immense scope of growth and opportunities in the arena. Organized retailers have a lot of room for further penetration in this flourishing economy.

India is being seen as a potential goldmine for retail investors from over the world and latest research has rated India as the top destination for retailers for an attractive emerging retail market. The retail industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. The India retail industry is gradually inching its way towards becoming the next boom industry.

#### **Conclusion**

This paper gives a broad review on the topic of Indian retail sector a comparative analysis. Retail sector is the most becoming sector in the Indian economy. With a growing economy, improving income dynamics, rising awareness, and youth-heavy customer base as discussed earlier, India is well on its way to become one of the most prospective markets for the domestic and global retailers. The present paper identifies the various literature and problems in the area of retail industries.

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