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Organized retailers and customers expectations: An empirical investigation

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Abstract: Selling products and services to customers for personal, family, company, or other purposes is referred to as retailing. Every single sale to the customer is included. The final step in the distribution process is retailing. The goal of the current study is to examine potential areas for customer suggestions to organised retailers. In order to get the statistics, 400 customers from four major cities were surveyed at four large retail establishments. In the study, random sampling has been used, and every third client who enters one of four chosen retail locations will be called and asked to complete a survey.

Keywords: Organised retailing, customer suggestions.

I. INTRODUCTION

The term "retail sector" encompasses more than just the activity of retailing. It also encompasses any commercial company or initiative whose primary source of revenue is tiny unit sales. Usually, these businesses serve as the final links in a longer distribution network that includes manufacturers, distributors, and mid-level dealers. Retailers purchase goods in bulk from wholesalers based on consumer demand, and then distribute single or fragmented items to smaller, more individual customers at the end of the value chain. Retailing is a term that can be used to describe any situation in which a transaction is made to a small consumer with an eye toward profit. This sale is no longer merely restricted to actual things due to the complexity of commerce in the modern economy; it includes intangible services as well. Findlay (2002) defined retailing as any activity involving the selling of products or services to a single consumer for commercial or non-commercial purposes. The retail industry encompasses enterprises that sell goods, often without additional transformation or change in value, according to the North American Industry Classification System (NAICS). It may be thought of as the final and most important phase in the demand and supply network. The business of meeting the wants of ultimate consumers of goods and services in smaller quantities for one-time consumptions is referred to as the retail sector.

The various company operating models are the primary determinant of how the unorganised and organised retail sectors differ from one another. The family-owned, unincorporated private businesses in the retail sector are referred to as the "unorganised retail sector" (Dholakia et al., 2018). Since these firms operate beyond the scope of the legislation that require proper registration and incorporation of businesses under them, they are not subject to the laws or regulations of the nation. The unorganised retail sector in India consists of hawkers, tiny, family-run companies, personal ventures, or petty trade. On the other hand, the organised sector comprises of companies that have been properly established and amalgamated with the necessary government agencies and are covered by the regulations as well as the advantages of these laws. The regulated business entities that make up the organised retail sector are also accountable for abiding by all labour, tax, and other corporation regulations. The current study looks at the areas where organised merchants might use some customer input. Additionally, it will give consumers insights into the characteristics of organised merchants' service quality. The results of this study will provide a clear

picture of the steps that must be made in order to bridge the gap between industry customer aspirations and the facilities and services that are offered to them.

II. LITERATURE REVIEW

The effects of technology advancement and digitalization on labour processes in the retail industry have been studied by Steinbu et al. (2017). Therefore, this study compares the capabilities of digital learning technologies to human staff expertise. From a consumer's perspective, Agarwal et al. (2015) investigated how technology improvements affect e-retail businesses. The research emphasises the method of technological advancements achieved in the system of product distribution. This study sheds light on the present unethical activities in the retail industry before the advent of technology breakthroughs and identifies their remedies afterward. Additionally, ICT, or information and communication technologies, are examined by Behera et al. (2015) in connection to marketing promotion in the retail industry. In order to improve marketing and increase the value of agricultural returns, the study has covered the breadth of ICT deployment in the agricultural retail trade sector. Singh (2014) has researched the shifts in India's service industry over the years and how they have affected the retail sector's organisational structure. The study also looks at how services fit into contemporary economic theories, what factors led to India's service industry's growth, and how the retail industry is changing. A look at the retail distribution networks that exist in Quito's urban area's constrained conditions is given by Cordova et al. (2014). The study offered a thorough model for logistic description in terms of governmental, societal, physical, and economic characteristics. The competition between organised retailers in India and independent and small-scale merchants in the developing economy was studied by Ramakrishnan et al. in 2010. The research compares the managerial and operational approaches used by the two categories of retailers and evaluates the effect on each type's performance separately. The data used in this study was gathered from 605 food retail outlets spread across two Indian cities. This research focuses on variables including the store's performance, cost reduction, cash flow management, and sales per square foot. It also considers company strategy, marketing tactics, and store performance. Seth et al. (2020) examined retail investors' adoption patterns to identify potential roadblocks to higher financial growth and the encouragement of strong performance inside retail establishments. Thus, the study has looked at the numerous hypotheses that may explain the actions taken by retail investors.

III. RESEARCH METHODOLOGY

The study's goals were reached through the use of a methodical, well-thought-out approach, with the hypothesis being formulated in light of those goals. The CNCR, which has a total of 13 districts, was the subject of the research, although the notion of organised retailing has evolved and formed primarily in four districts, including 1. Gurugram 2. 4. Sonipat, followed by Rohtak. For the goal of gathering data, a total sample of 400 consumers from four large cities were chosen from four major retail locations. In the study, random sampling has been used, and every third client who enters one of four chosen retail locations will be called and asked to complete a survey.

IV. SURVEY RESULTS

Researcher has collected the information related to the socio-economic profile of the customers during the survey such as; age of customers, their gender, marital status, education, occupation etc.

Table 1.1: Demographic profile of the respondents

Variables	Categories	Frequency	Percentage
Gender	Male	185	46.3
	Female	215	53.8
Marital Status	Married	169	42.3
	Single	216	54.0
	Others	15	3.8
Age group	Less than 20 years	50	12.5
	20 to 40 years	171	42.8
	40 to 60 years	105	26.3

	Above 60 years	74	18.5
Education Qualification	Less than 20 years	50	12.5
	20 to 40 years	171	42.8
	40 to 60 years	105	26.3
	Above 60 years	74	18.5
Occupation	Service	220	55.0
	Business	69	17.3
	Student	89	22.3
	Other	22	5.5
Residence	Town	107	26.8
	City	267	66.8
	Village	26	6.5

Source: Field Survey

In a sample of 400 retail consumers, female customers made up 53.8% of the total, while male customers made up just 46.3% of the sample. As a result, the sample's retail consumers were overwhelmingly female. Consumers between the ages of 20 and 40 made up 42.8 percent of the customer base, followed by those between the ages of 40 and 60, who made up 26.3 percent of all retail customers. Only 12.5% and 18.5% of retail consumers were above the age of 60, respectively, while only 12.5% and 18.5% were under the age of 20. Only 9% of retail consumers had only completed their high school education, compared to 53% of customers who were graduates when education level was taken into account. Twenty percent of retail consumers were professionals, and eighteen percent were recent graduates. As a result, graduates made up the bulk of the sample's retail consumers. When comparing the respondents' occupations, 55 percent of consumers worked in the service industry, whereas just 6 percent of retail customers were retirees or housewives. Students made up 22% of the retail consumers in the sample, and 17% of them were company owners. As a result, the sample's retail consumers were primarily service providers. A sampling of 400 retail consumers revealed that 67% of them were from villages, while the remaining 37% were residents of cities. Locals made up 27% of the retail consumers. As a result, the sample's retail customers were primarily from cities. Data from 400 respondents were gathered, the following hypothesis was developed, and an independent t-test was used to see whether there was a significant difference in the areas of improvement indicated by consumers to organised retailers.

Null Hypothesis: There is no significant difference in the areas of improvements suggested by customers to organized retailers.

Table 1.2: One-Sample Statistics

One-Sample Statistics					
	N	Mean	Std. Deviation	t-value	p-value
Product price	400	2.1500	1.04174	41.277	.000
Product quality	400	1.5775	.91984	34.299	.000
Product variety	400	2.7675	.78421	70.581	.000
Billing and payment mode	400	2.7475	.80334	68.402	.000
Speed of employees	400	2.7600	.95377	57.876	.000
Behaviour of employees	400	2.7625	.98668	55.996	.000
Training for employees	400	2.5175	.87270	57.695	.000
Grievance handling process	400	2.4575	.89173	55.118	.000
Refunds and exchange policies	400	2.3750	.91184	52.092	.000
Customer relationship management	400	2.4275	.99862	48.617	.000
Online customer services	400	2.4650	.98550	50.026	.000
Customers knowledge and awareness	400	2.4700	.89504	55.193	.000
Physical conditions of the stores	400	2.5350	.87217	58.131	.000
Brands availability	400	2.5200	.92560	54.451	.000
Rewards system for loyal customers	400	2.5400	.86038	59.044	.000

The highest average scores were 2.76 for "Product variety," "Employee speed," and "Employee behaviour." While the "Product quality" was reported to have the lowest mean values, 1.57. Thus, it can be concluded that retail consumers' key recommendations are for the stores to broaden their selection of products and to improve the efficiency and behaviour of their

staff. While the quality of the items has not received much attention from retail shoppers. Additionally, based on the associated p-values, it was determined that all of the one-sample t-test results for the recommendations were significant. Hence, the null hypothesis leads to be rejected which states that there is no significant difference in the areas of improvements suggested by customers to organized retailers. A significant difference was found in the areas of improvements suggested by customers to organized retailers.

V. CONCLUSION

The largest industry in India is retail, which accounts for between 14 and 15 percent of the GDP and 8% of all jobs. In India's retail industry, there have been significant changes during the last 10 years. Along with the items, the physical environment, promotional activities, and interpersonal contacts, customers are also concerned with the after-sales services, entertainment, and security arrangements. Therefore, organised retailers must improve the calibre of their goods and their post-purchase support in order to raise customer happiness. Organized retail enterprises must have sufficient security measures, compelling new product availability and promotional programmes, and higher customer satisfaction rates. There were so many areas recommended by the customers for organised retailers and a significant difference was found in the areas of improvements suggested by customers to organized retailers.

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