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IMPACTS OF ORGANISED RETAILING ON UNORGANISED RETAILERS: A STUDY WITH REFERENCE TO TAMILNADU

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ABSTRACT

Retail is currently the flourishing sector of the Indian economy. The trend is expected to continue at least for the next two- three decades and to touch USD of 650 million marks in 2015-2016. The unorganized mom and pop shops are still dominating the Indian retail sector. The liberalization of the consumer goods industry initiated in the mid - 80's has impacted the retail industry structurally and paved the way for the development of organized retailing and it now grows at a rate of 30-40 percent in India. While the role of organized retailing in the growth of economy cannot be denied, the unorganized retailers in the vicinity of organized retailers are experiencing a decline in their volume of business and profit. It rings an alarming bell to traditional retailing which have existed in India for centuries and serving large chunk of consumers in both consumption and employment. The understanding of impacts of organized retailing on unorganized retailers in Tamilnadu state will enlighten the unorganized retailers to know where they stand in modern retailing and also the government in framing policies in the field of retailing. The present study is an attempt in this direction to know both the positive and negative impacts on the unorganized retailers in the study area, giving empirical evidence on this much debating topic of to- day.

KEYWORDS

organised, unorganised, retailing.

INTRODUCTION

Retail is currently the flourishing sector of the Indian economy. The trend is expected to continue at least for the next two-three decades and to touch USD of 650 million marks in 2015-2016. The unorganized mom and pop shops are still dominating the Indian retail sector. The liberalization of the consumer goods industry initiated in the mid 80's has impacted the retail industry structurally and paved the way for the development of organized retailing and it now grows at a rate of 30-40 percent in India. While the role of organized retailing in the growth of economy cannot be denied, the unorganized retailers in the vicinity of organized retailers are experiencing a decline in their volume of business and profit. It rings an alarming bell to traditional retailing which have existed in India for centuries and serving the large chunk of consumers in both consumption and employment.

The most important debate concerning the implications for the expansion of the organized retailing in India revolves around whether it is going to have positive impacts on the economy as a whole as compared to the traditional unorganized form of retailing. This form of retail sector is also looked upon as a huge sector having immense business opportunities for entrepreneurs and capital investors. Moreover, organized retailing is considered to be efficient and apt to cater to the diversified and changing nature of the consumer demands in growing economies like India. But our own neighborhood 'Grocery stores are resisting fiercely with their existing strong foothold. India today is at the crossroads with regard to the retail sector. A shift between organized and unorganized retail sector is evident, which has led to a number of speculations on the fate of Indian retail.

According to the Indian Council for Research on International Economic Relations (ICRIER), there would be no long term impact due to the entry of organized retail chains on the neighborhood kirana shops in the country. But there would be a heavy closure of small businesses as immediate effect. It is reported that the rate of closure of unorganized retail shops in gross terms is found to be 4.2% per annum on account of competition from organized retail, in India. But it is true that the mall culture is at its peak in India. It is no wonder that to-day malls are changing the way the common Indians have their shopping experience. In the globalize scenario, no one can resist the growth of organized retail sector in the world including India. It is time for unorganized retailers to learn lessons of overall retail management from organized stores.

The realization of their positive as well as negative impacts help them to identify the areas of 'dark' and 'bright' in the existing traditional retailing leading to adopt proactive approach towards modern retailing. The present paper is an attempt in this direction.

REVIEW OF LITERATURE

The traditional retailers are not very much clear about the consequences of the modern retailing and they had to improve their customer care services, to-day, so as to survive in the era of modern retailing (Purohit and kavita, 2005).

Unorganized retailers in the vicinity of organized retailers experienced a decline in their volume of business and profit in the initial years after the entry of large organized retailers. The adverse impact on sales and profit weakens over time. There was no evidence of a decline in overall employment in the unorganized sector as a result of the entry of organized retailers (Mathew Joseph, 2006).

It was revealed that 70% of unorganized retailers reported falling sales, due to superior shopping environment, convenience, availability of variety, ambience of shop, and availability of parking space and perception of quality of products sold in organized retail setup (Kalhan,2007).

Kiranas have major disadvantages except location. In the short run kiranas may not be outlets out of customer's favor. However in the long run if they do not work on the factors, preferred by consumers they would face oblivion (Goswari and mishra, 2009).

The study conducted by Radha Krishnan (2013) found that with the entry of super stores, the most affected stores are precisely the smaller stores, whose sales are associated with small areas, few numbers of employees, low sales volumes and the isolated stores.

RESEARCH METHODOLOGY

The present paper is an attempt to analyze the impacts of organized retailing on unorganized retailers in Tamil Nadu state. The unorganized retailers located in the vicinity of organized retail stores like super markets and shopping malls in the five major cities of Tamil Nadu state namely, Chennai, Coimbatore, Trichy, Madurai and Thirunelveli, are considered for the study. A total of 500 unorganized retailers drawing 100 each from the selected five cities formed the sample for the study.

They were selected by following Convenient Random Sampling Technique. The study being empirical, the required primary data were collected from the sample respondents using well – structured interview schedule. The secondary data were also used wherever necessary. As 467 responses found suitable, they were only considered for the analysis. Responses were recorded by using likert type scaling procedure. 20 statements expressing negative and 10 statements expressing positive impacts of organized retailing are taken for the study. Negative impacts were analyzed by using Factor Analysis, while positive impacts were analyzed based on the total Likert Score received by each statement and the ranks are assigned based on their scores.

OBJECTIVES OF THE STUDY

The major objectives of the study are:

1. To identify the profile of unorganized retailers operating in Tamil Nadu state.
2. To find the negative and positive impacts of organized retailing on unorganized retailers in the study area.
3. To offer suggestions based on the findings of the study.

STATISTICAL TOOLS USED

Statistical tools like Percentage Analysis, Factor Analysis and Likert Type Scaling Technique have been used.

LIMITATIONS OF THE STUDY

1. 500 retailers operating in five major cities of Tamil Nadu are only considered for the study
2. Responses were limited to negative and positive impacts of organized retailing on unorganized retailers.

ANALYSIS AND INTERPRETATION

Profile of unorganized retailers, taken for the study is given in Table 1, given below:

TABLE 1: PROFILE OF SAMPLE UNORGANIZED RETAILERS

Demography	Classification	Number	Percentage
Age	Up to 40	267	57
	Above 40	200	43
Gender	Male	213	46
	Female	254	44
Family size	Up to 3	166	35
	Above 3	301	65
Literacy	Up to Schooling	376	81
	College educated	91	19
Marital status	Married	381	82
	Unmarried	86	18
Initial Investment	Up to Rs 2 Lakhs	231	49
	Above Rs 2 Lakhs	236	51
Type of employees	Family members	335	72
	Paid salesmen	132	28
Location of shop	Near to organized stores	210	45
	At far off places	257	55
Retailing experience	Up to 5 years	112	24
	Above 5 years	355	76
Average Daily Sales	Up to Rs 5000	178	38
	Above Rs 5000	289	62

Source: Primary data

TABLE 2: KMO AND BARTLETT'S TEST

Kaiser- Meyar orkin measure of sampling adequacy		0.792
Bartlett's Test of sphericity	Appox. Chi square	9499.369
	Degree of Freedom	210
	Significance	0.000

Source: Computed data

TABLE 3: RESULT OF FACTOR ANALYSIS (NEGATIVE IMPACTS)

Factor	Variable	Factor loading	H ²
Reduced sales Volume Factor (F1)	1.Varieties offered got reduced	0.879	0.833
	2.Stocking of goods reduced	0.857	0.819
	3.limited preference of goods by consumers	0.836	0.774
	4.Advance orders not received	0.792	0.786
	5.No enquires of new arrivals	0.765	0.711
	6.Sales of routine items reduced	0.737	0.722
	% Of variance explained	23.07	
	Cronbach's Alpha	0.925	
Loss of Loyal Customers Factor (F2)	1.Door delivery not preferred	0.897	0.866
	2.Customer's visits reduced	0.836	0.861
	3.Erosion of Trust in shop	0.785	0.863
	4.Shopping Time reduced	0.756	0.681
	5.No bothering of shifting the shop	0.752	0.575
	% of variance explained	17.71	
	Cronbach's Alpha	0.885	
Increased Operator Cost Factor (F3)	1.Need for trained salesmen	0.905	0.893
	2.In-creased cost on display of goods	0.852	0.917
	3.Increased Sales Promotion expenses	0.832	0.868
	4.Increased maintenance cost	0.696	0.927
	% of variance explained	16.01	
	Cronbach's Alpha	0.894	
High Customer Expectation factor (F4)	1.Change in traditional buying behavior	0.927	0.927
	2.Comparison of service Quality	0.900	0.907
	3.Noticing discontent among regular customers	0.814	0.851
	% of variance explained	12.77	
	Cronbach's Alpha	0.877	
Reduced Profit Margin Factor(F5)	1.Increased investment on goods	0.921	0.927
	2. Adoption of competitive price policy	0.898	0.879
	% of Variance explained	11.18	
	Cronbach's Alpha	0.927	

Source: Primary data

TABLE 4: RESULTS OF POSITIVE IMPACTS OF ORGANIZED STORES ON UNORGANIZED STORES (LIKERT TYPE SCALING SCORES)

S.No	Statement	SA	A	NO	DA	SDA	Total	RANK
1.	Learning modern promotional techniques	810	660	234	100	12	1816	4
2.	Started to learn changes in customer behavior	650	720	255	122	11	1758	5
3.	Started watching market trends	155	880	312	214	7	1568	10
4.	Improvement in display of goods	980	560	150	140	11	1841	3
5.	Improving Customer relationships	1510	356	57	88	13	2024	1
6.	Achieving improvement in quality of service	490	768	267	150	13	1688	6
7.	Reading to face the competition from organized stores	290	844	294	192	4	1624	8
8.	Realizing the co-existence of organized and unorganized stores in Indian retailing	360	824	288	170	8	1650	7
9.	Adverse effects of unorganized stores may be over come in the long run.	1230	440	84	118	24	1896	2
10	People started realizing the merits of unorganized stores	200	864	303	208	6	1581	9

Source: Primary data

(SA- Strongly Agree, A- Agree, No-No opinion, DA- Disagree and SDA- Strongly Disagree)

The Factor Analysis (Table 3) has five factor solutions. As the value of KMO (table 2) measure of sampling adequacy is more than 0.5, it indicates that the Factor Analysis is suitable for the data. The values of Cronbach's Alpha which stood as 0.925 (Factor 1), 0.885 (Factor 2),

0.894 (Factor 3), 0.877(Factor 4), and 0.927 (Factor 5), showed that the results are reliable. The total cumulative percentage of variance explained is 80.74. The five factor solutions are named as 1 Reduced Sales Volume Factor (F1), 'Loss of Loyal Customers Factor (F2), 'Increased Operational Cost Factor (F3), High Customer Expectation Factor (F4) and 'Reduced Profit Margin Factor' (F5) and these are considered as negative impacts caused by organized stores.

Table: 4 Shows the positive impacts of such stores on unorganized retail outlets. Among the most 10 positive impacts, the top three impacts ranked first, second and third are 'Improving Customer Relationships' (score 2024) 'Adverse Effects of Unorganized Stores may be overcome in the Long Run' (score 1896) and 'Improvements in the Display of Goods' (score 1841) respectively.

SUGGESTIONS AND CONCLUSION

The study has by and large proved that the unorganized retailing got adversely affected in terms of their volume of sales and profit due to the loss of loyal customers and increased operational costs. But there is a clear evidence of a competitive response from unorganized retailers who are gearing up to meet the threat posed by organized retailers. The suggestion by ICRIER is worth a serious try. It suggests cash and carry outlets which will sell to unorganized stores and procure from farmers. This can help unorganized retailers to buy at wholesale prices for eventual retailing there by generating a handsome margin. It is also suggested that better access to cheaper institutional credit, so that these kirana stores can take on competition from organized stores effectively. Further, the changing consumer's taste and lifestyle make imperative for unorganized stores to restructure it in order to meet consumer expectations by moving with the trends. Our neighborhood kirana stores are seen as part of Indian community and hence unorganized retail will stay, but ICRIER study observed that if organized retail does not grow, the unorganized sector will not be able to handle the surging demand. As in other countries, the government policy can and should play an important role in modernizing the unorganized sector of our country by developing a strategic road map and make them to be able to survive, compete and keep the economy going.

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