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- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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THE ETERNAL FIGHT: SMALL TRADITIONAL STORES Vs. SUPERMARKETS

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ABSTRACT

Retail sector in India came with evolutionary patterns from small traditional store to super market and growing day by day rapidly. Retail sector was unorganized in the beginning but has undergone transformation during the past 15 years. It is one of the growing sectors and this research paper identifies the core drivers of the retail emergence in India changing the buying behavior of the customer. The study was intended to find out the weaknesses of small traditional stores as compared to the supermarkets and the problems faced by small traditional stores with respect to FDI allowed by government and organized sector in some retail formats. The study has been conducted on various traditional stores in Delhi/NCR. The study identifies the problems being faced by small merchants and their competitive advantage over supermarkets. It is concluded that both small traditional stores and supermarkets are important to the Indian economy. FDI is important for the growth of the economy and it should be considered as an opportunity not as a threat. Secondly government should provide support to small traditional stores. An attempt is made here to identify the problems and find out the solutions for the enhancement of traditional stores with special reference to Delhi/NCR.

KEYWORDS

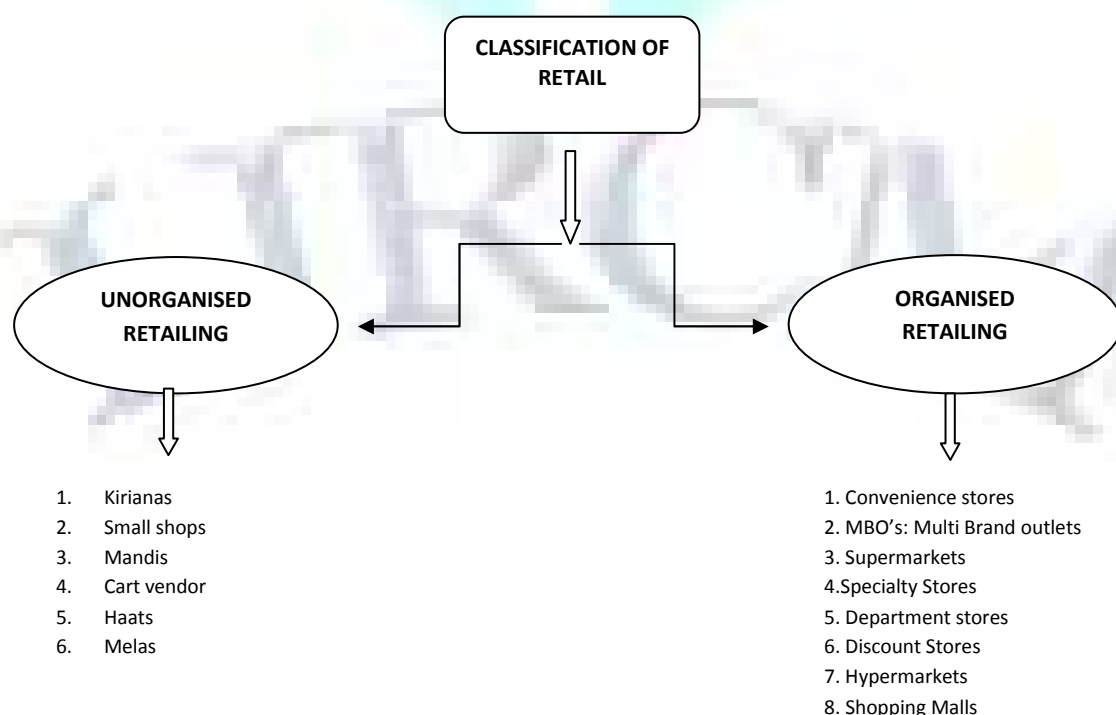
FDI, Small Traditional stores, Supermarkets.

INTRODUCTION

The retailing has been derived from the French word "retailer" which means to cut a piece off or to break bulk. Retailing is defined as a conclusive set of activities or steps used to sell a product or a service to consumers for their personal or family use. The journey of the sale of a product begins with the producer from whom a middleman acquires supplies of goods or services and delivers to the ultimate consumer by performing different sets of activities. The job of retailing is done by the retailer who thus links the producers with a variety of supplies of all the manufacturers.

This research is conducted on various small traditional stores in Delhi/NCR. In this research the problems faced by traditional store have been highlighted. But during this research it has been found that traditional stores also have competitive edge over supermarket as they are having the timely need of credit of the customer, easy availability etc. It is accomplished that both small traditional stores and supermarkets are important to the Indian economy. If small traditional stores start using their competitive advantages to the best level, they can make their strong position in the retail market

The major factors which influence the consumer behavior towards shopping from Small traditional Store to Supermarket are rise in disposable income, Independent earning couple, changing lifestyles, **increasing worldwide exposure and growing awareness among the existing and potential customers and their shopping experience with value of their money.** In India we are having large number of middle and upper class consumers as well as youth population, whose contribution is large in retail sector. The middle class as well as lower middle and upper middle is considered to be a major prospective customer group. The youth of India are seen as early adopters and fashionable and quick judgmental in making purchase decision during shopping.



FDI POLICY WITH REGARD TO RETAILING IN INDIA

1. Foreign Direct Investment (FDI) is prohibited in retail trading, except in single-brand product retail trading, in which FDI, up to 100%, is permitted, under the Government route,
2. The Government of India has reviewed the extant policy on FDI and decided to permit FDI, up to 51%, under the Government route, in Multi-Brand Retail Trading,

SOURCE:- Government of India Ministry of Commerce & Industry Department of Industrial Policy & Promotion (FC-I Section) Press Note No.5 (2012 Series)

LITERATURE REVIEW

A study on the “impact of malls on small shops and hawkers in Mumbai” (Kalhan, 2007) unambiguously indicated that there has been a severe impact of malls on the unorganised retail shops operating in the vicinity of malls.

Joseph Mathew, Soundararajan Nirupama and Sahu Sanghamitra (2008) found in their study that small retailers in the nearby of organized retailers faced a decrease in sales and profit in the initial years after the presence of large organized supermarket retailers.

Mukherjee M. (2011) in his study examined the government policies of different countries including India regarding the unorganized and organized retail sector .It examines whether the government provides a tight legal framework along with economic support to the unorganized retailers to sustain in present competition. The study examined that in the environment of intense competition government of different countries have helped small as well as big domestic retail chains through formulating appropriate policies overtime.

Sharma (2011) in his research found that India is poised to be the key driver for retail market globally.

Chattopadhyay Atish, Dholakia Nikhilesh & Dholakia Ruby (2011) in their study found that even in market where there is modern retail outlets, consumers continue to shop from traditional stores.

Handa Vidhushi and Grover Navneet (2012) are of the view that there is a need of balanced approach to Retail and Government and has to play very vital role in shaping the future course. According to them Organised Sector becomes the growth mantra of retail sector.

M.Khadikar (2012) in his research attempted to determine the changing practices of retail trade like small grocery shop keepers, hypermarkets and customers in Kolhapur city.”

RESEARCH METHODOLOGY

STATEMENT OF THE PROBLEM

With the emergence of organized stores such as supermarkets, hypermarkets, the non organised sector small traditional stores and kirana stores are receiving a great set back. The permission of Government of India allowing FDI n retail sector, the small traditional shops shall see the giant player of retail such like Wal-Mart, Tesco as a potential threat. Now the question arise how small traditional stores can be saved from these big giants in the market so that small business person can earn their bread and butter. Under normal circumstances, the small traditional stores may not be able to withstand the pressure of competition from global players as the big fish has always eaten small fish. However, these vulnerable stores shall not run away rather these should see it as a challenge to improve.

OBJECTIVES OF THE RESEARCH

1. To find out the problems being faced by the unorganised retail sector in Delhi/NCR.
2. To find out the solutions for the betterment and growth of unorganised retail sector.
3. To find out ways to save small traditional stores from the Supermarkets.

DATA COLLECTION

Data has been collected through primary as well as secondary sources.

The primary data has been collected from field survey through questionnaire in Delhi/NCR.

Secondary information has been collected from the related and available literature including books, magazines, journals, and internet.

SAMPLE SIZE AND DESIGN

The study is based on traditional and small retails stores operating in national Capital Region. A sample size of 100 stores has been chosen and the opinion of general public has been gathered to understand the consumer preference towards traditional and supermarkets.

RESULTS AND DISCUSSION

TABLE 1: FACILITIES PROVIDED BY SMALL TRADITIONAL RETAIL STORES

| FACILITIES PROVIDED BY SMALL TRADITIONAL STORES | NO OF STORES PROVIDING THE FACILITY |
|---|-------------------------------------|
| Credit facility | 80 |
| Home delivery | 20 |
| Free gifts | 20 |
| After sales service | 45 |

INFERENCE: - It shows that most of the small stores are running on the basis of credit system only. It is the strategic tool in the hands of shopkeepers. Only 45% of the shopkeepers provide after sale service. There is very less provision for free gifts and home delivery.

TABLE 2: FACTORS AFFECTING THE SALES LEVEL OF TRADITIONAL RETAIL STORES

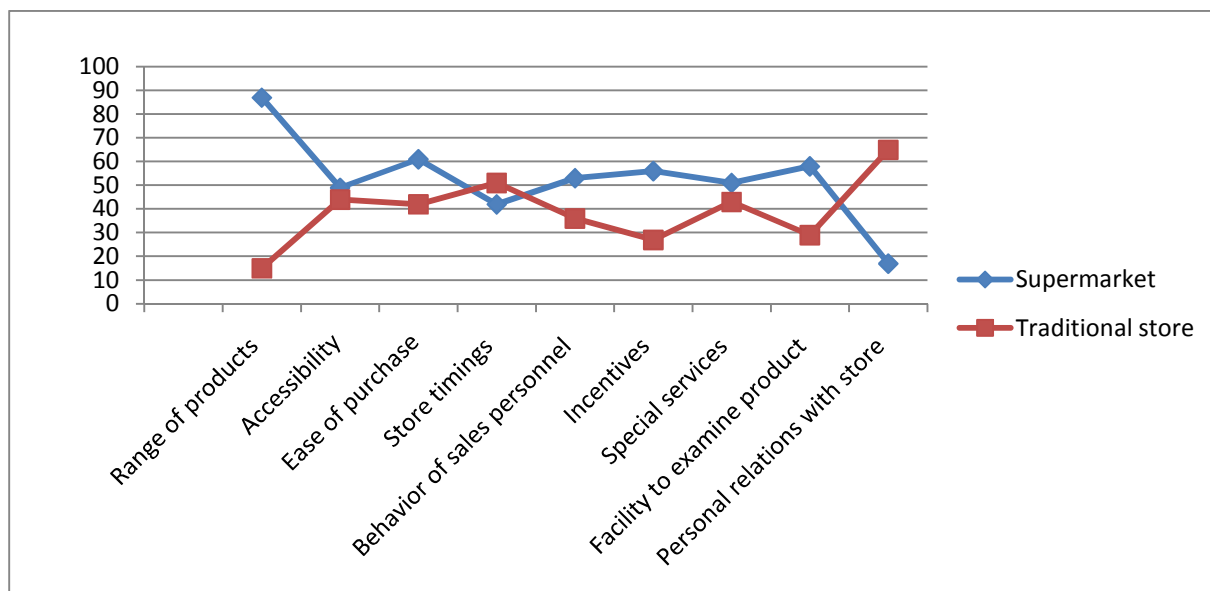
| FACTOR AFFECTING SALES OF TRADITIONAL STORES | HIGHLY AFFECTED | MODERATELY AFFECTED | NO EFFECT |
|--|-----------------|---------------------|-----------|
| Opening up of the Supermarket | 40 | 30 | 30 |
| Government regulation | 95 | 5 | 0 |
| Recession | 0 | 40 | 60 |
| Fair price shops | 50 | 20 | 30 |
| Rapid changes in prices | 67 | 12 | 21 |

INFERENCE: - Above table shows that only 40% respondents replied that supermarkets have adversely affected the sales of their stores. Government regulation and price change has 95% impact on the sales of traditional stores. Recession has affected the small traditional business to a low extent. 50% shopkeepers are affected by opening up of fair price shops.

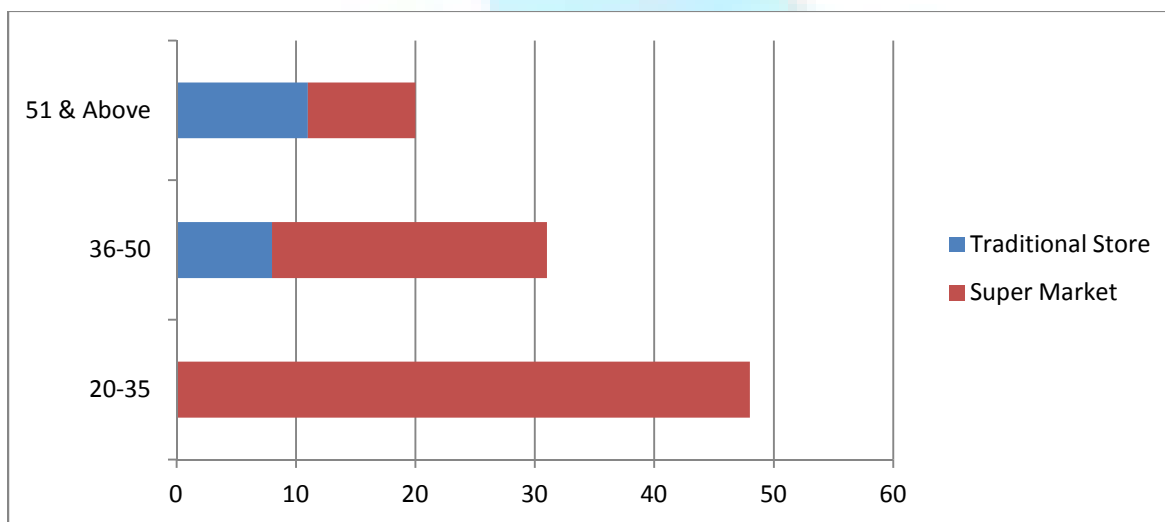
The traditional retails stores by dint of their small scale and magnitude are already confronted with many problems and the challenges put forth by the supermarkets shall still aggravate the situation for these stores. Study the following table:

TABLE 3: PROBLEMS FACED BY TRADITIONAL MERCHANTS

| PROBLEMS OF TRADITIONAL MERCHANTS | ALWAYS | SOMETIMES | NEVER |
|-----------------------------------|--------|-----------|-------|
| Non timely payments | 80 | 20 | 0 |
| Inventory | 50 | 30 | 20 |
| Few loan facilities | 70 | 30 | 0 |
| Lack of knowledge of market | 50 | 24 | 26 |



INFERENCES: -As far as the preference goes according to the parameters listed, the range of products has been a major factor that attracts customers, to the supermarkets. But as far as the accessibility goes, most of the supermarkets are not located as per the easy convenience of the customers. Hence, accessibility has been a limiting factor. Comparing the other factors of supermarkets with local small stores, only the store timings and personal relation with store keeper has been a limiting factor. Other factors score high as compared to traditional stores. Supermarkets have been the craze of younger generations and to some extent also of the adult generation but the older generation still continues to buy from traditional retail stores. The reason may be the lack of awareness of product range available in supermarkets on the part of old people or the psychological impression that the supermarkets may be charging higher prices given the high operating expenditures they incur as compared to small traditional stores. Study the following diagram:



INFERENCES: -This graph shows the co-relationship between age and the preference of small traditional stores or supermarkets. From the chart, it is seen that supermarkets are generally preferred by the younger generation between the age group of 20-35. Convenience traditional stores on the other hand are mostly preferred by people above the age of 50.

FINDINGS

Unorganised retail sector traditional shops exist everywhere and offer a wide range of varieties of products. They are having regular customers from nearby areas/locality as well as customers from far off areas. It has also been found out that traditional stores are not financially so strong and they adopt self-decide inventory system and product choice as per past sales of record. Traditional shop provide free home delivery to their customers, flexible timing 8 a.m. to 10 p.m. and even on Sunday, credit period ranging from 20 to 30 days and it can extend up to 60 days depending upon past record of worthiness of customers. But on the other hand it is having no proper system of debt recovery in place leading to sometimes bad debts. Traditional stores are not technologically oriented that they rarely accept the MasterCard or ATM. Etc. With the advent of modern retailing, traditional store are still existing and earning enough profit. In fact they have become more customers oriented and also provide augmented products. Customer preferences are shifting from traditional store to supermarket due to status symbol. It has also found that younger age group having high influence towards supermarkets due to several benefits as comparison to local stores.

SUGGESTIONS

1. Small traditional stores should modernize their stores with innovative methods of doing business. They should have some space for franchise of renowned brand to make customers loyal towards their store.
2. Government should take initiatives to conduct training programs for small stores so that they can groom and compete with organised retail sector such as Supermarket, shopping mall, and provide loan facilities to them.
3. Traditional store keeper should play an active role towards fulfillment of social responsibilities and be proactive in this direction so as to create image of his store in the minds of the people and thus make its presence felt.

4. Traditional stores shall concentrate more on ethical practices of business so that it creates a win-win situation for all the stake holders.

CONCLUSION

The Indian Retail sector operates in a unique and complex environment. Indian economy cannot deny the positive effects of FDI and self owned business for growth. It should take lesson from the recent global slowdown and should not forget the role of retail sector to save India from its drastic effects. The need of the hour is to reengineer the operations of Kirana stores otherwise the big giants will leave no space for them to grow. If the Kirana stores improve their functioning and the area of operation be specified by the government then there will be win-win situation for both the parties.

The concept of retail in Indian economy is primitive in Indian context. We had so many stores which are working well in India. In India we cannot deny the advantage of FDI as we need it for economic growth. Recently giant players like Wal-Mart or Reliance have entered in retail market and there is feeling that the traditional stores may be overshadowed.

India's organised and unorganised retail sectors can retain their own place in Indian market. It is also observed that organized retail market is flourishing due to changes in the consumer's behaviour and their increased income, changing lifestyle, and patterns of demography which are favorable for organised retail sector. It has been observed that consumers' preference for shopping has changed; and the customer is always searching for convenient market place where he/she could find desired things under one roof in organized retail market. While on the other hand the traditional stores in the unorganized sector are the shops where consumer feels convenient in shopping and develops store loyalty. Now-a-days many giant retail store are implementing CRM (customer relationship management) but still they are lacking the interaction with the customers as compared to unorganised sector. To conclude it can be said that the organised sector in retailing has to go a long way to understand the customer requirement "**Small is beautiful. We often visit Supermarkets for shopping, but the small traditional stores are for the odd quantities in daily routine life. Like when you need a packet of salt or one soap.**" Traditional stores shall provide best possible incentives to the customers and try to gain competitive advantage.

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