

# **Summary Report**

**Of**

## **Minor Research Project**

**(Granted by University Grants Commission – UGC)**

**Titled**

**“Impact of Organised Retail on Unorganised Retail”**

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It was an excellent experience writing this project report. I got this opportunity to conduct a widespread study of the subject that is still in developing phase in the country. Contribution of retail is increasing the GDP of the Country. It is the biggest and the largest source of employment and income for the people of India. India has been a country of “Kiranawalas” and around 12 million retailers consisting of more retail shops than those in the rest of the world put together.

Retail is changing its shape today in the way it is getting organised, and occupy a prominent position in today’s modern society. In spite of the Indian retail revolution, it is said that over 90% of the sales in Urban India are still through traditional trade. Nevertheless, modern organised retail format is gaining acceptance and can easily be said to be emerging as a sturdy contender among consumers. In India, while organised retail has yet not been accorded the status of an industry, it is witnessing a large number of formats emerging in the market at a very fast pace. Indian organised retail is moving with an exponential rate that no other sector has witnessed. Ample opportunities are present as 90% of the Indian retail is still unorganized. Now, the question arises whether the growth of organised retailers will have impact on consumer behaviour and unorganized retail. The consumers’ buying behavior becomes an integral part of the marketing strategies of the organized retail stores and hence can effect organised retail. In this context, it is imperative to study the impact of organised retail on unorganized retail and the present research work has tremendous relevance to the retailers in formulating their marketing strategies. This will enable the retailers to know the expectations of the consumers about the format of the retail stores they are banking upon. Sensing the importance of the matter in hand, it was taken by me as subject of study in the present report.

To evaluate the consumers’ opinion on the impact of organised retail on unorganized retail, sample of 332 consumers were selected by random and convenience sampling method. The data were collected using the questionnaire method and the researcher personally discussed with the respondents who utilize services offered by the organized retail stores in Jaipur. The collected data were analyzed systematically using applicable statistical tools.

The study is focussing on the qualitative and quantitative aspect of research. Subject like organised retailing is broad in its scope and hence circumvented approach by taking quantitative would give a skewed eye view. As a writer and reader, I hope that the present work shall prove to be highly effective one for an in-depth study on the subject which is yet to get an industry status in India.

From the present study researcher would like to focus that retail market in India is classified into two, i.e. organised retail and unorganized retail. Although a new type of retail is taking its shape and is called as online retailing but as it is not the part of study researcher have taken it out from the entire discussions.

As unorganized retail is prevailing in India since Independence and even before that people are presumed to be more loyal towards the retail format, but with more FDI in retail, organised retail formats are taking its shape in large and serving almost maximum number of population in India. Still there is ample amount of scope to grow in the respective area and affecting unorganized retail in large.

In the present study, it is found that organised retail and the factors associated is affecting unorganized retail and consumer behaviour at a large extent and taking a bigger shape in country like India.

Following are the factors of organised retail which affect unorganised retail at a large extent:

- ✓ Retailer Image
- ✓ Cleanliness in Organised Retail Store
- ✓ Perceived Price of the Product and Product Range
- ✓ Availability of the Desired Product
- ✓ Store Support Services and Demonstration of Products and Services
- ✓ Loyalty Points on Purchase
- ✓ Sales Promotion Tools Used by the Store to attract Customers

Organised retail is emphasizing on all the above points discussed and capturing more population with large flexibility areas.