A Study on Modern Retailing and its Collision on Consumer with Special Reference to Tirunelveli City

Gnanadesi V

II M.Com, PG & Research Department of Commerce

Sri Sarada College For Women (Autonomous), Tirunelveli, Tamil Nadu, India

Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India

Abstract: *The paper provide insights into modern retailing and its collision on consumer with special reference to Tirunelveli city. The concept of modern retailing relates to business which is a part of society ,it is an open system having so many sub systems like production ,finance ,marketing, purchasing , selling and store keeping. Therefore, modern retailing is a sum or cluster of consumers who purchase different goods and services from the different retail stores. The main objective of this study is to identify the demographic profile of the respondents, new automation system and technologies in modern retailing, product range, strategies used in modern retailing and provide suggestion from this study. Sample size was selected randomly as 60 and statistical tool was used like chi-square test. The author conclude this paper that the, consumer should be responsible of giving a proper feedback to the retailers about their choices and brand, keeping in mind, the retailers will act accordingly.*

Keywords: Consumer, Discount, Retail, Stores, Strategies

I. INTRODUCTION

The present study is based on the modern retailing and its collision towards the consumers in Tirunelveli city. Modern retailing literally means giving consumers the best choices of products across multiple suppliers, middle man and ancillaries. The concept of modern retailing relates with the business. Modern retailing is one of the topmost advertising concepts among consumers. In recent trends most of the consumers are preferring retail stores to fulfil their needs. Especially consumer's preferred departmental stores, super market etc….Past few years ago when the reliance super market was entered in tirunelveli city consumer purchased goods from there. Consumers expect huge things from digital retailers these days. Although there are pieces of modern retailing sprinkled throught the industry. There are three types of retailing and they are product retailing, service retailing and non-store retailing. Different channels of supply are involved in this business, but retailers search for such distribution that allows a direct link to its customers. Certain links are manufacturers sell goods to wholesalers, then wholesalers again sell these goods to retailers and ultimately the retailers resell them to the consumers.

1.1 Objective of the Study
- To identify the demographic profile of the consumers.
- To analyze the new automation system and technologies using in modern retailing.
- To analyze the product range.
- To examine the strategies used in modern retailing.
- To provide suggestion through this study.

1.2 Different type of Retail Stores
- **Convenience Store:** Convenience stores are relatively small located near residential areas. Being open for long hours, they offer a limited line of convenience goods (egg, bread, milk, etc…)They are targeted at customers who want to make their purchase quickly. Prices are little higher due to the convenience given to the customers.

- **Super market:** These are large self service outlets, offering a variety of categories with deep assortments. This format fulfill the needs for food, groceries and other non food items. The super store and the combination store are the variants of this business model. A super store is larger than conventional supermarket. A combination store is a superstore and full line pharmacy. Example, Nilgiris, Foodworld, Food bazaar, More, Reliance fresh.

- **Hypermarket:** The origin of the word hypermarket is the French word hypermarche which is a combination of a supermarket and department store. Hypermarkets are similar to one stop shopping. Cheapest prices are found. They are part of a retail park with other shops, cafeterias and restaurants. They may have their own petrol station on the site/ Other facilities available on the site include banks with cash machine, photo processing shops and pharmacies. This business model is followed by Walmart, Carrefour, Merjer, Tesco etc.

- **Speciality store:** A speciality store specializes in a particular type of merchandising or singly product of durable goods, oir a range of complementary durable goods. A high level of service or product information is available. Examples, RPG's music world, Mumbai cross word etc.

- **Category killer:** A category killer is a specialty retailer offering a very large selection in the chosen product category. They focus on one category, stock deep, buy and sell cheap and finally dominate the category. Nallis in Chennai is a category killer in sarees.

- **Departmental stores:** The first department store Bon Marche came to be founded in Paris in the year 1838 by Aristide Boucicault. In the United States A.T. Stewart established the Marble Dry goods palace offering retail merchandise at fixed prices on a variety of dry goods. Similar establishments came into existence in London and in other parts of the world. By, 1890, department stores across the world had a viable market position. In India, this format of retailing ha seen a fair amount of growth. Shopper's stop, Globus, Weside, Lifestyle are some leading national players. The department store also offer new customer services such as restaurants, rest rooms, reading rooms, home delivery, wrapping services, tore hours, innovative merchandise displays, etc.

II. REVIEW OF LITERATURE

Umesh maya and Mavy Miranda, 2020, The retail industry in India is the vast area among all the industries. The alteration in the organised retail industry are visible in the form of new retailing formats, technique, exclusive retail outlet etc. In this paper the author explores the changing face of Indian retail industry. The author focuses on the opportunities and challenges faced by modern retailing industry, In India

Challenges are the international standards, inefficient supply chain management, lack of retail space, cultural diversity, real estate issues, human resource problems, infrastructure and logistics. Finally the author conclude the article that the most of the retail sector is unorganised, the main challenge facing the organised sector is the competition form organise sector.

Shaheera Axin and Syeda Shawana Mahasan, 2019, The aim of the present study is to understand consumer choice and shopping preferences regarding retail format (traditional vs. modern markets) further, this study is conducted to understand the changes that are occurring in the consumers behaviour with respect to modern retailing and traditional retailing outlets. The research finding expressed several factors like location convenience, product variety, and price, and courtesy of staff except store atmosphere have a significant impact on choice between modern retailing and traditional retailing.

Venkatesh Ganapathy, 2017, The aim of the present study is to understand what retail marketing management entails the economic value of retailing, to understand the functions of retailer, to learn about the retail store atmospherics, finally to identify the different phase of organised retail. The above objectives are conducted by the researcher, finally the concludes that retailers an industry that combines products and services so services is truly the differentiator in retail. Every retail organisation must strive to improve its service quality to retain the customers. And retailer must step forward beyond the paradigm fo discounts, offers and promotions. They must strive to provide a truly world class service.

III. METHODOLOGY

- **Primary data:** Primary data refer to data that are collected a fresh for the first time and that is original in nature. The required primary data are collected through questionnaire method.
- **Secondary data:** Secondary data here have been collected from company records, product profile of the company, newspaper, magazines and general discussion with company channel.
- **Sample Size:** The samples have been collected on convenience sampling method and the total number of sample 60.

IV. DATA ANAYLSIS AND INTRPRETATION

Variance	Category	Numbers	Percentage
Age	20years-25years	15	25
	25years-30years	20	33.33
	Above 30years	25	41.67
	Total	**60**	**100**
Gender	Male	40	66.67
	Female	20	33.33
	Total	**60**	**100**
Types of modern retail store	Discount store	30	50
	Super market	15	25
	Department store	15	25
	Total	**60**	**100**
Automation system and technologies in modern retailing	Point of sale	15	25
	Self service kiosks	20	33.33
	Billing machine	25	41.67
	Total	**60**	**100**
Product range	Below 100	10	16.67
	100-200	20	33.33
	Above 200	30	50
	Total	**60**	**100**
Strategies used in modern retailing	Discount sale	15	25
	Half price	20	33.33
	Buy one get one	15	25
	Fixed price	10	16.67
	Total	**60**	**100**
Best retailing shop	Reliance	30	50
	BigBazar	10	16.67
	Aryass	20	33.33
	Total	**60**	**100**

SOURCE: Primary data.

From above table 1 , the following is the inference made.

- According to age wise classification 15 respondents are in the age group of 20years-25years with 25 percentage, 20 respondent are in the age group of 25years-30years and , 25 respondents are in the age group of above 30 years with 41.67 percentage.
- According to gender wise classification, 40 respondents are female with 66.67 percentage, and 20 respondents are male with 33.33 percentage.

- According to the types modern retailing store 30 respondents are preferred discount store with 50percentage, 15 respondents are preferred supermarket with 25 percentage, and 15 respondents are preferred departmental store with 25 percentage.
- According to the automation system and technologies in modern retailing 15 respondents are using point of sale while purchasing with 25 percentage, 20 respondents are using self service kiosks with 33.33 percentage, and 25respondents are using billing machine with 41.67 percentage.
- According to product range in retail store , 10 respondents are saying below 100 products with 16.67 percentage, 20 respondents are saying that 100-200 products in retail store with 33.33 percentage, and 30 respondents are saying that above 200 products are in retail store with 50 percentage.
- According to the strategies used in modern retailing 15 respondents are saying that discount sale strategy was using with 25 percentage, 20 respondents are saying that half price strategy was using with 25 percentage, 15 respondents are saying that buy one get one strategy was using with 25 percentage and 10 respondents are using fixed price strategy was using with 16.67 percentage.
- According to the best retailing shop, 30 respondents are liked to purchase in reliance with 50 percentage, 10 respondents are liked to purchase in big-bazaar with 16.67 percentage and 20 respondents are liked to purchase in aryaas with 33.33 percentage.

Hypothesis Testing

Chi-Square test

A chi-square test is basically a data analysis on the basis of observation of a random set of variables. Usually it is a comparison of two statistical data sets. This test was introduced by **KARLPEARSON** in 1900. The formulae for calculating chi-square, **X2=∑[(O-E)2/E]**. The calculated value is to be compared with the chi-square table value for drawings inference.

Null hypothesis H0: The null hypothesis of a test always predicts no effect or no relationship between variables

.**Alternative hypothesis Ha :** It states our research prediction of an effect or relationship.

HO: There is no significant difference association between product range and best retailing shop				
Product range	**Reliance**	**Big bazaar**	**Aryaas**	**Total**
Below 100	15	2	3	**10**
100-200	12	4	4	**20**
Above 200	13	4	13	**30**
Total	**30**	**10**	**20**	**60**

.O	E	(O-E)2	∑(O-E)2/E
5	5	0	0
12	10	4	0.4
13	15	4	0.27
2	1.67	0.1089	0.065
4	3.33	0.4489	0.134
4	5	1	0.2
3	3.33	0.1089	0.032
4	6.67	7.1289	1.068
13	10	9	0.9
Total			**3.069**

Source: Computed data

(Expected frequency = Row total*Column Total/Total)

=30*10/60

Calculation of table value:

Calculated Chi-square value = 3.069

Significant level =4%

Degrees of freedom = (R-1) (C-1)

= (3-1)(3-1) =4%.

Table value: 5.99

Inference: Since the calculated value (3.069) is less than the table value(9.49) the null hypothesis is accepted. Hence there is no significant difference between qualification and types of civil service examination.

V. FINDINGS

- Majority of the respondents are in the age group of above 30years with 41.67 percentage.
- Majority of the respondents are female with 66.67 percentage.
- Majority of the respondents are preferring discount store with 50 percentage.
- Majority of the respondents are following billing machine with 41.67 percentage.
- Majority of the respondents are saying that there are above 200 products in retail store with 50 percentage.
- Majority of the respondents are saying that the retail store are using strategy like half price with 33.33 percentage.
- Majority of the respondents are saying reliance is the best retailing shop with 33.33 percentage.

VI. SUGGESTIONS

- The consumers of Tirunelveli city must be aware of new adoptions and innovations and must implement the changes in the market.
- Today's youth believes in best quality products at affordable prices, therefore he /she searches for a product that provides them satisfaction.
- The consumer should be responsible of giving a proper feedback to the retailers about their choices and brand, keeping in mind, the retailers will act accordingly

VII..CONCLUSION

The government should provide sufficient infrastructure facilities like consumer protection act. The government has to adopt new policy that if the production of the companies found harmful for the consumer, the administration has to restrict them for the marketing of same product .

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