



International journal of basic and applied research

www.pragatipublication.com

ISSN 2249-3352 (P) 2278-0505 (E)

Cosmos Impact Factor-5.86

Problems and Prospects of Retail Stores In Karveer Taluka

Mrs. Sujata Deepak Jagtap

Research Scholar

Department of Commerce and Management

Dr. P.B.Patil

Professor

General Management MBA Program, CSIBER, Kolhapur.

Abstract

The study examined the Problems and Prospects of Retail Stores in Karveer Taluka. In this paper focused on retail stores problems and prospects. To study customer relationship management followed by retailers and its impact. To identify the various problems faced by retailers during the course of starting and managing the retail stores. Retail industry is the largest industry in India. Retail industry in India is expected to rise 25 percent yearly being driven by strong income growth, changing lifestyles and favourable demographic patterns.

Key Words: Industry, prospects, problems, Retail.

Introduction: Shopping in India has witnessed a revolution with the change in the consumer buying behaviour and the whole format of shopping also altering. Industry of retail in India which has become modern can be seen from the fact that there are multi-stored organised retail store, huge shopping centres and sprawling complexes which offer food, shipping and entertainment all under the same roof. Indian retailers preferred means of expansion is to expand to other regions and to increase the number of their outlets in a city. Retail industry is a growing industry. As retail industry is growing but small retail store like general retail stores will be facing different problems during the course of starting of their retailing business and managing the retailing business. Hence, research was focused on problems of retailers during the starting and managing retail business. The organized retail industry retail industry in India is faced with stiff competition from the unorganized sector.

Research Design

Objectives

- To study customer relationship management followed by retailers and its impact.
- To identify the various problems faced by retailers during the course of starting and managing the retail stores.

Hypothesis

1. **There is no significant relation between problem faced by retailers and their sales Scope**



Topical Scope:

Retail facing various problems like marketing, finance, human resources, registration, government policies, tax policies etc. Starting of new retail shop is comparatively easy but it is difficult to handling the store because retail store has facing so many problems. So that, there is scope for researcher was studied their problems.

I. Geographical Scope:

Karveer Taluka is well developed taluka place in South Maharashtra. The Kolhapur market has big market potential. Researcher was collected data, analysed found the certain things and comes to certain conclusion but this conclusion is only applicable to karveer taluka geographical area.

II. Analytical scope :

Analytical scope of the study is related to the analysis of data which was collected from retailers present in karveer taluka. Researcher collected data by considering the objectives of the study and collected data was analyzed.

Methodology

The data collection both primary and secondary was collected for the study.

Sampling Design

Before data collection, researcher prepared plan for obtaining a sample from a given universe. Planning of obtaining sample from universe is called sampling design.

Universe

For given research, universe is infinite universe. All the general stores in karveer taluka are included in universe of the research. Researcher was selected the sample from universe by using a purposive convenient sampling technique.

Sample Size and Sampling Technique

There are 130 villages in karveer taluka. However the villages which are located near to Kolhapur city (i.e with the radius of 15 Km) are considered. There are well connected to Kolhapur city and have population more than 6000 heads. These villages are 10 in numbers and from each village 10 retail stores are selected randomly.

However Kolhapur city has more than 260 retail stores. 10% of retail stores i.e 26 retail stores are selected randomly. Thus the researcher approached to 120 total retail traders but 5 numbers of retail traders among them not willing to answer the questions and only 115 responded favourably. Thus 115 retailers provided complete information and hence the final sample size is 115 in the study.

Limitations

- Study is limited to the Karveer Taluka
- Study is limited to general stores
- The study depicts the present scenario and hence the result may not applicable to another period of time.



Results and Discussions

In the present research paper researcher has analyze that customer relationship management plays a very important role in the retail business. There are two important activities for retailers one is to retain the existing customer for long period and another one is attracting new customers. For retaining existing customers, customer relationship management is the important technique.

Table No.1 Techniques to build Customer Relations

Sr. No	Particulars	Numbers of Respondents	Total Nos. Of Respondents	Percentage
1	Warm welcoming	55	115	47.82
2	Providing credit facilities to customers	09	115	07.82
3	Offering special offers/discounts/concessions to loyal customers	45	115	39.13
4	Sending massages, greeting cards to customers on special occasions	06	115	05.21
5	Any other	00	115	00

Source: Primary Data

Establishment of strong customer relationship is one of the marketing techniques and it helps to retailer to handle the marketing problems. Table No.1 represents various techniques followed by retailers to build customer relations. 47.82 of 115 retailers (55 respondents) followed the customer relation technique like warm welcoming. 5.21 % of 115 retailers(6 respondents) followed the technique of Sending massages, greeting cards to customers on special occasions which is less.

Table No.2 Degree of agreement to the Customer Relationship management has an Impact on Retail Business

sr.no	particulars	No. of Responders	percentage
1	Strongly Agree	10	8.69
2	Agree	50	43.47
3	Neither agree not disagree	35	30.43
4	Disagree	12	10.43
5	Strongly Disagree	8	6.9

Source: Primary Data

Researcher tried to understand the importance of customer relationship management. Table No.2 related with degree of agreement that customer relationship management has an impact on retail business. 43.47% (50 retailers) of the 115 retailers are Agree that customer relationship management has an impact on retail business. And 6.9% (8 retailers) of the 115 are strongly Disagree with the statement.

To identify the various problems faced by retailers during the course of starting and managing the retail stores.

538 Received: 8 February Revised: 17 February Accepted: 24 February

Index in Cosmos

March 2019 Volume 9 Number 3

UGC Approved Journal



There are various problems are faced like

1. Existence of problems in Starting the retail business

Table no- 3

sr.no	particulars	Numbers of Respondents	Percentage
1	Yes	95	82.60
2	No	20	17.39

Source: Primary Data

The problem faced by retailers in Starting the retail business are different from other problems. 95 retailers faced the various problems at the time of starting their own retail business i.e 82.60% and remaining retailers says i.e 20 retailers did not face the problems at the time of starting their own retail business.

2. Nature of Problems in Managing the Retail Business

Table no- 4

sr.no	particulars	Numbers of Respondents	Percentage
1	Personal Problems	65	65.00
2	Labour Problems	60	63.16
3	Marketing problems	85	89.47
4	Financial Problems	75	78.95
5	Any Other Problems	00	00.00

Source: Primary Data

Researcher understood the various problems faced by retailers at the time of managing retail stores. The retailer have so many problems, out of which the research taken in to account the problems like Personal, Labour, Marketing and Finance. 85 retailers have the problems of marketing i.e 89.47% which is more and less 60 retailers have the problems of Labour problem i.e 63.16 %

3. Nature of Effect of Problems on Sales Volume

Table No:5 Nature of effect of problems on sales volume

Sr. No	Particulars	Numbers of Respondents	Percentage
1	Decreasing Sales Volume	90	95.74
2	Sales Volume is constant	04	04.26
3	Other Effect	00	00.00

Source: Primary

Data



Researcher tried to understand the effect of problems on sales volume. There are three possibilities such as decreasing Sales Volume, constant sales volume and no effect.

95.74%(90 retailers) of 94 retailers said that our sales volume is decreasing because of varicose problems. 4.26% (4 retailers) of 94 retailers said that our sales volume is constant that is neither increasing nor decreasing. Frome analysis, it is clear that because of various problems faced by retailers sales volume is decreasing.

4. Effect of Problem on Sales Volume

Table No:6 Effect of Problem on Sales Volume

Sale Effect	Problems				Total
	Personal	Labour	Marketing	Finance	
Yes	10 (15.38%)	25 (41.66%)	40 (47.05%)	30(40%)	105
No	30(46.15%)	15(25%)	10 (11.76%)	15 (20%)	70
To Some Extent	25 (38.46%)	20 (33.33%)	35 (41.17%)	30 (40%)	110
Total	65	60	85	75	285

Source: Primary

Data

There is adverse effect of various problems on business. However sales volume of the retail business is mostly affected by various problems. Table No.6 represent the effect of problems on sales volume. 47.05% respondents said that sales volume is adversely affected by marketing problems.41.66% respondent said that sales volume is affected due to labour problems. Some respondents said that to same extent there is an effect of various problems on sales volume.

Hypothesis Testing

Testing of Hypothesis No:1- There is no significant relation between problems faced by retailers and their sales.

Effect of Problems on Sales Volume

Sale Effect	Problems				total
	Personal	Labour	Marketing	Finance	
Yes	10 (15.38%)	25 (41.66%)	40 (47.05%)	30(40%)	105
No	30(46.15%)	15(25%)	10 (11.76%)	15 (20%)	70
To Some Extent	25 (38.46%)	20 (33.33%)	35 (41.17%)	30 (40%)	110
Total	65	60	85	75	285

Ho: There are no significant relations between problems faced by retailers and their sales

Ha: There are significant relations between problems faced by retailers and their sales



Groups	Observed Frequency Oij	Expected Frequency Eij	Oij-Eij	(Oij-Eij) ² /Eij
Yes				
Personal	10	24	-14	196/24=8.16
Labour	25	22	3	9/22=0.40
Marketing	40	31	9	81/31=2.61
Finance	30	28	2	4/28=0.14
No				
Personal	30	16	14	196/16=12.25
Labour	15	15	0	00
Marketing	10	21	-11	121/21=5.76
Finance	15	18	-3	9/18=0.50
To Some Extent				
Personal	25	25	0	00
Labour	20	23	-3	9/23=0.39
Marketing	35	33	2	4/33=0.12
Finance	30	29	1	1/29=0.03

Hence $\chi = \sum (Oij-Eij)^2/Eij=30.36$

The Degree of freedom=(c-1) (r-1)

$$=(4-1) (3-1)$$

$$= 3*2$$

$$=6$$

The table value of chi-square for six degrees of freedom at 5 percent level of significance is 12.59. the calculated value of chi-square is much higher than this table value which means value that the calculated value cannot be said to have arise just because of chance. It is significant. Hence ,the hypothesis is not true. Null hypothesis (H₀) was rejected and alternative hypothesis (H_a) was accepted. This means that there are significant relations between problems faced by retailers and their sales.

Suggestions:

1. Researcher concluded that customer relationship management plays a very important role in the retail business. There are two important activities for the retailers. One is to retain the existing customer for long period and another one is attracting new customers. For retaining existing customers, customer relationship management is the important technique.

2. Customer is the king of the retail market. Instead of customer satisfaction today customer delighting is more important for the retailers. Hence, now the role of retailer has been changed. Retailers must provide the customers more than his/her requirement. For the delighting of customer retailer should follow certain things such as availability of the product at the time, customer relationship management, defect free service and product etc.



Conclusion:

On the basis of research in karveer taluka about problems and prospects of retail stores researcher concludes that retailers have been facing the various problems at the time of starting and managing the retail store. It is found that there are changing preferences and expectations of consumers and sales promotion techniques and advertisement of big organized retail store are the two main factors adversely affecting on the future growth and prospect of business of small retail stores.

Researcher found that changing preferences and expectations of consumers and sales promotion techniques and advertisement of big organized retail store are the two main factors adversely affecting on future growth and prospect of business of small retail sectors.

References:

1. Abhijit Das, K.S.(October2012). Retail Management- An Indian Context (e-book). New Delhi: india PR wire.
2. Dhivya Sathish, V.D (July2010). "The Growth of Indian Retail Industry". Journal of advances in Management,70-77.
3. Ruchi, s.(4th Edition 2008). "Retail sector in India :Issues, Challenges and Prospects". Pranjana: The Journal of Management Awareness,35-44
4. Sivakumar, A 92007). Retail Marketing. New Delhi: Excel Books.
5. Pradhan,S.(4th Edition 2012). Retailing Management. New Delhi: Tata McGraw Hill Education private Limited.