

ANOVA test between Retailers and Promotional Strategy

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Abstract

In Retail Marketing Services is a vital service satisfying the need of the consumers at a large. Though the organised retail outlets get deep rooted in India at present, certain service could be rendered by unorganised retail outlets alone. At present by and large, the consumers are reached frequently and directly by the unorganised retail outlets which is otherwise known as corner shop. The present study discourse how the owners of unorganised retail outlets adopt various marketing strategies for sustaining the steady growth of retail outlets and what are the problems normally faced by the owners in marketing of retail services.

Key Words: Unorganised Retail Sector, promotional Strategy, Madurai

INTRODUCTION

Retailing is a business activity dealing with buying and selling of goods and services in a small level to the ultimate consumers. It includes subordinated services, such as delivery. Purchasers of this business are individuals who are not business buyers but they buy it for their personal or family consumption. Such retail establishments are often called shops or stores. The retail is classified or organised and unorganised retailers, like the chain stores and supermarkets operate in many places, the unorganised retailers, that is traditional formats of low cost retailing like local kirana shops, owner manned general stores, pawnshops and convenience stores and the like operate in a specific area and their area of operation is small.

Historically, Madurai is known for its trade centre. In Tamil, it is named as 'Thoonganagaram'. It means the city is busy 24 hours a day as all petty shop meant for necessity being kept open. Further, it shows the active participation of businessmen in trading activities. The city plays a pivotal role in the retail trading activities of south Tamil Nadu. It serves as a hub from where agricultural produce and other commodities from the southern hinterlands are brought and dispatched to various markets. At present, it remains largely a traditional business run by families of different generations.

REVIEW OF LITERATURE

According to **Benito et al. (2006)**¹ the households that patronize supermarkets are more advanced in the cycle of their family life, have higher educational levels, and work in more professional activities. Discount stores are preferred by older households, those with less education, and those employed in less qualified professional activities and finally, the hypermarket seems to attract the grocery spending of the youngest households with small children, lower educational levels, and more basic professional activities.

Carpenter and Moore, (2006)² Teller et al., 2006 stressed that Product Selection, assortment and courtesy of personnel are also very important in determining format choice with cleanliness being the most important attribute regardless of format of grocery shops.

A study by the **ASSOCHAM (2007)³** exhibited that organised retail players occupied a space of only one million sq.ft.in 2002 and nearly 16 million sq.ft.in 2008. The study estimated that the organised retail segment would witness an additional investment of us \$ 70 by 2010. The study also estimated that rural retail would continue to be driven by the unorganised sector for some time. As for as employment in concerned, the organised and unorganised retail sector employs 40 million people and there are around 200 million people dependent on this sector.

Kotler and Armstrong (2008)⁴ state that consumer purchases are influenced strongly by cultural, social, personal, and psychological characteristics which marketers must take into account. Subcultures that include nationalities, religions, racial groups, and geographic regions (having a shared value system based upon common life experiences and situations) play an important role in consumers' behaviour, especially in their preferences for purchase. Likewise, other socio-demographic variables such as family income, age and life cycle stage, education, occupation, are also important.

K. Abdus Samed (2008)⁵ evaluated the services quality of food retailers and the impact of the various dimensions on the retail services quality. The GAP in the service quality dimensions and overall retail service quality was also examined. The best service quality dimensions which discriminate the level of service quality were identified. An effort was made to develop a multidimensional model id the service quality of food retailers.

Goyal and aggarwal (2009)⁶ and Ali and Kapoor (2010) opined that in India, a consuming class in emerging as a result as a result of increasing income levels and dual career families with high disposable incomes.

With retailers eyeing their presence in the market, it is important to identify the target shoppers as well as the prime factors of enjoyment in shopping.

Amisha Gupta (2010)⁷ dealt with strategic issues concerning retail sector in India, challenges of retailing in India, and strategic implications of FDI in retail. She concluded that FDI in the buzzing Indian retail sector should not just be freely allowed but per contra, should be significantly encouraged.

A study by **Jackson et al (2011)⁸** investigated the extent to which attitudes toward mall and shopping value derived from a mall differ across gender and generational cohorts. Analysis of results show that there are no differences in hedonic and utilitarian shopping values by generational cohort, but generational difference in attitude toward mall hygiene factors, location, convenience and entertainment features did exist.

STATEMENT OF THE PROBLEM:

In India after (1991), due to reforms, the nation entered into new phenomenon of LPG (Liberalisation, Privatisation and Globalisation). In this line of action, retail marketing gets a new outlook and vast changes have been attained. At present, due to the influence of western culture, the Indian working community prefers modernized and hygienic packed products. Such products are mostly available in organised retail market. On other side a group of non-working community likes to avail services at corner store due to their economic condition. However these two different types of retail system follow different methods of attracting customers. In fact, both types of retail systems are growing very fast in spite of global economic crisis. If the buyers want to buy the goods and services from shops which are far away from their home, it will take long time to buy the products. In order to avoid all these problems, consumers buy goods from the shops which are situated nearer to their homes. But the hygienic and branded products are available in organised retail shops only people cannot buy goods and services from unorganised sector every time. In fact, the low and middle income groups prefer unorganised sector for their purchase. The day-to-day needs of the consumers, their immediate needs and the change of needs have to be satisfied. To attract the customers, it becomes necessary for the unorganised retailers to carry out their own method of the promotional activity rigorously.

OBJECTIVE

- To analyse whether Gender of the retailers vary with Promotional Strategy or not

SCOPE OF THE STUDY

The present study, 'A Study promotional strategy adopted by the retailers and their impact on business on Retail Marketing Services' is undertaken only from the viewpoint of retailers of unorganised grocery units. The marketing strategies adopted have been dealt in this study. The marketing aspect covers the promotional strategies adopted been with.

METHODOLOGY

The study is of descriptive analysis nature and based on survey method. Survey is conducted among the unorganised sector retailers. Interview schedule is used for collection of data.

SAMPLE DESIGN

The present Madurai district consists of seven taluk where six hundred and sixty four revenue villages exist. In these revenue villages, a large number of unorganised retail outlet is located. Since it is named as unorganised, there is no proper structure or association to regulate its functioning. Further, there is no proper statutory existing to regulate such unorganised retail outlets. Even more numbers of these do not have proper authentication from any regulatory body to get registered. Therefore, prior to identification of sample size, the universe of this is located by earlier research conducted on it. Based on this, it is known that a total of 5485 unorganised retail outlets exist in these revenue village. Out of these a sample of 125 has been selected at **non- random**

sampling technique. As some interview schedule are not completed in all respects, the sample size is 119.

TOOLS OF ANALYSIS

In order to analyse the objectives of the present study, the percentile analysis and ANOVA Test tools were used.

PERIOD OF THE STUDY

The researcher conducted the field work for primary data collection from February 2019 to March 2019.

HYPOTHESIS

H01: Gender of the retailers do not vary with Promotional Strategy

Analysis of the Study

Table 1

S.NO	Gender	No of Respondent	Percentage to Total
1	Male	77	64.7
2	Female	42	35.3
	Total	119	100.0
S.NO	Religion	No of respondent	Percentage to Total
1	Hindu	107	89.9
2	Christian	3	2.5
3	Muslim	9	7.6
	Total	119	100.0
S.NO	Community	No of Respondent	Percentage to Total
1	BC	87	73.1
2	MBC	10	8.4
3	SC/ST	19	16.0
4	OC	3	2.5
	Total	119	100.0
S.NO	Age	No of Respondent	Percentage to Total
1	Below 30 years	1	.8
2	30-40 years	30	25.2
3	Above 40 years	88	73.9
	Total	119	100.0
S.NO	Educational Qualification	No of Respondent	Percentage to Total
1	Illiterate	3	2.5
2	Elementary	10	8.4
3	High school	53	44.5

4	Higher Secondary	48	40.3
5	Graduate	5	4.2
	Total	119	100.0

ANOVA - Gender and Promotional Strategy

Ho1 : Gender of the retailers do not vary with Promotional Strategy

Table 2: ANOVA Gender of the respondent and Promotional Strategy

Promotional Strategy of the Respondents	Various promotional Strategy	Sum of squares	Df	Mean square	F	Sig.
Attractive Potential Retailers	Between Groups	1.414	1	1.414	5.536	.020
	Within Groups	29.372	115	.255		
	Total	30.786	116			
Return the Retailers	Between Groups	.096	1	.096	.507	.478
	Within Groups	21.767	115	.189		
	Total	21.863	116			
Achieve the target market	Between Groups	.507	1	.507	1.506	.222
	Within Groups	38.741	115	.337		
	Total	39.248	116			
Increase sales volume	Between Groups	1.800	1	1.800	4.571	.035
	Within Groups	45.277	115	.394		
	Total	47.077	116			
Increase Sales Revenue	Between Groups	.688	1	.688	1.516	.221
	Within Groups	52.235	115	.454		
	Total	52.923	116			
Achieve Break-even-point	Between Groups	1.333	1	1.333	3.720	.056
	Within Groups	41.197	115	.358		
	Total	42.530	116			
Earn more profit	Between Groups	.171	1	.171	.423	.517
	Within Groups	46.615	115	.405		
	Total	46.786	116			
Meet the competition	Between Groups	1.414	1	1.414	5.536	.020
	Within Groups	29.372	115	.255		
	Total	30.786	116			
Reduce the advertising expenditure	Between Groups	.096	1	.096	.507	.478
	Within Groups	21.767	115	.189		
	Total	21.863	116			

H₀ Accepted at 5%

The significance of 'F' is more than 0.05 for the factors Attractive potential Retailers, Returns the customer, Achieve the targeted market, Increase sales volume, Increase sales revenue, Reduce cost, Achieve break-even-point, Earn more profit, Meet

the competition and Reduce the advertising expenditure. So the null hypothesis is accepted and it is concluded that the success factors are do not vary with the promotional strategy of the retailers at 5%.

SUGGESTION AND CONCLUSION

Retail sector growth is diversified and beneficial to various sectors of Indian economy. With the changing demographic features and improvement in quality of life of urban India, the Indian retail sector is witnessing a tremendous growth-strong underlying economic growth, population expansion, the increasing wealth of individuals. The attitudinal shift of Indian consumer in terms of choice preference and value for money has changed the face of retailing in India. The Indian retail network is getting organized, corporatized and the network is spreading across the country. The storeping ambience has never been as important as now, with retailers looking to designer and retail consultants to give their stores a contemporary and consumer friendly design. Retail today has become a point of direct interaction for the brand with the target audience and is creating new touch points.

- ❖ Hence unorganized retailers should aim at imbibing facilities like electronic weighing machines, computerized billing etc which are the strong features of organized retailers. Further, to retain their customers and attract more customers, unorganised retailers need to continue with the services like home delivery and cash credit which are attractive features of unorganised retailers.
- ❖ The customers do not mind travelling greater distances to reach an organized outlet for the purchase of packaged foods household cleaning products and fruits & vegetables. This could be due to the wide choice of these products available in organized retail outlet. Hence unorganized retailer should endeavour to add more variety of household cleaning products, packaged food and fruits & vegetables in their outlet
- ❖ The Unorganized retailer here follows the Concentrated Marketing Strategy, which is aimed at connecting with and selling products to a specific consumer group. The Unorganised retailer should therefore focus on the staples that are essential for the given locality, in terms of availability, quality and variety.

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