

CONCEPTUAL MODEL FIT FOR ISSUES, CHALLENGES AND SUCCESS FACTORS FOR RETAIL MARKETING WITH SPECIAL REFERENCE TO TAMILNADU

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Abstract: India still faces alarming Issues of the retailers that pose serious hurdles to the growth opportunity that the retail industry promises for the country's economic progress. The Issues of the retailers like underdeveloped supply chain capabilities, inadequate utilities, infrastructure, real estate, taxation challenges, limited consumer insight etc. are universally experienced and also by the Indian retailers. This need has to be addressed to enable this sector to prosper. In changing retail environment, consumer behavior, trends and Issues of the retailers of retailing are undergoing a sea change. This demands marketing approaches to be altered accordingly. Thus all retail formats stand challenged to formulate marketing strategies that will ensure them of achieving competitive advantage over other competing formats. Proper marketing strategies will hold the key in this changed scenario. Indian retailers are also focusing upon different retail strategies such as pricing, promotion and retention strategies which also have some impact over the retail markets. All these Issues of the retailers encountered to study the status and available potentials in Tamilnadu retail markets. The growth of retailing with the focus on retailer's opinion and their difficulties faced to sustain in retail business has to be analyzed. Further, the city is dominated by traditional retailers, the study also attempts to establish the impact of organized retailers on unorganized retailers with respect to the marketing practices. On the basis of the topic and the area of the investigation, survey method of research was chosen after careful consideration.

Index Terms- Retail Marketing, Issues of the retailers, Challenges, success factors

I. INTRODUCTION

Retailing in India is receiving global recognition and attention and this emerging market is witnessing a significant change in its growth and investment pattern. The industry is buoyant about growth and the early starters are now expanding. There is increased sophistication in the shopping pattern of consumers, which has resulted in big retail chains coming up in most metros; mini metros and towns being the next target. Consumer taste and preferences are changing leading to radical alteration in lifestyles and spending patterns which in turn is giving rise to new business opportunities. Companies need to be dynamic and proactive while responding to the ever-changing trends in consumer lifestyle and behavior.

Indian Retail Industry is ranked among the ten largest retail markets in the world. Retail is India's largest industry. The sector has witnessed an immense growth in the last few years. The key factors responsible for the retail boom have been the change in consumer profile and demographics, increase in the number of international brands available in the Indian market, economic implications of the government, increasing

urbanization, credit availability, improvement in the infrastructure, increasing investments in technology and real estate's building a world class shopping environment for the consumers. Retail trade has emerged as one of the largest industry contributing to employment generation, revenue generation, increased turn over and many more.

Globally, India is fifth-largest global destination in the retail space and is growing at a rate of 12% per annum. 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 and the rapid construction of organized retail infrastructure are key factors behind the forecast growth. As well as an expanding middle and upper class consumer base, there will also be opportunities in India's emerging cities. The greater availability of personal credit and a growing vehicle population to improve mobility also contribute to a trend towards annual retail sales growth of 11.4 per cent.

II. EMERGING RETAIL FORMATS IN INDIA

Over the last two decades, the size, scope and complexity of retailing has undergone considerable change. The retail industry can broadly be classified into two categories: Organized and Unorganized. The Indian Retail industry has primarily been dominated by the unorganized segment. Organized Retail is characterized by high investment requirements, large premises, trained staff where retailers are licensed and are registered to pay taxes to the government. Unorganized Retail refers to the traditional form of retail often situated near residential areas. It is generally characterized by low rentals, low tax payouts with a majority of it being owner managed and employing personal capital.

It includes formidable mix of conventional Kirana shops, general stores, mom-&-pop stores, paan-beedi shops and other small retail outlets. Traditional or unorganized retailing continues to be the back bone of the Indian retail industry, with traditional retailing contributing to over 95% of total retail revenues. The prototypical 'banyan' outlets or the corner store comprise a key part of Indian retail store formats mostly run as small family business. The unique marketing preposition of this store is location advantage. These shop owners in order to retain their customer can even go their customer's house to get orders. Trading hours are flexible and the retailer to consumer ratio is very low due to the presence of several kirana stores in the locality. Credit facility varies from store to store and customer to customer. Customers' reliability and relation with the shopkeeper is enough to avail credit facility. Branding is not a criterion to attract the customers, as customers prefer low-priced products. More than 99% customers are price sensitive and not quality or brand sensitive at the same time they are brand conscious also.

Further retailer's suggestions and recommendation regarding any product or service plays a significant role in the customer's purchase decision. More than 99% of retailers function in less than 500 Sq. Ft of area. The pricing was done on ad hoc basis or by seeing the face of customer. More than 99% customers are price sensitive and not quality or brand sensitive at the same time they are brand conscious also. Traditionally, retailers procure merchandise from whole seller in bulk and sell in small quantities to the ultimate customer. All the merchandise was purchased as per the test & fancies of the proprietor.

Currently, organized retail market is valued about USD 60 billion, which is only about 9% of the retail sector, where as unorganized retail market holds the rest. India's organized retail penetration is much lower compared with other countries, such as the United States which has organized retail sector penetration of 85%. Modern retailing in India has entered in form of huge malls and super markets offering shopping, entertainment, leisure to the consumer while the retailers experiment with a variety of formats, such as discount stores, supermarkets, hypermarkets to specialty chains. The basic reason for the growth of the malls is that it offers an experience and not just goods. There is a wide range of shopping experience, bargains and discounts, high end brands for couples, gaming and other amusement facilities for the kids and multiplex theaters, etc. The formats established in the markets are,

1. **Malls:** Malls ranging from 60000Sqft to 70000Sqft, are the largest form of organized retailing today. These provide an ideal shopping experience with an amalgamation of the product, service and entertainment, all under a single roof.
2. **Convenience store:** These are relatively small stores located near residential areas and open for long hours for all the seven days in a week. These carry a limited line of high turnover convenience products and fill important consumer needs. People are willing to pay for the convenience.
3. **Department store:** These stores are another type of emerging formats and these carry several product lines- typically clothing, home furnishing and house hold goods with each line operating as a separate department managed by specialist buyers or merchandisers.
4. **Hyper markets:** Hyper markets and super markets are the latest formats located in or near residential high streets. Hyper markets carry a product range varying from foods, home appliances, Furniture, Sports, Toys and clothing and supermarkets are large self service outlets, catering to varied shopper needs and mainly focus on food and grocery and personal sales.
5. **Discount Stores:** Consumers preferring to pay a low price can visit the discount stores or factory outlets, which offer discounts on the MRP, as they sell in Bulk and have higher economies of scale.
6. **Specialty Stores:** These stores especially cater to consumers who are looking for assorted brands at one store. For instance, apparel stores, sporting goods stores, furniture stores and book stores are some of the examples of specialty stores.

However, kirana shops still continue to score over modern formats primarily due to the convenience factor. The organized segment typically comprises of a large number of retailers, greater enforcement of taxation mechanisms and better labor law monitoring system. Retailing is no longer only stocking and selling but is about efficient management of supply chain, developing distributor and vendor relationship, customer service quality, efficient merchandising and timely promotional campaigns.

III. FUTURE PROSPECTS OF RETAIL MARKET IN INDIA

The Indian retail industry is forecasted to grow almost four times to \$2.1 trillion by 2025 from the present size of \$550 billion. "India's young

population, increasing affluence, changing lifestyle, and attitude towards spending and increasing availability in the smallest towns will spur consumption and drive the growth of the retail market during the next 10 years," according to a report titled "The Indian Retail Medley" by Confederation of Indian Industry (CII) and Wazir Advisors. In this period, organized retail is expected to grow seven times and online retail 26 times. However, the unorganized retail is expected to still dominate with about 80 per cent share even by then. Also, 10-12 million jobs directly and indirectly are expected to be created. It has been expected that the organized segment to grow at a compounded annual growth rate (CAGR) of 22 per cent, much faster than traditional retail, which will grow at a CAGR of 13 per cent. However, even with high growth, the organized sector will capture just about 15 percent share of retail market by 2025, more from 8 percent at present.

IV. REVIEW OF LITERATURE

According to report on 'Grocery Retailing in Asia Pacific' by *KPMG (2009)*, the outlook of retail industry in Asia had never been more promising. According to this report world's largest retailers are jostling not only to gain but to preserve market share in the competitive landscape. This is especially true in the grocery sector, where maintaining differentiation is a constant challenge. The report found that there are significant opportunities for the retailers, and whether this growth is achieved organically, or by acquisition, joint venture or strategic alliance, thorough commercial and market analysis will be critical to help ensure that the strategy fits the business objectives and customer needs.

The size of the family unit has been positively associated with the degree of store loyalty (*Mason, 1996; McGoldrick and Andre, 1997; East et al., 1997*). Family size and composition implies the total number of members in a family and the distribution between adults and children. Larger families will have higher levels of consumption and will buy larger quantities of products/services to satisfy the consumption. Similarly *Bawa and Ghosh, (1999)*, found that the size of the family was positively associated with the frequency of shopping trips and the basket size. Furthermore, *McGoldrick and Andre (1997)* have observed a higher degree of loyalty from married, as compared to single, individuals and, in a similar line *East et al., (1997)* found that single person households present the lowest levels of loyalty. The presence of children in the household, whether of school-age or younger, has also been positively associated with store loyalty (*e.g. Mason, 1996; East et al., 1997; McGoldrick and Andre, 1997*).

Amatul Baseer, G. Laxmi Prabha (2007) – 'Prospects and problems of Indian Retailing', this study reveals that there are vast opportunities for retailing in India. Problems accompany the opportunities, committing some mistakes and also high cost of equipment and packaging material having impact on growth of the industry. Though the retail sector of India is expected to grow rapidly over the next few years, it is needed to point out that this will definitely not be a smooth ride. As the market develops, it will see its share of ups and downs and just because it is at the nascent stage does not mean that the going will be necessarily good. As there is increasingly challenging retailing in India, it requires competitive tools, product development and differentiation and cost reduction.

According to *Monika Talreja and Dhiraj Jain (2013)* both modern and traditional retailers will co-exist in India for some time to come, as both of them have their own competitive advantages. The Kirana stores have a low- cost structure, location advantage, and customer familiarity whereas organized retail offers a mixture of product width and depth and a better shopping experience. Organized retailing is becoming a destination shop for buying fresh fruit and vegetable.

Baltas and Papastathopoulou (2003) observed that although customers attach considerable importance to store location, private label is found to

be a store selection criterion of low importance for grocery shoppers. The own label shopper has low socio-economic status, tends to fit the 'higher thrift' and adventurous buyer orientation, regards in-store information sources quite highly, shops frequently and longer, ostensibly striving for the best price and value for money.

Hameedunissa (2013) in his paper consumer psychology towards supermarkets has focused how people's thoughts, beliefs and perception influence consumer behavior. The role of consumers psychology has been discussed in this paper that how it affects a consumer towards buying from any outlet.

Kamaladevi (2014) stressed that, to compete successfully in this business era, the retailers must focus on the customer's buying experience. To manage customer's experience, retailers should understand what 'customer experience' actually means. Customer experience management is a strategy that focuses the operations and processes of a business around the needs of the individual customers. The goal of customer experience management is to move customers from satisfied to loyal and then loyal to advocate. Focused on the role of macro factors in the retail environment and how they can shape customer experiences and behaviors. Several ways (e.g. Brand, Price, Promotion, Supply Chain Management, Location, Advertising, packaging & labelling, Service mix and Atmosphere) to deliver a superior customer experience are identified which should result in higher customer satisfaction, more frequent shopping visits, larger wallet shares and higher profits.

Retailers are adjusting their business models to include philanthropic giving as part of its strategy. Instead of donating to charities separately from its retail business, retailers are now marketing its products for the purpose of giving to a charity. Retailers are realizing that being socially responsible is giving them a competitive advantage and a lifelong positive reputation in the eyes of consumers. Since philanthropic message is tied in to the product, the, retail experience becomes more uplifting and satisfying because the customers believe they are making a difference. These products are generally very successful, which makes it a win-win situation for both the retailer and the consumer (*Stephanie Kang, 2006*)

Brazil is a collectivist culture, causing any kind of social relationship to have a huge impact on anything related to satisfaction. It is worth noting that in the end-consumer context, as *Crotts & Erdmann (2000)* reported in their study, culture has been found to influence willingness to report retailer's satisfaction.

V. STATEMENT OF THE PROBLEM

In this competitive world, we can see many problems in marketing of any product or service. Some problems can be solved, but so many problems may not be solved. India is a developing country and retail marketing is an important one to develop a country's economy. Retailers, who are the connecting link between the producer and consumer, face many problems to market their products from various dimensions and many causes behind this. At present the customers are also more dynamic. The customers have certain expectations from the items they purchase such as its quality, price, good services etc. Hence, there is a need for a research work in the field of problems of retail marketing in the point of view of retailers and customers as well.

For a retailer, it is very difficult to retain the potential buyer. Because the buyers are scattered according to their convenience of purchasing. In order to keep possession of their sales volume, the retailer has to face a stiff competition in the retail business. Majority of functions have to be performed by owners themselves due to limitation of resources. So the researcher made sincere attempt to analyse the Problems and Prospects faced by retailer in the study area, during the course of starting and managing their enterprise.

India is providing various schemes and development programs to cater to the needs and growth of retail merchants and business people, who are playing a vital role in controlling the market trends in the national scenario with their all-round performance. In the present scenario, customer motivation and satisfaction is under the control of business people and especially retailers. The situation of market and trends in price of commodities, mainly, under the control of these departments. They can raise the prices and they can down the prices according to the market situation. The growth and development of any retailers are depending on their marketing skills and business performance. The marketing skills depend on two factors, i.e. nature of commodity and attitude of consumers towards the commodity and the business performance depends on marketing situation and schemes introduced to attract the consumers. These two factors are depending on role and performance of neighborhood shops. It is necessary for a retailer to measure the short and long term activities performed to attract and retain the consumers in the retail market. In this juncture conceptual model fit for Issues of the retailers, challenges and success factors for retail marketing with special reference to Tamilnadu has been selected to study the retail market and various segments of it.

VI. RESEARCH METHODOLOGY

Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It illustrates that descriptive studies discover answer to the questions who, what, when, where and sometime how the research is being carried over. The present study is a descriptive research in nature since the study describes the retailer's opinion on the Issues of the retailers, challenges and opportunities of retail market identifying the success factors, Marketing strategies and practices, and satisfaction of the retailers towards the retail market considered for the study. Tamilnadu district is considered as the geographical area for the research. Before undertaking the study in full-fledged scale, a pilot study was held in various places in order to know the scope and problems involved in the present study.

Sources of data used

Both types of data (i.e.) secondary and primary data are used in the present study. The secondary data have been collected at first from the text books, web sites, journals and other secondary sources. The primary data are collected then from the sample retailers of the considered study area.

Population and Samples

Population of the present study involves retailers of food, grocery and other personal care products in the organized and unorganized formats. The first group includes the large scale retail shops (super markets, department stores etc) and second group includes the traditional unorganized retailers. Retail store managers of these two different formats were interviewed for the survey. As the population of the both the groups is very large, descriptive research design was adopted and purposive sampling method has been used in the present study. But, the present study takes the entire market of the selected Districts of Tamilnadu district where investments pour into and has recently come under the metro cities. One of the basic reasons for investments flocking in to this district is due to available properties, affordable prices, and special initiatives taken by the government in providing with infrastructural facilities. This will promote the towns of this respective district into cities in the future. Keeping in view all the congenial factors necessary for setting up corporate infrastructure, the investing companies ranging from pharmaceuticals to financial institutions, automobiles to the IT & ITES sectors; to the retail and real estate sector are opting for the smaller towns transforming them into India's fastest growing cities in a matter of few years. So conducting a survey in these selected districts would be apt for the study.

Sampling Technique and Sample Size

The purposive random sampling technique was adopted for the present study. This method is used in descriptive research where the researcher is interested in getting an inexpensive approximation of the truth. Purposive sampling is a sampling technique in which researcher relies on his or her judgment when choosing members of population to participate in the study. This nonprobability method is often used during preliminary research efforts to get a gross estimate of the results, without incurring the cost or time required to select a random sample. This refers to the number of items to be selected from the universe to constitute a sample. Sample size has direct bearing on how accurate the findings are relative to the true values in the population. Therefore, determining an appropriate sample size for this research was considered to be a paramount importance.

Table - 1

Determination of sample respondents from different Type of retailers in Tamilnadu

Districts	Type of retail	No. of Sample retailers	Valid sample response
Chennai	Organized	73	52
	Unorganized	147	118
Trichy	Organized	66	42
	Unorganized	109	73
Coimbatore	Organized	53	28
	Unorganized	122	87
Madurai	Organized	62	38
	Unorganized	86	62
Total		718	500

Source: Researcher's own calculation

A total of 718 sample retailers under organized and unorganized retail segments were chosen from the selected district considered for the study and the questionnaires were distributed to the retailers randomly to the retailers. Out of 718 questionnaires collected 218 were not usable due to insufficient and in complete data. As a result 500 valid responses of the sampled retailers were used for analysis. 70 percent of the questionnaires collected were valid and hence the sample size for analysis is 500.

Questionnaire

A structured questionnaire is constructed to get the primary data from the respondents who are the retailers. It includes demographic profile of the retailers and all other dimensions of the study. It was pre tested among 50 retailers and appropriate modifications were made in the questionnaire.

Measurement Scale

The demographic characteristics of the retailers along with their business profile are measured with the help of nominal scaling or the categorical type. The marketing strategies and practices are measured with the help of 5 point scale such as 'Very High, High, Moderate, Low and Very Low' and marketing practices with the help of 'Strongly Disagree, Disagree, Neither Agree nor Disagree, Agree, Strongly Agree'. Likewise, the Issues of the retailers, challenges, opportunities and success factors are measured with the help of ordinal scaling such as 'Strongly Disagree, Disagree, Neither Agree nor Disagree, Agree, Strongly Agree'. Lastly the retailer's satisfaction towards retail business they are involved in is measured by means of 5 point scale such as 'highly dissatisfied, Dissatisfied, neither satisfied nor dissatisfied, Satisfied and highly satisfied'.

Dimensions of the Study

The present study takes the following dimensions for its analysis.

- Socio Demographic and Business profile of the retailers
- Marketing strategies adopted by the retailers.
- Marketing practices of the retailers.
- Issues of the retailers related to retailing in the retail market.
- Challenges faced by retailers in retail markets
- Opportunities prevailing in the retail markets
- Success factors of the retailers
- Retailers' satisfaction.

The dimensions were further split into various sub dimensions.

Analytical Framework

In the analysis section, the questions of the questionnaire have been taken for analysis in the chronological order. Responses of every question are tabulated and then analyzed. The analysis chapter has two major sections such as percentage analysis and statistical analysis. In the percentage analysis, responses for every question are analyzed with the help of percentages. The percentages are the common tools used for analyzing the data and the percentage is the appropriate tool to determine the majority and minority classification with respect to the responses. By means of the percentage analysis, inferences can be made at a logical base (Davis, 1985). So, the percentage analysis was undertaken at first. The statistical analysis section consists of secondary data collected from the retailers have been analyzed with help of simple percentage as the initial stage of analysis. Then the Analysis of Variance (ANOVA), Factor analysis, Correlation, Multiple regression, Tree structured analysis and Neural Network Model were applied to interpret the data.

Reliability and validity of data

As the Cronbach's alpha of six parameters (Marketing strategies of the retailers, Marketing practices of the retailers, Issues of the retailers in retailing, Challenges of retailers, Opportunities of retailers, Success of retailers and Satisfaction of the retailers) reveal 0.700 and more than 0.700 as alpha.

Table – 2

Reliability and validity of the data

Dimensions	Reliability	No of items
Marketing strategies of the retailers	0.829	20
Marketing practices of the retailers	0.755	12
Issues of the retailers in retailing	0.789	25
Challenges of retailers	0.873	15
Opportunities of retailers	0.815	12
Success of retailers	0.726	7
Satisfaction of the retailers	0.746	8

Source: Output generated from SPSS 22

So, it is confirmed that the data are highly reliable and valid for analysis. The following table shows that, the Cronbach's alpha value for every dimension of Issues of the retailers, challenges and success factors of Retailing.

VII. CONCEPTUAL MODEL FIT

Structural equation modeling, or SEM, is a very general, chiefly linear, chiefly cross-sectional statistical modeling technique. Factor analysis, path analysis and regression all represent special cases of SEM. SEM is a largely confirmatory, rather than exploratory, technique. That is, a researcher are more likely to use SEM to determine whether a certain model is valid., rather than using SEM to "find" a suitable model--although SEM analyses often involve a certain exploratory element. In SEM, interest usually focuses on latent constructs - abstract psychological variables like "intelligence" or "attitude toward the brand"--rather than on the manifest variables used to measure these constructs. Measurement is recognized as difficult and error-prone. By explicitly modeling measurement error, SEM users seek to derive unbiased estimates for the relations between latent constructs. To this end, SEM allows multiple measures to be associated with a single latent construct. A structural equation model implies a structure of the covariance matrix of the measures (hence an alternative name for this field, "analysis of covariance structures"). Once the model's parameters have been estimated, the resulting model-implied covariance matrix can then be compared to an empirical or data-based covariance matrix. If the two matrices are consistent with one another, then the structural equation model can be considered a plausible explanation for relations between the measures.

The variables used in the structural equation model are

Observed, endogenous variables

1. Marketing Strategies adopted by the retailers
2. Marketing Practices adopted by the retailers
3. Opportunities for the retailers
4. Issues of the retailers
5. Challenges faced by the retailers
6. Success of the retailers

Observed, exogenous variables

1. Area of residence of the retailers
2. Gender of the retailers
3. Annual income of the retailers
4. Type of retailers
5. Education qualification of the retailers
6. Marital status of the retailers
7. Age of the retailers

Unobserved, exogenous variables

1. Error 1 for Marketing Strategies adopted by the retailers
2. Error 2 for Marketing Practices adopted by the retailers
3. Error 3 for Opportunities for the retailers
4. Error 4 for Issues of the retailers
5. Error 5 for Challenges faced by the retailers
6. Error 6 for Success of the retailers

Table – 3
Summary of the variables used for the analysis

Number of variables in your model	19
Number of observed variables	13
Number of unobserved variables	6
Number of exogenous variables	13
Number of endogenous variables	6

Source: Output generated from Amos 20.

Figure – 1

Unstandardized estimate for Structural Equation Model of issues of the retailers, challenges and success factors for retail marketing with special reference to Tamilnadu

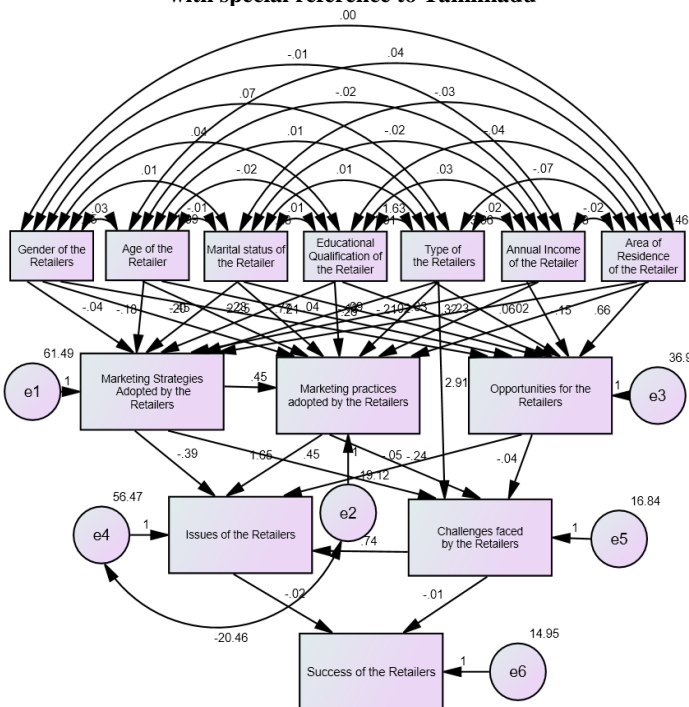


Figure – 2

Standardized estimate for Structural Equation Model of issues of the retailers, challenges and success factors for retail marketing with special reference to Tamilnadu

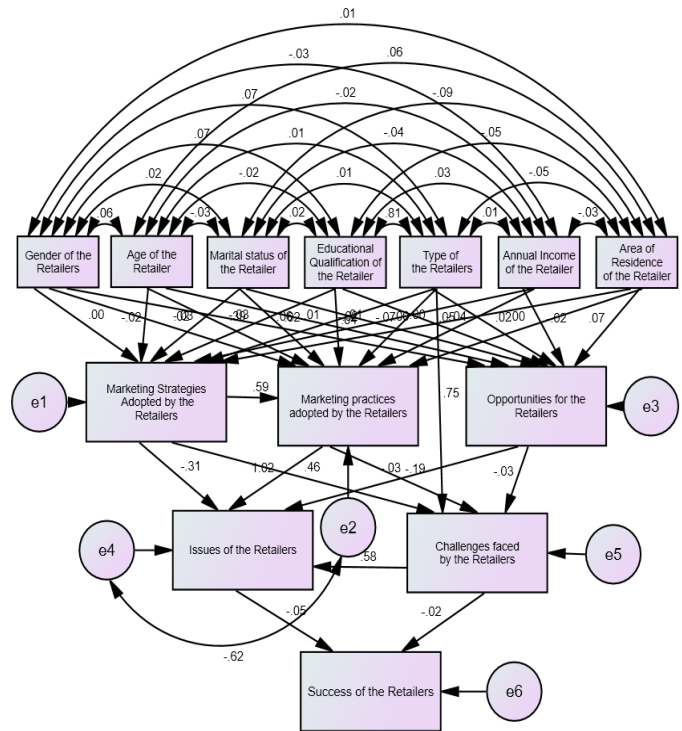


Table - 4

Conceptual model fit for issues of the retailers, challenges and success factors for retail marketing with special reference to Tamilnadu by structural equation model

Regression weights	*	**	***	****	C.R.	P value
Marketing Strategies adopted by the retailers <--- Gender of the retailers	H1	-0.035	.709	-0.002	-0.049	.961
Marketing Strategies adopted by the retailers <--- Age of the retailers	H2	-0.179	.337	-0.024	-0.532	.595
Marketing Strategies adopted by the retailers <--- Marital status of the retailers	H3	-0.447	.733	-0.027	-0.609	.543
Marketing Strategies adopted by the retailers <--- Education qualification of the retailers	H4	-0.231	.596	-0.030	-0.388	.698
Marketing Strategies adopted by the retailers <--- Type of retailers	H5	.036	.302	.009	.118	.906
Marketing Strategies adopted by the retailers <--- Annual income of the retailers	H6	.091	.365	.011	.248	.804

Regression weights	*	**	***	****	C.R.	P value
Marketing Strategies adopted by the retailers <--- Area of residence of the retailers	H7	-.033	.521	-.003	-.062	.950
Marketing Practices adopted by the retailers <--- Gender of the retailers	H8	.204	.310	.017	.657	.511
Marketing Practices adopted by the retailers <--- Age of the retailers	H9	2.248	.187	.386	12.012	***
Marketing Practices adopted by the retailers <--- Marital status of the retailers	H10	.213	.320	.017	.666	.505
Marketing Practices adopted by the retailers <--- Education qualification of the retailers	H11	.260	.261	.043	.998	.318
Marketing Practices adopted by the retailers <--- Type of retailers	H12	-.215	.139	-.070	-1.54	.124
Marketing Practices adopted by the retailers <--- Annual income of the retailers	H13	.316	.160	.050	1.97	.048
Marketing Practices adopted by the retailers <--- Area of residence of the retailers	H14	.024	.228	.003	.107	.915
Opportunities for the retailers <--- Gender of the retailers	H15	.765	.550	.062	1.39	.164
Opportunities for the retailers <--- Age of the retailers	H16	-.128	.262	-.022	-.489	.625
Opportunities for the retailers <--- Marital status of the retailers	H17	.015	.568	.001	.027	.979
Opportunities for the retailers <--- Education qualification of the retailers	H18	-.232	.462	-.038	-.503	.615
Opportunities for the retailers <--- Type of retailers	H19	.060	.234	.020	.257	.797
Opportunities for the retailers <--- Annual income of the retailers	H20	-.154	.283	-.024	-.546	.585
Opportunities for the retailers <--- Area of residence of the retailers	H21	.659	.404	.073	1.63	.103
Marketing Practices adopted by the	H22	.455	.025	.586	18.227	***

Regression weights	*	**	***	****	C.R.	P value
retailers <--- Marketing Strategies adopted by the retailers						
Challenges faced by the retailers <--- Marketing Strategies adopted by the retailers	H23	.448	.029	.457	15.6	***
Challenges faced by the retailers <--- Marketing Practices adopted by the retailers	H24	-.245	.037	-.194	-6.62	***
Challenges faced by the retailers <--- Opportunities for the retailers	H25	-.043	.030	-.034	-1.44	.149
Challenges faced by the retailers <--- Type of retailers	H26	2.913	.092	.754	31.5	***
Issues of the retailers <--- Marketing Strategies adopted by the retailers	H27	-.385	.080	-.306	-4.83	***
Issues of the retailers <--- Marketing Practices adopted by the retailers	H28	1.655	.143	1.019	11.5	***
Issues of the retailers <--- Opportunities for the retailers	H29	-.046	.043	-.029	-1.07	.284
Issues of the retailers <--- Challenges faced by the retailers	H30	.744	.043	.578	17.2	***
Success of the retailers <--- Issues of the retailers	H31	-.021	.022	-.053	-.963	.335
Success of the retailers <--- Challenges faced by the retailers	H32	-.011	.028	-.021	-.390	.697

Output generated from AMOS 20

* Null Hypothesis – There is no relationship between the Variables

** Unstandardized Estimate

*** S.E

**** Standardized Estimate

VIII. FINDINGS AND DISCUSSIONS

The results obtained from AMOS 21, the relationship of Marketing Strategies adopted by the retailers with socio-economic variables of the retailers noticed that the null hypothesis H1, H2, H3, H4, H5, H6, and H7 are accepted due to insignificant results. Hence, the relationship between Marketing Strategies adopted by the retailers and Gender of the retailers, Age of the retailers, marital status of the retailers, Education qualification of the retailers, Type of retailers, Annual income of the retailers and Area of residence of the retailers are insignificant. Further, the relationship between Marketing Strategies adopted by the retailers and Type of retailers, Annual income of the retailers and Area of residence of the retailers have positive association. And also, the relationship between Marketing Strategies adopted by the retailers and Gender of the retailers, Age of the retailers, Marital status of the retailers and Education qualification of the retailers have negative association.

The relationship of Marketing Practices adopted by the retailers with socio-economic variables of the retailers noticed that the null hypothesis H8, H10, H11, H12 and H14 are accepted due to insignificant results. Hence, the relationship between Marketing Practices adopted by the retailers and Gender of the retailers, marital status of the retailers, Education qualification of the retailers, Type of retailers and Area of residence of the retailers are insignificant. The relationship of Marketing Practices adopted by the retailers with socio-economic variables of the retailers noticed that the null hypothesis H9 and H13 are rejected due to significant results. Hence, the relationship between Marketing Practices adopted by the retailers and Age of the retailers and Annual income of the retailers are significant. Further, the relationship between Marketing Practices adopted by the retailers and Gender of the retailers, Age of the retailers, Marital status of the retailers, Education qualification of the retailers, Annual income of the retailers and Area of residence of the retailers have positive association. And also, the relationship between Marketing Practices adopted by the retailers and Type of retailers have negative association.

The relationship of Opportunities for the retailers with socio-economic variables of the retailers noticed that the null hypothesis H15, H16, H17, H18, H19, H20, and H21 are accepted due to insignificant results. Hence, the relationship between Opportunities for the retailers and Gender of the retailers, Age of the retailers, marital status of the retailers, Education qualification of the retailers, Type of retailers, Annual income of the retailers and Area of residence of the retailers are insignificant. Further, the relationship between Opportunities for the retailers and Gender of the retailers, marital status of the retailers, Type of retailers and Area of residence of the retailers have positive association. And also, the relationship between Opportunities for the retailers and Age of the retailers, Education qualification of the retailers and Annual income of the retailers have negative association.

The relationship of Marketing Practices adopted by the retailers with Marketing Strategies adopted by the retailers noticed that the null hypothesis H22 is rejected due to significant results. Hence, the relationship between Marketing Practices adopted by the retailers and Marketing Strategies adopted by the retailers is significant. Further, the relationship between Marketing Practices adopted by the retailers and Marketing Strategies adopted by the retailers have positive association. The relationship of Challenges faced by the retailers with Marketing Strategies adopted by the retailers noticed that the null hypothesis H23 is rejected due to significant results. Hence, the relationship between Challenges faced by the retailers and Marketing Strategies adopted by the retailers is significant. Further, the relationship between Challenges faced by the retailers and Marketing Strategies adopted by the retailers have positive association.

The relationship of Challenges faced by the retailers with Marketing Practices adopted by the retailers noticed that the null hypothesis H24 is rejected due to significant results. Hence, the relationship between Challenges faced by the retailers and Marketing Practices adopted by the retailers is significant. Further, the relationship between Challenges faced by the retailers and Marketing Practices adopted by the retailers have negative association.

The relationship of Challenges faced by the retailers with Opportunities for the retailers noticed that the null hypothesis H25 is accepted due to insignificant results. Hence, the relationship between Challenges faced by the retailers and Opportunities for the retailers is insignificant. Further, the relationship between Challenges faced by the retailers and Opportunities for the retailers have negative association.

The relationship of Challenges faced by the retailers with Type of retailers noticed that the null hypothesis H26 is rejected due to significant results. Hence, the relationship between Challenges faced by the retailers and

Type of retailers is significant. Further, the relationship between Challenges faced by the retailers and Type of retailers have positive association.

The relationship of Issues of the retailers with Marketing Strategies adopted by the retailers noticed that the null hypothesis H27 is rejected due to significant results. Hence, the relationship between Issues of the retailers and Marketing Strategies adopted by the retailers is significant. Further, the relationship between Issues of the retailers and Marketing Strategies adopted by the retailers have negative association.

The relationship of Issues of the retailers with Marketing Practices adopted by the retailers noticed that the null hypothesis H28 is rejected due to significant results. Hence, the relationship between Issues of the retailers and Marketing Practices adopted by the retailers is significant. Further, the relationship between Issues of the retailers and Marketing Practices adopted by the retailers have positive association.

The relationship of Issues of the retailers with Opportunities for the retailers noticed that the null hypothesis H29 is accepted due to insignificant results. Hence, the relationship between Issues of the retailers and Opportunities for the retailers is insignificant. Further, the relationship between Issues of the retailers and Opportunities for the retailers have negative association.

The relationship of Issues of the retailers with Challenges faced by the retailers noticed that the null hypothesis H30 is rejected due to significant results. Hence, the relationship between Issues of the retailers and Challenges faced by the retailers is significant. Further, the relationship between Issues of the retailers and Challenges faced by the retailers have positive association.

The relationship of Success of the retailers with Issues of the retailers noticed that the null hypothesis H31 is accepted due to insignificant results. Hence, the relationship between Success of the retailers and Issues of the retailers is insignificant. Further, the relationship between Success of the retailers and Issues of the retailers have negative association.

The relationship of Success of the retailers with Challenges faced by the retailers noticed that the null hypothesis H32 is accepted due to insignificant results. Hence, the relationship between Success of the retailers and Challenges faced by the retailers is insignificant. Further, the relationship between Success of the retailers and Challenges faced by the retailers have negative association.

Table – 5

Model Fit Summary for issues of the retailers, challenges and success factors for retail marketing with special reference to Tamilnadu

Indices	Value	Suggested Value
Chi-square value	73.052	
P value	>0.001	>0.05 (Hair et al., 1998)
CMIN/DF	3.044	< 5 (Marsh&Hocevar,1985)
GFI	0.979	>0.90 (Hu and Bentler, 1999)
AGFI	0.921	>0.90 (Hair et al. 2006)
CFI	0.976	>0.90 (Daire et al., 2008)
RMR	0.510	<0.08 (Hair et al. 2006)
RMSEA	0.064	<0.08 (Hair et al. 2006)

Source: Output generated from Amos 20

From the above table it is found that the calculated P value is less than 0.001 which is less than 0.05 which indicates the model is not fit. But in the case of failure in P value, the CMIN value is 3.044 which is less than 5 which indicates the model is fit. Here GFI (Goodness of Fit Index) value and AGFI (Adjusted Goodness of Fit Index) value is greater than 0.9 which represent it is a good fit. The calculated CFI (Comparative Fit Index) value is 0.976 which means that it is a perfectly fit and also it is found that RMR (Root Mean Square Residuals) value is 0.510 and

RMSEA (Root Mean Square Error of Approximation) value is 0.064 which is less than 0.10 which indicated it is perfectly fit.

IX. SUGGESTIONS

Even the traditional unorganized retailers feel that super market is the way to future and hence they should change with the modern time. Further, majority of them plan to continue with their current business. From these observations it could be inferred that while they intend to continue with their traditional approach, they do accept that they need to modernize. This is also suggestive of the confidence they have in the traditional format and its future prospects which is based on their strong faith in loyal customer's base and their personal relationship with the customers. Even with the entry and expansion of organized retail formats, the traditional retailers believe that their traditional form will survive. Earlier studies identify that the organized retail outlets like supermarkets and hypermarkets are established out of the town or city which is contradictory to the customer drivers for choosing a grocery store which seem to be nearness to place of residence. The new format retailers are suggested to incorporate their business in the reachable area and should exhibit the comfort level that the customer expects while in dealing with the store owner. Traditional retailers find the determinants of format choice as display of product categories, various services offered, technology inculcated, and how the retailer deals with the market trends. The traditional retailers should tediously implement the above said aspects and prepare to be in readiness to face the impact of organized retailer. The study indicates major problems of Organized Retail Sector. The Stakeholders like Government and others should consider this. The retailer may follow a Concentrated Marketing Strategy which is aimed at connecting with and selling products to a specific consumer group. The retailers may concentrate on the goods and staples that are essential for the given locality, in terms of availability, quality and variety. The Marketing strategies of retailer's are very important tools for improving the value of retail business and to enhance the sales of organized retail outlet. Retention strategies like understanding the consumers, customer delight, store image better environment, attractive merchandising and loyalty programs, Promotional strategies like customer segmentation, personal selling, advertising, entertainment facilities and after sales service, 3. Expansion strategies like franchise/joint venture and training sales personnel, 4. Pricing strategies like free gifts, discounts options and festival offers, and 5. Competitive strategies like competitive pricing and public relation.

X. CONCLUSION

This article has explored the issues, challenges and opportunities prevailing in the organized and unorganized retail market. In particular, this research has examined several types of retailers' marketing strategies and practices towards the retail market considered for the study identifying their success factors and satisfaction towards their retail business. The research also suggests several implications for both researchers and retail managers. Through this research work the researcher has authentically proved that, even though the unorganized retailers have attractive marketing practices in par with the organized retailers, they support the view of opening up of new large organized retail outlets in newer regions. This indicates that the customers would like to depend on an organized outlet at the same time being loyal to the unorganized retailer for products of daily use. This supports the view that there is distinct space for both types of retailers to exist; retailer's satisfaction and retail business weather are the major constituents which drag the market fetching huge profit to the retailers.

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