



## **AN IMPACT OF ORGANIZED RETAILING ON URBAN WEEK-END SHOPPING TRENDS**

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### **ABSTRACT**

Till yesterday typical Indian weekend shopping was dominated by traditional retailing shops. Post liberalization era especially after 2001 witnessed the introduction of few giant stores belonging to Indian and foreign companies like the Tatas, Reliance etc. in big cities. Recently there has been a lot of debate over the entry of Wal-Mart in India. It is amply clear that these organized retailing stores (popularly known as Malls) have clearly dominated the weekend shopping pattern of Indian shopper. Various weekend schemes launched by the companies are pulling the Indian middleclass crowd away from traditional retail stores to these newly opened organized retailing stores. So much so that a new weekend shopping culture is emerging. Traditional kirana shops have started feeling the heat in terms of decreasing sales volumes. Therefore it is worthwhile to take review of the impact of these giant organized retailing stores.

The present paper is conducted in Pune and Pimpri-Chinchwad Municipal area. The sample size is considered as 50 observing the time constrain. The primary data is collected by preparing the Questionnaire and data is analyzed with ANOVA and cross tabulation. Finally

concluded with the observation that there is considerable impact of the Organized Retailing on the urban buyer and 80% of their buying is influenced by weekend-offers launched by Organized Retailer. Further it is observed that Weekend-offers lead to over buying and results in to the locking of available cash funds. This research is useful for strategy formulation by Organized Retailers and always there is ample scope for further research.

## **KEYWORDS**

ORGANIZED RETAILERS, WEEKEND SHOPPING, SALES PROMOTIONAL OFFERS, MALL, SHOPPING TRENDS

## **INTRODUCTION**

The modern culture in “Pune” has become now very vibrant due to economic development and where the new trends are always followed. The upper middle income group families always prefer better products and better market environment. The traffic conditions and average daily travelling distance covered by majority people has resulted in tight working schedule. Observing this social problem many industries and offices establishments have adopted Five Days working schedule. Now people could give Saturday and Sunday fully for their families. Mostly they prefer full day enjoyment, amusement, shopping and meal at some outside area. Modern shopping Malls are equipped with such all-in-one facilities and people could ‘shop, eat and celebrate’ there with their entire family. This is the valid reason for the rise of Week End Shopping culture in Pune and PimpriChinchwad Municipal Corporation area.

It appears prim facially that Organize retailers adopt many sales promotional policies to attract and to bring majority people in the mall culture. It would be always interesting to study these policies and the response given by the buyers. Present Study covers these two objectives and as a hypothesis the impact of week end offers on the buyers is covered.

### **Objectives:**

1. To study the various promotional policies adopted by Organized Retailers
2. To study the buying preference of the customers

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## **Hypothesis:**

H<sub>0</sub> There is significant impact of weekend shopping offers on the buyers

H<sub>1</sub> There is no significant impact of weekend shopping offers on the buyers

## **Research Methodology:**

The primary data is collected through the Questionnaire is circulated amongst the individual respondents at Petrol Pumps and Bus Stops to avoid the bias response to Malls.

**Sample Size:** 50 respondents

**Primary Data:** Questionnaire

**Type of the Research:** Exploratory

**Sampling Method:** Random Sampling

## **Review of literature:**

1. A. T. Kearney Report 2011 – rise in modern shopping trends in India- The 2011 AT Kearny Global Retail Development index (GRDI) marks the 10th Annual Report that highlights the top emerging markets for global retail Expansion. Five Countries China, India, Russia, Vietnam and Chili consistently marked among the top 10 countries of GRDI.
2. A. T. Kearney Report 2007 – Growth opportunities for global retail- Modern Retail grow 25 to 30 percent in India.
3. Wal-Mart Fusibility Report 2012 - Optimize the consumer path to purchase- Shopper & Retail is a common language spoken between manufacturers and retailers - and our consumer and shopper behavioural data has become a currency in this area. Through panels with a large number of consumers shopping across all categories, brands and retailers, provide common understanding of their behaviour. These insights help retailers and brands open new dialogues to keep improving the point of sale performance.

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4. Kumar Rajagopalan, CEO, Retailers Association of India – The role of organized retailers is prominent in the development of retail field in India. The most innovative schemes offered by retailers during last three years.

**Scope and limitations:** fifteen days research activity is conducted based on sample study where there ought to have limitations of sampling techniques. The scope of the present research is confined to Pune and Pimpri – Chinchwad Municipal Corporation Area considering the organized retailing stores, popularly called Malls. There is always a scope for further research in Metropolitan cities and Semi-urban cities and also for unorganized retailing stores.

### **Theoretical Background:**

Usually buyer follows the marketing trends where weekend shopping is trend of market and also family entertainment. Market trends are empowered with attractive offers and the buyers do not have time to spend for shopping during week days. These week end shopping is blend of family entertainment and outing experience. As an example the slogan of Central Mall is “eat, shop, entertainment.”

### **Analysis and Interpretation of data:**

#### **1. Various promotional policies adopted by Organized Retailers:**

1. To attract and to bring majority people in the mall culture these malls and organize retailers celebrate different events, festivals, days and some individual functions. Events like- Music, Dance, Singing Concerts and Competitions. Festivals like- Ganesh Utsav, Navaratri, Diwali, Christmas, Holi-Shimgotsavets. Days like- Friendship Day, Independence Day, Teacher’s Day, Women’s Day, Father’s Day, Mother’s Day, Children’s Day, Valentine Day, etc. Also, Individual Anniversaries and Birthdays etc.
2. Discount offers: Retailers offer up to 50% discount on different goods. Normally the Branded goods is offered with less discount and the unbranded goods is offered with more discount.

3. Exchange Offer: The electronics and consumer durable sections gives exchange offers. This is the fusible solution which gives good resale price to their old commodities and new commodity can be purchased.
4. Monsoon Sale: During monsoon the sale of the rainy boots, and special rainy apparels etc. are promoted.
5. Stock Clearance Sale: At the end of the financial year each time these retailer go for Stock Clearance Sale. They offer the goods at lower profit of no profit level. Buyers many times get desired goods at cheaper rate but this leads to over stocking or buying without present requirement.
6. Buy one Get one Free: The most popular offer amongst the buyer is ‘Buy one Get one Free’ offer. Where the buyer enjoys the advantages of the bulk buying. There is also possibility of excess buying of goods at the part of the buyers.
7. Club Card: The discount point collection card is offered by some prominent retailers like Bigbazaar, and Starbazaar. At every purchase certain numbers of units get credited to the account and the buyer can redeem the points with next purchase.
8. T24 card: T24 is the Mobile card offered by Bigbazaar with venture with Tata Docomo Telecom India Ltd. The mobile cards are offered to the buyers and at every purchase the card gets charged with certain talk time.

**Table: 1 The table showing Various promotional policies adopted by Organized Retailers:**

Name of the Mall	Offers during Weekdays (Monday to Friday)	During Weekend (Saturday and Sunday)
Bigbazaar	Club Card, T24, Discount up to 25%	Club Card, T24, Buy One Get One Free / Two Free, Discount up to 50%,
D Mart	Discount Offers	Discount Offers, Buy One Get One Free, Combo Pack

Star Bazaar	Club Card, Coupons	Club Card, Coupons, Bulk Packs, Family Packs
Reliance	Discount Offers	Discount Offers, Buy One Get One Free, Free Installation and Demo (Example: Air Conditioner)
Easy Day	Discount Offers	Discount Offers, Credit Points System,

Above table gives clear information that there are many offers given by the retailers during the Week End than during Weekdays period. During weekend period many buyers prefer buying and the offers are given to attract the customers. The respondents have clearly indicated the presence of more schemes during weekend period than the Weekdays.

## 2. To study the buying preference of the customers

**Table: 2** The table showing the rank given by fifty respondents to various Retailers:

Name of Organized Retailer	Rank given by Respondent				
	Rank- 1	Rank- 2	Rank- 3	Rank- 4	Rank- 5
Bigbazaar	<b>25</b>	14	3	5	3
D Mart	10	<b>21</b>	8	3	8
Star Bazaar	8	10	<b>25</b>	7	0
Reliance	3	2	12	<b>23</b>	10
Easy Day	4	3	2	12	<b>29</b>

Above table gives rank against the various organized retailers. Rank 1 is assumed as top rank topmost priority where rank 5 denote last rank and least priority. In this context after analysis it is found prominently that the respondents have given top priority to Bigbazaar second rank is given to D Mart, third is to Star Bazaar, fourth is Reliance and last is Easy Day. Finally the average score is found in this context.

**Hypothesis:**

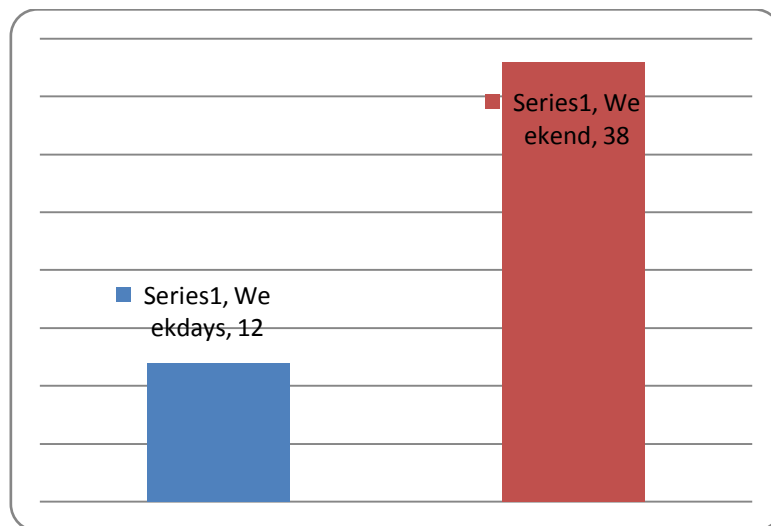
H<sub>0</sub> There is significant impact of weekend shopping offers on the buyers

H<sub>1</sub> There is no significant impact of weekend shopping offers on the buyers

**Table: 3 The table showing the buying preference given by the buyers during weekdays and weekend period:**

Number of buyers preferring the purchase during Weekdays (Monday to Friday)	Number of buyers preferring the purchase during Weekend (Saturday and Sunday)
12	38

**Graph showing the buying preference given by the buyers during weekdays and weekend period:**



In the above graph it is clearly indicated that 38 respondents prefer shopping at weekend (76%) and 12 respondents prefer shopping during weekdays (24%). The response towards weekend shopping is quite remarkable than the week days and table 1 proves that during week-end period comparatively more offers are given by the organized retailers. Hence the hypothesis is proved that there is significant impact of weekend shopping offers on the buyers.

### **Observations and Suggestions:**

There are many interesting and innovative offers given by the organized retailers. As an example more than 36 different offers have been quoted by the respondents. The offers get changed as per the situation to situation and as per the market schedule. It is quite enviable to open new offers but at the same time it is suggested strongly to retailers to continue some of the offers particularly the Club Card, T24, etc. Offers like – Combo Pack, Family Pack, Buy One and Get One Free are very popular amongst the customers. Retailers may draw such type of offers more in times to come. It is further observed that there is significant impact of weekend shopping offers on the buyers. Hence the retailers may get prepared with their offers and fresh stock during weekend time to boost their annual sale.

### **References:**

1. A. T. Kearney Report 2011 –Global Retail Development index (GRDI), A. T. Kearney Report 2007, [www.atkearney.com/](http://www.atkearney.com/)
2. Wal-Mart Fusibility Report 2012 – [www.walmart.com/](http://www.walmart.com/)
3. [www.rai.net.in/](http://www.rai.net.in/)
4. [www.bigbazaar.com/](http://www.bigbazaar.com/)