Research Methodologies Adopted In Studying Of Organized Retailing andits Implications – AnExploratory Analysis

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Abstract: *The Indian retail industry has evolved as one of the most fast-paced and dynamic industries due to the entry of several new retailers. Specifically, it accounts for more than 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the total employment. India is the world's fifth-largest global destination in the retail sector. Indian Retail Industry has great potential as India has the second largest population with more than enough middle class, rapid urbanization and solid growth of internet network. So the new entrants are eager to enter into this space with strong foundation. India's retail market today accounts for more than six billion US dollars and so catches the attention. Most of management and economics researches are being done in retail sector and many more to come.This paper gives the directions to prospective researcher in the topic of retail in terms of research design and statistical technics to be used. The paper also emphasis on various sampling techniques used by different authors from time to time and place to place.*
Keywords:*Research Methodologies in Retail Study, Literature Reviews and Concepts in retailing, Research approaches in retailing.*

I. Various Approaches Adopted By Researchers In Studying Retail And Its Implications

In the thesis titled "THE STUDY AND THE ANALYSIS: AN IMPACT OF ORGANIZED RETAIL ON UNORGANIZED RETAIL IN INDIA"[1] authored by MS PRIYA VIJ, studied the impact using social research methods. The data for the research paper was taken from primary data collected by a survey of the retailers between December 2010 and May 2011 for the PhD thesis being prepared by the Ms. Priya, for Submission University. Sampling method chosen was simple random sampling which is a type of probability sampling. The study surveyed 50 retailers in Indore region and collected the required data through two page long structured questionnaire. The questionnaire was piloted on thirty eight retailers and data was filled into SPSS software. Using SPSS, the reliability analysis was conducted. The validity of the questionnaire was tested by using expert validity, which was part of expert validity. The Experts approved the questionnaire with small changes. The revised questionnaire was administered and data was collected from final 50 retailers in Indore to analyze further.

Questionnaire designed by Vij keeping in mind the objectives of the study which were to analyze the impact of organized retailing i.e. malls, supermarkets on unorganized retail and to find out the competitive strategies adopted by unorganized/small retailers to stand strong. The Literature survey and pre study consultation with industry experts were taken into account while doing the study. The questionnaire consisted of some open ended questions, few questions were either using Likert scale or ranking scale, and dicotomes type of questions.

In another study by RajibDasgupta[2], studied the impact of malls and organized retail on traditional stores in Kolkata region. In order to establish the association between the emergence of new retail malls across Kolkata and its vital consequence on sales that has been witnessed by the traditional or stand-alone retailers in renowned shopping areas in the city, a sample of 100 traditional shops (primarily, garment and provision stores) according to convenience, as the subject of the explorative study. The study considered shops with space of 500 sq.ft. and above for such selection. An important requirement to study was the preparation of a questionnaire with close-ended as well as open-ended questions. The close-ended questions would enable to keep the study within pre-defined parameters to assess the extent to which their customer was diverted to the

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[1]Vij, P. (2013). The Study and Analysis: An Impact of Organized Retail on Unorganized Retail in India. *EXCEL International Journal of Multidisciplinary Management Studies, Vol. 3(7), pp.174-184*

[2]Dasgupta, R. and Banerjee, M. (2009). Impact of Malls and Organized Retail on Traditional Kirana Stores in Kolkata. [online] 30, pp.117-138. Available at: http://www.caluniv.ac.in/dj/BS-Journal/vol-30/Impact_of_malls.pdf [Accessed 3rd November 2017]

malls/supermarkets, while the open-ended questions would simultaneously reflect the diverse opinion of the traditional stores regarding their strategies implemented to survive and compete with organized retails.

In order to put forward the market study for the purpose of establishing the relation between the establishment of shopping malls and the extent of impact sustained by the stand-alone retailers, a period of four financial years 2002-03, 2003-04, 2004-05 and 2005-06 was considered. The analysis and interpretation of data is done both mathematical and graphical way. The primary data collected through the questionnaire is analyzed with the aim of preparing and presenting a comprehensive chart. It was then entered in Microsoft Excel. Using Statistical Package for Social Sciences (SPSS) the data from MS-Excel has been converted and datasheet tables and charts prepared. The study concluded with analysis of impact over traditional/stand-alone shops of organized retailing.

Dr. Kumar S.[3], in the study A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ORGANIZED RETAIL STORES IN ERODE DISTRICT, TAMIL NADU, went ahead and studied 1000 samples from 5 talukas of Erode district. The universe defined for the study was of the consumer, who made their purchases in organized retail stores of Erode district. These samples were carefully shortlisted by the researcher from those who made their shopping from organized retail stores or malls in the five talukas of the study area. Both primary and secondary data were used in the study for the purpose of data analysis and interpretation. For collecting primary data, field survey was done in Erode district. A well-defined and systematic questionnaire was used to collect the primary data. The five selected taluks from Erode district based on the convenience sampling technique for collecting the data. First-hand information related to the customer attitude for purchasing in different organized retail stores/malls were gathered from 1000 respondents surveyed.

The method of using the retail store between the different types of respondents was primarily based on their age, gender, occupation, educational qualification, monthly disposable income, preferred type of stores, family size, and frequency of visit was studied by means of arithmetic analysis and multiple regression analysis.

Impact of organized retailing on unorganized retailing in Karnataka an empirical study authored by Kokatnur, S.[4] studied particularly the employment pattern of un-organized retailing, customer's behavior etc. The study had focused secondary data to work on treatment sample. Field surveys done were not properly mentioned in the study. To study un-organized retailers, sales and profit varied across food and grocery and apparel retailers as the case might be; hence data gathered is presented separately for both the category of retailers using graphical presentation. The data related to change in sales and profit, reason for decrease in sales and profit and percentage of decrease in profit was also shown individually to understand the impact of each variable. Bar charts for treatment sample and control sample was prepared separately and then compared to study the impact of organized retailers or malls. Further, Paired test and Regression analysis was also used to know the relationship between operation of organized retailers and decrease/change in sales and profit.

Whereas, Syed, A.[5] in his study titled Implications of organized retail on buyer behavior, studied the implications using primary data. Researcher used descriptive type of research design to conclude with the hypothesis. The population for the study consisted of both male and female customers who come to buy in shopping malls in Delhi & NCR, Mumbai and Pune region. These cities were selected as survey areas as they are planned cities and new stores had started operating there. The sampling frame consisted of list of shopping malls and retail stores in the geographical area. In order to have a representative sample a list of selected stores in the cities was generated. The sample size consisted of 1200 customers who come to purchase in malls and retail stores in Delhi, Mumbai and Pune as determined by the well-defined formula. For data collection purpose a list of selected malls and retail stores in Delhi& NCR Mumbai and Pune was prepared. Non probability convenience sampling intercept survey method was selected to reach the intended customers. The shoppers were interviewed at various locations when they had completed their shopping at the respective stores.

Gaikwad, Y. (2013)[6], in his PhD thesis analyzed the impact of organized retail on consumer buying behavior. The study considered 1% of the average daily footfall for research purpose. The sampling units of the research were consumers and employees of the organized retail. Primary data has been collected by using different

[3] Kumar, S. (2015). A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ORGANIZED RETAIL STORES IN ERODE DISTRICT, TAMIL NADU-INDIA. International Journal of Management Research & Review, Vol. 5(12), pp.1124-1133. [online] 5, pp.1124-1133. Available
http://ijmrr.com/admin/upload_data/journal_S.%20Kumar%20%202dec15mrr.pdf [Accessed 3rd November 2017]

[4] Kokatnur, S. (2012). Impact of organized retailing on unorganized retailing in Karnataka an empirical study. Ph.D. Kuvempu University

[5] Syed A. (2013). Implications of organized retail on buyer behavior. PhD. Aligarh Muslim University. [online] Available at http://hdl.handle.net/10603/63667 [Accessed on 3rd November 2017]

[6] Gaikwad, Y. (2003). An analytical study of changes in consumer shopping behavior with special reference to organized retail sector in Nashik city from 2001 to 2010. PhD. SavitribaiPhule Pune University.

structured survey questionnaires. The first questionnaire consisted the data from consumer who bought from organized retail format that tried exploring customer hopping behavior. Changes in consumer buying behavior, individual factors affecting on consumer shopping behavior like Cognitive thinking processes which include attitudes, motives, perception and consumer personal characteristics like lifestyles, demographics, personality traits are also considered in questionnaire. The second questionnaire was to gather data from employee working at organized retail format to find changes in organized retail sector, malls/hypermarkets. Statistical technics were used to measure the impact such as percentages, ratios, graphical presentation, chi-square tests etc.

In the study titled Impact of Organized Retail SectoronUnorganizedRetailsector with reference to consumer durables, Nambiar J.[7] tried to study the impact of organized retail on un-oganized retailers doing business in consumer durables. The study mainly based on primary data along with secondary data. The researcher gathered data from 250 consumers residing in the specific study area. The sample survey was conducted within a period of 6 months starting from May 2013 to October 2013. The respondents belonged to different demographic factors such as income and age groups selected through simple random probability sampling method. The research was meant to understand the impact on unorganized retail shops through the behavior of the consumers while buying consumer durable goods after the entry of the organized retail shops since 2005 onwards. The study revealed that customer's preference depends on the changing trends in the market. To understand the behavior of the consumers in the market during different seasons like Indian festivals and ceremonies the researcher conducted the survey for a period of 6 months. The respondents were having shopping experience from both organized and unorganized retail shops. The research was limited to the purchase of consumer durable goods only. Total of 18 questions to organized retailers and 15 questions to consumers were asked to collect the data by researcher.

On the other hand, Borgaonkar V.[8], based her research on secondary data to analyze organized retailing in Pune city. The study was confined to food and grocery, apparel and clothing. Ms. Varsha went through a number of articles, statistics from reports published by Knight frank, McKinsey, journals, news paper magazines etc. The data was also collected from primary source. Questionnaires were given to customers who visited and bought their food-grocery and apparel-clothing from organized retail markets in and around Pune. The purpose of this questionnaire was to collect data on how frequently they purchase, from where and which market they purchase, purpose of purchase spending and percentage of savings d) opinion about the product, outlet and about the employees. Out of 650 questionnaires distributed, three hundred used for food and grocery while three hundred for apparel and clothing and remaining were not validated.

Verma R.[9] studied the emergence of organized retail and its implications on consumer buying behaviour. The purpose of her study was to study the relationship between emergence of organized retail in India and its impact on the consumer behavior. To carry out her study, Verma adopted a systematic model and procedure. Methodology of research included, the selection of the representative sample from well defined population, collecting of relevant information after applying appropriate research tools and techniques, analysis and interpretation of the same using statistical tools for scientific investigation of the problem. This study was based on primary data as well as secondary data. Primary data was collected from specific region of the study i.e. Dehli. Secondary data collected through Indian Institute of Advanced Studies (HAS), Shimla, Library of Panjab University, Chandigarh etc. Various dissertations Ph.D. thesis, research articles, newspapers and websites were consulted to make a base for collection of secondary data simplified.

Total population was not defined in the study, however, convenience sampling was adopted and 400 consumers shopping at the malls were examined by the structured questionnaire. Empirical data was collected through structured questionnaire which also helped in examining the level of satisfaction among the customers of region. To analyze and interpret the collected data, statistical tools were used. SPSS version 18 was used by the researcher to do the analysis such as exploratory data analysis to determine whether the results were in-line with hypothesis of the study. Descriptive statistics were also used by researcher to get the means, standard deviation and other statistical information about the various factors of customer behavior for buying products. To understand the statistical significant difference independent sample T-Test, Mann Whitney U test for gender and ANVA and Kruskal Wallis test for demographics factors were conducted to get the desired output.

[7]Nambiar, J. (2015). IMPACT OF ORGANIZED RETAIL SECTOR ON UNORGANIZED RETAIL SECTOR WITH REFERENCE TO CONSUMER DURABLES. PhD. SavitribaiPhule Pune University.
[8]Borgaonkar, V. (2014). A study of the working of organized retailing in and around Pune with special reference to food and grocery apparel and clothing. PhD. SavitribaiPhule Pune University.
[9]Verma, R. (2011). Emergence of organized retail in India _ an analysis of its impact on consumer behavior. PhD. Hiimachal Pradesh University.

In yet another study titled, Study of Organized Retailing and Its Impact on Unorganized Retailers in Select Areas around Pune with Special reference to FMCG Products being authored by Sharma, K.[10] The research was conducted in order to understand the impact of organized retail on unorganized retail sector in specific research areas around Pune with special reference to Fast Moving Consumable Goods (FMCG) Products. The researcher intended to know the impact on unorganized retail in terms of sales, per customer purchase and changing shopping behaviour of customers after emergence of organized retail. The pros and cons as well as the reliability of the research instrument were also part of the research objectives. In order to answer his research purpose, the Sharma opted to obtain the view of unorganized retailers, consumers and organized retailers in line with his PhD research topic. Specifically, a total of 500 consumers, 316 retailers and 6 organized retail outlets were conveniently selected to make up the sample among total population. Total population in terms of volume was not defined by the author. Selected participants answered a survey questionnaire where researcher used statistical tools like Likert scale, rank method and close ended questions with particular respondents. Information collected from this research instrument were then computed for interpretation. Along with primary data, the researcher also made use of secondary data sourcessuch as published articles and literatures to supplement the survey results. The researcher also referred Krejcie& Morgan 1970 table to determine the sample size. However, volume of population was not defined in the study.

In the doctoral thesis submitted to Anna University, implications of organized retailing in vegetable business were studied by Rajkumar P.[11] The study first defined vicinity conditions, consumer survey boundry, market conditions for the study. The research designed adopted after pilot study carried out and consultation with field expert and academician. Data collection was done through both primary as well as secondary sources. The field work i.e. primary data was collected in the period from November 2009 to March 2010. Various consumers, farmers, agents and traditional retailers from research area were examined to achieve the desired objectives. The researcher termed sampling units Consumers and Traditional retailers as unknown population sizes. To calculate number of agents the researcher relied on expert opinions. For farmers again basis was unknown population.

In the thesis "A Study of organised retail business in selected cities in Western Maharashtra"[12] researcher studied the organized retail and various aspects of organized retail along with it. The geographical scope of the study covered fourm major cities namely Sangli, Satara, Kolhapur and Solapur in Maharashtra. Primary data regarding retailers and customers (Sampling unit) was collected by the researcher. Secondary sources included Books, Journals and Periodicals, Newspapers and Magazines and Internet portals. The study also defined the class of customers to be middle and upper living class as most of the customers of organized retail outlets belong to these classes. The sampling method used for collecting information from respondents for this study was Stratified Quota Convenient Random Sampling. Quota of 500 numbers of respondents was considered for the research. The study kept in mind convenience of Researcher and four cities which are district places - Kolhapur, Solapur, Sangli and Satara are selected as strata to cover population from urban area as well. Western Maharashtra includes Pune district too but was not considered due to cultural difference and level of existence of Organized Retail Business.The 500 respondents stratified such as taken 125 respondents from each cities irrespective of population of the respective cities. 10 organized retail stores were studied from all the four cities. Sample size for traditional retailers were 35 distributed city-wise count as 12, 10, 8 and 5.

Author analyzed the data using graphs, mean, percentage, pie-diagram, bar diagram, tables etc. Suitable statistical tools were used for data analysis for example Chi Square test and test of proportions. The chi-square test is defined as the test of goodness of fit and Chi-Square test of Independence. In the Chi-Square test of Independence, goodness of fit frequency of one nominal variable was compared with the theoretical expected frequency obtained. Hypotheses were tested using Statistical Package for Social Sciences (SPSS).

Desai, S. did comparative analysis of marketing strategies adopted by traditional retailer and organized retailers. The objective of her research was to evaluate the marketing strategies adopted by small and large retailers so as to understand a comparison between them. To test hypotheses she did the study of sample of customers and shopkeepers of both the type of retail outlets. The survey method was adopted to gather the data fulfilling the objectives. Also, survey approach could provide very engaging and rich explorations as it was conducted in a real-world setting. For the study the population was customers visiting small and large retail houses of Kolhapur city along with a sample of small and large retailers. The pilot study undertaken by the researcher indicated that there were around 240 registered small retailers in the geographical scope of the

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[10] Sharma, K. (2012). Study of Organized Retailing and Its Impact on Unorganized Retailers in Select Areas around Pune with Special reference to FMCG Products. PhD. Symbiosis International University.

[11] Rajkumar, P. (2011). Empirical study on impact of Emerging organised urban agro Retailers on traditional Vegetable retail. PhD. Anna University.

[12] Dalvi, C. (2011). A Study of organised retail business in selected cities in Western Maharashtra. PhD. Shivaji University.

research area. Out of these 240 registered small retail outlets, the researcher had selected a sample of 90 small retailers. Another sampling unit was customer, population of which being infinite, researcher selected 470 being only two sample units of the study.

II. Summary And Conclusions

According to comprehensive study done as above, the research approaches to study retail area is totally depends upon the time of the study, background of researcher, degree for the report was made etc. Various research designs are adopted by researchers which includes descriptive research, explanatory research, comparative analysis, empirical research etc. Statistical tools used by the authors depends upon the total population, sample size of respective sample unit. Implications of organized retailing i.e. hypermarkets and malls on traditional retail stores are measurable to the great extent as per the research methodology adopted.

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