

A Study on 3 - Dimensional Approaches in Retailing Market Competition With Special Reference to Retail Sector in India.

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Abstract:

The retailing industry environment is perfect market in nature and the retailers are very difficult to understand the marketing trend, customer behavior and competitor strategies in the business. The top management executives and managers has been used various marketing management concepts and approaches in marketing of goods and services to the end customers and achieve the enterprises objectives in the particular financial year. The business environment has changed in different time periods and the executives are very difficult to plan and organize their work. Retailer has to resolve the problems using three dimensional approaches forecasting the retail environment, and create values to target customer group, delivering the values and satisfied the target customer group. It will support the retailer to manage operations in a particular geographical area, cross selling of goods and services, reduce the operating cost, increases the profit and sustainability in the market.

Keywords – *Forecasting, Geographical Area, Customer Values, Customer Service, Aggressive Selling*

Introduction

The retailing sector is the pillar of the economy and an average 10 percent contribution to the economy. The retailing stores categories like organized stores and the maximum percentile of unorganized stores in many parts of the country. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the publicly traded supermarkets, corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, refers to the traditional formats of low-cost retailing, for example, the local corner shops, owner manned general stores, paan shops, convenience stores, hand cart and pavement vendors, etc.

The industry estimated turnover US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. The stores are using the modern marketing concept in the business by creating values and offered values to their customer groups. The determinant factors in behavior like rapidly increasing income level, changes in lifestyle, favorable pattern of geography, retail offers one-roof shopping experience, emergence of nuclear family concept, improved purchasing power of Indian middle class, presence of domestic and foreign players, expansion of family owned businesses, effect of liberalization, privatization and globalization and building chains around brands in many places. The retail market is perfect competition in nature and with lot of challenges like changes in customer demographic segmentation, behavioral pattern of customer and competitors strategies in the business operation. Retailer has to develop a customer group and managing the business in long run it required dimensional approaches.

Objectives of the Study

- To create values to the goods and services by the retailer
- To adopt aggressive selling and promotion of products.
- To concentrate on customer satisfaction.

Research Methodology

The researcher has used the exploratory research design and secondary data is used in the study. The secondary data has collected from the journals, magazines, newspapers and retailing industry reports and collected data can be analysed through with the expert discussion. It will help

us to arrive the findings of the study, recommendations of the study and to draw conclusion. The limitations of the research like review of literature, geographical location, firm capabilities, timing, customer behavior and expectation and uncertainty.

Review of Literature

Since the research literature review has highlighted the value proposition in the business is very important nowadays. It is a central marketing concept to reduce competition and to maximize the profits. Yue Pan ET. al.(2011) investigated assortment of products, retail density and time pressure. The shoppers store attitudes and behavioral intentions and more timing in the store. Kamal Chopra (2014) indicated the valuebased marketing programs, selling, promotion, service leads to customer satisfaction and increasing the profits. AliIhtiyar.Fauziah et.al studied the comprehensive dimensions framework like competence, customer interaction and service quality are the major factors considered by the customer in Malaysian retail industry and identification of values to winning in the competition. DemetrisVrontis et.al (2016) has analysed the marketer and customer offers in B2C market. Kyungja Park & Joon Koh (2017), described the customer perceived quality, technology and price are the important values propositions in the industry environment.

The second dimensions in the retailing industry were the marketer has to concentrate on aggressive promotion and selling. Kwei-Long Huang et.al (2016), highlighted the products (or) brands only with freebies and price can be used for promotion and attract the target customers and determine the purchases from the specific outlets. Mushegh Harutyunyan et.al (2017) illustrated the marketing strategy of promotions create knowledge to target customer and to competitor brand customers. Especially the positive word of mouth of the existing customer advertisement is to getting new customer from the market. Sukki Yoon et.al (2014) discussed the marketers activities in the business by reducing the price and increasing the quality of the products. He has discussed the retailer lower price promotion and high quality of goods and services is having a good effect in the business activities. W. Glynn Mangold et. al (2012), has discussed the role of social media and influenced the customer decision making process.

The third dimensions has described the customer satisfaction. Lisa S. McNeill (2012) described the customer voice and customer online ratings of various product and services and

major difference in gender wise rating the products. Keh and Teo (2001) retailers has recognized the customer shopping experience and their behavior in the retail outlet. Lo et al (2001) illustrated the Chinese food products exports to other countries. Lee (2002) showed lights the Chinese industry business practices with sales promotion orientation and culture influence the purchases of goods and services.

K. Douglas Hoffman et.al (2002) has discussed the importance of retailing goods price in services industries. The major fundamental elements in pricing of retailing goods like demand, cost, customer, competitive, profit, product, and legal considerations and the more differences and the need for the research in retailing industry.

Need For the Study

There is a hectic competition in the market and the retailers has to follow the trends industry environment and to design strategy. The paradigm shift in the dimensional approach gives anvalue addition to the product and services, aggressive selling techniques, promotional activities, and customer satisfaction is essential to compete with the competitors

Scope of the Study

The three dimensional approaches used to develop the retailing business and retaining the target customer group, value addition, cross selling of product and services, cost reduction in operations, good customer service, sustainability and maximization of profitability.

Findings of the Study

The Indian retailing industry is perfect market in nature with and competition between various sellers like online stores, organized stores and unorganized stores and pricing the products on the basis of GST methods. It is the one of the major emerging markets in the world and more contribution to the country GDP and creates employment opportunities. The major factor are affecting the retailing business like joint venture based the foreign retail outlets are doing the business, customer service, technology, credit facilities to the customers, lack of infrastructural facilities and creates big competition to the Indian retailers.

Recommendations of the Study

The government has setup policies and objectives for the efficient flow of goods and services to the many parts of the country. To creating the infrastructure facilities like cold storage, packaging, transportation and to provide short term loans to the retailers for the retailers to develop the business.

Conclusion

The three dimensional approach is a well defined framework and it supports the major retailing functions like managerial, operational, and useful to forecast the business environment. Using this approach retailer can develop customer values in marketing of goods and services and deliver the values to target customer group and satisfaction of customer in a particular region. It is a strategic advantage competitive advantage tool in the long run for the retailer to maintain the customer relationship and positioning the good image in the mindset of customers.

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