

An Economic Impact of Grocery Retailers in Mannargudi

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ABSTRACT

The grocery retail sector has a significant profitable impact on original husbandry, employing millions of workers to give consumers safe, healthy, and affordable food every day. Agriculture is the top occupation of the people of Mannargudi. The city is located at a distance of 28 km from the headquarters Thiruvavur, 36 km from Kumbakonam, 40 km from Thanjavur and 310 km from the state capital Chennai. The city saw a growth of merchandising by 40 percent over the last few years. Retail formats include departmental stores, shopping malls and grocery stores. The retail sector has 500 outlets which include an unorganized sector similar to grocery stores and other traditional formats. Hence buying groceries becomes accessible. Let us have a look at the different products offered by grocery stores in Mannargudi.

KEYWORDS: original husbandry, top occupation, growth of merchandising, shopping malls, unorganized sector.

INTRODUCTION

Retailing is a socio- profitable system, which brings people together, to change goods and services for a small consideration; which matches the requirements of people, the ultimate consumers, with those of manufacturers and agronomists, which not only satisfies the essential diurnal musts of life but also promotes new cultures, therefore peace, happiness and substance in the community.

Merchandising business is witnessing rapid-fire metamorphosis in its marketing practices. We bought utmost of the diurnal use products from small shops in our neighborhood or a near request. Generally, the shopkeepers vend goods either collectively as a sole owner or with the help of a many sidekicks. In the last few years, still, the conception of large departmental stores and promenades has come up, which also give the same products.

GROCERY RETAILING

A grocery store or grocery shops, is a store that primarily retails a general range of food products, which may be fresh packaged. Retail food store / Grocery mean any establishment or section of an establishment where food and food products are offered to the consumer and intended for out-demesne consumption. The term doesn't include a delicacy and other snack foods, roadside or produce request that offers only whole, uncut fresh fruits and vegetables for trade, or food and libation dealing machines.

MODERN GROCERY RETAIL

In 1990s, the term “ultramodern grocery retail” was basically a deputy for a small group of transnational grocers including Ahold, Aldi, Auchan, Carrefour, Costco, Lidl, Metro, Tesco, and Walmart. It was extensively presumed that retailers’ entry into any request would lead to the demise of the traditional trade – the family- possessed grocery chains, small independent stores, and informal merchandisers that at the time reckoned for the vast maturity of grocery deals in arising requests. The prevailing anticipation was that although there would be original differences due to artistic.

ONLINE GROCER

An online grocer is either a slipup- and- mortar supermarket or grocery store that allows online ordering, or a standalone-commerce services that grocery particulars. There's generally a delivery charge for this service.

RULES OF GROCERY SHOPPING

The supermarket revolution has made grocery shopping an enjoyable chore. Many of buyers now look forward to deals, bargains, special discounts. Fabulous marketing and placement strategies have resulted in buying much more than what is really intended. Even with right intentions. It may result in wastage.

GROCERY RETAIL IN INDIA

The grocery request in India has evolved extensively in the former decade. Also what you need to know about the changing face of demand, dynamics and disturbance in the sector in the sector, and the implications for retailers and consumer- packaged- goods players likewise.

Over the former ten times, gradual shifts – analogous as the rush of modern trade, the entry of cash and, more recently the growth new- age- B2B providers have begun to transform the ecosystem.

The time 2020 was defined by sinusoidal changes and misgivings for the Indian customer, and consequently for grocery retailers as well.

The grocery terrain has a transformation under way, with three factors guiding this shift.

- Digital adaptation
- Innovation for India
- Emergence of ecosystems

These visible monumental shifts in the grocery retail terrain are giving brands and retailers much to suppose about in the pursuit of popularity and profitability. Retailers' route to success appears to involve fortifying their foundational operations while also being at the forefront of pioneering advancements in omnichannel strategies, analytics, and personalized experiences.

OBJECTIVES OF THE STUDY

- ❖ To find out the recent trends in supermarket.
- ❖ To analyze growth & development of grocery retailing in Mannargudi.
- ❖ To analyze challenges of modern retailing in Mannargudi.
- ❖ To find out the consumer satisfaction level from grocery retail stores in Mannargudi.
- ❖ To Analyze the number of job opportunities created by grocery retail sector in Mannargudi.

METHODOLOGY

The study is grounded upon the primary data. The data were collected through particular interview with the help of structured interview schedule. To study the economic impact of grocery retailers 50 sample repliers were named from Mannargudi city by espousing convenience slice system. This study would help small retailers to prepare themselves to face the competition from organized retailers.

PRIMARY DATA

Primary data are those which are collected fresh and for the first time, and thus happen to be original in character. Questionnaire was the instrument being used for collecting the primary data. The data was collected from various grocery retailers from grocery retail shop in mannargudi.

SECONDARY DATA

The data are those which have already been collected by someone else and which have already been passed through the statistical process. Secondary data was collected from journals, magazines and record of the company.

REVIEW OF LITERATURE

Elmar Kulke, Lech Suwala (2015) reviewing the list of the 250 largest retailers (food-retailing and non-food-retailing in 2011), we observed a total of 88 originating from Europe, 86 are based in North America, and 58 are located in Asia. Only 11 companies stemmed from South America and 7 from Africa. At the same time, nine of the 10 biggest global retailers (as measured by retail revenue in millions of US dollars) indicated having their major business area in food retailing. Solely, the US-based The Home Depot, a retailer for home improvement, ranked 8th and broke the phalanx. The top 15 in grocery retailing were headquartered in core economies such as the USA, Germany, United Kingdom, France, and Japan – all of them early industrialized countries.

Dr. Rupali Rajesh (2019) according to Chris Morley, U.S. President FMCG and Retail, Nielsen Jan 2018 “The grocery industry is currently in the age of digital experimentation, where the roadmap on how to navigate and achieve real and profitable growth continues to evolve”. The research indicated that in five-seven years, 70% of consumers will be shopping grocery online. It was estimated \$100 billion spend, which was equivalent to U.S. household spending \$850 online for food and beverage annually, which will occur by 2022 or 2024.

AM Hasanthi Abeykoon (2017) the presence of supermarkets/grocery stores in a neighborhood is associated with buying and consuming healthier food. Grocery stores typically sell healthier food items at affordable prices compared with convenience stores and fast-food outlets wide ranges of fresh food choices, with relatively lower price points, frequent availability and visually appealing presentation, are associated with choosing healthier food options and healthier diets.

Marico’s MD and CEO, Saugata Gupta (2021) consumer goods brand shared that the union budget for FY22-23 should focus on generating demand driving consumption, and sustaining the recovery momentum after the recent pandemic- led slowdown. India’s retail market is estimated to reach \$1.5 trillion by 2030, from \$0.8 trillion in 2020, manifesting the strong consumption power of over a billion Indian consumers, as they migrate upwards in the income pyramid.

GENDER WISE DISTRIBUTION OF THE RESPONDENTS

S. No.	Marital Status	No. of Respondents	Percentage
1.	Male	43	86
2.	Female	07	14
	Total	50	100

Source: Primary data

The above table exhibits the 43 respondents 86% are Male. Remaining 14% respondent are female in grocery retailing. Therefore maximum numbers of grocery retailers are male category.

DISTRIBUTION OF THE RESPONDENTS BY THEIR SHOP TYPE

S. No.	Type of Shop	No. of Respondents	Percentage
1.	Own Shop	36	72
2.	Lease Shop	14	28
	Total	50	100

Source: Primary data.

The Type of the shop is classified into two categories. Such as Own shop and Lease shop. In this study many retailers have own shop (72%) and 28% of retailers have lease shop.

PURCHASING MODE OF THE RESPONDENTS

S. No.	Purchasing Mode	No. of Respondents	Percentage
1.	Bus	3	6
2.	Two Wheelers	19	38
3.	Minivan	16	32
4.	Lorry	12	24
	Total	50	100

Source: Primary data.

The above table shows that purchasing mode is one of the main factors of retailing. In this study 38% of retailers use two wheelers, 32% of retailers use minivan, 24% of retailers use lorry and 6% of retailers use bus facilities for their business.

PROBLEMS FACED BY THE RESPONDENTS

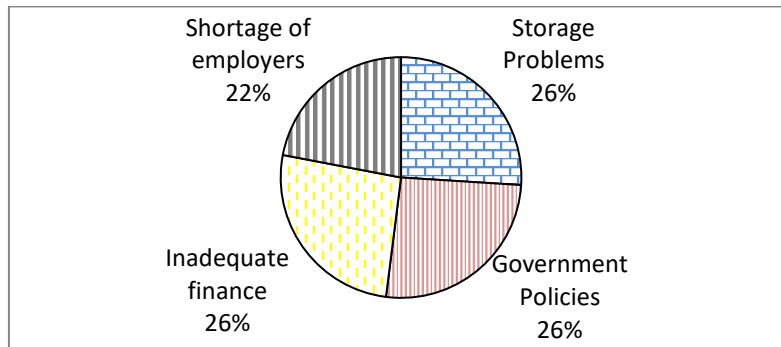
S. No.	Problems	No. of Respondents	Percentage
1.	Storage Problems	13	26
2.	Government Policies	13	26
3.	Inadequate Finance	13	26
4.	Shortage of Employee	11	22
	Total	50	100

Source: Primary data.

The above table exhibits the problems related to the grocery retailers. 26% of the respondents are facing storage problems, 26% of the respondents are facing government policies problems, 26% of the

respondents are facing problem of inadequate income and 22% of the respondents are facing shortage of employee problems in retailing.

PROBLEMS FACED BY THE RESPONDENTS



CLASSIFICATION OF RESPONDENTS BY THEIR FUND SOURCES

S. No.	Sources of funds	No. of Respondents	Percentage
1.	Own money	21	42
2.	Bank loan	4	8
3.	Money lenders	9	18
4.	Friends & Relatives	16	32
	Total	50	100

Source: Primary data.

The above table shows that 42% of the respondents used their personal funds for their retailing business, 32% of the respondents are received financial assistance from their friends & Relatives, 18% of the respondents are borrowed from money lenders, 8% of the respondents are availed the help from bank loans. This indicate that the respondents of the study do not rely only on personal sources but largely on borrow from various formal and informal sources. Only one fourth of them could be in a position to avail bank loan and other relied on bank sources, which changes relatively high interest.

CLASSIFACTION OF THE RESPONDENTS BY THEIR EXPECTATIONS FROM THE GOVERNMENT

S. No.	Government Expectations	No. of Respondents	Percentage
1.	Subsidies	12	24
2.	Low rate of interest	12	24
3.	Reduction of tax	26	52
	Total	50	100

Source: Primary data.

The above table shows the analyses revealed retailers needs government support for their business, majority 52% of retailers need tax reduction on the products. 24%of retailers need subsidies and 24% of retailers need low rate of interest.

FINDINGS SUGGESTIONS AND CONCLUSION

- Majority 60% of the respondents belong to age group of 40 years and above.
- Among the 50 respondents, maximum above 86% are male retailers.
- Majority 40% of the respondents are qualified with Secondary education.
- Majority 78% of the respondents are married.
- Majority 60% of the respondents live in joint family's quite contrast to the existing scenario.
- 32% of the respondents earn above 2 lakhs.
- With regard to previous experience 36% of grocery retailers are to have prior experience of recorded in 15 years and above.
- Fifty four percent of the respondents are doing their grocery retailing business traditionally.
- Majority 72% of retailers are formulate the business by own shop.
- Majority 36% of the respondents prefer employees to manage their business when they are sick.
- Majority 48% of respondents feels their performance is better than other retailers.
- Majority 46% of the respondents are rich satisfied in their business and 38% of the respondents are partially satisfied, In contrast 16% of respondents are not satisfied.
- Highly 38% of retailers transporting the goods by lorry, least of 6% of retailers using bus facilities.
- 66 percent of people agree geographical area is main for grocery retailing, remaining 34 percent do not accept the geographical factor.
- 20% of respondents each grocery retailers are considered geographical area is a main for easy transportation, easy to purchase, standard of commodities.
- 38 respondents (76%) are purchasing the goods from wholesalers.
- 34% of the respondents suggest quality products to increase the sales.
- Each 26% of respondents faced storage problems, government policies & inadequate finance respectively.
- 42% of the respondents use own money for their financial issues, only 8% for retailers get bank loan.
- Highly 56% of respondents are taken insurance policy.
- Majority 52% of the respondents expect the reduction of tax from government.
- 18 respondents (36%) saving kind of money 34% prefer asset saving, 30 prefer gold saving.
- Majority 52% of the respondents think that grocery retail sector is growing at a higher rate than any other sector.
- 30% of respondents agreed 25 percent to 50 percent of grocery retail sector been developed in their area.

SUGGESTIONS

- ❖ Know your Customer: Make it a habit of giving your guests what they want, they will do business and buy from you. The services you give should reflect your client's requirements and wants to let them talk about you in your megacity which is an effective supermarket marketing idea. suppose from your client's perspective; show, vend and say effects that intrigue them, not just what interests you. So start knowing your guests that's how you start to ameliorate the supermarket business. It's a pivotal factor that determines whether you succeed or not. So, start knowing your client. It's a pivotal factor that determines whether or not you succeed.
- ❖ Reduce stay time at counters: Long ranges at billing counters are one of the biggest fears for every client during peak hours and gleeful seasons. Use these simple supermarket ideas to make the stylish

supermarket deals at peak hours. An effective line joker, a mobile POS result for the supermarket that's important and effective would be the need of the hour for every growing supermarket in the request. Do not let your guests search for your salesman every time to enquire about the product. Use a price checker app to let your guests make informed opinions singly and briskly.

- ❖ Use digital platform: The covid- 19 epidemic has been apparent to go digital to sustain your business. As further and further shoppers are using their phones during their shopping experience to keep track of their grocery list, look up constituents for fashions, and use digital tickets. In moment's digital world, with the emergence of hold alls and cash cards, it's high time for the shop- possessors to step into the digital world and inflow with the current trend. Digitized information of force and shelf stocks, cash, and accounts along with multiple payment options makes it a royal check out for the paperback.
- ❖ Tier particulars near Eye Level: Place particulars that appeal to children on the nethermost two or three rows of your shelves so they're at or near eye position to youthful children. This will induce requests to buy particulars parents frequently cannot repel. Place impulse particulars similar as good or delicacy at eye position near the checkout counter to catch the attention of grown-ups.
- ❖ Offer Free Samples: If you're dealing a new product, offer free samples using displays near the particulars. It makes further guests.
- ❖ People respond best when they're offered colorful options to choose from. Train your clerks to make a fellowship with a client, understand their requirements, and suggest the offers and benefits in your store. Start using a good salesperson to manage the purchase history of a client. You can start suggesting products or giving options to guests while they're at the counter.

CONCLUSION

The overall impact of grocery retailing is large, due to a number of factors. The grocery retail sector is a profitable heavyweight on average 1 in 12 workers are employed in grocery retail and the sector accounts for nearly 5 of GDP. Also, it mainly serves final demand, and thus occupies an important position in value chains both as a provider to homes and as an outlet for upstream sectors. It also constantly complements exertion in other hard- megahit sectors. In addition, the grocery retail sector is truly labour ferocious, so any disruptions have disproportionate employment consequences. The sector also relies on low- pay envelope and part- time, on- call and gig workers that are not well- covered by traditional social protection measures, which further strengthens the social consequences of the extremity in this sector.

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