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REVIEW

A conceptual review towards presence of different retail formats in India

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Abstract

The retail sector has experienced drastic changes in the last decade. This paper examines the relative importance of the various products purchased at organized and unorganized retail outlets and the choice of format the purchaser makes when purchasing a product. The paper also discusses the expected development of organized retail in the future, focusing on aspects with potential effects on consumer purchasing behavior. India is having a multilingual and secular spectrum of consumers' market base to be addressed in the paper with a major mass of the markets occupied by the traditional unorganized retailers. As the Indian retail industry is still under the shadow of the unorganized retail format which forms a major chunk of offline retailing in India, with the organized retailers galloping slowly and steadily marching towards the untapped markets getting consumers of the Indian retail industry will be a challenge for these giant global retail players in a developing economy like India.

Key words: Organized, Unorganized, Retailing, Consumer Behavior, Retail formats.

INTRODUCTION

The retailing in India had taken a leap forward with the inflow of Foreign Direct Investment (FDI) in single and multi brand retailing in India. This initiative has opened the gates for different variety of international retailers along with their universal brands and products that can directly be placed in the Indian markets. These international brands and retailers have more affordable price and discounted rates as compared to Indian retailers. Retailing in India covers products such as consumer durables, food and grocery, appeals, fruits and vegetables, dairy products, etc. All the classes of the Indian society are highly engaged with the unorganized retailer. India's immense upper middle class along with the middle class are the potential customers in these global and organized retail industries which just hold 8% (Figure 1) in the unorganized denominated Indian market. The growth of the urbanization and migration of people from smaller towns to crowded cities gave room for the retailing channels to also go into a wide change. The youth of the country which is more educated and techno-savvy in their 20's and 30's is the game changer for these upcoming organized retail formats in India. These new age of consumers would include the buyers and users who prefer the electronic channel like web sites, online purchase, online services, e-commerce, etc as a retailing platform. The majority of the Indian markets are dominated by the unorganized retail segment (92%) till date, which can be witnessed in the (Figure 1). The major reason behind these flows towards unorganized retailer is the bargaining power, value and trust, social belief, cultural belief, consumption pattern, family size and type.

India has emerged as the fourteenth most favorable destination for international retailers, according to the GRDI 2013 report. As compared to the global retail formats these, 8% of India is a small amount, if we compare it with the global retail players across the world. This can be identified from the (Figure 2). This represents that India in the organized retail penetration amounts to only 5% as compared to China's 20%. It can be observed that the penetration of the organized retail formats in India is very less as compared to the other developed and developing nations across the globe. The retail industry in India stands at $390 billion and organized retail is fast catching

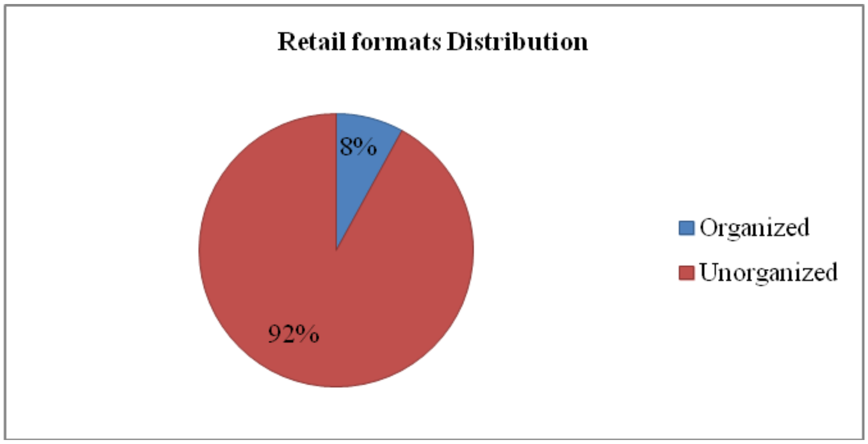

Figure 1: Retail format distribution in India

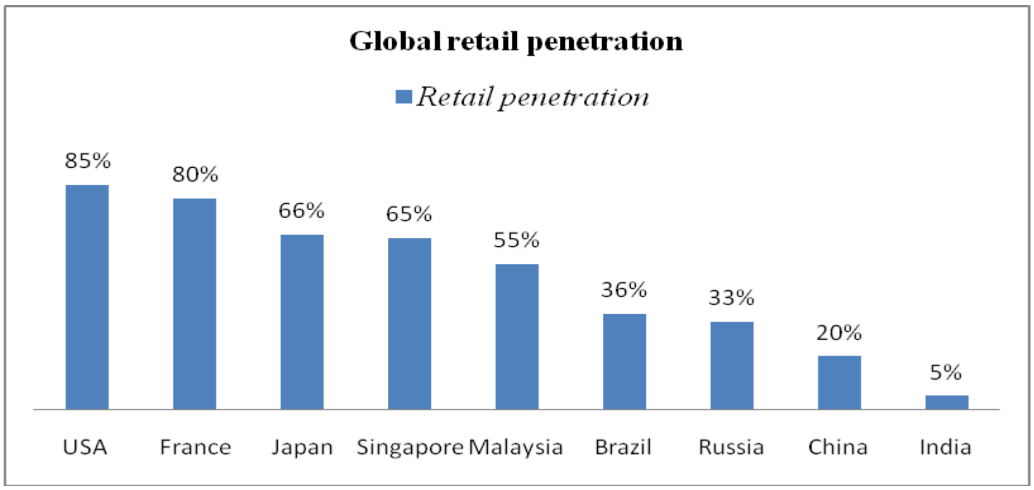

Figure 2: Global Retail Penetration

up. Many of the big retailers have forayed into the on-line mode without much success. This clearly indicates the huge gap between the retail setup between India and other developed countries (India retail blitz, A T Kearny, 2012).

This organized penetration in the India retail sector is bound to increase due to increased income, changing lifestyles, and patterns of demography which are favorable. This has given a boost to the organized retail format as the consumer is willing to satisfy their needs and wants under single roof. Even to match the pace with the growing economy of china and other developed countries across the world, the government should take effective steps for the development of organized retail format in India (IBEF, 2012). The government through its FDI policy has already influenced the international retailers such as Wall–Mart, Carrefour, Metro, Tesco, etc to enter the Indian markets keeping the food and commodity prices under check. Wal–Mart in joint venture with Bharti is establishing wholesale cash–and–carry stores in India with government guidelines. Also, Carrefour has announced its opening their store with name “Carrefour Wholesale Cash & Carry” in New Delhi offering more than 1000 SKUs in food and non-food. Also, Tesco has its presence which is currently limited in southern and western India.

Retail Scenario in India

In India for a long time the local and regular small grocery store and hawkers was the only choice available to the consumers. This was for the reason of the proximity of the stores and their personal relations with the small retailer. Even though here is an enormous potential for the organized retail to strive forwards due to rise in the disposable earnings of middle class Indian family. As FICCI report says (2012), the Indian retail sector accounts for over 20% of the country’s gross domestic product (GDP) and contributes 8% to total employment. The Indian retailing industry is acquired by multiple consumers and customers, these classifications can be done in two broad ways

- Retail consumer – The end to end consumer who purchase the product
- The institutional consumers who purchase the products for commercial use (restaurants, caterers, etc.)

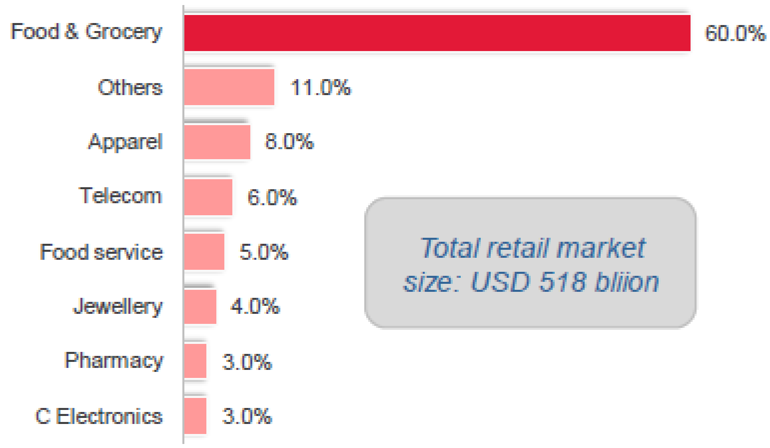

Figure 3: Retail market segmentation Global, 2012
Source: Retail sector in India: May, 2014

The paper mainly focuses on the existence of organized and unorganized retail sector in India. It also discusses how the organized retail sector have persuaded the consumers of more than ever unorganized retail sector in the largely multi–cultural and socially attached Indian markets. It tries to elaborate the presence and existence of organized and unorganized retail format structure in Indian retail industry along with the differences in their preference of selection with respect to the urban and rural consumer base. This gives an insight in the area of consumers' behavior towards their selection of retail formats for purchase.

The actual behavior of these retail consumers and customers will help the decision makers to formulate the retail format selection strategy to attract these consumers. Gupta (2012), with the changing retail scenario the consumers are bound to look beyond traditional retail stores and a look towards organized outlets may be with some uncertainties. The focus to attract them should be based on the geographical variables as the mind of Indian consumers will be different by area and locations based on the classification of villages, towns and cities. It would be interesting to figure out the product choice (international products as compared with the national products in terms of brand and quality) by the different consumers (Gupta, 2009). As observed in (Figure 3) that almost 60% of the category in the retail sector is occupied by the food and grocery sector across the globe. This is because of the total market penetration and the varied profiles of the consumers.

Unorganized Retail Format

The retail industry in India is highly fragmented and unorganized. Haats, Mandis, and Melas have always been a part of the Indian landscape. By unorganized retail trade enterprises, we mean all those local kirana and general shops, family managed–own account trade enterprises (Mom-Pop shops), registered under the Shops and Establishment Act (s), administered by the local authorities. India has some 15 million retail outlets; however a disturbing point is that 96 per cent of them are smaller than 500 square feet in area. These kirana stores also enjoy lower operating costs and higher asset returns. According to a survey by AT Kearney, an overwhelming proportion of the Rs. 400,000 crore retail markets are unorganized in India. As explained by Kalyanasundaram (2012), most Indian shopping takes place in open markets or millions of small, independent grocery and retail shops. Their number is very large and this category of enterprises dominates Indian scenario. At this point in time they apparently are providing tough competition to large retail outlets. The other of retailers includes small shops such as tiny grocery and vegetable shops run from a room of a house, kiosks (often selling a variety of items, like small toothpaste tubes, tooth brushes, soaps, pouches of shampoo, etc.), way-side vendors, and hand carts operating without any licenses. In a country with large number of people and high level of poverty, this model of retail democracy is the most appropriate. The older consumers with a huge experience still prefer to go to the unorganized retail format to purchase their daily required products (Shukla and Shukla, 2013).

Organized Retail Format

The first category retailers comprise traders who possess legal permissions or licenses to undertake the activity, are registered with sales tax/Value Added Tax, etc. Such enterprises are supermarkets; hypermarkets, retail chains, and also the privately-owned large retail businesses. It is expected that the country will accelerate its GDP growth and will sustain a GDP growth rate of about 9.6% by 2020 through organized retailing. The Foreign Direct Investment policy has made the entry of global retail giants to organized retail industry in India difficult but the global retail giants like Tesco, Wal-Mart and Metro AG are entering the organized retail industry in India indirectly through franchisee agreement and cash and carry wholesale trading. Aggarwal (2007), and (Bhardwaj and Makkar, 2007), highlight the emergence of organized retailing in India and view the catalytic effects of retail on Indian Economy. The decreasing family size results in increased number of nuclear families. As a result, youngsters are now taking purchase decision. This is because the young person is educated and has more exposure to the outer world (Dharni and Singh, 2011).

(Table 1) shows the types of organized retail format present in India.

Table 1. Different International and National Organized Format in India

ORGANIZED RETAILERS	*STORES*
Future Group	*Big Bazaar, Food Bazaar, Pantaloons, Central, Brand Factory, E–Zone*
Sanjiv Goenka Group	*Spencer's*
The TATA Group	*Westside, Star Bazaar, Croma*
Reliance Retail	*Mart, Super, Fresh, Footprint, Living, Digital, Jewelry, Trends*
K Raheja Corp Group	*Shoppers Stop, Crossword, Hyper City*
Aditya Birla Group	*More*

Source: Different Companies Websites

Multi-brand foreign retailers such as Wal-Mart, Metro, Carrefour and Tesco have already invested in India under cash-and-carry arrangements. The world's largest retailer Wal-Mart formed a 50:50 JV with Bharti Enterprises in 2007 for wholesale cash-and-carry business. Moreover Tata Group-owned Trent's Star Bazaar tied up with UK's largest retailer Tesco to use its supply chains and infrastructure. Germany's Metro was one of the first entrants in 2003 and currently has eight cash-and-carry outlets across the country. Conversely India's largest retailing outfit is Kishore Biyani's Future Group, with formats like Big Bazaar, Food Bazaar, Home Town, Furniture Bazaar and e-zone, among others.

Online Buyers (E–Retailers)

According to Turban (2006), e-Retailing is defined as retailing conducted online, over the internet. A report by the Boston Consulting Group says online retail in India could be an $84-billion industry by 2016 more than 10 times its worth in 2010 and will account for 4.5 per cent of total retail. As per Eroglua et al. (2001), the retail market is difficult to predict, consumers are evolving, and retailers are expanding operations, further driving the need for IT adoption. In the consumer point of view, online shopping offers convenience (temporal and spatial), value (through price comparison opportunity) and hedonic consumption possibilities. As in India we know that more and more numbers of the population are using the internet, so there lies a major gap in the acceptance of the internet channel of the retail format which is yet untouched this could be due to demographic and geographic factors. As the new generation is more inclined towards technology and social media they would prefer to purchase through different online channels. India's retail sector has undergone several technology evolutions to enable retailers to increase efficiency, improve customer service and become more competitive. As importantly pointed out by (Grewal and Levy, 2007), work is needed that focuses on measuring actual behaviour, such as studies performed in a technology-based environment, which track and observe the actual movement or perhaps determine actual usage and consumption, as consumer panels do. The rising education mania and fast adopting online shopping behavior of the consumers will play a proactive role in bringing prosperity to modern retailing in India (Akram et al., 2014).

LITERATURE REVIEW

Human needs and motives are inextricably linked and the relationship between them is so very close that it becomes difficult to identify the precise difference which may characterize them. Identification of customers seeks to ascertain who the customers are. It is not sufficient to study buying behavior patterns without knowing whose buying behavior is involved. Hence it is necessary to identify the competition and origin of customers (Jobber, 2009). Over the period of time, supermarket chain has come to recognize significant differences in market basket purchases by store locations. Some products, which are branded and expensive, are not stocked in lower-income stores because their prices are beyond the reach of most shoppers (Jones, 2006). A survey conducted by (Pandya and Bariya, 2012), clearly suggests that, the choice for the purchase is determined by the type of product they purchase and that determines their retail format choice. It was concluded that majority respondents preferred to go to unorganized retail outlets for staple items like fruits and vegetable. However they spent more amounts in organized retail outlets, whereas majority respondents preferred to go to organized retail outlets for other packaged food, cosmetics and household cleaning products. The study conducted by (Jhamb and Kiran, 2012), shows that consumers give more preference to product attributes than store attributes. Due to which there can be shift in preference for organized shops based on better quality, choice, availability and convenience than the existing shops (Bandyopadhyaya and Sengupta, 2013). The ever

Table 2. Retailer preference selections of retail formats

Which Retailer Respondents Prefer					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Mostly Organized	176	45.01	45.0	45.0
	Mostly Unorganized	215	54.99	55.0	100.0
Total		391	100.0		

changing consumers' psychographic variables have contributed immensely to the growth of store format typologies such as convenience stores, discount stores, super markets and hypermarkets (Prasad and Reddy, 2007)

A comparison between the consumer behavior in Malls and Mom and Pop's Store with several factors affecting their behavior to purchase from which type of store depending on the perception of the consumer, the more the educated the more are the mall trend setters (Shah, 2009). Customer perceptions of grocery store attributes differ for kirana stores and organized retailers and concluded that customer preference towards grocery stores was found to be positively related to location, helpful, trustworthy salespeople, home shopping, cleanliness, offers, quality and negatively related to travel convenience.

Kiranas do well on location, but poorly on cleanliness, offers, quality, and helpful trustworthy salespeople. The converse is true for organized retailers (Goswami and Mishra, 2009). As confirmed by Levens (2012), the youth market can be segmented by age with other factors, including behavior, wealth, interests, social maturity, ethnic identity, location, urban versus rural, gender, online communities, school and sexuality. Explained by Mohanty (2012), the study aims at evaluating the consumers' attitude towards nearby market, big bazaars and shopping malls and to analyze the related reasons age wise, education wise and income wise. According to Dash (2011), the survey of 200 respondents was classified into 14 variables grouped into three factors or dimensions that best explain namely – Technology, Innovative Format Decision and Customer Centricity.

Cherukuri (2010), examined the impact of situational factors such as task definition, perceived risk, physical surroundings, social surroundings and Temporal aspects on retail format choice decisions relating to Kirana stores, convenience Stores, supermarkets and hypermarkets in the fast growing food and grocery retailing in India. Social status becomes the background of the consumer behavior in selecting a retail format. The implementation of the theory of planned behavior is to explore consumer behavior in selecting a retail format at shopping Ardhanari et al. (2013). The customers visiting organized food and grocery stores are status and quality conscious while deciding on the store to purchase from and brands to purchase. They always look for the benefits of shopping in a store over the traditional retail outlets in terms of self-selection, variety, comparison of brands and discounts available and also seek value for the money they pay (Singh, 2012). Wel et al. (2011), mentioned that shopping trends have shifted from stand alone traditional grocery outlets and department stores to hypermarkets and shopping malls. Khare (2011), explained that the current research was directed towards small city consumers to understand their mall shopping behaviour.

Consumer Buying Behavior

Based on the study it was essential to make a hypnotically observation by quickly collecting responses from the selected respondents about the picking of retail format they prefer. As shown in the (Table 2) above, it was identified that the majority of the consumers with 54.99% still prefer to have a traditional unorganized retail format as their majority of the choice, while 45.01% of the respondents mostly prefer organized retail format as their 2nd best option.

Thus, unorganized retail industry in India has absolutely come to terms with the fact that the consumer needs and buying behavior are very different for each catchment within cities. Also, it has been observed that the perception of the consumers has inclined towards the unorganized retail sector in India. Because of this, the organized retail in India has faced many challenges and realized that India is very complex and a challenging country from a scalability perspective to serve the need of a diverse mix of customers' variation. To explore on the specific factors responsible for selecting retail formats, the following (Table 3) literature review explores the scope of the study in the retail industry and also help in understanding the behavior of the retail consumers' in Indian context.

CONCLUSION AND RECOMMENDATIONS

Looking at the retail consumers in India, they are more inclined towards the unorganized retail format due to demographic, sociological factors like education, religious belief, type of purchase, the type of product they utilize, their daily requirement and technology in terms of the channel they select to purchase and buy. This indicates that modern retailing has miles to go in India. However, in recent times the Indian retail experience has gone beyond the traditional store and includes numerous touch points such as online stores, social networks, call centers, etc. The growth of modern formats has been much slower in India as compared to other countries and the development of this sector depends on the presence of regulatory and structural constraints. Government has to take care about the existence of organized retail stores in India and they have to take measures to overcome the challenges. Then the fast growth of organized retailing can be possible in India. From this paper we can say that

- Association between the mall shopping behaviour in rural and semi urban cities as their purchasing behaviour can be different in terms of many variables, namely

Table 3. Literature review on identifying the study of retail selection

Author	Study on	Factors that influence format choice	City/ Country of Study
(N. Chamhuri, 2009)	Store Format Choice	Freshness, Relationship with retailers, Good quality, Competitive Price, Convenience, Varieties, Good environment	Klang Valley, Kuala Lumpur, Malaysia
(Bhatnagar & Ratchford, 2004)	Store Choice	Time, Price, Travel cost, Household income, Perish ability of goods	Buffalo and Amherst, USA
(Mutandwa, 2011)	Choice of Grocery Store	Product, Place, Price, Promotion, Physical evidence, People	Zimbabwe
(Thang & Tan, 2003)	Consumer Preference For Stores	Merchandising, Store Atmosphere, In-store service, Accessibility, Reputation, Promotion, Facilities, Post-transaction service	Departmental stores in Singapore.
(Yilmaz, Aktas, & Celık, 2007)	Consumer Store Choice	Selling improvement services, Sales personnel attitude, Convenient location, Physical environment, Store reputation, Attractive atmosphere, Price quality, Neat and order	Five geographical regions in Turkey.
(Dalwadi, Rathod, & Patel, 2010)	Consumer Perception towards Organized Retail Store	Demographic, Situational, Store attributes.	From organized retail stores in Ahmedabad, India.
(Cherukuri Jayasankara Prasad, 2011)	Retail Format Choice	Demographic, Geographic, Psychographic	Secunderabad and Hyderabad in Andhra Pradesh, India
(Zameer & Mukherjee, 2011)	Consumers Patronage behavior between Traditional and Modern store	Location Convenience, Customized Convenience, Dissonance Reducing, Store Management	National Capital Region,(Dehli metro, Noida, Gurgaon and Faridabad) India.
(Mirza, 2010)	Choice of Retail Outlet	Age, Gender, Household size, Occupation, Education level, Level of income	City of Karachi, Pakistan

income, age, technology, social, cross cultural consumer across India with a wider sampling and heterogeneous groups.

- It becomes essential to identify end user profiling which in return can be implemented to recognize the blueprint of buying behaviour towards retail formats purchases
- By applying the different hypothetical models of consumer behaviour, it can be useful in determining the diverse behavioural aspects on the behaviour attitude towards the retail format purchase.
- It would be recommended to propose a co-existence model for both unorganized and organized type of retail format in India, which in return will act as a bridging between markets and add to the overall performance of the retail player's local along with global giants.

Managerial Implications

The chunk of Indian retail industry is dominated by the unorganized retail sector. The international retail giants like Wall–Mart, etc need to develop an effective entry policy to pinch the Indian retail consumers' who have a traditional mindset towards their retail purchases. These global retailers need to formulate their segments they target looking with the geographical aspects of the India consumers' and convenience. The retail players need to be more focused and concentrate on the Indian rural segment, having vast and untapped potential. For this, the strategy should be different from that of urban to turn challenge as an opportunity. The young generation, growing income, an improved infrastructure, Public Private Partnership is one of the areas where retailers can focus on to improve their revenues and sales with the increase in the customer base as a whole. Nowadays consumer is increasingly associated to both the material and the digital space and able to collaborate with retailers through numerous channels concurrently with the help of physical and virtual touch points.

Conflict of interest

Authors have none to declare

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