
RETAILING – A CASE STUDY OF THE KIRANA STORE KEEPER'S PERCEPTION IN KRISHNA DISTRICT, A.P

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Abstract

The major objective of the study is To find out the kirana store keepers behavior surroundings areas in Krishna District. To know the satisfaction of store keepers with regard to retail.

To know the demands of kirana store keepers in the roads of Machilipatnam and surroundings areas.

Introduction:

A) International Kirana Store keepers

A grocery store or grocer's shop is a retail shop that primarily sells food. A grocer is a bulk seller of food. Grocery stores also offer non-perishable foods that are packaged in bottles, boxes, and cans; some also have bakeries, butchers and fresh produce. Large grocery stores that stock significant amounts of non-food products, such as clothing and household items, are called supermarkets. Some large supermarkets also include a pharmacy, and customer service, redemption, and electronics sections.

In Canada, the United Kingdom, and the United States, supermarkets and convenience shops are sometimes described as grocery businesses, groceries or simply grocers. Small grocery stores that mainly sell fruits and vegetables are known as greengrocers (Britain) or produce markets (U.S.), and small grocery stores that predominantly sell prepared food, such as candy and snacks, are known as convenience shops or delicatessens.

Some groceries specialize in the foods of a certain nationality or culture, such as Chinese, Italian, Middle-Eastern, or Polish. These stores are known as ethnic markets and may also serve as gathering places for immigrants. In many cases, the wide range of products carried by larger supermarkets has reduced the need for such specialty stores. The variety and availability of food is no longer restricted by the diversity of locally grown food or the limitations of the local growing season.

The first self-service grocery store, Piggly Wiggly, was opened in 1916 in Memphis, Tennessee by Clarence Saunders, an inventor and entrepreneur. Prior to this innovation, the customer would walk up to a counter or display and ask for the food items they wanted to purchase. They could also hand over a grocery list as an order that the grocer or other clerks would then fill and charge the customer for. Saunders' invention allowed a much smaller number of clerks to service the customers, proving successful (according to a 1929 issue of Time) "partly because of its novelty, partly because neat packages and large advertising appropriations have made retail grocery selling almost an automatic procedure.

B) Indian Kirana store keepers

Retailing in India is one of the pillars of its economy and accounts for about 10 percent of its GDP. The Indian retail market is estimated to be 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.

As of 2003, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population).

Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, forbidding foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51% ownership and a bureaucratic process.

In November 2011, India's central government announced retail reforms for both multi-brand stores and single-brand stores. These market reforms paved the way for retail innovation and competition with multi-brand retailers such as Walmart, Carrefour and Tesco, as well as single brand majors such as IKEA, Nike, and Apple. The announcement sparked intense activism, both in opposition and in support of the reforms. In December 2011, under pressure from the opposition, Indian government placed the retail reforms on hold till it reaches a consensus.

In January 2012, India approved reforms for single-brand stores welcoming anyone in the world to innovate in Indian retail market with 100% ownership, but imposed the requirement that the single brand retailer source 30 percent of its goods from India. Indian government continues the hold on retail reforms for multi-brand stores.

On 14 September 2012, the government of India announced the opening of FDI in multi-brand retail, subject to approvals by individual states.

On 7 December 2012, the Federal Government of India allowed 51% FDI in multi-brand retail in India. The government managed to get the approval of multi-brand retail in the parliament despite heavy uproar from the opposition (the

NDA and leftist parties). Some states will allow foreign supermarkets like Walmart, Tesco and Carrefour to open while other states will not.

C) Andhra Pradesh Kirana store keepers

A general store (also known as general merchandise store, general dealer or village shop) is a rural or small town store that carries a general line of merchandise. It carries a broad selection of merchandise, sometimes in a small space, where people from the town and surrounding rural areas come to purchase all their general goods. The store carries routine stock and obtains special orders from warehouses. It differs from a convenience store or corner shop in that it will be the main shop for the community rather than a convenient supplement.

General stores often sell staple food items such as milk and bread, and various household goods such as hardware and electrical supplies. The concept of the general store is very old, and although some still exist, there are far fewer than there once were, due to urbanization, urban sprawl, and the relatively recent phenomenon of big-box stores. The term "general merchandise store" is also used to describe a hybrid of a department store, with a wide selection of goods, and a discount store, with low prices.

Most local online grocers have their own drivers. The most common type of personal delivery involves storing grocery inventory in a warehouse to deliver to customers once orders are placed. Another type of personal delivery which is less common is based on just-in-time business in which there is no warehouse or inventory. In this type of delivery, customers place orders for next-day delivery. The online grocer shops for the groceries on the morning of the delivery day.

Some grocery fulfillment centers are set up as dark stores. Online-only grocers typically have warehouses or distribution centers nearby, to allow local shipping of refrigerated items.

Online grocers with a large regional or national delivery area may ship groceries using courier services. If the order contains cold or frozen items, this involves "flash freezing" the goods and pack them into special shipping containers. In Machilipatnam around 852 Kirana stores are there doing their retail business. A sample of 180 kirana store keepers has taken randomly for the study purpose.

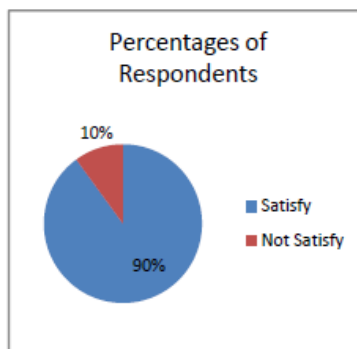
Analysis of Data:

Fresh Kirana stores business in maintenance:

Options	Number of Responding	Percentages of Respondents
Satisfy	162	90%
Not Satisfy	18	10%
Total	180	100%

Inference:

From the above table, 90% kirana stores are maintained fresh kirana stores and 10% are not maintained

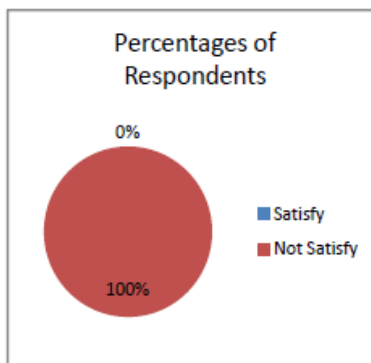


2. Giving Discounts while they are retailing business:

Options	Number of Responding	Percentages of Respondents
Satisfy	0	0%
Not Satisfy	180	100%
Total	180	100%

Inference:

From the above table, 0% are giving discount and 100% are not giving discount.

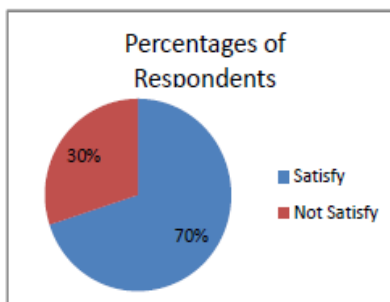


3. While retailing business getting profits

Options	Number of Responding	Percentages of Respondents
Satisfy	126	70%
Not Satisfy	54	30%
Total	180	100%

Inference:

From the above table, 70% are getting profits, 30% are not getting the profits.

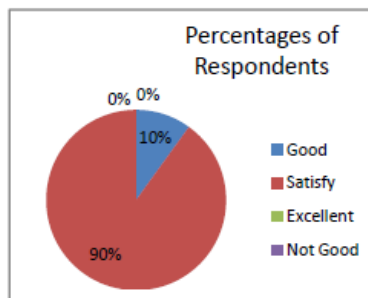


4. Receiving of customers by kirana store keepers.

Options	Number of Responding	Percentages of Respondents
Excellent	0	0%
Good	18	10%
Satisfy	162	90%
Not Good	0	0%
Total	180	100%

Inference:

From the above the table, 10% are good, 90% are satisfy, 0% are excellent and 0% are not good.

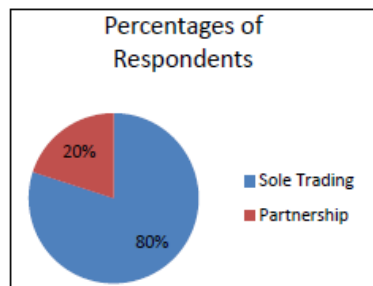


5. Types of kirana stores:

Options	Number of Responding	Percentages of Respondents
Sole Trading	144	80%
Partnership	36	20%
Total	180	100%

Inference:

From the above table, 80% are sole trading and 20% is partnership.



Findings and suggestions:

- 1.No transport facility after Trading
- 2.“Carry bags” are prohibited but most of the kirana stores are utilizing
- 3.Electronic weighing machine are not maintained properly.
- 4.Not maintaining Healthy environment
- 5.To set up a plan to make the Kirana store
- 6.After the establishment of the Kirana store it is organized in regular manner
- 7.Most of the Kirana store keepers plan their store through in one process
- 8.The Kirana store keepers are after arrival of the customers they will be shown their products what they want.
- 9.Many people at one time make their store keeper businesses for the profits.
- 10.Most of the Kirana store keepers starts their business only in rush areas.
- 11.Some Kirana store keepers are changed their products for the loss of their first business.
- 12.In Kirana store business the store keepers maintained the more products because they want more profits in their business

Conclusion:

Thus I can come to the conclusion that factors that are playing a role in fuelling the bright future of the Indian Retailing are as follows.

The income of an average Indian is increasing and thus there is a proportional increase in the purchasing power.

The infrastructure is improving greatly in all regions is benefiting the market.

Indian economy and its policies are also becoming more and more liberal making way for a wide range of companies to enter Indian market.

Indian population has learnt to become a good consumer and all national and international brands are benefiting with this new awareness.

Source:

Primary data collected by III B.Com (G) students on 03-11-2018 of Noble College (A) Machilipatnam.