



RETAIL MARKETING- GROWTH, OPPORTUNITIES AND CHALLENGES IN PRESENT INDIAN SCENARIO

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Abstract

Common saying the customer is always right and an age old business mantra that customer is the king which entails on assurance given to provide good customer services to the end users i.e. the customers. Keeping consumer needs effective marketing strategies have to be undertaken. A situation where customers return back to purchase the product or avail the service is the repeat business which brings revenue to the business. . Customer loyalty and satisfaction should be fulfilled to achieve business aims; As E- Commerce has become one of the biggest booming industries. In today's day and age consumers are using their smart phones to search, Customers have more choices, Sellers /Stores have to reach them with advertising, promotions, etc. Retail marketing strategy has to be properly planned and executed which includes activities that need to be taken up to promote the sale of the product

A good customer relation marketing strategy must be designed and executed to attract customers, create and sustain market in our favor, any different approaches and strategies retailers can use to market their goods and services. Consumers today are becoming digitally conscious and marketers are leveraging this opportunity to position their brands in a clutter breaking manner and gain competitive edge

Keywords: Retail marketing, Customer Loyalty Marketing strategy, E –Commerce.

Introduction

Retail comes from the French word retailer, which refers to "cutting off, clip and divide" in terms of tailoring (1365). Retailing is direct interface with the customers, manufacturers depend on retailers to sell their products to the ultimate consumers, retailing is considered an easy option as no large investment is necessary but due to large number of outlets has resulted in fierce competition.



While barter is considered to be the oldest form of retail trade, retail in India has evolved to support the unique needs of our country given its size and complexity. Retailing is the largest private industry in India and Second largest employer after agriculture. Retailing in India provides employment to about 7% of total work force in the country and contributes about 14% to GDP of India. . Communication, Computer inventory and product logistics along with technical skills are required to make the retail business successful, policies framed as work rules are road map to success. Consumers have gradually begun to experience the quality, choice, convenience and benefits of organized retail industry. Thus retailing is understood as the final step in distribution of goods and services.

Research Methodology

Secondary Data: Among the sources for this data were latest journals and articles from internet, visited various websites which provide detailed information on retail marketing.

Literature review

Various articles and publications have been written by many researchers on Indian retail industry with different focuses; some of their key findings have been highlighted down here to have an overall idea. More companies are retailing the internet; People are beginning to make purchases outside of conventional retail stores due to **online** marketplaces like Flip kart, Snap deal, eBay etc

Need for the study

The Changing customer demand ,opening up of markets , technological developments, ever increasing competition affects the retail business and moreover the rising need for consumer goods in different sectors including consumer electronics and home appliances, companies investing in this should enhance marketing knowledge in retailing as essential field of study as companies/organizations must do better than their competitors not only in attracting new customers, but also in retaining existing customers. The internet also has impacted retailers in making their presence felt making consumers feel that they have the best of everything. Media sites like facebook, twitter, flickr etc are disseminating knowledge and information to a huge number of users which are beneficial to businesses in the form of cost reduction by decreasing staff time, increase the probability of generating revenue In today's fast-paced retail environment, shoppers are mostly using their smart phones to do product research.



EMERGING TRENDS IN INDIAN RETAIL SECTOR

The India Retail Industry is gradually inching its way towards becoming the next boom industry. Modern retailing has entered into the Retail market in India as is observed in the form of bustling shopping centers, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof. The government has allowed up to 100% foreign direct investment (FDI) in marketing of processed food products produced and manufactured in India. So far, India has allowed 100% foreign investment in business-to-business (B2B) e-commerce but none in retail e-commerce—i.e., business-to-consumer, or B2C. Within retail, the emerging sectors would be food and grocery, apparel, electronics, e-commerce, fashion and lifestyle.

One of the major challenges for most retailers is the continuous communication disruptions in the Supply Chain Management channel. Social media is engaging with consumers online. Some popular social media sites are Facebook, YouTube, Twitter, Digg, MySpace, StumbleUpon, Delicious, Scribd, Flickr etc. which is disseminating knowledge and information to a huge number of users which are beneficial to businesses in the form of cost reduction by decreasing staff time, increase the probability of generating revenue

In today's fast-paced retail environment, shoppers are mostly using their smart phones to do product research. They use their phones like they would a sales floor associate, to ask questions but not to actually complete a purchase. Being empathetic to customers' needs and expectations is essential if you are to deliver a relevant and meaningful experience. This means understanding customers... really understanding them.

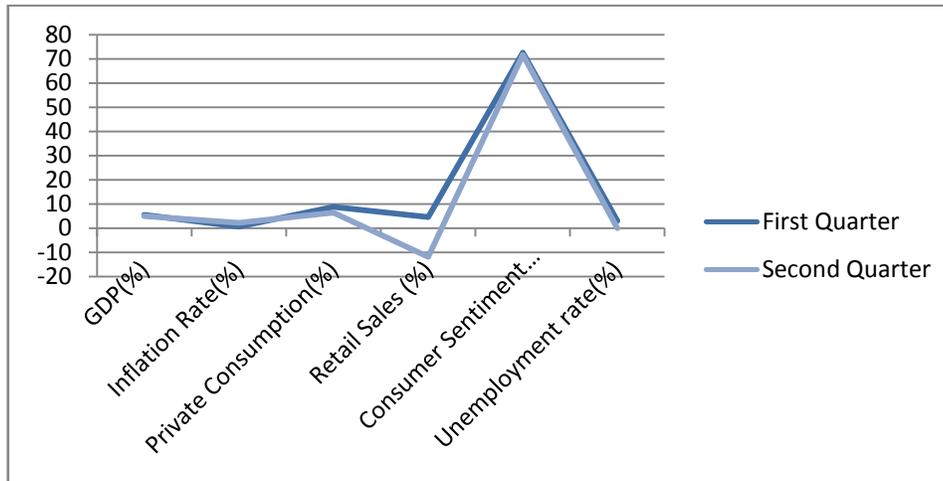
The Major Key players in retail marketing are

1. Future Group
2. K Raheja Group
3. Tata Group
4. RPG Group
5. Landmark Group
6. Piramal Group
7. Subhiksha
8. Reliance Group
9. AV Birla Group

The total retail sales in India has grown approx 785.12 billion by 2015. Indian retail sector accounts for 22 percent of the GDP and contributes to approx 8% of the total employment



COMPARISON OF RETAIL SALES WITH OTHER ECONOMIC INDICATORS



Change in the economic environment has enabled retailing in India a good progress in organized retail sector which is because of massive presence of manufactured goods like textiles, consumer goods etc.,

The Road ahead

India's retail industry is the second largest sector, after agriculture, which provides employment opportunities, with India's Large young population and high domestic consumption, the trend is favorable but the status of Retail Industry depends mostly on external factors Like Government regulations and policies, real estate prices, besides the activities of the retailers and demands of the customers also show impact on retail industry E-commerce is expanding steadily in the country. Though customers have the ever increasing choice of products, more product choices actually lowers their purchase satisfaction but also gives consumers access to an unprecedented amount of **product** information.

Conclusion:

India is one of the countries with the world's youngest population with medium age of 24 years as against 35 years in US, 41 years in Japan and 30 years in China. But the new generation has grown in the era of globalization and is composed to western lifestyle thus demanding the same experience on the home front. Global retail industry has travelled a long way from a small beginning to an industry where top 200 retailers in the world account for 30 percent of avoidable demand. Share of retailing in total employment in US is 16 percent, Brazil 15 percent, China 7 percent where as in India is 8 percent. Today's hyper competitive marketplace requires a customer-centric innovation plan that can evolve along with rapidly changing technology and customer demands. Shifting focus to a consumer centric approach, to complement and enhance



traditional strategies is a vital step in understanding today's new consumer. This notable change is marked due to the fact in philosophy of life of urban Indians which prioritizes the comfort rather than the savings for comfortable tomorrow.

Today's hyper competitive marketplace requires a customer-centric innovation plan that can evolve along with rapidly changing technology and customer demands This notable change is marked due to the fact in philosophy of life of urban Indians which prioritizes the comfort rather than the savings for comfortable tomorrow. This theory has been a turning point towards the Indian consumer market.

It has been observed that the rural India is following the footsteps of urban brethren. Increasing number of households in rural area is climbing the ladder of prosperity from level of subsistence to the level of higher spending. With the steady rise in rural middle class, the class aspirants too are rising steadily with higher discretionary spending power. The Indian consumer and his behavioral response towards the development of organized retail can be attributed to the economic and social changes taking place in the country. The growing fragmentation of consumers into multiple segments with different values and buying priorities is the natural outcome. They have become more pragmatic, educated and demanding learning the time and money management.

Though there are ups and downs observed in the Indian economy, more than 77 percent of Indians are optimistic about further economic improvement in India. Factors such as bulge in the working age group population less number of children in the family, care nest women folk, less dependency of aged population. The most important thing is to continue innovating and keeping pace with the customers' changing lifestyles.

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