

Consumer Empowerment in Retailing

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ABSTRACT

The growing shopping trend of women customers has offered retailers to ascend to another arrangement of freedoms. The dominant portion of women consumers settles solely on costly goods and administrations. This has helped their faith in decision-making for purchases. Today, in consultation with their male partners, women consumers are known as 'genuine customers.' In decision-making, they are keen, trained and free all over. Relatives, companions and friends respect HER buying choices. She consequently feels more driven and reliable when shopping. Some of the characteristics, such as happiness and enthusiasm, appeared extraordinary from perusing, selecting, eventually dismissing purchasing ('trading/returning' here and there). As Pierre Martineau puts it aptly, shopping allows a lady to feel like a 'day sovereign'... flattered and imperious. She 286 feels free, independent and active with the opportunity to make choices when shopping. The women of this modern age are highly skilled, used, presented to unfamiliar business sectors, checked and genuinely called for. Subsequently, women customers find themselves on the retailers' radar screen.

Keywords – Retailing, Decision, Making, Ability, Women, Customers

INTRODUCTION

Retailing

In the generated countries, retailing has undeniably grown and taken an industry role. Global retail sector is worth as impressive U.S. \$ 6.6 trillion, according to Mc Kinsey and CII report (2007), retailing is the world's biggest private industry, in front of cash (U.S. \$ 5.1 trillion) and engineering (U.S. \$ 3.2 trillion). This gives an obvious indication of retailing and its changing contribution to the economy of the country. The generated economies are coordinated over the vast majority of the retail trade and contribute to three-fourths of the absolute retail profits. As indicated by the Data Monitor (2006-07) retail survey, huge corporate stores such as Wal-Mart, Carrefour Group, Sears, K-Mart, McDonalds, etc. have now replaced the individual small stores and whose sales are more prominent than a portion of the agricultural countries' GDPs. As these sources are enormous, the appropriation networks are regulated by enormous limits and deal with

the producers. A portion of the enormous retailers have grown to the degree of supplanting the producer items/brands by building up their own "private/retailer marked brands". Sears, for instance, transports over 80 percent of its private labels on its shelves. Today, the development network is overwhelming retailers of the produced economies as well as making their essence on the list of top organisations worldwide. 500 organisations and about 25 of the Asian top 51 200 corporations are organised retail outlets with more than 50 fortunes, and 10 percent of the very rich people in the world are retailers. The establishment of organised distributors in the worldwide customer market can confirm these confirmations.

Retail Trends in the United States of America

In the history of retailing, the United States of America (USA) was a harbinger. Today, 80 percent of the retail exchange in the US is controlled by organised players. Wal-Mart alone manages 6 percent of the absolute retail trade and the main 50 retailer's control 36 percent of the organised retail. The after-effect of this industry in the US is a greater share of 16 percent of the sector and 10 percent of GDP. In any time of the life cycle of the retail industry, the U.S. retail industry is almost surpassed. The company has travelled to a super market and catalogue showrooms from a little mother n pop store. Retail deals in the U.S. have evolved at a normal arousal pace, adapted to expansion, of about 3 percent in recent years (U.S. Department of the Census 1995). "In the course of recent years, retail deals in the U.S. have been developing at a normal arousal rate, adapted to expansion, of roughly 3 percent (U.S. Department of the Census 1995)."Sameness""market saturation "market saturation" The following section aims to explain the challenges in the produced economies faced by retailers.

Retailers in the Developed Economies

A general diplomatic and financial shift around the world can be observed today. In the Asia-Pacific region in particular, retailing has seen faster growth, which is twice the U.S./Europe pace and accounts for 24% of world GDP. For eg, Wal-Mart, Carrefour, Asda, J.C. Penny, Gap, Target, Tesco PLC, Abercrombie, Benetton, Marks and Spencer, and so on, worldwide retailers struggle with the problems of market saturation and top competition in their countries of origin, which have restricted them to concentrate on emerging markets (Data Monitor 2007). This has contributed to a more extraordinary dependency on global economies.

A portion of the other unique obstacles that push global distributors to cross public guests are:

- Increasing work cost and rigid work laws in the nation of origin moved the retailers and constrained them to re-appropriate the assignments to developing markets.
- Entry of dark markets and financially modest items from the developing countries (for example China produce), overwhelmed the markets with multitudinous brands that shared the market by and large.
- Fading of 'separation strategy of retailers' with the quick evolving technology, design and assembling framework in the worldwide field.

Retail Revolution in India

Consumers are the backbone of any retail industry. Accordingly, their purchasing practices, inclinations and decisions impact and decide the manner by which the retail scene needs to develop. The very purposes behind the retailing to arise as a potential industry are: positive socioeconomics and psycho realistic changes, preferring government (advancement, FDI) arrangements, revolution in media and correspondence, consumers' openness to foreign markets and brands, improving personal satisfaction and so forth.

Challenges Ahead for the Indian Retailers

In numerous retail outlets of varying arrangements, endless public and worldwide brands are being sold today, offering energising shopping meetings. The emerging competition is pushing the public and global retailers to pursue new avenues and come up with different marketing systems in terms of distinctive retail configurations. There are huge, chaotic and different obstacles for retailers in the shopper industry. Retailers have only one way to grasp the changing retail environment and that's only following 'trial and blunder' strategies in their retail exercises. The test of market analysis and the furious competition between the two organised players put the problem of sloppy retailers at once on the edge of the blade.

Service sameness - The following important test before the supplier is the issue of "administration sameness". Separation of administration emerged as a business strategy as identical products/brands started to be transmitted through each rack of the power source. For example, entryway conveyance, flexible charging, telephone request booking, and after-sales services, and so on, retailers began offering a portion of the exceptional services free of cost to the shopper to differentiate their company.

Format sameness - This will be an extensive separation in the present retail situation. In any case, looking to the shooting land costs, it is actually a major test to the little players. Alongside adapting up to the high rentals/rent sums pulling in clients simply by giving infectious infrastructure is a troublesome undertaking.

Customer care (Loyalty) Programs - Today, larger part of the client care/complaint taking care of cells in the modern retail outlets are getting changed into purchaser dependability selling marketing divisions. The majority of these customer care cells have become an all-encompassing variant of marketing division advancing faithfulness cards, membership plans and so on..

OBJECTIVES OF THE STUDY

1. Study on Retailers in the Developed Economies
2. Study on Indian Women Consumer under the Arc Lights of Retailers

Women - A Global View

Women have emerged today as a fundamental driver for "Improvement" as opposed to the subject of "government assistance strategies" The mission linked to the agreement to discover a desire to solve women's problems has now taken a distinctive form inside and out. This is

because women have made their strength to contribute to the economy a pragmatic force in the world. A World Bank study of "women in 200 developing economies" found that "contributing and taking steps to women's government assistance" would have a significant effect on economic development. The results of this and numerous studies showed that in the accompanying regions, the countries that concentrated on the growth of female subjects found prosperity. High monetary efficiency, lower richness rate, lower baby and maternal mortality, and enhanced degrees of future for the two individuals were encountered by countries that allocated substantial assets to women's critical training, as opposed to countries that did something else. Teaching young ladies is also bound to reduce the size of the family rather than teaching young men. Exploration shows that each extra year a young lady remains in school translates into 10-20 percent in salaries.

WOMAN - Queen for a day

"The Customer is King" when the marketing mantra remains unchanged, the change is currently to "Sovereign" As per Marti Barletta (2006), apart from women, the spending driver that drives the U.S. economy and economies around the world is women. Women agree on about 83% of buyer purchasing decisions as head buying officials for the substantial dominant portion of U.S. family units; and shopper spending accounts for 66% of the country's GDP. In a study conducted by Ferber Robert and Lee Chao Lucy (1974), the girlfriend, as opposed to the husband, is the "Family Financial Officer (FFO)" in many young families, and the more the wife is thoroughly and comparatively taught to the husband, the more so. Different examinations also show that women have played a growing role in family funds over the long term, particularly for educated women (Ferber, Robert 1973). The creators consider the effect of FFO on various family-related buying decisions posed in the defence of the acquisition of solid goods, in the administration of the monetary portfolio, and in the family's saving actions through this investigation.

A vital aspect of the women's movement list is Women and Shopping. For some consumers, particularly women, shopping itself all in all ranges of perusing exercises, window shopping, a shopping "outing" or trip - seems to have exceptional significance. In the lives of women, there are different explanations why shopping is so important. Shopping is increasingly seen as a movement of relaxation and, all things considered, fulfils a part of family and public activity that goes beyond the traditional shopping exercises (American paper "Marketing") of buying arrangements and various items when needed. Also, women have not had the monetary assets regularly to enjoy explicit relaxation activities but have had individual control over spending as a tie "business executive of the home" for the use of the family and housekeeping. It was primarily the one who arranged homegrown use; "not exclusively was she controlled by publicising, yet, in the demonstration of shopping; she found an opportunity for social articulation"

Indian Women Consumer under the Arc Lights of Retailers

More than ever, the new age Indian women are charmed because she has elbowed her way into one more male 'Buying' region as a keeper of heaps of Motorola. Today, women have not confined their buying decisions exclusively to home/child care, food and staple goods. They make buying decisions associated with costly goods unhesitatingly and autonomously, such as vehicles, electronic devices, house/monetary speculations, visits and voyages, etc. This is a

function of its growing monetary independence and openness to the evolving economy of international markets.

Increased presence of Indian women in the workforce leads to an adjustment in the decision-making phase of their purchases. This has not gone unnoticed by the advertisers. Both the public and global players are currently looking at this thriving and undiscovered market. The two advertisers and producers have continued to ensure that women-explicit goods and services are planned to tap this mounting segment after an intense understanding of the increasing female consumer segment. A portion of the actions taken by the marketers towards this direction are as follows.

Evolution of Consumer Empowerment in Retailing

Much of the principle of 'power' and 'empowerment' explored in sociology has been useful in the consideration of marketers on new occasions. In any event, during pre-liberal times, there was a decent measure of work near consumer empowerment in the worldwide sector. On the one hand, Michel Foucault (1980), the key theoretician of the 20th century, puts his pre-liberal point of view on 'force' and, as he suggests, 'control' is omnipresent and constitutive of our real presence; there is no possession of obtaining, getting away or losing it. Power is engraved in discussions and language systems, working on issues in all social work, transmitting topics (consumers). Then again, a conventional or liberal humanist adaptation of force and liberation recognises unique places of resistance, such as the structure of freedom for a particular phenomenon or limitation, or the freedom to make a particular move. This generalised perspective on force implies that force may be exerted by one gathering to another or by one gathering over another by securing force.

Emergence of Consumer Empowerment

Customer Culture Consumer culture is the consequence of the 'birth of brands' trailed by decisions and assortments in the shopper market. Since up to that point the shortfall of the brands and decision constrained the customer to purchase whatever was accessible or offered to them by the marketer. As result the purchaser voice was no place followed close to explore concentrates from eighteenth and till the start of nineteenth hundreds of years. The brands presented after the post war period became fundamental explanation behind the blast of decision.

A Shift from Dependency to Empowerment

"Don't stress. Simply leave everything to me "Don't stress. Simply leave everything to me. The very reason being, the customers were kept apart from "the market" To search for the best arrangement, they required operation, data, access and certainty. "individuals' conduct reflects how they are dealt with "the actions of individuals reflects how they are treated. Treat them as careless, and they'll behave flippantly in shock. Treat them as worthless and there will be almost no confidence in them. In addition, handle them as victims and they will suffer, even welcome, violence. Just one horrific paradigm is domestic abuse. Accordingly, by not providing more detail about the goods and sources, advertisers capitalised on these variables. So these ignorant, confused, impassive customers, prolific of making mix-ups and incapable to choose what to do relied vigorously on the specialist organisations for decision making.

Revolution in Digital environment

Digital technology, particularly the web, has been portrayed as a global marketplace's empowering influence, characterised by "equivalent admittance to data about products, costs, and circulation" Despite reduced expenses for trade and entomb mediation, in global markets, consumers and providers receiving the web for business may have the option to resolve time, distance and region constraints. In shopper markets, technological combination joined with the worldwide network created by the broad reception of data correspondence technology (ICT) by consumers and by providers, underpins an underlying movement in business direction, towards value assembly.

Conceptualizing Consumer Empowerment Model

The requirements for empowerment to occur, as opposed to demonstrating its truth and practise, have been documented by most proponents of the new shopper empowerment. Be that as it may, contemporary assessments of the concept of shopper empowerment have not completely discarded the idea of engaged buyers, as Packard (1957) and Marcuse (1964) would certainly have, for example. Or maybe these investigators have noticed the barriers to empowerment. In accordance with the degree of producer competition, empowerment can be rhythmic activity, to the degree that it should be a part of transactions between consumers and manufacturers, and not all consumers would equally take advantage of opportunities either on the ground that they do not have an interest or consider themselves incapable of applying such force. These are important provisions in winning consumer empowerment conceptualizations. The investigation led by Newholm (et al) fights that it is not appropriate for all customers to advance into dynamic engaged customers at last in any faction oral setting for manufacturers to reconfigure the concept of the customer supplier relationship and recognise allowed customers as accomplices.

1. Effect of physical surroundings model

In retailing, the following model gives the significance of the real environment. Today modern outlet have interpreted the science behind shopping and are effectively attempting to actualize their learning at the work station (Outlet). In the modern retail case, some inappropriate thinking of retailing as a last step in the supply chain that adds little value either to goods or to consumers has completely changed. The excellent significance of the supply chain organisation is offered to modern retailers today, looking at their dynamic participation in building customer relationships and building businesses.

2. Congruence of scent and music in in-store evaluation model

Retailing is moving from the basic activity of buying and selling towards more intricate analysis of shopping. The key norm behind the study of shopping is the least complicated one, according to Mr. Paco Under slope, the author of the book "Why We Buy": there are some physical and anatomical capacities, inclinations, limitations and needs that are regular for all people, and these attributes should be tailored to the retail environment. At the end of the day, the specifications of a human creature should be appropriate to shops, banks, restaurants and other such spaces.

3. Two Models of Quality Improvement

In support of the above findings, an investigation led by Hjalager (2001) explains that the association of customers (tourists) and the establishment of a co-activity with the national shopper associations ends up being extremely advantageous in surveying and improving the helpful nature of the travel industry, even though the travel industry is to occur. Since the test of the tourist agreements is to make tourists fundamentally more satisfied with the goods, while at the same time promising growth and higher business efficiency.

CONCLUSION

The point of view is slanting towards organised retailing with the emerging buyer market and international direct speculations that occur in the business. The Indian distributors have been restricted by furious competition, changing customer demands, the emergence of new shopper segments, etc., to concentrate on new and interesting marketing strategies. An effort is made towards this direction to understand the principle of 'Buyer Empowerment' from the economies produced. Furthermore, an attempt is made to create a 'Buyer Empowerment' model to fit the circumstances of the Indian buyer market and retail industry. The notion of 'Shopper Empowerment' isn't just a one go technique. It is a drawn-out venture of the retailer's broad range of assets that totally trust customers. This will be more difficult for retailers as they are expected to initially create trust in customers and strategically involve them in retail initiatives to better serve them. The retailer's role doesn't stop all things being fair here, their responsibility to maintain the customer relationship starts there and for the time of life it is natural.

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