

# Impact of Emergence of Corporate Retailing on Small Traders a Case Study of Belagavi City

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**Abstract – The organized retail sector is the most important addition to the Indian Economy at present, the organized sector accounts for only 2 to 4 percent of the total market. The economist intelligence unit forecasts that it would rise up to 25 to 30 percentages by 2020. So there is a tremendous growth in the organized retail sector. More & more players are coming in the retail sectors with new attractive retail format like malls, Super market, Departmental stores etc. Many international retailers have entered Indian Market and many are about to enter to explore retailing opportunities now retailing business have been transformed into promising business worldwide. This sector contributes to 10% to GDP and contributes 8 % to the employment sector. The object of study of this paper is to know the impact of upcoming corporate retail stores on the small and petty business organizations and to study the buying behavior of customers in the corporate retail shops. The survey work is conducted by preparing questionnaire.**

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The data collected from both primary & secondary sources. The corporate retailing in Belagavi city surveyed. The finding of this survey are, Belagavi is the commercial hub and divisional head quarter of North Karnataka, ranking second to Bangalore in the state of Karnataka. Trade flourishes in Belagavi and many areas of the city and dedicated to particular kinds of trade for example automobile related trade happens in fort road area of the city and Udyambag. Many corporate retail shops like big Bazar, Reliance fresh, Reliance Smart, D Mart, Wedding Malls, More, Kalyan Jewellers are coming up in the Belgaum city, prominent among them are:

Big Bazar	–	<a href="#">Tilakwadi</a>
Reliance Smart	–	<a href="#">Tilakwadi</a>
More	–	<a href="#">Kolhapur Circle</a>
D-Mart	–	<a href="#">IIRD Railway Gate</a>
Isha Mall	–	<a href="#">Shastrinagar Belgavi</a>
Nucless Mall	–	<a href="#">Ramling Khindi</a>
Kalyan Jewellers	–	<a href="#">Khade Bazar</a>
Joylukkias	–	<a href="#">Khade Bazar</a>
Laxmi Gold Palace	–	<a href="#">Kirloskar Road</a>

The Raviwar pet area is known for wholesale markets. Large number of unorganized retail outlets are functioning in Belagavi. These are engaged in supply of all varieties of goods and services to the customers. The impact of emergence of corporate retailing are.

- Customers have developed Savings habit to purchase daily requirements in the organized retail shops.
- Weekend shopping has become more popular
- More number of malls and super market are coming up in the city.
- Malls are not found in rural areas.
- Some small traders have already closed own their business.
- Sales of vegetable vendors, Kiran shops petty business house have gone down by 30%.
- Small traders who are away from the proximity of corporate retail shops their sales have gone down by 5% to 10%.
- Un employment problem is created.
- Surprisingly it is noticed that sales of Jewellery shop is not at all affected because customer have kept faith on small traders only.
- Farmer who are close to vicinity of the city sell their product directly to corporate retailers and getting fair prices for their

product. Survey results reveals that after the entry of corporate retail shops

- Sales of petty Kiran shops have gone down by 30%
- Sales of Readymade garments down by 10%
- Sales of Petty Jewellery shops gone down by 5%
- Un employment problem is created in the unorganized sector.

### RECOMMENDATIONS OF THE STUDY:

The following recommendations are made to run both organized and unorganized format

- Corporate retail shops need to be established in the heart of city
- Good numbers of offers need to be provided.
- Attractive advertisement is part of the sales promotion
- Small traders should have proper planning in their marketing mix
- Small traders need to gain the confidence of the customers.

### CONCLUSION

The contribution of retailing to the GDP is emently high and also contributes for the employment sector. The organized and unorganized sectors both should serve and contribute for the GDP. The interlocking efforts need to be made for keeping the customers and increasing the market share.

#### Efforts for Retention of Customer:

1. Customer is King
2. Manage relationship
3. Mange service
4. Manage quality
5. Put the customers at the heart of business
6. Maximizations of customer satisfaction

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