

A STUDY ON OPERATIONAL AND MARKETING DIFFICULTIES FACED BY RETAILERS DURING COVID

Rani.J¹, Mohana Bharathi G²

¹Professor, Dept. of Business Administration, Sathyabama University, Tamil Nadu, India

²Student, Dept. of Business Administration, Sathyabama University, Tamil Nadu, India

Abstract - This research paper deal with the operational and marketing difficulties faced by the retailers during covid. During covid apart from the business fall , the retailers have to change themselves in the way of doing their business. For a retailer, it is very difficult to retain the potential buyer. Because the buyers are scattered according to their convenience of purchasing. In order to keep possession of their sales volume, the retailer has to face a stiff competition in the retail business. Majority of functions have to be performed by owners themselves due to limitation of resource. To identify the retailer preference a set of questions were framed. The data were collected by using convenience sampling from 120 retailers .Using SPSS, some of the relevant tests were carried out ANOVA, percentage analysis and chi-square test. Based on the analysis made various finding were derived that will be useful, relevant and significant to determine the operational and marketing difficulties faced by retailers during covid.

Key Words: operational and marketing, Retailers, covid

1. INTRODUCTION

A retailer, or merchant, is an entity that sells goods such as clothing, groceries, or cars directly to consumers through various distribution channels with the goal of earning a profit. This merchant can operate during a physical building or online. Retailers typically buy goods from a manufacturer, wholesaler, or other distributor then resell them to the general public . Large retailers like Walmart and Target purchase goods in huge volumes from manufacturers or wholesalers, but small, family-operated pharmacies or your local grocery can purchase from the same outlets or from smaller vendors. The past six weeks are inconceivable for retailers round the world. Aside from how our personal lives have changed, businesses are dealing with furloughs, supply chain challenges, the shutdown of retail stores, and learning to navigate a retail world in a time of social distancing.

Simply put, the spread of COVID-19 has left both non- and essential retail businesses in dismay. For some, government executive orders make difficult decisions for them. Others do everything they will to stay their small businesses alive with curbside delivery, takeout options, and that specialize in online orders. The retail sector in India is witnessing unparalleled growth. Unmatched demographics, rising income levels, shifting lifestyles and changing aspirations of the burgeoning middleclass has unleashed a retail revolution within the country. Fresh retail geographies are emerging, innovative formats are being introduced and retailers are tapping new customer segments with prolific product offerings .As retailers shift their strategies thanks to the impact of COVID-19, they are quickly adapting to a new set of consumer behaviors and understanding just how vital ecommerce solutions .The challenge to the smaller retailers is much more intense given lower revenue, consumer base and less negotiating power when it comes to product production needs. The impacts of the covid-19 pandemic on the retail industry have varied widely. While demand for a few products like clothing and luxury brands has dropped dramatically, elsewhere retailers are ready to pivot to reliable revenue streams. Yet for several, the main challenge has been the strain placed on e-commerce functions and scaling their supply chains.

1.1 OBJECTIVE

1. To identify the operational difficulties faced by retailers.
2. To identify the Marketing difficulties faced by retailers.

2. LITERATURE REVIEW

Amatual Baseer (2007) studied in his research about “Emerging Trends in India”, The demanding ascertain Indian consumer is now sowing the seeds for an exciting retail transformation that he already started bringing in larger interest from international brands / formats. With the advent of these players, the race is on to please the Indian customer and its time for the Indian customer sit back and enjoys the hospitality of being treated like a King.

Amuthan.R. (2004) studied "A study on Retail Banking strategies of private sectors Banks with special reference to HDFC bank & ICICI Bank". It is only their continued thrust and world class banking made them yielding the net profit of Rs.387 crores and Rs.1206 crores respectively.

Gandhi, Menaga B. and Chinnadorai, (2017) K.M. states that when compared to the unorganized retail format most of the respondent had a good image about the unorganized retailers and in future many of them are ready prefer organized retailers. Most of the customers are attracted to unorganized retail stores because of the variety and assortment of products. Middle aged people and youngsters are mostly approaches unorganized retailers in future. They retailers should makes strategies to retain their customers by providing quality goods and services and they should also go for collaborations within the regional level then only they can survive in the globally competitive market.

Hariharan.G. (2008) in his study "profile and perception of retail consumers", analyzed the consumers perception towards retail, in Palakkad. Visiting retail outlets has become a group activity. Most of the shoppers are influenced by as well as accompanied by colleagues, friend and relatives. Majority of the people who visit do not shop at all. The hang around meet friends, do window – shopping and spend time leisurely.

3. RESEARCH METHODOLOGY

The research design used in the study was descriptive in nature. The sample size of the study was 120 selected based on convenience sampling in Chennai. Questionnaire is developed for collecting primary data from the respondents. The questionnaire consists of several statements using some suitable option and few demographic factors questions are also been collected. The study was also supplemented by references from different magazines, literatures, books and publications related to monetary benefits. The data gathered through the survey are to be analyzed with appropriate tools and techniques and are represented with tables and graphs as and when necessary. In order to analyze descriptive data analysis and statistical tools used ,ANOVA, chi-square test and percentage analysis was employed. Demographic and Rational profile of the respondents were analyzed using percentage analysis.

4. ANALYSIS

4.1 PERCENTAGE ANALYSIS:

TABLE 3.1: TABLE SHOWING THE TYPE OF OPERATION

PARTICULARS	NO OF RESPONDENT	PERCENTAGE (%) OF THE RESPONDENT
STORE ADMINISTRATION AND MANAGEMENT	27	22.5
INVENTORY AND STOCK MANAGEMENT	46	38.3
MANAGING OF RECEIPTS	21	17.5
SALES PROMOTION	26	21.7

SOURCE OF DATA: Primary data

4.2 INTERPRETATION

From the above table, out of 120 respondents, 22.5% of the respondent of retailers are store administration and management, 38.3% of the respondent of retailers are inventory and stock management, 17.5% of the respondent of retailers are managing of receipts, 21.7% of the respondent of retailers are sales promotion.

TABLE 3.2: TABLE SHOWING THE TYPE OF PROBLEM DURING OPERATIONAL ACTIVITES

PARTICULARS	NO OF RESPONDENT	PERCENTAGE (%) OF THE RESPONDENT
SUPPLY CHAIN DISTRIBUTION	32	26.7
RESTRICTION IN FOOTFALL OF THE STORE DUE TO SOCIAL DISTANCING	25	20.8
HOME DELIVERY	20	16.7
HYGIENE IMPROVEMENT AS PER THE LOCAL GOVERNANCE	19	15.8
REDUCTION IN PROMOTIONAL CAMPAIGN	24	20

SOURCE OF DATA: Primary data

4.3 INTERPRETATION

From the above table, out of 120 respondents, 26.7% of the respondent of retailers are supply chain distribution, 20.8% of the respondent of retailers are restriction in footfall of the store due to social distancing, 16.7% of the respondent of retailers are home delivery, 15.8% of the respondent of retailers are hygiene improvement as per the local governance.20% of the respondent of the retailers are faced the reduction in promotional campaign.

TABLE 3.3 SHOWING THE ONLINE MARKETING IS USEFUL TO THE RETAILERS

PARTICULARS	NO OF RESPONDENT	PERCENTAGE (%) OF THE RESPONDENT
NEVER	6	5
OCCASIONALLY	34	28.3
SOMETIMES	45	37.5
OFTEN	20	16.7
ALWAYS	15	12.5

SOURCE OF DATA: Primary data

4.4 INTERPRETATION

From the above table, out of 120 respondents, 5% of the respondent of retailer are never, 28.3% of the respondent of retailers are occasionally, 37.5% of the respondent of retailers are sometimes, 16.7% of the respondent of retailers are often, 12.5% of the respondent of retailers are always.

TABLE 3.4 SHOWING GENDER OF RESPONDENTS

GENDER	NO.OF.RESPONDENTS	PERCENTAGE (%) OF RESPONDENT
MALE	52	43.3
FEMALE	68	56.7

Source: Primary data

4.5 INTERPRETATION:

From the above table, out of 120 respondents, 43.3% of the respondent of retailers are male, 56.7% of the respondent are female.

4.6 ANOVA

TABLE SHOWING THE OPERATION BETWEEN TYPE AND PROBLEMS

- Null Hypothesis(H_0) – There is higher operation between type and problems
- Alternate Hypothesis(H_1) – There is lower operation between type and problems

Descriptives									
Type of operation									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
supply chain distribution	32	2.00	.984	.174	1.65	2.35	1	4	
Restriction in footfall of the store due to social distancing	25	2.00	.645	.129	1.73	2.27	1	4	
Home delivery	20	2.80	1.152	.258	2.26	3.34	1	4	
Hygiene Improvement as per the local governance	19	2.63	1.065	.244	2.12	3.14	1	4	
Reduction in promotional campaign	24	2.75	1.189	.243	2.25	3.25	1	4	
Total	120	2.38	1.063	.097	2.19	2.58	1	4	

Table showing the ANOVA

ANOVA					
Type of operation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.246	4	4.061	3.954	.005
Within Groups	118.121	115	1.027		
Total	134.367	119			

Table showing the type of operation

Type of operation			
Duncan ^{a,b}			
problemofoperation	N	Subset for alpha = 0.05	
		1	2
supply chain distribution	32	2.00	
Restriction in footfall of the store due to social distancing	25	2.00	
Hygiene Improvement as per the local governance	19		2.63
ssReduction in promotional campaign	24		2.75
Home delivery	20		2.80
Sig.		1.000	.598

INTERPRETATION

Since p value is lesser than 0.05, we accept alternate hypothesis and reject null hypothesis. Therefore, there is difference of operation between type and problems.

4.7 CHI-SQUARE ANALYSIS:

SHOWING THE ONLINE MARKETING BETWEEN MALE AND FEMALE

Null Hypothesis(H₀) – There is higher online marketing between male and female

Alternate Hypothesis(H₁) – There is lower online marketing between male and female

2. Table showing the Case Processing Summary

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * onlinemarketing	120	100.0%	0	0.0%	120	100.0%

Table showing gender and online marketing Cross tabulation

gender * onlinemarketing Crosstabulation								
			onlinemarketing					Total
			Never	occasionally	sometimes	often	always	
gender	male	Count	2	14	23	8	5	52
		Expected Count	2.6	14.7	19.5	8.7	6.5	52.0
	female	Count	4	20	22	12	10	68
		Expected Count	3.4	19.3	25.5	11.3	8.5	68.0
Total		Count	6	34	45	20	15	120
		Expected Count	6.0	34.0	45.0	20.0	15.0	120.0

Table showing chi-square test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.119 ^a	4	.714
Likelihood Ratio	2.131	4	.712
Linear-by-Linear Association	.088	1	.767
N of Valid Cases	120		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.60.

INTERPRETION

Since p value is lesser than 0.05 , we accept alternate hypothesis and reject null hypothesis. Therefore, there is difference of online marketing between male and female.

5. FINDINGS

- Majority (38.3%) of respondent says inventory and stock management are the type of operation take place during covid.
- Majority (26.7%) of respondent says supply chain distribution are the type of problem caused during operational activities.
- Majority (37.5%) of respondent says the sometimes online marketing is useful for the retailers during covid.
- Due to Chi-square test, we accept alternate hypothesis and reject null hypothesis. Therefore , there is difference of online marketing between male and female
- Due to anova, we accept alternate hypothesis and reject null hypothesis. Therefore, there is difference of operation between type and problems.

6. CONCLUSION

Retailing provides an important link between producer and consumer in modern economy. Retail in India is most dynamic industry and represents a huge opportunity for domestic and international retailers. Retail industry is the fastest growing industry in India contributing to 10 percent of the nation's GDP. It is also standing among the top five retail industries in the world. Today retailers must differentiate themselves by meeting the needs of their customers better than the competitors. Based on the findings of the study, various suggestions were made. If those will be properly considered by the retailers, preferred result could be accomplished.

REFERENCES

- Amuthan .R. (2004), "A study on Retail Banking strategies of private sectors Banks with special reference to HDFC bank & ICICI Bank", 2004, Vol. XXXIV, No.12, pp
- AshuNagpal, Bineet Sinha, "Challenges faced by Indian Organised Retail outlets: A descriptive study of Delhi / NCR"; International Journal of Management and Applied Science ISSN: 2394-7926; Volume 3 Issue 9 Sept, 2017.
- Meena Rajesh, "Challenges and Opportunities faced by Organised retail players In Nagpur City"; Twelfth AIMS International Conferences on Management.
- Menaga Gandhi. B and Chinnadorai. K.M, "Retail in India"; International Journal of Engineering Development and Research; ISSN: 2321-9939; Volume 5, Issue 1 2017