A STUDY ON FOOD RETAIL CHAINS AND THE EVOLUTION OF SUPER MARKETS WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT

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ABSTRACT

Because of later financial heightening, spending and obtaining intensity of purchasers is at an untouched high. This has remarkably affected the sustenance retail industry as the way of life is enhancing quickly. Sustenance and staple is the second biggest section of the retail business and the potential for new participants in this portion is huge, especially in undiscovered markets like country and semi-rustic territories. With the guide of overview directed among fifty respondents and making utilization of measurable devices like rates, midpoints and so on this exploration paper endeavors to discover the present patterns in the sustenance retailing industry and to translate the impact of development of stores on the other little retailers and clients with unique reference to Ernakulam area.

Key Words: **Retail Chains, Super Markets**

INTRODUCTION

Indian retail sustenance industry has altered shopping knowledge of the Indian clients. Developing at the rate of 30%, the nourishment retail will be the significant main thrust for the retail business. Retail comprises of the closeout of physical products or stock from a settled area, for example, a retail chain, boutique or by shopping centers, in little or individual bunches of direct utilization by the buyer. Retailing may incorporate subordinated administrations, for example, conveyance. Sustenance segment is seeing a noteworthy change as far as nourishment. The sustenance business is on thrill ride as Indians keep on having a devour. From straightforward exchanging movement, nourishment retailing is presently going to the status of an industry. A portion of the real retail chains in India are Big Bazaar, Central, D-Mart, Easyday, Lulu Hypermarket and so forth. With expanded industrialism post Indian economy after the change of 1991 is recapturing their lost significance. This commercialization has spread limbs to semi-urban territories likewise, leaving gigantic extent of development in semi-provincial and rustic regions. Both Indian and global goliaths are filling the Indian market to encash on the general store blast.

Ernakulam District is a region of the province of Kerala in southern India. The region incorporates the biggest metropolitan area of the state Greater Cochin. Ernakulam District is the most elevated income yielding District in the state and is called and known as the business capital of Kerala. Practically all global and residential brands are working in Ernakulam area. India's driving retail administrators like Pantaloon Retail, Tata Group, Landmark Group, Bharati-Wal-Mart, Reliance, A V Birla Group and so forth are having their shops in Ernakulam

LITERATURE REVIEW

Retailing includes an immediate interface with the client and the coordination of business exercises from start to finish – directly from the idea pre configuration phase of an item or offering, to its conveyance and post-conveyance administration to the clients. The business has added to the monetary development of numerous nations and is without a doubt one of the quickest changing and dynamic enterprises in world today. Retailing comprises of all exercises engaged with pitching merchandise and enterprises to shoppers for their own, family or family use. It spreads offers of merchandise going from autos to clothing and sustenance items and administrations going from haircutting to air travel and PC instruction. All out idea and thought of shopping has experienced a consideration attracting change terms of arrangement and shopper purchasing conduct, introducing a transformation in shopping in India. Current retailing has gone into the retail showcase in India as is seen through clamoring strip malls, multi-storied shopping centers and immense edifices that offer shopping, amusement and nourishment all under one rooftop.

The idea of grocery stores isn't new to the customers. General store is likewise called as Super Bazaars. Grocery store is an extensive scale retail association, moving wide assortment of buyer products on the guideline of self - benefit. They are appropriately called self – Service Stores as clients need to serve themselves and there are no counter sales reps to encourage clients. Grocery stores are likewise called sustenance fairs or pick quick. It is expansive scale retail exchanging association housed in substantial size preface managing for the most part in various assortments of sustenance items, including basic supplies, organic products, vegetables, meat, candy store and dairy items. It is a retail exchanging association looking like departmental stores yet has a particular element of self-administration. These grocery stores are for the most part moved in urban territories or semi urban regions. Retail organizations are focusing on urban purchasers, as well as customers from rustic zones. Markets have a heterogeneous blend of extensive and little individual retailers. The vast majority of these general stores move marked item both, local and global makers.

ORGANISED AND UNORGANISED RETAILING

Sorted out retailing, alludes to exchanging exercises embraced by authorized retailers, that is , the individuals who are enlisted for deals assess, pay charge and so on. These incorporate traded on an open market general stores, corporate-upheld hypermarkets and retail chains, and exclusive substantial business retails.

Disorderly retailing, then again, alludes to conventional organizations of minimal effort retailing, for instance, the neighborhood mother and pop store, proprietor kept an eye on general stores, paan/beedi shops, accommodation stores, pushcart and asphalt sellers and so forth.

The composed retail division's effect changed the way of life of the shoppers radically. The apparent increment in consumerist movement is goliath which has just chipped out a cash break for the composed part. With the beginning of a globalized economy, individuals have turned out to be mindful about the estimation of cash. These days the customers are knowledgeable with the ideas about nature of items and administrations. These requests are noticeable effects of the sorted out retail segment.

An exploration directed in India found that young people are exceptionally pulled in towards the TV ad. Alongside those teenager young ladies additionally impacted by the TV advertisements and they will in general purchase the items which they found in plugs. So it gives us thought that broad communications has the extraordinary effect on the promotions. Associations are moving towards the innovative substance which draws in the adolescent young ladies just as young men to purchase the items (Nidhi Kotwal, 2008).

Statement of Problem

- To study on the factors responsible for the rapid growth of food retailing
- To assess the extent to which supermarkets are having an impact on the local traders and independent shop owners.

Objectives of the study

- To find out the reasons for the emergence of supermarkets.
- To analyze the future of food retailing.
- To evaluate the customer’s perception towards the new shopping style.

Research Methodology

Sources of Data

The examination is led in Ernakulum region and both essential and optional information are utilized. The essential information is gathered through utilization of a Questionnaire. The optional information was gathered straightforwardly from the sites, diary, and articles.

Sampling technique

The sample is selected using convenience sampling method.

Sampling unit

The sampleof respondents were carefully selectedcovering people presently located in Ernakulam District.

Sampling size

The selected sample size is50

Limitations of the study

- The sample is limited to 50 respondents due to time and cost constraints
- Levelofaccuracyoftheresultsofresearchisrestrictedtotheaccuracylevelwith which the respondents have given the prediction

Research methodology

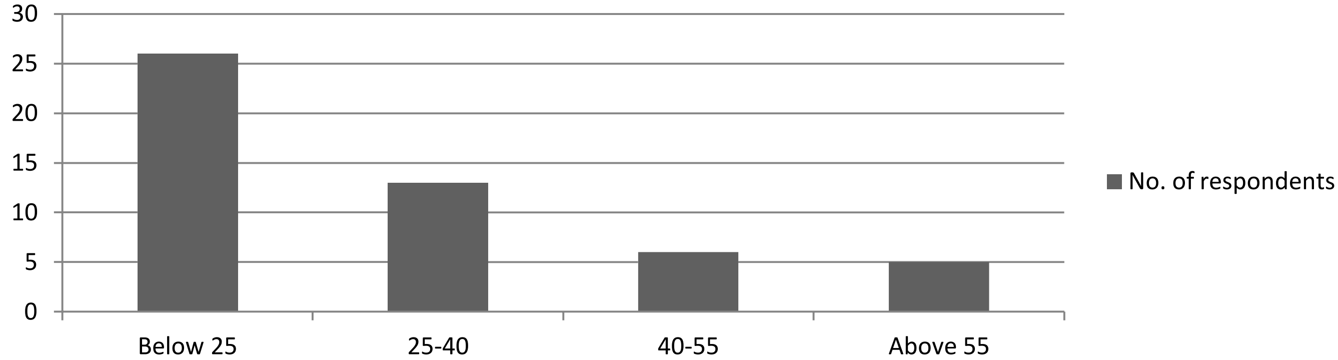
Bar graphs, tables, have helped in analyzing the implication on the study. Simple statistical tools like percentages, averages etc. were made use of.

ANALYSIS AND INTERPRETATION

This Project was undertaken to study the food retail chains and the evolution of super markets with special reference to Ernakulum district. The data was collected using Questionnaire which is analyzed and presented as below.

FREQUENCY TABLE SHOWING THE AGE GROUP OF RESPONDENTS

Age Group	No. of respondents	Percentage
Below 25	26	52
25-40	13	26
41-55	6	12
Above 55	5	10
Total	50	100



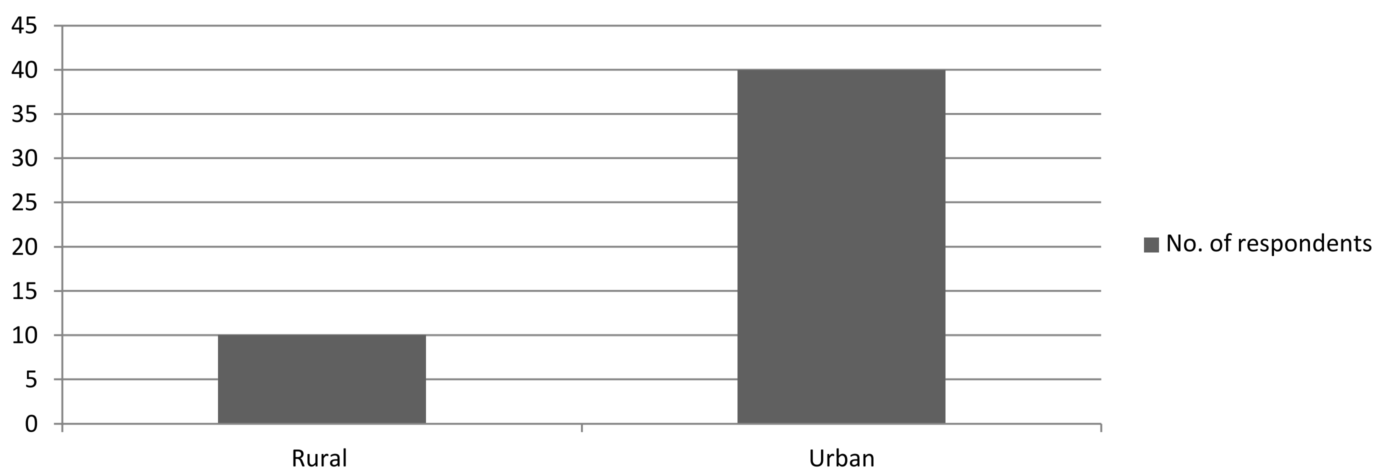
GRAPH SHOWING THE AGE OF RESPONDENTS

Interpretation:
This chart indicates that majority of the respondents are of the age group below 25 i.e 52%. Followed by those of the age group 25-40 i.e 26%. The number of respondents for the age group 41-55 is 12%. The number of respondents for the age group 55 and above are least i.e 10%.

DISTRIBUTION OF THE RESPONDENTS BASED ON THE AREA THEY BELONG

Place	No. of respondents	Percentage
Rural	10	20
Urban	40	80
Total	50	100

Source: primary data

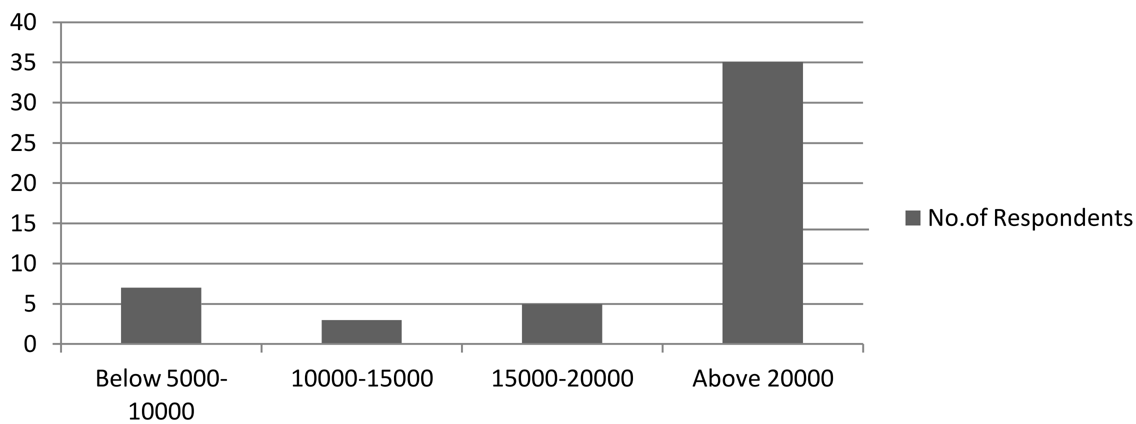


GRAPH SHOWING DISTRIBUTION OF THE RESPONDENTS BASED ON THE AREA THEY BELONG

Interpretation:
This chart indicates that out of the 50 respondents 80% belong to urban area whereas the remaining 20% belong to rural areas.

TABLE SHOWING THE INCOME OF THE RESPONDENTS

Income(monthly)	No.of Respondents	Percentage
Below 5000-10000	7	14
10000-15000	3	6
15000-20000	5	10
Above 20000	35	70
Total	50	100

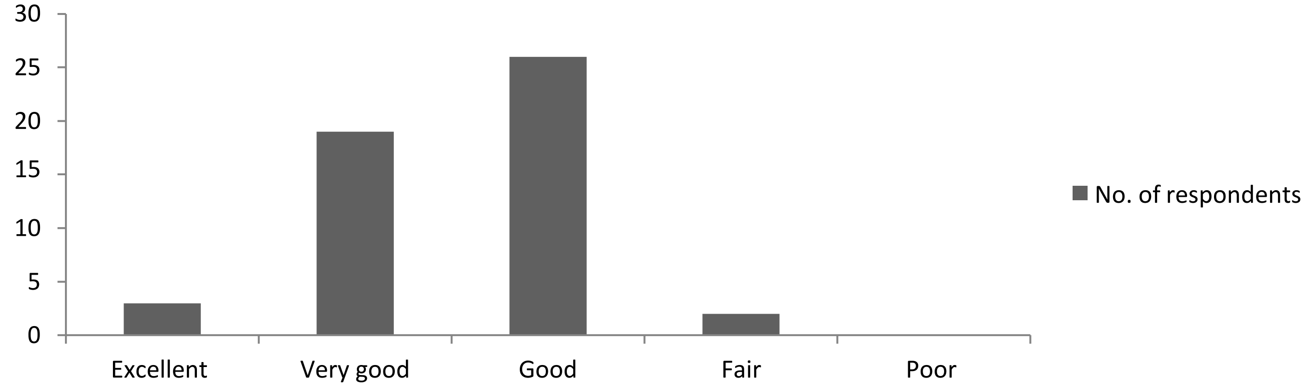


GRAPH SHOWING THE INCOME OF RESPONDENTS

Interpretation:
This chart indicates that 70% of the respondents have a monthly income above 20000.The number of respondents having an income below 5000-10000 constitute 14%. The remaining respondents having an income of 10000-15000 and 15000-20000 constitute 6% and 10%.

TABLE SHOWING THE SERVICE RATING BY THE RESPONDENTS

Rate	No. of respondents	Percentage
Excellent	3	6
Very good	19	38
Good	26	52
Fair	2	4
Poor	0	0
Total	50	100



GRAPH SHOWING THE SERVICE RATING BY THE RESPONDENTS

Interpretation

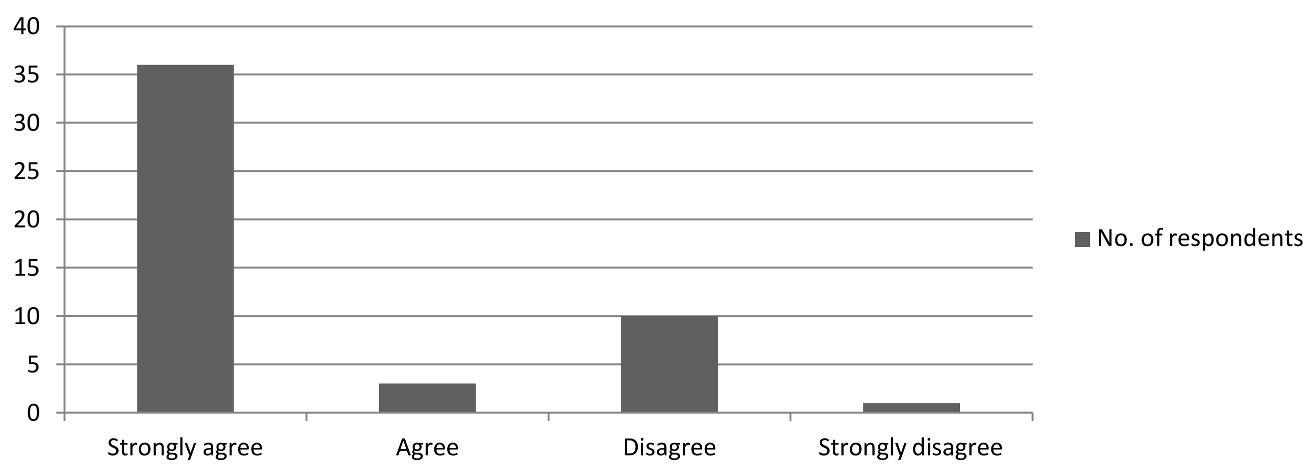
This chart indicates that 52% of the respondents give a good rating to the services and 38% marks as very good whereas 6% of the respondents rate them as excellent and only 4% as fair. None have stated them poor.

TABLE SHOWING ONE-STOP SHOPPING V/S RETAIL OUTLETS

Distribution of respondents according to their preference on one-stop shopping as against retail outlet

Opinion	No. of respondents	Percentage
Strongly agree	36	72
Agree	3	6
Disagree	10	20
Strongly disagree	1	2
Total	50	100

Source: Primary Data



GRAPH SHOWING ONE-STOP SHOPPING V/S RETAIL OUTLETS

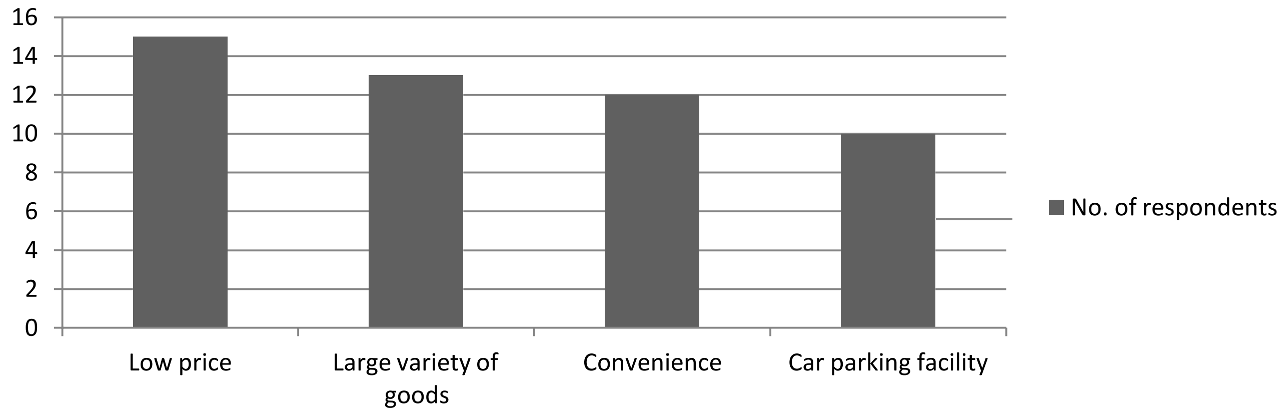
Interpretation

This chart indicates that majority of the respondent's i.e 72% strongly agree that one stop shopping is better than small retail outlets and 6% simply agree to this statement whereas 20% of the respondents disagree and 2% strongly disagree to this statement.

TABLE SHOWING THE REASONS FOR PREFERRING EVERYTHING UNDERONE ROOF SUPERMARKETS.

Reason	No. of respondents	Percentage
Low price	15	30
Large variety of goods	13	26
Convenience	12	24
Car parking facility	10	20
Total	50	100

Source: primary data



GRAPH SHOWING THE REASONS FOR PREFERRING EVERYTHING UNDERONE ROOF SUPERMARKETS

Interpretation:

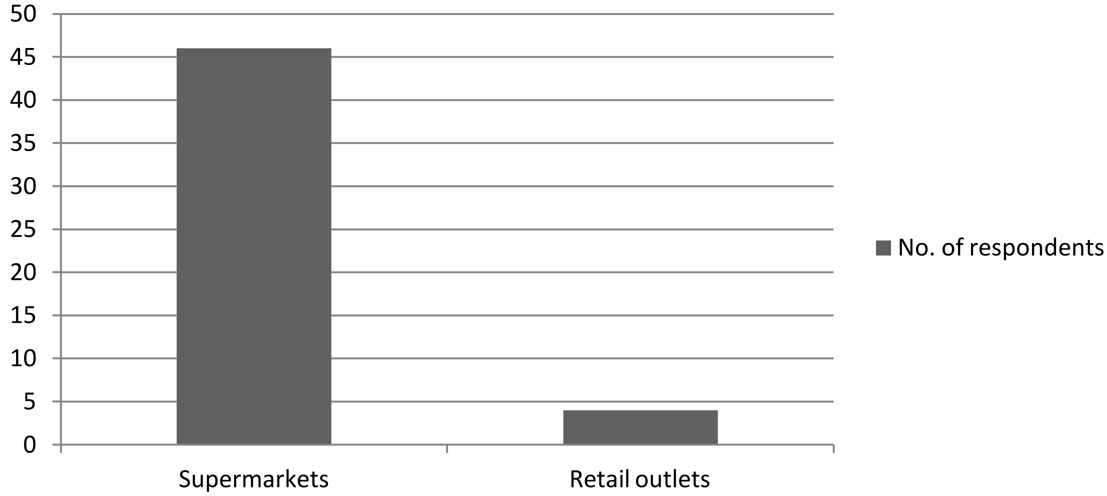
The chart indicates that 30% of the respondents prefer one roof supermarkets because of low price,26% of the respondents prefer supermarkets because of the availability of large variety of goods and 24% due to their convenience for shopping whereas 20% of the respondents prefer because of the car parking facility.

TABLE SHOWING THE PREFERENCE OF THE RESPONDENTS

Distribution of respondents according to their preference among supermarkets and retail outlets

Preference	No. of respondents	Percentage
Supermarkets	46	92
Retail outlets	4	8
Total	50	100

Source: primary data



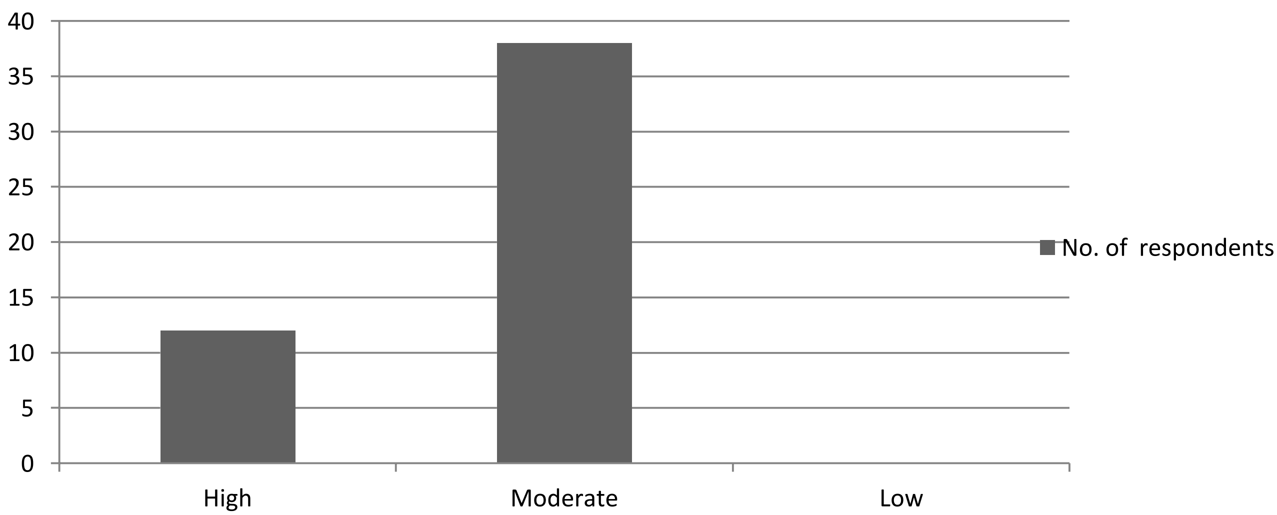
GRAPH SHOWING THE PREFERENCE OF THE RESPONDENTS

Interpretation:
This chart indicates that 92% of the respondents prefer supermarkets than retail outlets whereas 8% of the respondents prefer retail outlets to supermarkets.

TABLE SHOWING THE PRICING OF COMMODITIES
Distribution of respondents according to the rate of pricing of the commodities

Pricing	No. of respondents	Percentage
High	12	24
Moderate	38	76
Low	0	0
Total	50	100

Source: primary data



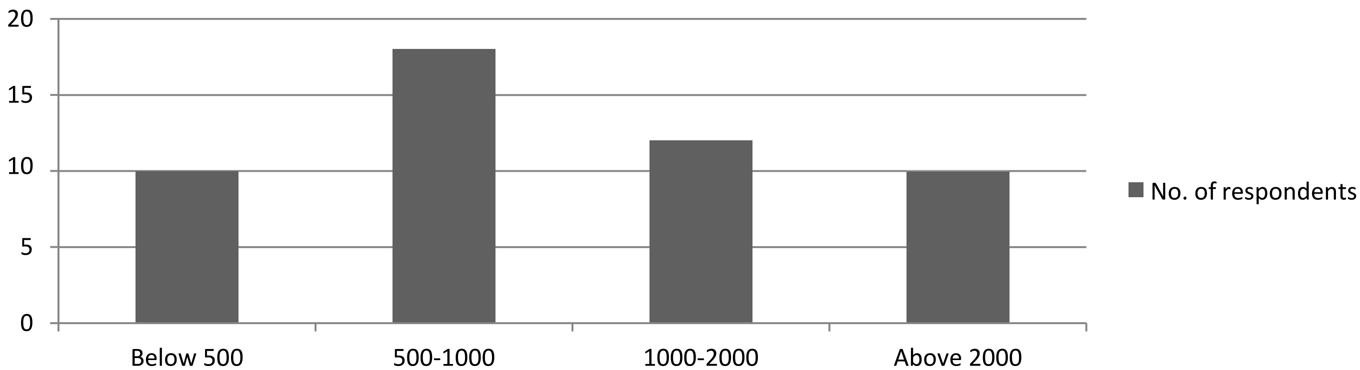
GRAPH SHOWING THE PRICING OF COMMODITIES

Interpretation:
This chart indicates that the opinion of 76% of the respondents regarding the pricing of commodities is moderate. 24% of the respondents consider the prices to be high and none of the respondents consider the pricing of commodities in supermarkets to be low.

TABLE SHOWING PURCHASING POWER OF THE RESPONDENTS
Distribution of respondents to their spending behavior during shopping

Spending in Rs	No. of respondents	Percentage
Below 500	10	20
500-1000	18	36
1000-2000	12	24
Above 2000	10	20
Total	50	100

Source: Primary Data



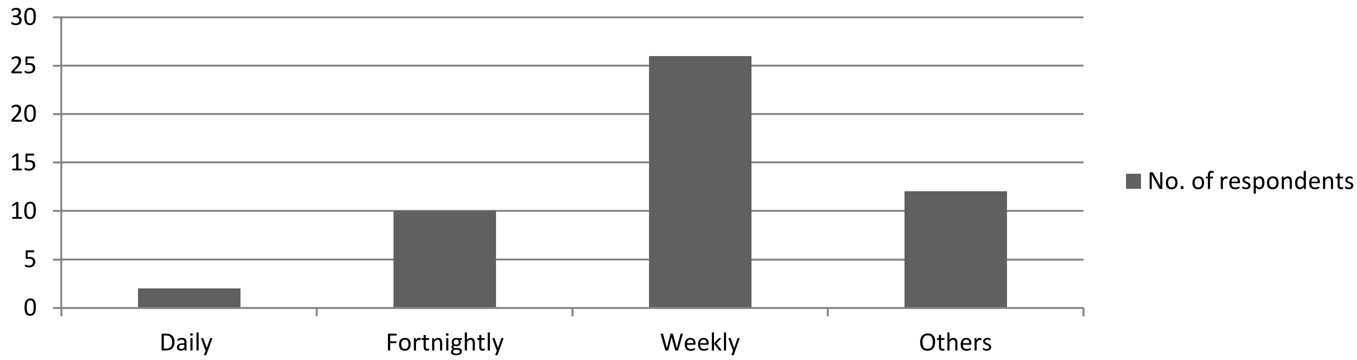
GRAPH SHOWING PURCHASING POWER OF THE RESPONDENTS

Interpretation
This chart indicates that 20% of the respondents have a spending habit below Rs. 500 and 36% between Rs 500-1000, 24% above Rs. 1000-2000 and 20% of the respondents have a spending behavior above Rs. 2000.

TABLE SHOWING THE SHOPPING PERIOD OF THE RESPONDENTS
Distribution of respondents according to how often they Shop

Period	No. of respondents	Percentage
Daily	2	4
Fortnightly	10	20
Weekly	26	52
Others	12	24
Total	50	100

Source: primary data



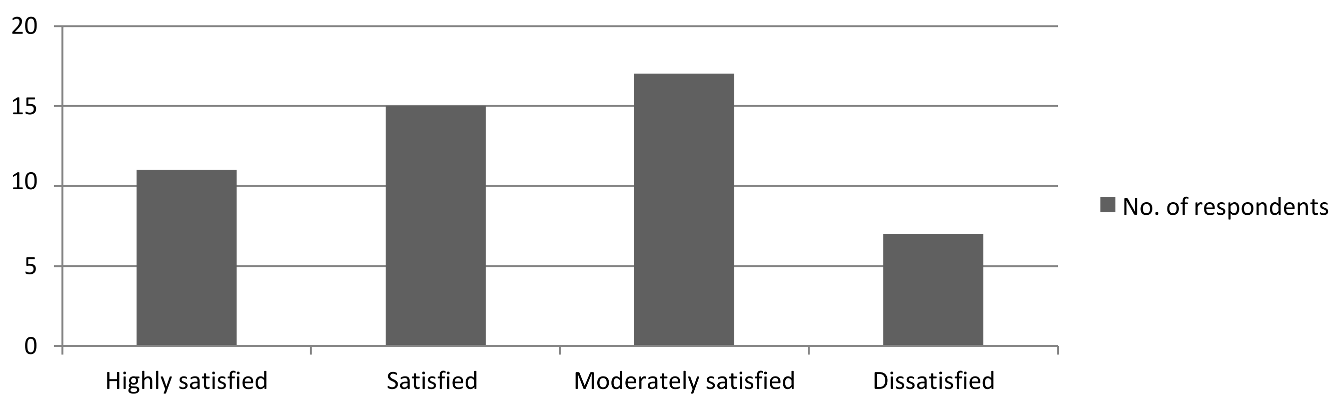
GRAPH SHOWING THE SHOPPING PERIOD OF THE RESPONDENTS

Interpretation:
This chart indicates that majority of the respondents i.e 52% often shop weekly, Followed by 24% of others. 20% of the respondents shop on fortnightly basis whereas the remaining 4% of the respondents prefer daily shopping**.**

TABLE SHOWING THE LEVEL OF SATISFACTION OF CUSTOMERS FOR SUPERMARKETS

Opinion	No. of respondents	Percentage
Highly satisfied	11	22
Satisfied	15	30
Moderately satisfied	17	34
Dissatisfied	7	14
Total	50	100

Source: primary data



GRAPH SHOWING THE LEVEL OF SATISFACTION OF CUSTOMERS FOR SUPERMARKETS

Interpretation:
This chart indicates that 22% of the respondents are highly satisfied with supermarkets,30% of the respondents are satisfied and 34% of the respondents are moderately satisfied with supermarkets and only 7% of the respondents are not satisfied.

FINDINGS

- The majority of the respondents i.e 66% are females. Whereas rest of the respondents are males i.e 34%.
- 52% of the respondents are of age gather underneath 25%.
- Out of 50 respondents, 80% belonging to urban areas and whereas the remaining 20% belong to rural area.
- 92% of the respondents prefer Supermarkets than retail outlets whereas 8% of the respondents prefer Retail outlets to supermarkets.
- Majority of the respondents that is 52% shops on a weekly basis. Followed by 24% of others 20% of the respondents shop on fortnightly basis whereas the remaining 4% of the respondents prefer daily shopping.
- Around 20% of the respondents have a spending habit below Rs. 500 and 36% between Rs 500-1000, 24% above Rs. 1000-2000 and 20% of the respondents have a spending behavior above Rs. 2000.
- 76% of respondents are of the opinion that the pricing of commodities in supermarkets are moderate.
- 72% strongly agree that one shopping is better than small retail outlets.
- 100% of the respondents prefer supermarkets because of availability of the items under one roof. The rest of the facilities namely prices, ease of payment, location are only given secondary importance.
- 86% of the respondents are satisfied with the service rendered by the supermarkets.

CONCLUSION

I close from the examination that markets in Ernakulam has truly influenced the day by day bread of the little retailers. What's more, 72% of the respondents properly bolster this announcement. Be that as it may, around 80% of the respondents feel that the advancement of grocery stores is a blast through which we can surmise this has made a positive effect in the brains of customers. The significant explanation for why they favor shopping from grocery stores is that every one of the things they require are accessible under one rooftop and consequently they are otherwise called 'one rooftop shopping'.

Through this examination we can likewise surmise that lion's share of the respondents lean toward self-benefit than to be served. This pattern is seen just in general stores which have helped in drawing in more clients. This has by implication contributed for the development of grocery stores. As indicated by the investigation directed, the respondents have referred to that the valuing system of grocery stores is pretty much high; in this way the general population who shop from markets have a place with the high salary gatherings. Thus we can examine that with the expansion in the average cost for basic items of the general population, their preferences and inclinations have likewise created. There is additionally a mental impact on this move in the preferences of the buyers. They feel that obtaining from stores is additionally a piece of their notoriety. Consequently, they want to keep themselves refreshed with the developing patterns in the general public.

These are explanations behind the sudden move of enthusiasm from retail outlets to one-rooftop shopping which has made little retailers roam.

Inclinations of the things dependent on their quality are another factor which impacts the shopping propensity for the buyers. Quality is something which is normal by each client when he visits a grocery store. Most of the respondents lean toward shopping from enormous bazaar and dependence as a result of the accessibility of the things and nature of the administrations rendered. They feel that the characteristics of the administrations offered are better in Big Bazaar and Reliance when contrasted with alternate markets in India. Henceforth we can infer that alternate general stores in India need to build its general administrations and execution in the market to adapt up to the retail monsters like Big Bazaar and Reliance.

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