

Organised retailing scenario of hypermarkets during COVID-19 – Opportunities and Challenges

Alok Mittal, Dr. Upasana Tyagi

Research Scholar, Career Point University, Kota, Rajasthan

Research Supervisor, Career Point University, Kota, Rajasthan

Abstract:

Retailing in India is commercial bustle which develops from ancient and primitive period. In last three decades it has faced many developments and changes. This COVID19 has fetched so many new deviations around the world in all facets. It has manifested a watermark on the retail sector also. On one hand it throws so many contests to the modern retailers and on the other hand it also provides a lot of opportunities to both traditional mom & pop stores and modern retailers. All these challenges and opportunities made the Indian retail hypermarkets to take a new facet.

Keywords:*Retailing in Ghaziabad; Hypermarkets, COVID-19 period: Mom & Pop and Organized retailing; Modern retailing, Challenges and Opportunities.*

I. Introduction

Retailing in India is a commercial commotion which advances from ancient and feudal period. Retail sector has faced a momentous upheaval in the last three decades. Indian retail selling is of two types: 1) Traditional retailing and 2) Organized retailing. On one hand where traditional retailing is the rebellion of the ancient retailing system, while organized retailing is the current change happened by the sector in the last three decades. The traditional stores include local kirana stores, Mom and Pop stores, general stores, footwear shops, drug shops etc., which occupy around “or” less than 500 sq. ft. space for business. The organized retailing has established as hypermarkets, malls, speciality stores, etc., which were using the modern expertise in enticing the customers and doing the businessⁱ. Whereas the organized sector has grown up in the last decade in multi folds, the progress in traditional sector is inadequate. Indian organised retail division has established its way of doing commercial by changing the main factors such as information system, supply chain, usage of ethnic technology which in turn gives additional value to the customerⁱⁱ. The change in demographic features such as occupation, lifestyle, education and income, education of the teenagers is also a cause for the progress of organized sector. India’s retail sector has been acknowledged as the fifth largest sector throughout the world and it is aiming to contribute 10 - 12% of the GDP of Indian economy. When equated with other retail economies around the globe, Indian retailing plays a very important role for its economy as it serves as a source of livelihood for about than 50 million people. So, we can clearly presume that large population of India is an added benefit for the progress of the Indian retail sector. The retail density of our India is 11 which means 11 outlets for per 1000 people. In this about 58% of the retail sector’s input to annual GDP is done only by Individual (private) consumption. Out of this, 48% consumption is done in merchandise retail like FMCG, grocery, Jewellery, Home improvements etc., and 52% in service retail like wellness, education, medical, etc., This 48% merchandise retail which comes about Rs. 59 lakh crores of which around 70% (40.95 lakh crore) sales is done through essential items and rest 30% are non-essential items like apparels, fashion, food service, jewellery, etc., The essential items sales is predictable to raise by almost 10% by the end of the FY 21 and it may arise up to Rs. 44.8 lakh crore. This depicts the entangled relationship between the India’s retail growth and the consumption behaviour of the Indians.

Hypermarkets:

A "hypermarket" (sometimes called a "supercentre" or "superstore")ⁱⁱⁱ is a big-box store combining a supermarket and a department store^{iv}. The result is an expansive retail facility carrying a wide range of products under one roof, including full groceries lines and general merchandise. In theory, hypermarkets allow customers to satisfy all their routine shopping needs in one trip. The term hypermarket (French: hypermarché) was coined in 1968 by French trade expert Jacques Pictet^v.

Hypermarkets, like other big-box stores, typically have business models focusing on high-volume, low-margin sales. Typically covering an area of 5,000 to 15,000 square meters (54,000 to 161,000 sq ft), they generally have more than 200,000 different brands of merchandise available at any one time. Because of their large footprints, many hypermarkets choose suburban or out-of-town locations that are easily accessible by automobile.

List of Hypermarket in India

1. D-Mart
2. Hyper City
3. Lulu Hypermarket
4. Reliance Fresh
5. SPAR
6. Spencer
7. Trent

II. Objectives of The Study

As complete world around the globe comes under quarantine orders and consumers across the world start to avoid human contact, retailers are trying their best to adapt to the current situation. They identify that the global retort to the novel COVID-19 virus will surely have a important impact on their business. They also recognize that the state is changing daily and they are also aware about the fact that they have very little time to react. The objective of our study is to find out the adaptability of the hypermarkets in our tier II city & to analyse the opportunities and challenges for hypermarkets in the city of Ghaziabad

III. Research Methodology

Data collection has been collected both from primary as well as secondary sources. The Primary data has been collected by means of a questionnaire & through personal interviews

Sampling Design

Data has been collected from the managers of hypermarket prevailed in the Ghaziabad city. Data is collected from 100 respondents and major tools used are questionnaire, personal interviews & social networking sites.

Area of study – Ghaziabad

Retail in India – The future

The Indian retail market was predicted to be worth jaggedly about \$600 billion at the commencement of 2015, and is projected to expand to \$1.3 trillion by 2020. 92% of the revenue is fashioned by the unorganized sector (includes traditional mom-n-pop outlets which are not underneath the tax net), according to a report by KPMG^{vi}. Modern trade (supermarkets, hypermarkets and other organised retail stores) reported for \$60 billion. Along with this E-commerce is projected to be worth \$6 billion and is predicted to upsurge to \$70 billion by 2020.

The Indian retail market can be described as (1) traditional mom-n-pop outlets (Vegetables, fruit and grain and fairs markets); (2) Well established outlets (corner shops, kiosks, supermarkets, independent stores, specialty stores, department stores, hypermarkets, wholesale cash-and-carry outlets, franchise stores, and discount stores); (3) cooperative/government stores (Mother Dairy stores, Village industry outlets and cottage industries emporiums, khadi outlets, defense canteens and fair price shops); and (4) e-commerce (online travel ticket and hotel accommodation, leisure goods, electronic goods, entertainment electronics, etc.).

The key section of the complete retail industry a) Food and grocery (60 percent share) b) Apparel (8 percent) c) Telecom (6 percent) d) Food service (5 percent) e) Jewellery (4 percent) f) Consumer electronics (3 percent) g) Pharmacy (3 percent) h) Other (11 percent). However, the apparel division tops the list of organised sector division at 33 percent, followed by telecom and food-grocery (11 percent each) and consumer electronics (8 percent) for the second and third ranks respectively.

India is amongst the countries with the maximum per capita accessibility of retail store space. As per CoolAvenues.com, there are at least 11 retail shops for every 1,000 people in India, whereas the US has only four. The count of supermarkets raises from 500 in 2006 to 4,000 in 2011 and touch 8,500 by 2016. About 3 percent of shops in India are in the organised sector, and only around 5 percent have an area of about 500 square feet^{vii}.

A huge number of acquisitions and merger started in Indian retail market post FDI reforms. Price Waterhouse Coopers (PWC)^{viii} is a universal professional services network headquartered in London, United Kingdom computes roughly the multi-brand retail market to raise to \$220 billion by the end of FY-2020 in India.

Furthermore, Indian e-commerce market is projected to spread US\$ 220 billion in terms of Gross Merchandise Value (GMV) and count of 530 million consumers by 2025, commanded by quicker speeds on reliable telecom networks, quicker acceptance of online services and improved assortment as well as suitability^{ix}

Indian direct selling/Network Marketing business is valued to reach Rs 159.3 billion (US\$ 2.5 billion) by 2021, on condition with a promising environment via improvements and regulation. India is assessed to turn into the globe's third-largest consumer economy, accomplishing US\$ 400 billion in feasting by 2025. Government of India has legalized 100% FDI in online retail of goods and services through the instinctive route, thus providing lucidity on the existing businesses of e-commerce companies operational in India^x

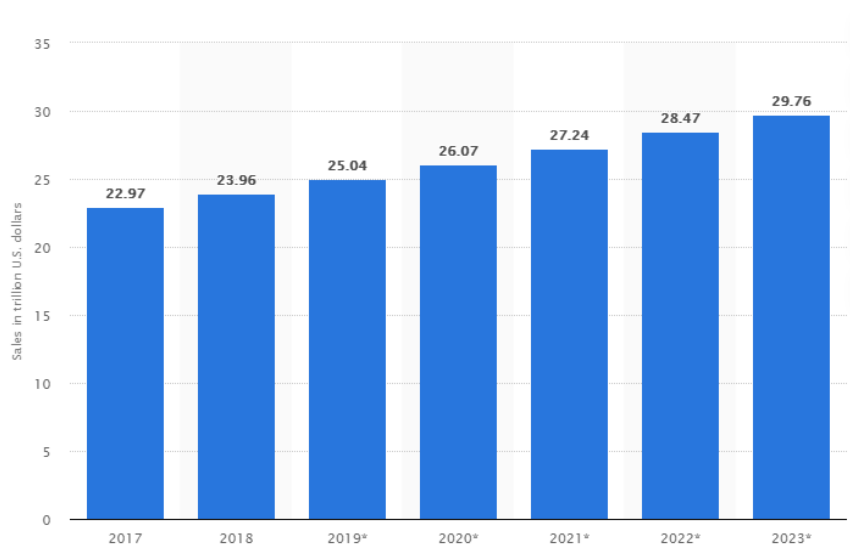
Among the top retail groups/companies in India are Tata Group (Titan and Tanishq outlets, Croma, Westside, Landmark), Future Group (Brand Factory, Big Bazaar, Pantaloons), K. Raheja Corp Group (Shoppers Stop, Crosswords), Reliance Retail (Reliance Digital, Reliance Supermarkets), Aditya Birla Group (More outlets), RP-Sanjeev Goenka Group (Spencer's Hyper, Spencer's Daily, Fabindia and ITC-LRBD).

Retail Industry Global Scenario

The United States is the main retail market in the world, with sales of over five trillion U.S. dollars. Physical stores accountable for the finest part of sales in this market. Mass merchandisers are the chief supplier to this industry. The U.S. is home-based to some of the world's principal general and grocery merchandise retailers in Costco, Walmart, and Kroger. However, it is stance for in many other sectors, by companies like CVS, Amazon and The Home Depot, which are also based in the U.S.

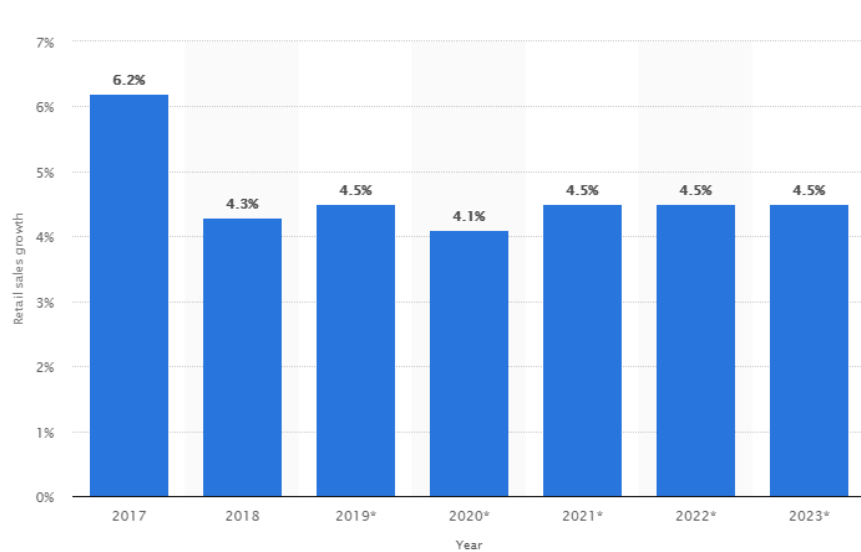
Retail in Europe follow a similar design with mass merchandisers Tesco and Carrefour two of the leading European retailers. German retailers Aldi and Schwarz Gruppe (Lidl) who both run their own cut-price discount store models are supplementary leading retailers from the region. The United Kingdom, Germany and France are the largest markets in this region. Asia is also home to some of the chief retail markets in the world amongst Japan, China and India. Seven & I Holdings and JD.com, owner of Seven-Eleven are the main two of the largest retailers imminent from this region.

Forecast of Total retail sales worldwide from 2017 to 2023 (in trillion U.S. dollars)^{xi}



Source: <https://www.statista.com/statistics/232347/forecast-of-Total-retail-sales-worldwide/>

Forecast for global retail sales growth from 2017 to 2023^{xii}



Source: <https://www.statista.com/statistics/232347/forecast-of-global-retail-sales-growth>

Hypermarket retailing in India-A Pandemic Scenario:

The novel covid-19 epidemic has tilted the complete globe and the life of human beings. This contagion has superior effect not only on the individuals but also on the business community. The global business set-up has slackened down and it doesn't fail to leave a dent on the Indian retail sector too. This pandemic disease has twisted a large influence on the retail sector and made it to a cessation position, especially the luxury and high-end retailers. This result on essential items retailers is also significant but not to the far degree. In India, this epidemic has started upsetting retailers from the last week of march 2020 to till date. The lockdown declared by the government has made all kinds of retailers to face a major degrowth in their business. The traditional mon-n-pop retailing pattern has supported the customers/consumers a lot in this epidemic condition to get the necessity items. Maximum of the traditional retailers deal with the essential items such as food and grocery which helped customers upto a greater extent. The modern-day luxury retailers such as jewellery stores, electronics stores, apparel and fashion stores are the real fatalities (sufferer) of this season. As the malls keep on closed due to lockdown, they eagerly want to move out of these bulky buildings to raise customers of their own. Apart from this the assurance of expenditure among the people has abridged to a large extent due to ambiguous economic conditions predominating in the society. Most of the non-refundable income has been spent on food & vegetables, medication and grocery, the thought of spending on lucrative items has been suspended which affected the organized retail sector in high percentage. The organized retailers are in a situation to face the economic crisis of their business and also to long for the dawn of a thriving economy. Though the traditional mom-n-pop store retailers are less affected in their business, they too face problems related to the supply chain, stockpiling, hygiene maintenance, government rules and regulations, etc., During this period the customers/consumers are also pebbledash the threat of reduction in financial benefits, losing jobs, health care difficulties and other lifestyle disruptions which all have a straight effect on the retailer

IV. Literature review

Lata Jha (2020)^{xiii} published an article on India's retail market and concluded that India's retail market has been valued to reach \$1.1-1.3 trillion by 2025, from just \$0.7 trillion in 2019, it means a growth of CAGR (Compound Annual Growth Rate) of 9-11%, motivated by socio-demographic and economic factors such as income growth, urbanization and rise in nuclear families. India's ingesting is likely to beat that of developed countries like the UK and US that will solely grow at a CAGR of 4.5% and 3.6% respectively. There is great headroom for the major five retailers to develop their market share from the current 5% to 10-12% in the next time span. To accomplish this, retailers would essentially to drive business model revolutions based on operating model and value proposition. He also points towards the evolving consumers and the mode they shop. They look for convenience due to scarcity of time. They are pleased to choose customized products and services in spite of higher costs.

India Brand Equity Foundation (IBEF) (June 2018)^{xiv} stated that retail sector is undergoing exponential development, with retail expansion taking place not just in main cities and metros, but also in tier-II and tier-III cities and Fast-moving consumer goods (FMCG) players are concentrating on rural market as it reported for over 60% of FMCG consumer base in India in 2016. IBEF also stated that with growing venture in

infrastructure set-up, retailers would be able to increase their admittance to high-growth possible rural markets. India Retailing Bureau (IRB) (2017) elucidated that tier II cities will be the succeeding retail objective in the country with importance the taking out of malls across tier I cities, the report classifies 20 cities including tier II cities such as Jaipur, Indore, Lucknow, Kochi, Chandigarh, Patna, Nagpur and Bhubaneswar among the chief cities, as the subsequent retail termini in the country. The study bases its assumption on significant constraints such as forthcoming supply, total retail stock, retailer development plans, retailer presence, and investments.

Mazumdar Jharna (2018)^{xv} explicated why retailers are flocking from Metros to tier II, tier III towns for their extension, he clearly stated that increasing awareness, rising incomes, and high ambitions in rural areas bring big prospecting for numerous retailers who are making a conventional line for tier II & tier III cities. As these locations are unrefined and real estate costs here are 30-40% lesser than those in Tier I and metros, so retailers are even more attracted.

Adarsh K Jain (2018)^{xvi} had a study on “Impact of FDI in Retail Industry in India” clinched that Indian retail sector has grown up by jumps and boundaries in the latest years. The development and employment rates with FDI in form of institutional and direct investment have been growing at an exponential rate. From the colonial time to the modern era, the FDI’s effect on the India’s economy has been changed enormously. Fluctuations in the government policies, availability of capital, introduction and acceptance of technology, and labor have donated to high efficacy and performance of the Indian retail business which in turn amplified the FDI inflow in the nation. This has resulted in development, diversification and introduction of various commerce in the retail industry.

Naveen Kumar (2017)^{xvii} in print an article on “Online shopping behaviour of customers in tier II cities of India” in which he determined that even though online shopping is very communal overseas, its extension in India’s market, which is having a quiet large customer souk, is still not in line with the worldwide market. As per India’s B2C (Business to Customer) E-Commerce Report 2013 - e-tailing accounts for India is not as much of than 1 percent of the complete retail market. Whereas it is for over 5 percent if the whole retail market in China and 10% in the United Kingdom (UK) and the United States (US). This shows that only a miniscule portion of internet handlers in India are at current online shoppers. The cause might be that it is not the expertise, but the mode customers think round high-tech buying that is holding back the development of the industry.

Shrestha Saroj (2016 - Japan)^{xviii} done a study on “Foreign Direct Investment in Retail Sector - The case of India” and specified that Indian retail market has revealed an amazing progress in past two and half decades. Liberalization in FDI policy accepted by Indian government has complete India as a stunning target for overseas investment. The recent modification in venture caps for FDI in single-brand and multi-brand has poised further investment in retail sector. In 2015, organized retail sector had only 8 percent share of entire Indian retail market which is assessed to rise to 24 percent by 2020.

Sunil S Dugarwal (2016)^{xix} stated through his article “Big Malls in Small Cities” that When the retail boom started in India, there used to be a public joke among the retail industry experts, they used to call Malls as modern shrines of India. Today it is no more a joke when Malls start thriving to tier-II and tier-III city. It is the conceit of an regular Indian citizen as they like to boaster products they purchased from the Mall to their corresponding part in the metros. They too make it as a highpoint to their colleagues in big cities that so and so brand is obtainable in their neighbouring mall as well. It is a pleasure place for complete family and also “go to” place not only on weekends but also to fill evenings on weekdays.

Rajesh Meena (2016)^{xx} elucidated Challenges and Opportunities met by organized retail players in Nagpur city and institute that retailing in India is the key vibrant industry, which epitomizes massive chances for both organized and unorganized players. There would be a win- win situation for both if they reduce the challenges and pull on the prospects that could assistance both sectors. It would not relax to handle all the challenges and opportunity factors all at once. She also initiates that to upsurge the development the organized retailers essential to agree to strategies with respect to venture in supply chain management and technology. Venture in technology declines their surplus of time, efforts and goods.

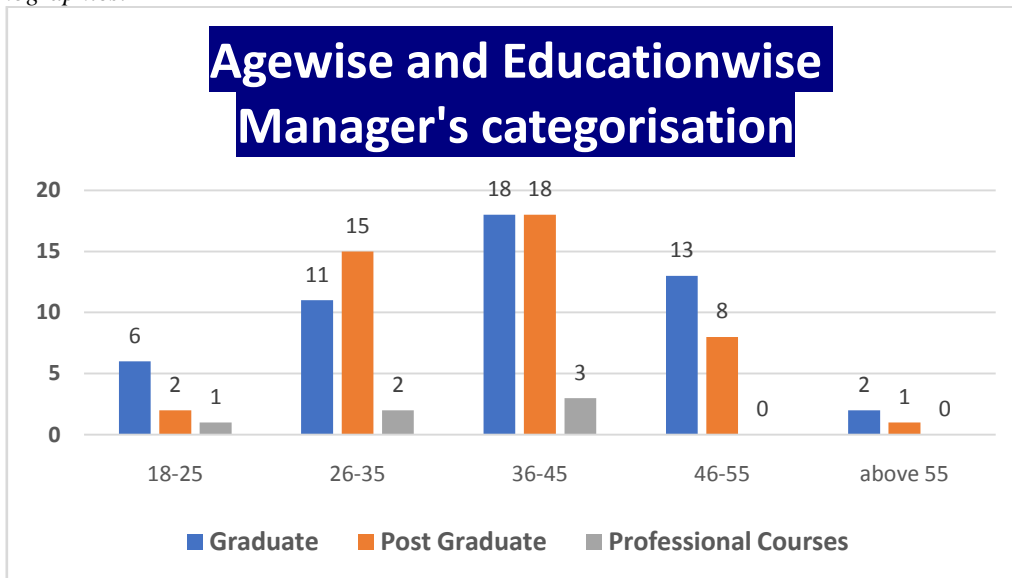
Biplab Shankar Bose (2016)^{xxi} done a study on India’s Retail Marketing and Its influence on Customer satisfaction and initiate that Indian Retail shoppers are not only price aware but also, they wish Value for money proposition, Lengthways with this Now-a-days middle Class customer also grow his leaning towards branded products as well. Effluent retail customers and Middle class are becoming brand conscious and they are prepared to pay some extra money for the trademarked products, Maximum footstep in retail markets are of early age group of up to 35 years , which is 65% of total existing population of India

Dr. Upasana Tyagi^{xxii} reasoned about the problem and prospects of organised retailing in India in 2015 and specified that majority of customers who go to hypermarket/ compact hypermarket were married males of atomic family which displays that nuclear family concept is also dominant widely in Tier II and Tier III cities due to prevailing demographics of the society.

Piyali Ghosh (2015)^{xxiii} stated in her article on shopping orientation and behavioural design of tier ii shopper and Vibhuti Tripathi (2015) in print an article on Profiling India shoppers– An Exploratory study of organized retail and specified that consumers in these towns are still less visible to organized retail outlets and seem to be evolving in their store orientation and choice. It is displaying the fact wrong that trivial town consumers remain unwilling to visiting large retail stores, consumers of a Tier II city like Allahabad are progressing on the road to regular visits to organized retail outlets and have displaying their strong indication of discounts, location Convenience and Merchandise variety while selecting a store.

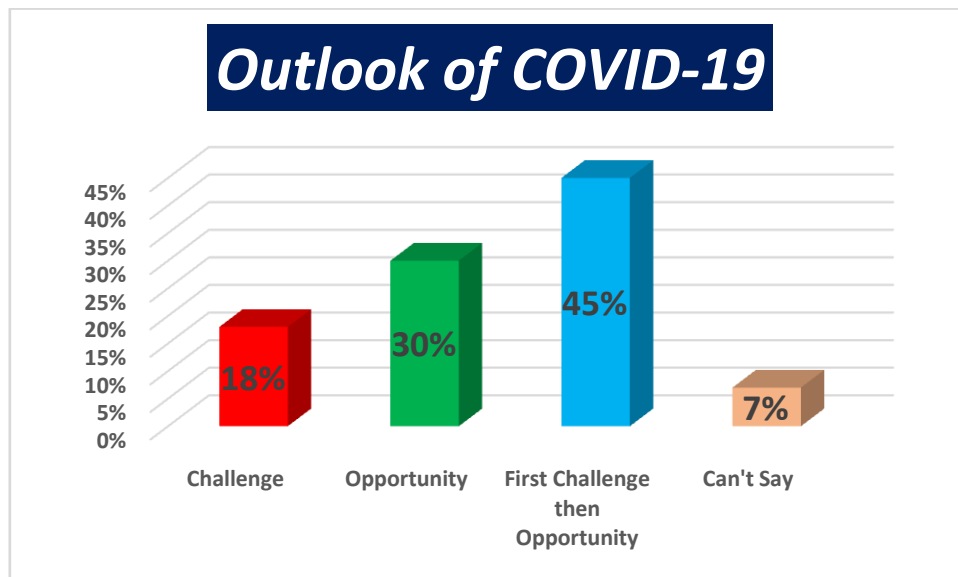
Data analysis from Questionnaire:

1. Demographics:



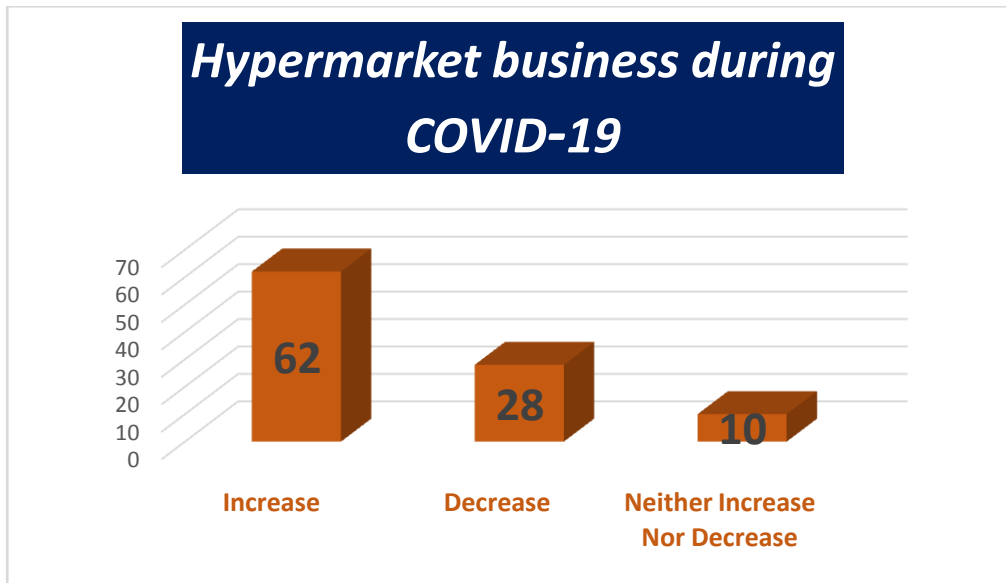
Most of the managers of hypermarkets are young and are of the age group of 26-45 years

2. How do you see this COVID -19 for your business through Hypermarkets?



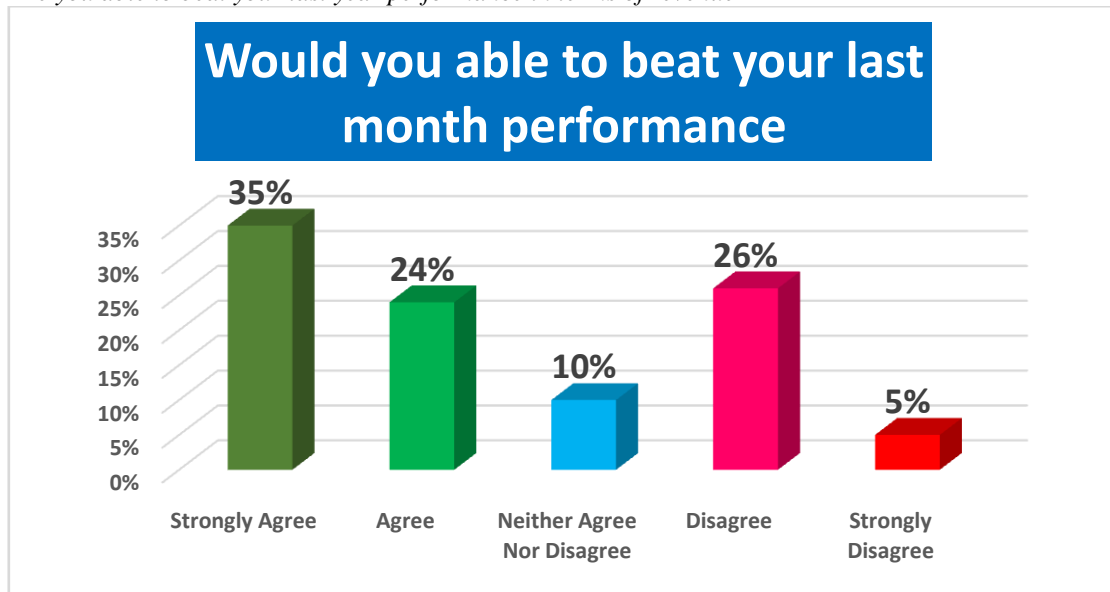
18% hypermarket managers were looking COVID-19 as a challenge but 75% of them are looking COVID-19 as an opportunity

3. During COVID -19 Your Business



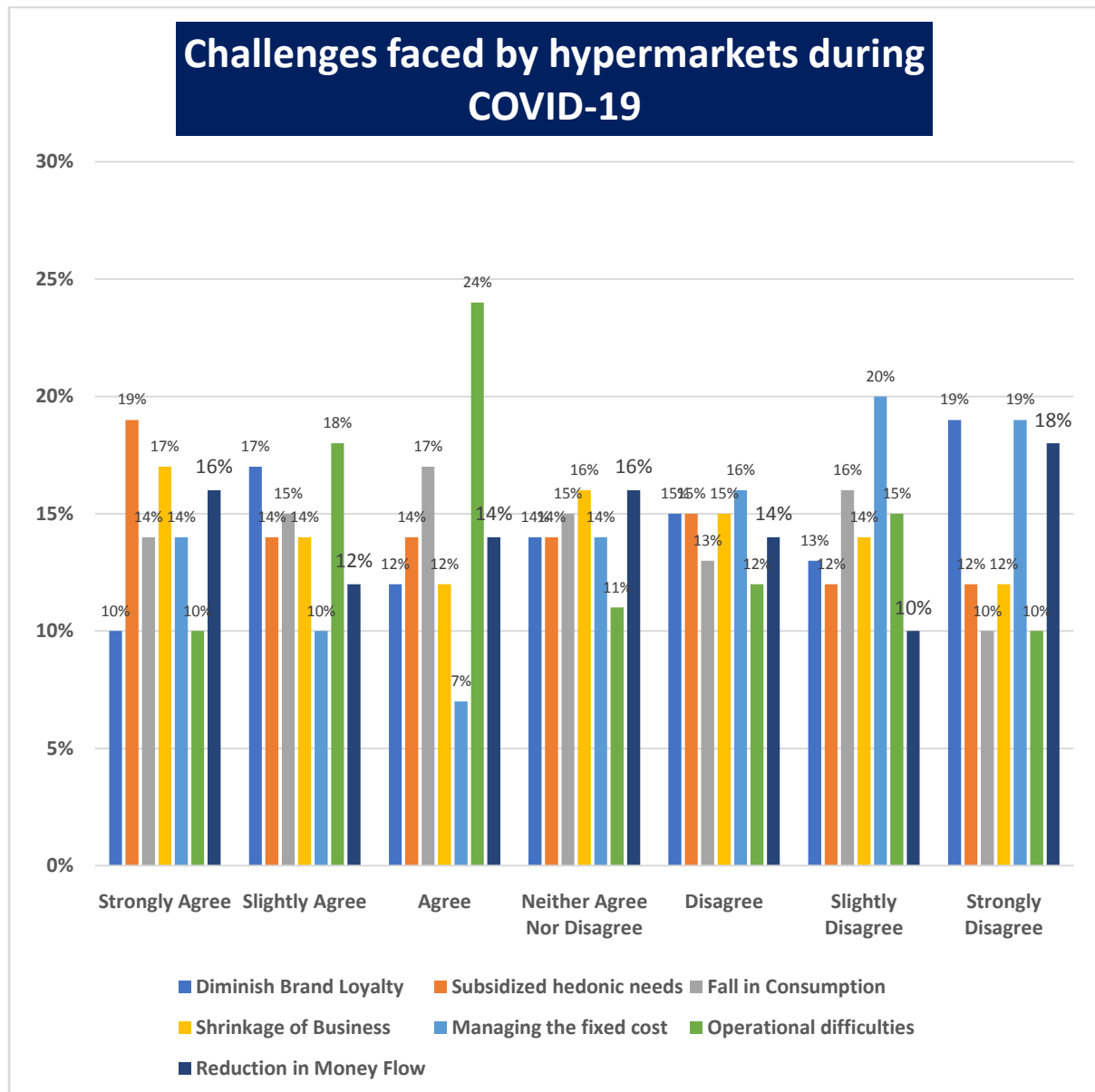
Almost 62% Managers are believing that during COVID-19 there business is increased

4. Are you able to beat your last year performance in terms of revenue

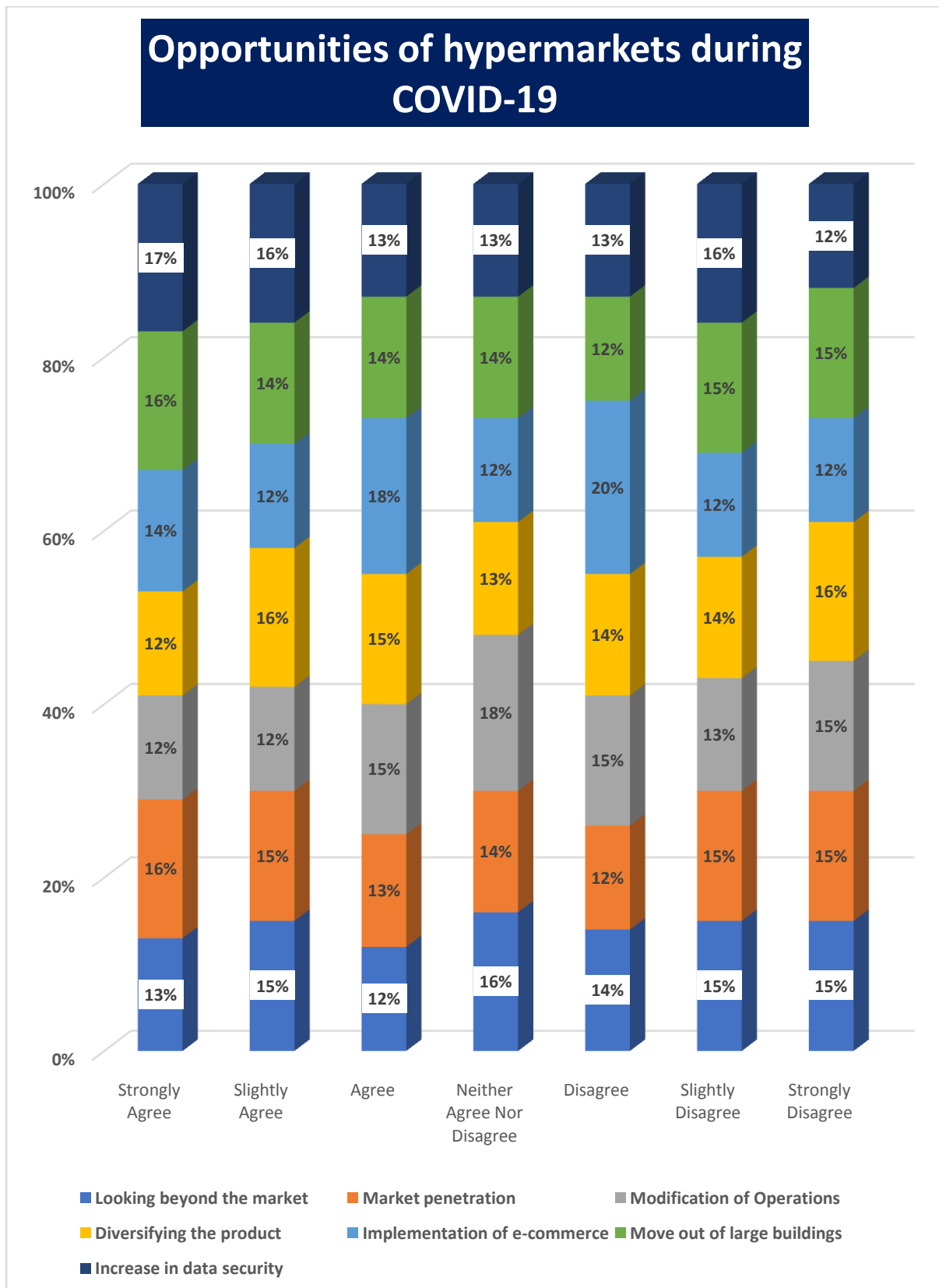


Most of the hypermarket managers are confident that they will beat their last year performance and will be positive in terms of revenue for FY 2020-21

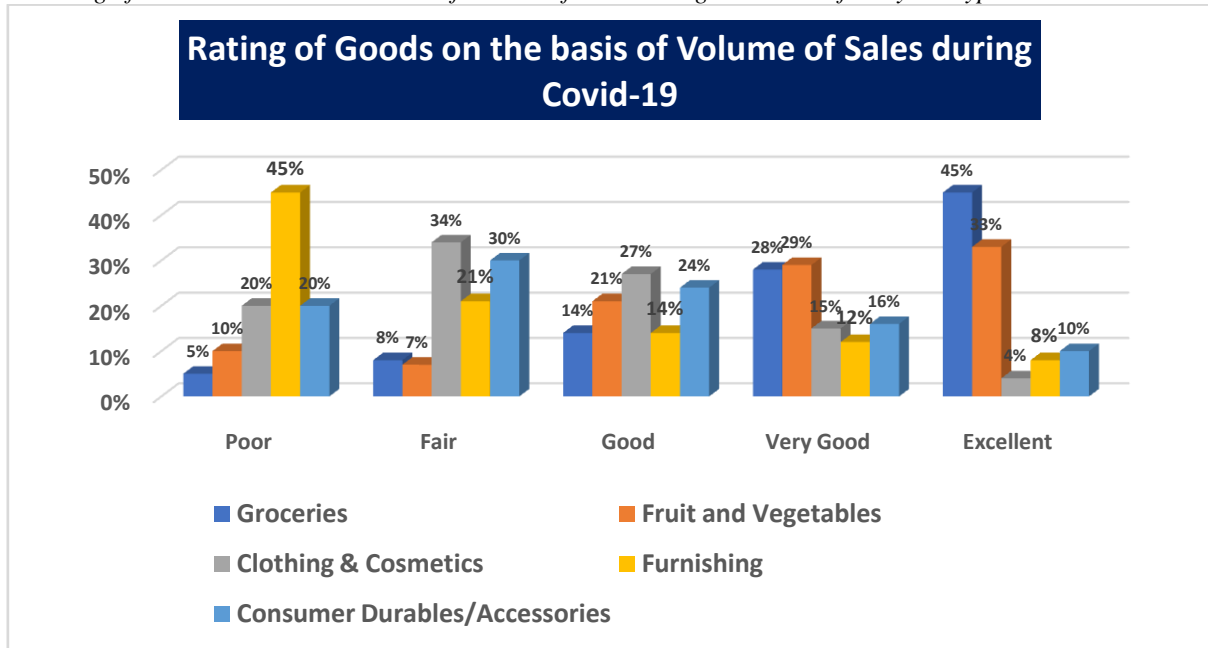
5. Based on a scale of 0 to 5 Challenges faced by hypermarkets during Covid-19



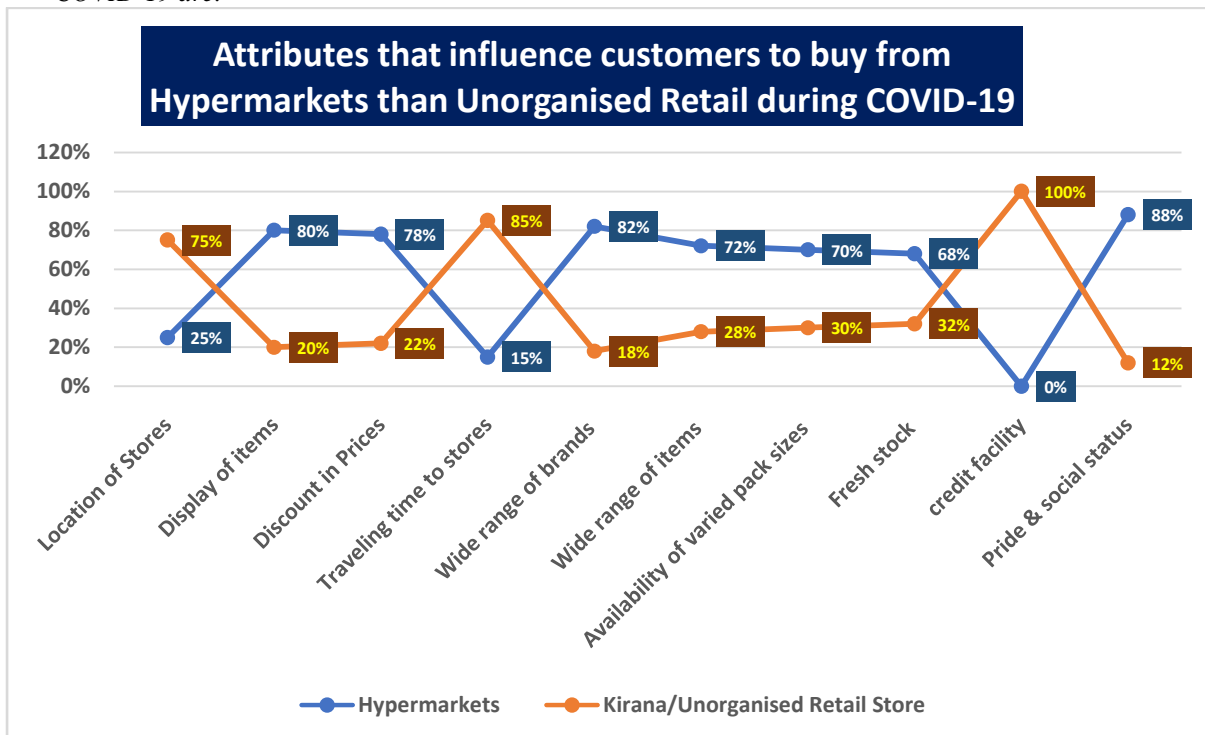
6. Based on a scale of 0 to 5 Opportunities faced by hypermarkets during COVID-19



7. Rating of Goods/articles on the basis of volume of sales during COVID-19 from your hypermarket store

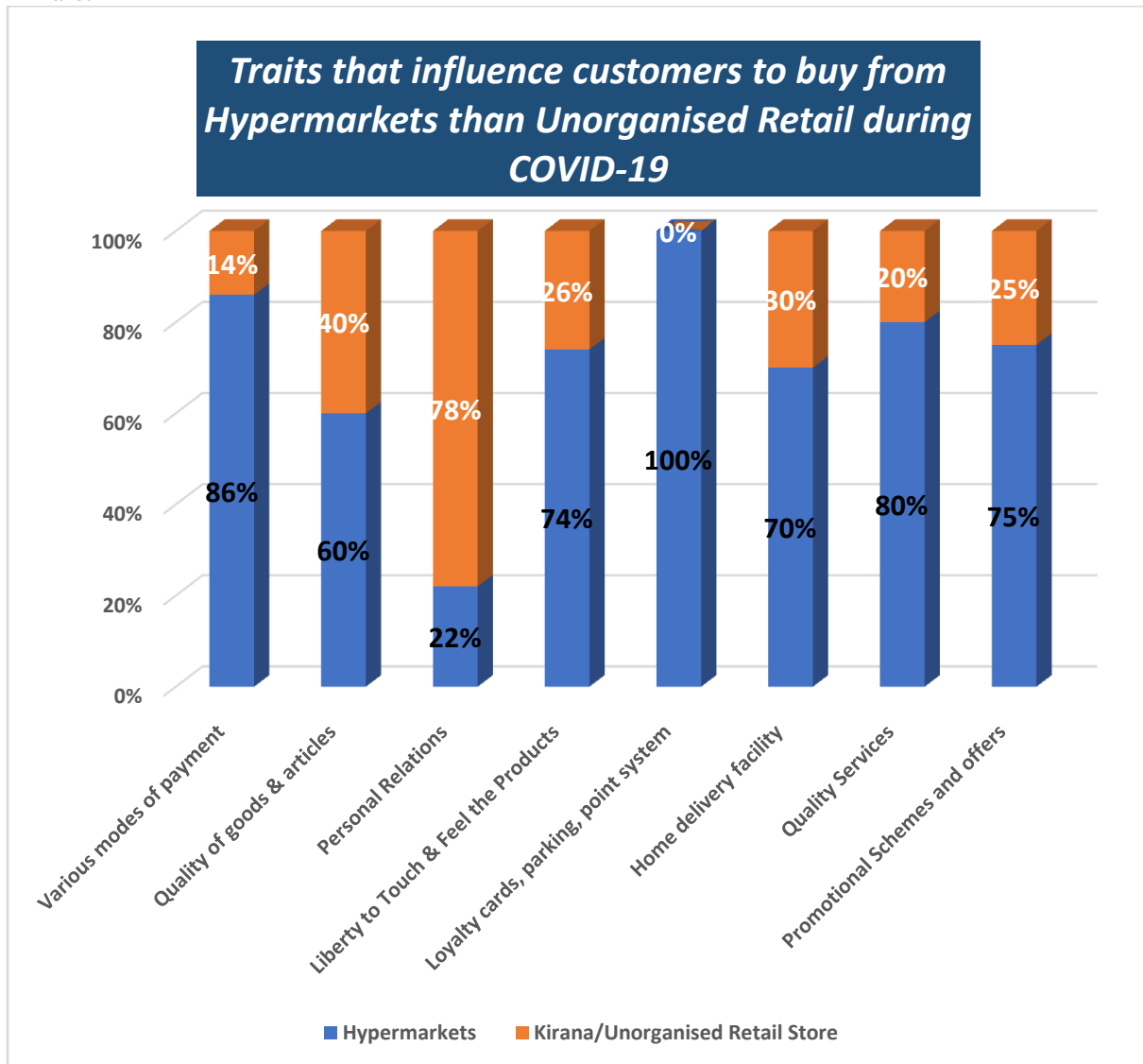


8. Attributes that influence customer's buying from a branded retail and an unorganized retail store during COVID-19 are:



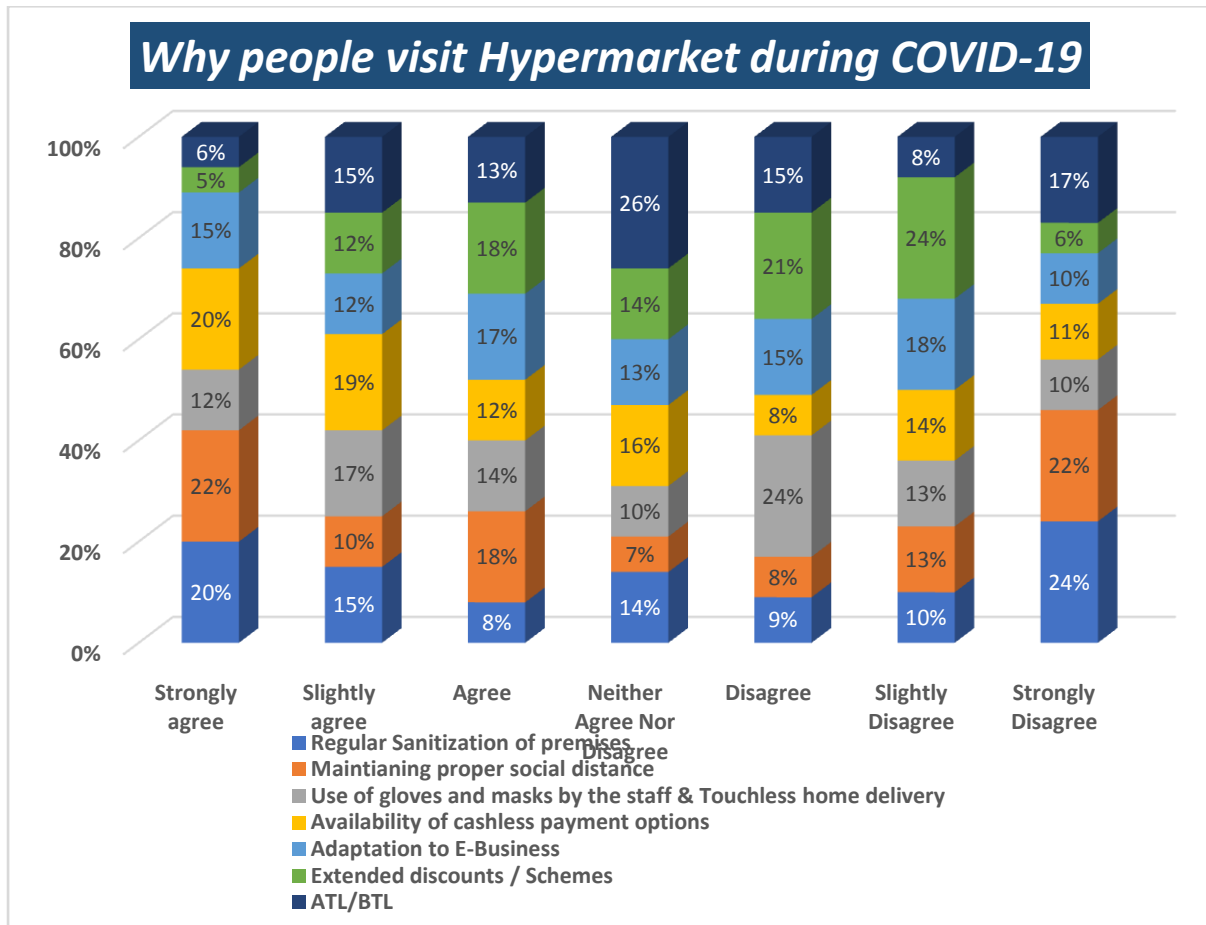
While location, travelling time and credit facility of local mom-n-pop store act as a compelling factor for some buyer to shop On the other hand display of items with discounted prices, wide range of products, fresh stocks and feeling of pride and social status are some factors which motivate the buyer to shop from the hypermarkets.

9. Traits that influence customer's buying from hypermarket than unorganised retail store during COVID-19 are:



According to the managers of hypermarkets Various modes of payment, Quality of goods and articles, Liberty to touch and feel the product, Loyalty programs and Quality services are some major traits for which the customers are buying goods from hypermarkets

10. People visit/ buy from a particular Hypermarket / store during COVID-19 because



Due to certain safety measures like Regular sanitization, Social distancing, Adaptation to E-Business, Availability of cashless payment options buyers are looking to shop from hypermarkets, On the other hand some people do not satisfy with the precautionary measures taken by the hypermarkets and they may opt to shop from local kirana / unorganized retail store

Major Findings high broadly categorized in two categories

- Majority of the hypermarkets have Young professionals as their managers & out of these young professionals' ratio of Graduate vs. Post graduates are almost similar
- 18% hypermarket managers were looking COVID-19 as a challenge but 75% of them are looking COVID-19 as an opportunity
- Almost 62% of hypermarkets Managers are believing that during COVID-19 there business in increased
- 35% Managers of hypermarkets are strongly agree that they will be able to beat up their last year performance while only 5% are strongly disagree that they will not be able to beat up their last year performance and 26% are disagree in this prospect

Challenges faced by Managers of hypermarkets during pandemic:

The novel COVID-19 has reformed the business follows of retailers and made them face many battles in doing trade as well as business. Some of the challenges confronted by vendors are as follows:

Diminishing brand loyalty: While 10% of the managers said that Diminish brand loyalty is the key challenge during COVID-19, 19% are strongly disagree with this point. The current variation in shopping behaviours of

the customers made them to twig on to one retail store even for buying need items. But the limitations placed in commutation during lockdown make individuals buy the vital items from the close retailers itself and evade them going to their usual shopping areas. This has showed the way to the customers to use / switch over from national brands to private brands, as minor retailers are selling more quantity of private label items.

Subsidised hedonic needs: Out of all the challenges during Covid-19, A maximum of 19% of managers said that subsidized hedonic needs is the key challenge during COVID-19 while in this scenario 12% managers are strongly disagree. The rising young populace of this nation has given rank to epicurean wants when compared to the useful needs. But in this epidemic situation, the early generation also altered their need pattern due to life terror. This dread and the limitations made by the management also made the youths to turn to the online retailers in its place of brick and mortar trade stores.

Fall in consumption: The feasting pattern of the customers has also diminished which tends to fall by 25 to 30 % for the subsequent six to nine months. This lockdown has abridged the poise of ingesting among the customers, and the decline in feasting pattern is due to the terror of disease, damage in income and also anxiety in job security.

Shrinkage of business: 17% owing to the lockdown considered shrinkage of business as the prime challenge during COVID-19 era while 12% still strongly disagree with them, the complete economy has met a sluggish leap and all the retailers handled the decline in their business capacities. In India, maximum of the footwear, apparel and fashion retail shops has the routine of doing march year closing sale/ march clearing sale in the last week of each March. This economic year end sales have got la-di-da by this lockdown.

Managing the fixed cost: 31% of the population is agree in which ways either Strongly “or” slightly “or” agree that managing the fixed cost is one of the major challenge during Covid while 55% do not considered the Management of fixed cost as a challenge which shows the confidence of retail business owners in their operations. In retail business, the percentage of fixed cost is more when equated to the flexible cost. The fixed cost includes employees, rent, power cost, salary etc., which uses the 60% of their income. Throughout this lockdown, this static fixed cost has to be accomplished with the poor revenue made by the vendors and this might lead to shutdown of their business also.

Operational difficulties: According to 44% managers of the total managers interviewed agreed that operational difficulties play an important role to be a challenge during COVID while 37% in one way “or” other is not agree with their school of thoughts. Apart from the business reduction, the vendors have to altered themselves in the way of doing their commercial activity. Organised retailers have to achieve the supply chain commotions, constraint in the walk-in of the stores due to the social isolation, hygiene developments as per the local authority, decrease in promotional movements so as to evade over crowd. Also unorganised retailers are in a position to face these types of operational differences such as e-payments, home delivery, hygiene practices placed by limited authorities, etc.,

Reduction in money flow: Now this is an interesting factor to know that out of 100 managers interviewed 42 said that reduction in money flow is a challenge during COVID era while exactly 42 are not at all agree with this philosophy. This new contagion disease has twisted a large amount of dread amongst the earning families owed to salary cut, small business volume, horror of losing job, etc., This decrease in the money flow amongst the low-income group people who procure the essential grocery items only and evades needless items. This dreadful condition has shaped a hindrance to the luxury item retailers and also swapping off to local brands.

Other threats: Newly developed formats like Hypermarkets, Malls, Supermarkets are facing the peril of shopkeepers affecting out of these large buildings due to constraint in consumer traffic, rent problem etc., The retailers association had a conciliation with mall owners in direction to have a return sharing rental method but that was not been acknowledged by the mall owners. The Forum mall in Bengaluru has recognized for some kind of rental respite for its retailers. The branded inevitability stores are facing a major collapse due to this lockdown by losing their business to traditional and local Kiranas stores etc.

Opportunities for Managers of hypermarkets during Pandemic:

Despite of having more hostilities and fears by this COVID 19 to retail sector, it has also presented a chance to retailers to recognize the new means of doing business. Some of the prospects formed by covid-19 for retail segment are as follows:

Looking beyond the Market: 40% managers are considering COVID-19 as opportunity because it provides them an opportunity to look their market beyond their territories while 44% are either Strongly disagree “or” Slightly disagree “or” disagree regarding this. Organised retailers needs to move to innovative market or to countryside market which can poise the business loss in tier1 & 2 cities. For example, Maruti Suzuki is planning to open new franchisee dealer showrooms separately from tier one and two cities so as to gain the advantage of financial incentive package publicized by central government for countryside society. The massive retailers can start their focus on tier two and tier three cities to multiply their business capacity. Numerous small vendors in tier 3 cities are facing fiscal crisis due to lockdown and may be running sort of business. This situation can easily be utilized by big organized branded conglomerates to open their new outlets.

Market penetration: According to 16% managers Market penetration is the key opportunity during COVID while 15% are strongly disagree with this school of thoughts. Middle class family of India has got financially affected due to this lockdown and they form a huge share of business for the organised retailer stores. To safeguard their continuance in the business, vendors can go for drop in price and also value and range. The retailers have to distillate on low quality products when equated to the high end products.

Modification of operations: 12% managers seems modification in their operations as an opportunity during COVID era while 15% managers are strongly disagree with this. This epidemic condition made consumers to move exceedingly in the direction of the online retail happenings when equated to brick and mortar system. So, organised as well as traditional mom-n-pop retailers has to find out an online stage to retail their products, deprived of dragging the consumers to the physical stores. Various retailers in tier 1 and tier 2 cities has in progress to do business as well as services by means of smart phones through Messenger, WhatsApp etc., and receive payments using online podia such as Paytm, Gpay, Pay U, etc.

Diversifying the products: 12% managers said that due to COVID-19 they get an opportunity to diversify their products while 16% are strongly disagree with their viewpoint. The retailers can focus on the goods which are essential in this pandemic situation. Like for example, Bata stores are now focussing on home chapels when equated to the fashion footwear, as persons are remaining at home and maximum proficient has shifted to work from home mode. Like more number of garment manufacturers moved to produce masks and gloves and drug producers has started the manufacturing of hand sanitizers.

Implementation of e-commerce: There is an interesting observation that while 44% managers took this COVID situation as an opportunity the same quantity i.e. 44% are either strongly disagree “or” slightly disagree “or” disagree with this viewpoint.

While observing the Attributes that influence customer’s buying from a branded retail and an unorganized retail store during COVID-19, it is observed that Credit facility (100%) is the prime factor for unorganized as well as local/traditional mom-n-pop stores which acts as a catalyst for consumer to buy from these stores Along with this Travelling(85%) and Location (75%) also plays their crucial role

On the other hand feeling of pride and social status (88%) is the prime motivating factor for tier ii city customers to buy from hypermarkets, which is quiet interesting and surprising as well, Along with this wide range of products (82%), display of items with discounted prices(80%) and fresh stocks(68%) and are some factors which motivate the buyer to shop from the organised retail outlet and hypermarkets.

Benefit for unorganised retailing: The minimum affected cluster of retailers is unorganised and traditional sector. This sector has reinforced a lot to the customers in providing the essential items during lockdown. A very big thanks to this segment for their outstanding service in this condition. Unorganised traditional retailers who comprises 92% of retail trade in India has the appropriate option of altering themselves by presenting new amenities to the customer for the identical value.

Loyalty card/Parking Facility/Point system (100%) are the key influencing parameters for shoppers to buy from hypermarkets along with Ease to the mode of payment (86%), liberty to touch and feel (74%) While Personal relations (100%) are one factor on which local kirana stored 100% banged on and give a tough fight to the organised hypermarkets.

It is quiet clear from the study that people are visiting “or” start showing confidence in buying from these big retail conglomerates/ Hypermarkets because they thought that these places are highly sanitized and proper social distancing is followed while they shop from the hypermarkets , Along with this people also very clear that ATL/BTL activities of any of the branded hypermarkets do have only miniscule effect on attracting the shoppers to the hypermarkets.

V. Conclusion:

Indian retailing is highly dynamic in nature and it has to face the fluctuations levied by the situation. Mutually the organised and unorganised/traditional retailer has got suffered by the new corona virus and it is the right time for them to reconsider about their business. In place of classifying them as organised retailer and the unorganised retailers they can also be divided as the essential item retailers (retailer deals in essential items) and the nonessential item retailers (retailers deals in non-essential item). This novel covid-19 coronavirus had a boundless influence on the retail business dealing in non-essential items whereas it has also publicized habits to essential item retailers to arrange a new strategy, operational changes, adoption of technology etc, to stay in their respective business forever. Moreover the effect of Novel COVID-19 is positive or negative this has been an significant aspect for the retail business to have new sides.

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