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CHANGING TRENDS IN INDIAN RETAIL MARKET

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ABSTRACT

Indian retail is the second largest country in the world. Indian retail industry, which includes organized and unorganized sectors, is one of the fastest growing industries in India, especially in the last few years. Initially, the retail industry in India was largely unorganized, but as the tastes and preferences of consumers changed, the industry became more popular and organized. The industry is expected to grow at a rate of 25-30% per annum due to increasing market demand. With the huge growth of the economy, retail management has emerged as one of the fastest growing careers in India. The huge expansion in the retail sector in the last few years has created a huge demand for skilled professionals in the sector.

KEYWORDS: *Indian retail, retail industry, organized.*

INTRODUCTION

The Indian retail industry, with more than 12 million outlets, is projected to employ more than 16 million people, the second largest after agriculture. With retail investment of up to Rs6000crore, India has the highest retail density in the world and 25 major retailers have around Rs 15 million crore retail outlets. India is going through a small revolution. All the big commercial homes are entering the area and it is already growing. International giants like Wal-Mart, Tesco and Carefor are looking to enter the Indian market. There are huge employment opportunities in retail. Until the early 1990s, the retail sector was dominated by the unorganized sector. Corporate groups such as Tata, RPG, ITC and Bennett Coleman & Co. entered the retail market and the organized sector grew rapidly. After the liberalization and growth of the Indian economy in the late 1990s, Indian consumers saw a growing exposure to new domestic and foreign products through various mediums such as television and the Internet. In addition, social changes such as increasing the number of nuclear families and increasing number of working couples increased the personal consumption of Indian consumers.

India is the country with the most unorganized retail market. Traditionally it's family bread, their store is back and they run a small business, with more than 99% of retailers working to buy 600 square feet of space. Indian retail sector approximately Rs. 900,000 crore, of which the organized sector is only two per cent, indicating that a large market of consumer-savvy organized retailers is waiting. India's retail sales are gradually being phased out to become the next booming industry. The whole concept of procurement has been tarnished in terms of layout and consumer purchasing behaviour and this has led to rebellion in procurement. Morning Retail caters to retail in modern retail, shopping, entertainment and



shopping centres, multi-storey malls and spacious complexes. However, in the post-liberalization era we have seen major changes in the retail industry. Changes in the organized retail industry are seen in the form of new retail sales, modern techniques, specialized retail stores, retail chains emerging.

INDIAN RETAIL INDUSTRY:

The retail industry in India is the largest of all industries employing 7% of the country's GDP and about one per cent. The retail industry in India has emerged as the fastest growing industry in which many players have entered the market. But not all of them taste the tremendous initial investment needed to break up with other companies and compete with them. The Indian retail industry is slowly moving towards becoming the fastest growing industry. Retailing involves direct communication with customers and coordination of business activities from end-to-end, product delivery or post-delivery service. This industry has contributed to the economic development of many countries and is undoubtedly one of the fastest changing and dynamic industries in the world today. In most developed economies, the service sector accounts for a large share of GDP. The retail sector becomes a strong component of the service sector. Retail is not just an important part of financing it is a part of our lives. Although commodity trading has existed since ancient times, in recent times, commercialization has become more formal and brand dominated. In fact, today retail is evolving into a global high-tech business.

CATEGORIES OF RETAILS INDUSTRY:

The Indian retail industry has two divisions which are as follows:

- **Organized Retailers:** This refers to commercial activities by licensed retailers, i.e. registered for sales, income tax, etc., which includes corporate-backed hypermarkets and retail chains and large privately owned retailers.
- **Unorganized retailers:** This refers to the traditional types of low-cost retailers, for example, local grocery stores, general ownership shops, home shops and beedi shops, convenience stores, handcarts and flooring retailers. The unorganized retail sector is expected to grow by 10% annually.

There are three types of retail; the first is that buyers and sellers are in touch. This includes selling goods on sidewalks, roads, etc. The second form involves selling goods in a shop or shop where the goods are outside the buyer and where the seller supplies them on demand. The third type is virtual sales, where products are delivered online and then sold via e-mail, online shopping.

RETAIL MARKET AND INDIAN SCENARIO:

Retail market growth can be attributed to a number of reasons. The following are important reasons for the growth of the retail market.

- Economic boom
- Development of infrastructure in India
- Development of women empowerment
- Improving family income
- Revolution in the field of IT (information technology)

INDIAN RETAIL SECTOR FACTS:

The Indian retail sector is the fifth largest retailer in the world. India's retail market is dominated by the unorganized sector. Retail accounts were held in India, covering only 9% of the total retail trade. This sheds light on the growth potential of the retail sector in India. The top five retailers have a combined market share of less than 4%.

AT Carney's eighth annual Global Retail Development Index (GRDI) has captured the largest Indian retail market in attractive emerging market for retail investment. This area of value can be divided into two types of value retailing, which is generally low margin-high volume business and lifestyle retail, high margin volume business. This area is further divided into categories according to

the type of products offered. Food affects market use after fashion. The relatively low contribution of other categories indicates organized opportunity. This sector can be divided into two types: value retail, which is generally low margin-high volume business and lifestyle retail, high margin-low volume business. This area is further divided into categories according to the type of products offered. Food affects market use after fashion. The relatively small contribution of other sectors indicates the opportunity for organized retail development in these sectors, especially India as the youngest market in the world.

Changing Scenario:

There has been a significant change in Indian consumers. Just a decade or two ago, Indian consumers would save a lot of their income, buy the rest and rarely invest in themselves. Today, Indian consumers who face high incomes, credit cards, and the shopping culture of Western countries and want to improve their living are not spending as much as before. Retail, along with its various products, and the number of malls and supermarkets, it has to deal with addiction. His new mind-set, in turn, is driving organized retail development in India, increasing the purchasing power of Indian urban consumers, and branded items such as clothing, cosmetics, shoes, watches, drinks, food and jewellery are slowly becoming a way of life. It is widely accepted by urban Indian consumers. Marketers need to take advantage of this growth and pay more attention to the process of brand building for this purpose to diversify their introduction. There is more emphasis on retailers as a brand than on retailers. The emphasis should be on retailing the retail business. In preparation for intense competition, Indian retailers need to build their brand as a brand, communicate quality and understand the value for money. Sustainable competitive advantage will depend on the core wellness combined to translate the combined product, image and reputation into a consistent retail brand strategy. One day, in India, we saw an increase in purchasing power and the growth of the middle class in line with the Western lifestyle. Therefore, the situation is favourable for organized retail development in India. Despite organized marginal growth, a large portion of Indian retail is likely to be unorganized. There is a positive correlation between retail industry and the growth of the Indian economy. Organized retail industry has created a lot of employment opportunities in India. As the purchasing power of the Indian middle class grows, so does the growth and development of the retail industry in India.

CONCLUSION:

Increased availability of retail space, rapid urbanization and qualified manpower led to the development of organized retail sector. Large youth population, segregated families in urban areas, increasing number of working women and emerging opportunities in the service sector will be key factors for the growth of India's organized retail sector. The pattern of growth in organized retail sales and the use of the Indian population will drive the growing graph which will help new entrepreneurs to enter the Indian retail industry. There has been a significant change in Indian consumers. Just a decade or two ago, Indian consumers would save a lot of their income, buy the rest and rarely invest in themselves. Today, Indian consumers who face high incomes, credit cards, the shopping culture of Western countries and want to improve their living are not spending as much as before. Retail, along with its various products, and the number of malls and supermarkets, it has to deal with addiction. His new mentality is driving India's organized retail development.

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