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IMPACT OF THE DEVELOPMENTS DUE TO RETAILING ON PHYSICAL WELL-BEING OF RETAILERS

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ABSTRACT:
        The purpose of the present study was to analyze the impact of various developments of the retailer in the unorganized retail sector on their physical well being in Tirunelveli District. To achieve the purpose of the study, 385 unorganized retailers in Tirunelveli District were selected as a sample by adopting the purposive sampling technique. Out of 385 respondents, only 380 respondents participated completely in the study yielding a response rate of 98.70%. The study adopted the relevant research design, namely quantitative research design. A well structured and pre-tested interview schedule was used to collect the information required for the study. The appropriate analyses were carried out with the help of using a popular statistical package of AMOS 21. The study proved that only the personality development of retailers due to their retailing negatively impacted their physical well being and the physical well being of the retailers negatively impacted the quality of life of the retailers. Based on the result, the study suggested that the traders association and government organizations should organize the various awareness programs for retailers to improve their health and quality of life. The result of the study would serve as a powerhouse for enhancing the livelihood of the unorganized retailers in the area where the study has been undertaken.

KEY WORDS: Retailing, Physical well being, Quality of Life, Tirunelveli District, Unorganized Retailer

INTRODUCTION

        Retailing provides markets, products or services for end-users for their personal or household use. Retailing provides the selling of goods and services to consumers for personal or household consumption. Retail category categories can be found in groceries, clothes, electronics, pharmacies, books/music, mail order, hybrid categories and more. Retailers are at the end of the supplier chain, which will consist of various suppliers, importers, manufacturers, wholesale retailers, and distributors, thus directly communicating with consumers. Retailing is very encouraging and profitable if retail sales cannot attract the maximum number of customers for its production. Vendors use all kinds of strategies to maximize customer expiration. However, some retailers can have a strong pull for its customers. These retailers can not show a sign of breakdown even in weak economic and strong competitive environments. This is a common occurrence among all types of retailers [6].

        The health of the body is generally considered the overall condition of the body. Optimum body health is recognized as good food, routine exercises and a regime rule that should get enough sleep. It has enough energy and motivation to do things in daily life [4]. Physical well-being is safe, protected and well-maintained and is closely linked to mental health. If we have good physical health, we will automatically enjoy good mental health and emotional well-being. On the other hand stress and stress on internal organs increases blood

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pressure, reduce immune function and regret chemical contaminations [3].

STATEMENT OF THE PROBLEM

The term physical well-being references to the well-being of individuals related to their physical body. Physical well being should not be confused with the concept of standard of living, which is based primarily on income. Instead, standard indicators of the physical well being include not only health and not illness, but also the built environment, physical and mental health, education, recreation and leisure time, and social belonging [2]. Factors that play a role in the physical well being vary according to personal preferences, but they often include financial security, job satisfaction, family life, health, and safety. Financial decisions usually involve a trade-off where physical well being is decreased in order to save money or, conversely, physical well being is increased by spending more money [8]. A survey study emphasized that some degree of association between the developments of retailers due to their retailing and the physical well being of them [7]. The present study is intended to assess the impact of the developments due to the retailing on the physical well being of the respondents.

OBJECTIVES OF THE STUDY

The following objective was formulated to contribute to meet the main objective:

1. To study the impact of the developments of the retailers due to their retailing on their physical well being.

RESEARCH METHODOLOGY

In the study, the impact of various developments of retailers due to retailing in the unorganized sector on physical well being in Tirunelveli district has been examined. The quantitative research design was carried out as a research design for this study. Well structured and pretested interview schedule was used for collecting the data by personal interview method. To achieve the objectives of the study, 385 unorganized retailers in Tirunelveli district were identified as the sample by adopting the purposive sampling technique. Out of 385 respondents, only 380 respondents participated completely in the study yielding a response rate of 98.70%. Structural Equation Modeling (SEM) technique was used to analyze the impact of **the developments of the retailers due to their retailing on** their physical well being**.** The impact level was fixed as Small impact (.10 ≤ r ≤ .20), Moderate impact (.21 ≤ r ≤ .40) and Large impact (r ≥ .41) [5]. For analysis, a computer programme called Analysis of Moment Structures (AMOS 21) was used.

ANALYSIS AND RESEARCH FINDINGS

An attempt is made to know the impact of the development of the respondents due to their retailing on the physical well-being of them. The endogenous variable of the physical well-being of the respondents is analyzed by gauging different parameters associated with the developments due to retailing such as personality development, managerial skill development, green marketing development, marketing skill development, values development, and intellectual development. The impact of these exogenous variables on the endogenous variable is analyzed. Additionally, the impact of physical well being of the retailers on quality of life of them was also analyzed. The following null hypothesis is proposed to analyze the impact of exogenous variables on the endogenous variable. Structural Equation Modeling (SEM) technique is used to analyze and test the null hypothesis (H_0).

H_0 : There is no significant impact of the developments of the retailers due to their retailing on the physical well-being of them.

The SEM technique analysis was performed by AMOS to test the proposed null hypothesis (H_0). AMOS produces tabular output, which displays the unstandardized regression weights and standardized total effects. The unstandardized regression weights represent the amount of change in the endogenous

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variable for a single raw score unit change in an exogenous variable. Kline has recommended that the unstandardized regression weights are the suitable estimate for use in tests of significance [1]. Hence the unstandardized regression weights are used in the study to test the null hypothesis (H_0). The result of unstandardized regression weights is explained in table 1.

Table 1
Unstandardised Regression Weights – Physical Well-Being

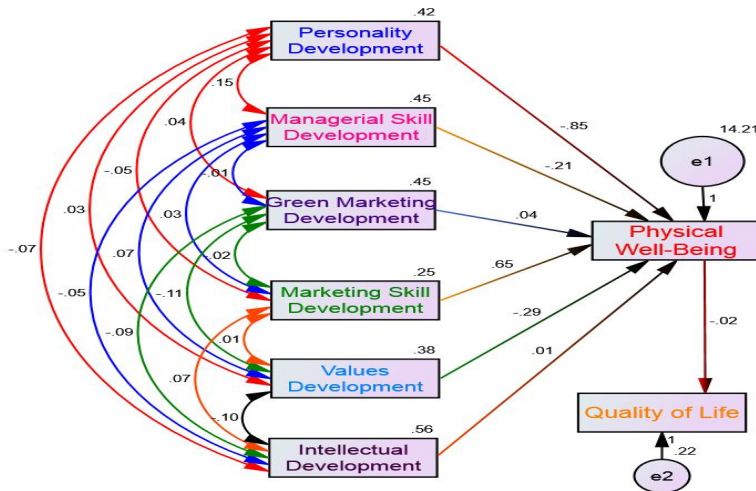| Endogenous Variable		Exogenous Variables	Estimate	S.E.	C.R.	p
Physical Well-Being	<---	Personality Development	-.847	.329	-2.573	.010***
Physical Well-Being	<---	Managerial Skill Development	-.212	.319	-.666	.506
Physical Well-Being	<---	Green Marketing Development	.041	.312	.132	.895
Physical Well-Being	<---	Marketing Skill Development	.655	.405	1.616	.106
Physical Well-Being	<---	Values Development	-.294	.347	-.846	.398
Physical Well-Being	<---	Intellectual Development	.009	.281	.033	.974
Quality of Life	<---	Physical Well-Being	-.016	.006	-2.537	.011***

**Significant at 0.05 level

Table 1 displays the unstandardized estimate, its standard error (abbreviated S.E.), the critical ratio (abbreviated C.R) and probability value (abbreviated p). The probability value associated with the null hypothesis that the test is zero is displayed under the p column.

The results of the table 1 indicate that the C.R values between physical well-being and personality development, managerial skill development, green marketing development, marketing skill development, values development and intellectual development are -2.573 (p = .010 < .05, SE = .329), -.666 (p = .506 > .05, SE = .319), .132 (p = .895 > .05, SE = .312), 1.616 (p = .106 > .05, SE = .405), -.846 (p = .398 > .05, SE = .347), and .033 (p = .974 > .05, SE = .281) respectively. The result shows that the variable named personality development is significant at 0.05 significance level. At the 0.05 level of significance, there exists enough evidence to conclude that the only variable named personality development has a significant impact on the endogenous variable and hence, the null hypothesis (H_0) is rejected statistically with regard of the variable named personality development. In additionally, the physical well-being has a significant impact on the quality of life (CR = -2.537, p < .05, SE = .006).

From a theoretical point of view, it shows that the personality development of the respondents due to their retailing has a significant impact on their physical well-being. The other developments due to the retailing such as managerial skill development, green marketing development, marketing skill development, values development, and intellectual development have no significant impact on their physical well-being. Hereby it is confirmed that the personality development of the respondents due to their retailing executes the significant impact on their physical well-being. And also the physical well-being of the respondents executes the significant impact on their quality of life.

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The AMOS Graphics unstandardized estimates of the impact of the developments due to the retailing on the physical well-being of the respondents which explains the values of covariance (double-headed arrows), variance (on the rectangle), regression weight (single-headed arrows) and residual error (e) are illustrated in figure 4.1.

Figure 4.1: AMOS Graphics – Unstandardized Estimates Impact of Developments due to Retailing on Physical Well-Being

The standardized total effects are considered to measure the magnitude of the impact of personality development, managerial skill development, green marketing development, marketing skill development, values development and intellectual development on the physical well-being of the respondents. The magnitude of the impact of physical well-being on quality of life is also considered. Standardised total effect values greater than 0.10 indicate a small impact, values above 0.30 indicate a medium impact; and those greater than 0.50 indicate a large impact. The standardized total effects of exogenous variables in an endogenous variable are presented in table 2.

Table 2
Standardised Total Effects – Physical Well-Being

Exogenous variables	Endogenous variables	
	Physical Well-Being	Quality of Life
Personality Development	-.143***	-
Managerial Skill Development	.007	-
Green Marketing Development	-.037	-
Marketing Skill Development	.085	-
Values Development	-.047	-

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| Intellectual Development	.002	-
Physical Well-Being	-	-.129***

***Significant Impact

The exogenous variable which has the significant impact on the endogenous are only considered to find out the magnitude of the impact.

The standardized total effect of personality development on the physical well-being of the respondents is -.143. That is, due to the effect of personality development on the physical well-being of the respondents, if the personality development goes up by 1 standard deviation, the physical well-being of the respondents goes down by -.143 standard deviation. From a theoretical point of view, it displays that the physical well-being of the respondents has a small negative impact due to the personality development.

The standardized total effect of physical well-being on the quality of life of the respondents is -.129. That is, due to the effect of physical well-being on the quality of life of the respondents, if the physical well-being goes up by 1 standard deviation, quality of life of the respondents goes down by -.129 standard deviation. From a theoretical point of view, it displays that the quality of life of the respondents has a small negative impact due to the physical well-being.

The AMOS Graphics standardized estimate of the impact of various developments of the respondents due to their retailing on the physical well-being of the respondents which explains the values of the correlation (double-headed arrows), the total effect (single-headed arrows) and squared multiple correlations (on the rectangle) are illustrated in figure 4.2.

Figure 4.2: AMOS Graphics – Standardized Estimates Impact of Developments due to Retailing on Physical Well-Being
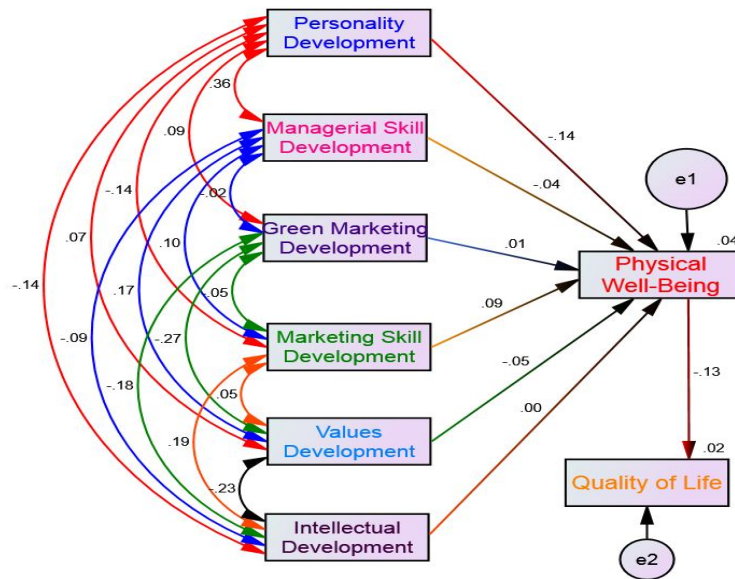
The proposed null hypothesis (H₀) was tested with unstandardized regression weights in SEM technique. The significant level of confidence was fixed at .05. Using this significance level, it is possible to reach a decision with regard to whether to retain or reject the proposed null hypothesis. The decision made, based on this *p*-value, is presented in table 3.

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Table 3
Hypothesis (H_0) Test Summary

Null Hypothesis	Variables	Test	P value	Decision
There is no significant impact of the developments of the retailers due to their retailing on the physical well-being of them.	Personality Development	SEM Technique	.010**	Rejected
	Managerial Skill Development		.506	Accepted
	Green Marketing Development		.895	Accepted
	Marketing Skill Development		.106	Accepted
	Values Development		.398	Accepted
	Intellectual Development		.974	Accepted

**Significant at 0.05 level

Since *the p*-value is less than 0.05, the null hypothesis (H_0) is rejected at the 5% level of significance with regard to the variable of personality development. Hence, there is a statistically significant impact on the physical well-being of the respondents by the personality development of the respondents due to their retailing.

Since the p-value is greater than 0.05, the null hypothesis (H_0) cannot be rejected at the 5% level of significance with regard to the variable of managerial skill development, green marketing development, marketing skill development, values development, and intellectual development. Hence, there is no statistically significant impact on the physical well-being of the respondents by the green marketing development, managerial skill development, marketing skill development, values development and intellectual development of the respondents due to their retailing.

CONCLUSION

The study analyzed the impact of the various developments due to the retailing on physical well being of the retailers. The study proved that the personality development of retailers due to their retailing significantly impacted their physical well being whereas, managerial skill development, green marketing development, marketing skill development, values development, and intellectual development did not impact. Further, the study revealed that the physical well being of the retailers significantly impacted the quality of life of the retailers. But the study confirmed that the impacts were performed negatively on physical well being and quality of life of the retailers. Based on the result, the study suggested that the traders association and government organizations should organize the various awareness programs for retailers to improve their health and quality of life.

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