

Strategies for Retail Marketing

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Abstract: The Indian retail market is one of the top five retail market in the world and it is estimated to be US\$ 500 billion by economic value. Retail marketing also involves the management of sales personnel, selection and ordering of merchandise and promotion of selected merchandise as well as inventory control, store security and product accounting. To be successful, every retail business needs to add value to its products by adopting basic strategies related to pricing, promotion, distribution, penetration, retention, customer relationship and corporate social responsibility.

Keywords: Retail marketing, strategies, price, promotion, retention, customer relationship.

1. INTRODUCTION

Retailing in India supports its economy by 14 to 15 percent of its GDP. India is one of the fastest growing retail markets in the world, with 1.2 billion people. India's retailing industry was essentially operated with small shops. Larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry make use of about 40 million Indians (3.3% of Indian population).

Retail marketing is comprised of the activities related to selling products directly to consumers through channels such as stores, malls, kiosks, vending machines or other fixed locations. In contrast, direct marketing to consumers attempts to complete a sale through phone, mail or website sales. The successful implementation of the components of the traditional marketing mix (product, place, price and promotion) is essential for success in retail marketing. Retail marketing strategy has to create interest and converse store planning concept to customers by way of developing competitive retail marketing review, by targeting customer behaviours and by identifying the branding. An analysis of internal environmental factors, marketing mix plus performance analysis and external environmental factors customer analysis, competitor analysis, target market analysis, as well as technological, economic, cultural or political/legal environment likely to follow success of market plan. Each market plan has to focus on monitoring the progress and set of contingencies.

2. REVIEW OF LITERATURE

Jacoby and Kyner (1973) have found that loyalty and repeat purchase behavior of customers influenced by store attributes and customer emotions. **Walters, D., Knee, D(1989)** have said that the retail companies are focusing on non-price attributes to distinguish themselves it means adapting certain store attributes more closely to the specific needs of certain groups of customers. Companies such as Aldi, Lidl, and Wal-Mart have also implemented such strategies. **Lal, R., Matutes, C (1994)** have studied the pricing and advertising strategies of retailers. Authors concluded that when uninformed rational consumers decide where to buy each product, firms advertise prices below marginal cost to attract consumers into the store and to profit from other goods that consumers plan to buy at the store. **Buchanan, Simmons and Barbara(1999)** have highlighted that consistency among the various elements of a marketing program essential in building and maintaining brand image and equity. The author suggests that this occurs because consumers have expectations about retail displays and the relationship among displayed brands. **Dick and Divert (2003)** pointed out that the increase in consumer loyalty is considered as one among the essential strategies of marketing which is been identified by the researchers. It is therefore important to ensure that there is understanding of all the facets of consumer interests in order to understand brand loyalty and brand preferences. The consumer preferences towards one particular brand or retailer maybe associated with determination of specific factors with regards to consumer attitude and behavior. **Gonzalez-Benito et al., (2005)** have stated that the competition in retail changed over the past years. Nowadays, different competing categories of store types provide specific benefits to match the needs of different customer types and shopping situations. **Barry Burman and Joel Evans (2006)** have offered a different kind of approach to the present system of retailing. The authors have noticed that the non-traditional retailing especially Web Stores, or Electronic Retail Channels

are becoming more profitable and popular because of changing tastes and styles of buyers. This has changed the competitive strategies, distribution systems and promotional strategies that are adopted by the retailers. **Bowd et al. (2006)** has examined a stakeholder and management perspectives of CSR in retail. They found that the symmetry between management and stakeholders' views of CSR (the core importance of obeying the laws and regulations of government, ethical conduct, community involvement, philanthropy, human rights, health & safety), limited awareness of CSR activities by stakeholders, and assessment of the benefits resulting from CSR communication (e.g. corporate reputation). **Rajan, Irudaya (2006)** have explained that the changes in the attitude of the shoppers has resulted in firms insisting to focus on maintaining balance between the rate and quality in addition to price competitiveness. **Morschett et al. (2006)** have tried to identify types of competitive advantage within the retail industry which based on (1) quality of performance, store atmosphere, service (2) convenience (3) price. However, they concluded that price and quality are independent factors that can be mutually achieved without any trade off between them. **Thompson (2007)** has researched the environmental friendliness of the retail space itself. Every retailer emphasized its green identification. Big retailers are trying to make their operations carbon neutral using a number of different strategies like applying green energy sources for lightning, cooling/heating, and operational purposes. **Ramanathan and Hari (2008)** have stated that in future the number of large-sized international chain shops will be high. Indian market has various types of retailers at present among them small-sized retailers are high in number. Mass media and word of mouth advertising are found to be the information sources of middle class families in India. Merely with lot of commercial advertisements, they will not be able to sustain their market. Once their products become familiar in the market, the companies could increase the number of customers in a slow and steady way. **Parrish(2010)** has investigated how fashion retailers use private labeling to differentiate their products and to gain competitive advantage. This type of competitive strategy results in increased profits and market share.

STATEMENT OF THE PROBLEM:

Large centralized retail businesses have their own lines of manufacture, distribution, and retail outlets. In addition, the multinational retailers are enjoyed with an opportunity of tariff reduction. Thus they can sell a variety of products and have lower costs due to the buying power and use of technology. Within this advantage, multinational retailers are taking away a large proportion of business from the small local retailers. In order to be successful, retailers have to approach the customers with different techniques related to marketing. It is an attempt to highlight how the competitive advantage gained by the retailers by adopting personalized marketing strategies.

OBJECTIVES OF THE STUDY:

- ✓ To identify the strategies used by the retailers in the area of marketing to improve their business.
- ✓ To assess the perception of the retailers in adopting the marketing strategies
- ✓ To analyze the influence of personal factors on the marketing strategies adopted by the retailers.

3. RESEARCH DESIGN

The study undertaken was analytical in nature as it provides description of the state of affairs, as it exists. A broad survey served to provide general information about the stores. In this research, data on the retailers' population in Tirupur were collected from documents and records (Office of Tirupur Registering Commerce). There are approximately 500 enterprises registered in the Tirupur Municipal area and suburbs. Due to the specific type of goods sold being unclassified, observations were used for categorizing the store format. 120 Retailers have been selected as sample respondents for the study. Stratified random sampling technique has been used for this study. In order to analyze the objectives of the study, statistical technique Descriptive statistics, ANOVA and Kendal coefficient of concordance have used to test the influence of one variable with other variable taken for study.

ANALYSIS AND INTERPRETATION:

TABLE: 1. PROFILE OF THE EXPORTERS

Particulars		Respondents	Percentage
Form of ownership	Sole Trader	58	48.4
	Partnership	34	28.3
	Company	28	23.3
	Total	120	100.0
	Below 25 Lakhs	34	28.3

Investment	25 - 50 Lakhs	54	45.0
	Above 50 Lakhs	32	26.7
	Total	120	100.0
Annual Income	Below 10 Lakhs	21	17.5
	10-20 Lakhs	29	24.2
	20-30 Lakhs	40	33.3
	Above 30 Lakhs	30	25.0
	Total	120	100.0
Store format	Branded Stores	29	24.2
	Specialty Stores	15	12.5
	Departmental stores	37	30.8
	Hyper Market	2	1.7
	Discount	6	5.0
	Convenience stores	31	25.8
	Total	120	100.0

The retailers have preferred to be in a firm/ company (accounting for 51.6% of the respondents) to enjoy the larger resources available in these organizations. Majority (45%) of the respondents are belonging to the investment group of 25-50 lakhs. More than half of the respondents (58.3%) have benefited with an annual income of above 20 lakhs. 37% of the respondents have chosen the departmental stores as their store format.

TABLE.2.CHALLENGES FACED BY THE RETAILERS

S.No	Challenges in Retail Marketing	Mean	Rank
1	Lack of Retail space	3.95	IV
2	Changing Life Style of the customers	3.74	VI
3	Unavoidability of trained & skilled personnel	4.54	I
4	Lack of Infrastructure	3.66	VII
5	Domination of international brand	3.96	III
6	Awareness among customers about products	3.94	V
7	Difficulty in adhering international standards	4.21	II

Source: computed

Kendall's Coefficient of Concordance

Kendall's W	.019
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Unavoidability of trained & skilled personnel has scored as the important challenge faced by the retail marketer with the highest mean values of 4.54. Followed by 'difficulty in adhering international standards' (mean value 4.21). Infrastructure is considered as the least challenge for the retailers (3.66). Kendall's Coefficient has been applied to test the validity of challenges faced by the retailers in their retail business. The Kendall's w value 0.019 (which has been less than ± 1) has shown a very low level of concordance among the respondents. The retailers' opinion on the challenges faced by them in the retail business has a very low similarity.

4. STRATEGIES ADOPTED

In this section the respondents have asked to choose the frequency of use of different business practices or strategies that they have adopted in their business. The strategies were grouped into seven heads.

- Target marketing strategies
- Pricing strategies
- Promotional strategies
- Distribution strategies
- Retention strategies
- Penetration strategies
- Customer relationship strategies
- Corporate social relationship strategies

TARGET MARKETING STRATEGIES:

The table 3 has given the respondents perception on ‘target marketing strategies’. The perceived agreeability level of factors have measured on a five point Likert scale (1= Highly not important, 5= highly important). The mean of the opinion score for each variable has indicated the agreeability level of the mean. Standard deviation has indicated the deviation from the central mean value (mean score). The purpose of these types of questions in this part was to identify which strategic feature adopted by the retailers has been most influencing to them.

TABLE.3.TARGET MARKETING STRATEGIES – DESCRIPTIVE STATISTICS

Target marketing strategies	N	Min	Max	Sum	Mean	S. D
Selling the product which have Unique Feature	120	1	5	240	2.00	.907
Providing personalized services to every one	120	1	5	278	2.32	.820
Identifying the discriminating Customers	120	1	5	260	2.17	.853
Identifying the ideal customers	120	1	4	274	2.28	.822
Focusing on market research to identify the potential Customers need	120	1	5	282	2.35	1.12

Source: computed

Focusing on market research to identify the potential customers need has accepted as the prime factor for retailers while adopting target marketing strategies (mean value of 2.35). **Providing personalized service to everyone** has considered as the next important factor in the target marketing strategies (mean value of 2.32). **Identifying the ideal customers** has observed as the next important “target strategy” with a mean value of 2.28. Followed by **Identifying the Discriminating customers** (mean value 2.17) and **selling the product which have advanced option and unique feature** (mean value 2.00).

To assess the significance differences, the mean values of more than two group variables have compared by using ANOVA. To identify the differences of opinion among the respondents, the personal factors have compared with the ‘target marketing strategies’. Table No. 4 has explained whether a significant difference has existed between the variables or not with the following null hypothesis.

Ho: There is no significant difference of opinion among the retailers on the strategies they have adopted related to target marketing.

TABLE NO.4.-PERSONAL FACTORS VS.TARGET MARKETING STRATEGIES

PERSONAL FACTORS		Mean Square	Std. Deviation	F	Sig.	Result
Form of organization	Sole Trader	18.50	2.451	2.006	.139	NS
	Partnership	19.44	2.077			
	Company	19.14	2.138			
	Total	18.92	2.299			
Investment	Below 25 Lakhs	18.32	2.602	2.070	.131	NS
	25 - 50 Lakhs	19.33	2.189			
	Above 50 Lakhs	18.84	2.050			
	Total	18.92	2.299			
Annual Income	Below 10 Lakhs	18.29	2.261	1.356	.260	NS
	10-20 Lakhs	18.62	2.426			
	20-30 Lakhs	19.43	2.275			
	Above 30 Lakhs	18.97	2.189			
	Total	18.92	2.299			
Store format	Branded Stores	19.69	1.815	1.057	.388	NS
	Specialty Stores	18.53	2.532			
	Departmental stores	18.54	2.292			
	Hyper Market	20.00	1.414			
	Discount	18.67	2.160			
	Convenience stores	18.81	2.613			
	Total	18.92	2.299			

The form of organization chosen by the retailers has not influenced the ‘target marketing strategies’ adopted by them. ANOVA result has revealed that (F value 2.006) there is no significant difference between the means of the personal factors. Since the $p > 0.05(.139)$, the hypothesis is accepted. There is no significant deviation in their opinion about the strategies they have adopted.

Investment of the respondents (personal factor) does not influence the factor target marketing strategies. There is no significant difference in the mean deviation. Since the $P > 0.05$, the hypothesis is accepted. There is no significant difference of opinion among the respondents about the strategies they have adopted.

While taking annual income of the respondents as personal factor, respondents' whose annual income more than 20-30 lakhs have higher mean perception 19.43. Since the $p > 0.05(.260)$, the hypothesis is accepted. There is no significant deviation in the opinion of the retailers in accepting the target market strategies as important one.

Store format selected by the respondents has not influenced the target marketing strategies they have adopted. Hyper market retailers have higher mean perception (20.00) than other type of store format retailers. ANOVA result reveals the fact that there is no significant difference of opinion among the respondents about the target marketing strategies. Hence the hypothesis is accepted. ($P > 0.05, .388$).

The personal factors (Form of organization, Investment in retail business, Income of the respondents and Store format of retailers.) does not have any influence on the target marketing strategies adopted by the respondents.

PRICING STRATEGIES

The table 5 has shown the respondents perception on the 'Pricing strategies' they have adopted in their business.

TABLE NO: 5 PRICING STRATEGIES – DESCRIPTIVE STATISTICS

Pricing strategies	N	Min	Max	Sum	Mean	SD
Discount pricing	120	1	5	252	2.10	.999
Multiple pricing	120	1	5	249	2.07	.918
Manufacture suggested retail price	120	1	5	264	2.20	.866
Cost plus pricing	120	1	5	323	2.69	1.027

Source: computed

Cost plus pricing has been accepted as the best pricing strategy as it can be inferred with a mean value of 2.69. **Manufacture suggested retail price** has been the next accepted pricing strategy with a mean value of 2.20. Followed by, **Discount pricing** with a mean value 2.10. **Multiple pricing** being the least accepted strategy as it was not followed by every one of the retailers (mean value 2.07).

Table no 6 has shown the comparison of personal factors with the factors related to 'Pricing strategies'. A null hypothesis is framed.

Ho: There is no significant difference of opinion among the retailers on the strategies they have adopted related to Pricing

TABLE NO. 6-PERSONAL FACTORS VS. PRICING STRATEGIES

Personal factors		Mean square	Standard deviation	F	Sig	Result
Form of organization	Sole trader	15.17	2.407	.784	.459	NS
	Partnership	15.24	2.119			
	Company	14.61	1.750			
	Total	15.06	2.186			
Investment	Below 25Lakhs	15.88	2.086	3.762	.026	S
	25 - 50 Lakhs	14.61	2.422			
	Above 50 Lakhs	14.94	1.605			
	Total	15.06	2.186			
Annual Income	Below 10 Lakhs	15.00	2.720	4.411	.298	NS
	10-20 Lakhs	16.14	1.995			
	20-30 Lakhs	14.30	2.255			
	Above 30 Lakhs	15.07	1.363			
	Total	15.06	2.186			
Store format	Branded Stores	15.10	2.110	.694	.629	NS
	Specialty Stores	15.73	1.624			
	Departmental stores	15.24	1.964			
	Hyper Market	14.50	.707			
	Discount	14.50	2.429			
	Convenience stores	14.61	2.716			
	Total	15.06	2.186			

Form of organization chosen by the retailers has not influenced the ‘pricing strategies’ adopted by them. ANOVA result has revealed that there is no significant difference between the means of the personal factors. Since the $p > 0.05$ (.459) the hypothesis is accepted. There is no significant deviation in their opinion among the respondents about the pricing strategies they have adopted.

Investment of the respondents as a personal factor has an influence on the pricing strategies. The respondents who have invested below 25 lakhs have higher mean perception 15.88. Since the $P < 0.05$ (.026), the hypothesis is rejected. There exists significant difference of opinion among the respondents about the pricing strategies they have adopted.

While taking annual income of the respondents as a personal factor, the mean perception of the respondents who have 10-20 lakhs as their annual income is high (16.14). The hypothesis is accepted, since the $p > 0.05$ (.298).

Store format selected by the respondents has not influenced the pricing strategies they have adopted. Specialty stores retailers have higher mean perception (15.73) than other type of store format retailers. ANOVA result reveals the fact that there is no significant difference of opinion among the respondents about the pricing strategies. The hypothesis is accepted. ($P > 0.05$ (.629)).

The personal factors (Form of organization, annual income of the respondents and Store format of retailers.) do not have any influence on the pricing strategies adopted by the respondents. The personal factors viz., and Investment in retail business have an influence on the pricing strategies.

PROMOTIONAL STRATEGIES:

The table 7 has shown the respondents perception on the ‘Promotional strategies’ they have adopted in their business.

TABLE NO: 7-PROMOTIONAL STRATEGIES – DESCRIPTIVE STATISTICS

Promotional strategies	N	Min	Max	Sum	Mean	SD
Educating and informing the customers about goods and services	120	1	5	246	2.05	1.060
Creating Websites	120	1	5	310	2.58	1.058
Capitalizing the manufacturer Support	120	1	5	313	2.61	.919
Stimulating The Buyers	120	1	5	230	1.92	.958
Enhancing the customer relation	120	1	5	280	2.33	1.015
Arranging bank Credit/accepting the credit cards	120	1	5	340	2.83	1.079
Dealing with environment friendly products	120	1	5	310	2.58	.846

Arranging bank credit/accepting the credit cards has been considered as the highly important promotional strategy by the respondents, as it can be inferred with a mean value of 2.83. Capitalizing the Manufacturer support has accepted as the next important promotional strategies for their business growth (mean value of 2.61). Creating websites and Dealing with environment friendly products have gained the same mean value. (2.58). Followed by Enhancing the customer relation and Educating and informing the customer about goods and services (mean value 2.33 and 2.05) Stimulating the Buyers has been the least important accepted strategy (mean value 2.05).

Table no 8 has shown the comparison of personal factors with the ‘Promotional strategies’. A null hypothesis is framed accordingly. **Ho: There is no significant difference of opinion among the retailers on the Promotional strategies they have adopted.**

TABLE NO. 8- FACTORS VS. PROMOTIONAL STRATEGIES

PERSONAL FACTORS		Mean	SD	F	Sig	Result
Form of organization	Sole trader	24.84	3.376	.786	.458	NS
	Partnership	25.38	2.753			
	Company	25.71	3.219			
	Total	25.20	3.169			
Investment	Below 25 Lakhs	25.76	3.385	.795	.454	NS
	25 - 50 Lakhs	25.06	2.858			
	Above 50 Lakhs	24.84	3.446			
	Total	25.20	3.169			
Annual Income	Below 10 Lakhs	25.52	3.188	.775	.51	NS
	10-20 Lakhs	25.31	2.701			

	20-30 Lakhs	24.60	3.020			
	Above 30 Lakhs	25.67	3.754			
	Total	25.2	3.169			
Store format	Branded Stores	24.62	2.470	.797	.554	NS
	Specialty Stores	26.00	3.485			
	Departmental stores	25.54	3.445			
	Hyper Market	27.50	2.121			
	Discount	24.33	2.066			
	Convenience stores	24.97	3.469			
	Total	25.2	3.169			

The personal factors (Form of organization, Investment in retail business, Income of the respondents and Store format of retailers.) do not have any influence on the promotional strategies adopted by the respondents.

DISTRIBUTION STRATEGIES: The table 9 has shown the respondents' perception on the 'Distribution Strategies' they have adopted in their business

TABLE NO: 9-DISTRIBUTIVE STRATEGIES – DESCRIPTIVE STATISTICS

Distributive strategies	N	Min	Max	Sum	Mean	SD
Intensive Distribution	120	1	5	267	2.23	1.111
Selective Distribution	120	1	5	259	2.16	1.045
Exclusive Distribution	120	1	5	298	2.48	1.012

Source: computed

Exclusive distribution has considered as highly important distribution strategy by the respondents, as it inferred with a mean value 2.48. **Intensive distribution** be the next important strategy adopted (mean value of 2.23). **Selective distribution** is accepted as the least important strategy by the respondents with a mean value of 2.16. Table no 11 has shown the comparison of personal factors with the "Distribution strategies". A null hypothesis is framed accordingly. **Ho: There is no significant difference of opinion among the retailers on the Distribution strategies they have adopted.**

TABLE NO. 11. PERSONAL FACTORS VS. DISTRIBUTION STRATEGIES

Personal factors		Mean	SD	F	Sig	Result
Form of organization	Sole trader	11.34	2.197	1.699	.187	NS
	Partnership	11.59	2.134			
	Company	10.61	2.149			
Investment	Below 25 Lakhs	12.15	1.654	4.38	.015	S
	25- 50 Lakhs	10.94	2.269			
	Above 50 Lakhs	10.78	2.296			
Annual Income	Below 10 Lakhs	11.76	1.895	1.393	.249	NS
	10-20 Lakhs	11.69	2.347			
	20-30 Lakhs	10.90	2.061			
	Above 30 Lakhs	10.90	2.310			
Store format	Branded Stores	11.41	2.244	.196	.963	NS
	Specialty Stores	11.07	2.404			
	Departmental stores	11.24	2.204			
	Hyper Market	10.00	2.828			
	Discount	11.00	1.789			
	Convenience stores	11.29	2.163			

The personal factors (Form of organization, Income of the respondents and Store format of retailers.) do not have any influence on the distribution strategies adopted by the respondents. Investment of the respondents as personal factor has an influence on the distribution strategies.

RETENTION STRATEGIES:

The table no.12 shown the respondents' perception on the 'Retention Strategies' they have adopted in their business.

TABLE NO. 12. RETENTION STRATEGIES – DESCRIPTIVE STATISTICS

Retention strategies	N	Minimum	Maximum	Sum	Mean	SD
Understanding the Customers	120	1	5	222	1.85	.866
Maintaining Store Image	120	1	5	229	1.91	.996
Providing Better environment	120	1	5	262	2.18	.917
Arranging loyalty Programs	120	1	5	322	2.68	1.069
Adopting Customized Technology	120	1	5	282	2.35	.950
Using Alternative Merchandising	120	1	5	288	2.40	.929

Source: computed

Arranging loyalty programmes and using alternative merchandising have accepted as the highly important Retention strategies by the respondents (mean value 2.68 & 2.40). Adopting customized technology has been next important strategy (mean value 2.25). Followed by, providing the better environment (2.18). Understanding the customers and maintaining store image have been the least important strategies as accepted by the respondents.(mean value 1.85& 1.91).

Table no 12 has shown the influence of personal factors on the “Retention strategies’ adopted by the respondents. A null hypothesis is framed.

Ho: There is no significant difference of perception among the retailers on the Retention strategies they have adopted.

TABLE NO. 12-PERSONAL FACTORS VS.RETENTION STRATEGIES

Personal factors		Mean	SD	F	Sig	Result
Form of organization	Sole trader	22.86	2.941	.158	.854	NS
	Partnership	22.97	3.214			
	Company	22.57	2.185			
Investment	Below 25 lakhs	23.65	2.087	3.074	.05	S
	25- 50 Lakhs	22.83	2.976			
	Above 50 Lakhs	21.94	3.131			
Annual Income	Below 10 Lakhs	23.10	2.166	2.477	.065	NS
	10-20 Lakhs	23.93	2.764			
	20-30 Lakhs	22.38	2.733			
	Above 30 Lakhs	22.17	3.260			
Store format	Branded Stores	22.28	3.788	.797	.554	NS
	Specialty Stores	23.20	2.274			
	Departmental stores	22.70	2.515			
	Hyper Market	22.50	2.121			
	Discount	24.67	0.816			
	Convenience stores	22.97	2.726			

The personal factors (Form of organization, Experience in retail marketing, Income of the respondents and Store format of retailers.) do not have any influence on the retention strategies adopted by the respondents. Investment in retail business as a personal factor has an influence on the retention strategies.

PENETRATION STRATEGIES:

Penetration strategies include conducting market research, identifying the product alternatives, understanding the competitors’ strategy, building up networks and’ not following the price rigidity’. The personal factors(Form of organization, Investment in retail business, Income of the respondents and Store format of retailers.) do not have any influence on the penetration strategies adopted by the respondents.

CUSTOMER RELATIONSHIP STRATEGIES:

Customer relationship strategies includes’ employing friendly and knowledgeable staff , refunding money all times if asked, providing a relaxing environment, focus on customer experience and educating them with trust building opportunities. The personal factors(Form of organization, Investment in retail business, Income of the respondents and Store format of retailers.) do not have any influence on the customer relationship strategies adopted by the respondents.

CORPORATE SOCIAL RESPONSIBILITY STRATEGIES:

Corporate social responsibility strategies include Adhering to established standards, providing health and safety products, providing economic interests of the consumers, honestly disclosing all the material terms of product and promoting sustainable consumption. The personal factors (Form of organization, Investment in retail business, Income of the respondents and Store format of retailers) do not have any influence on the corporate social responsibility strategies adopted by the respondents.

5. SUGGESTION

The organization has to maintain the organizational flexibility that allows organizational changes with undue resistance. Skilled personnel to be needed to provide prompt and courteous attention to customers and to improve the new sales techniques. Retailers have to employ new differentiation strategies rather than try to compete against mass merchandisers purely on the basis of price. To compete with international brands, more concentrate to be given for quality. Infrastructure development is needed. More personalized services to be given to the customers. Good relation to be maintained with local communities. Extra benefits should be offered to the customers' like-Free of cost alterations, Drop at the doorstep facility provided to the customers holding membership cards, SMS and email alerts about new offers in store and Requesting for the refreshments. Extensive advertisement in newspapers is necessary. Hoardings, posters, banners and wall paintings can be put on areas so that it covers the population of whole town.

6. CONCLUSION

The growth of the retail trade in India is associated with the growth in the Indian economy. There is very huge potential for the growth of organized retailing in India. By adopting the related strategies, by establishing open communication between functional departments and maintaining balance between brand building and promotion it can rise enormously and can hold its customers. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. By accepting all these challenges retailers can sustain and flourish in the market.

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