

**RETAILING SYSTEM AND RETAILER'S BRAND: PERCEPTIVE AND  
IMPLICATIVE STUDY THROUGH LITERATURE REVIEW**

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**ABSTRACT**

*Consumers are becoming more concerned about their buying, most of the customers buy the products from the retail outlets and hence there is a drastic change in the buying behaviour of the customers and market has opened new buying environment to buyers with tremendous new trend of marketing experience, MNCs and other local vendors have begun to amend their behaviour in an effort to serve customers concerns through 'Retailer's Brand' in context of retailing system. This study is an endeavor to comprehend the retailing system and with the retailer's brand marketing concept, its significant aspects and particularly the practices and implications of Retail marketing concept with reference to retailer's brand in Indian context through an wide-ranging literature review. Despite the fact that Comprehending the concept and significance of Retailing system, imminent have been offered on the global perspective on Retailing. The Interest and preferential practices in the Retail industry have been recognized and their exact benefits along with the challenges for execution have also been conversed. The study also attempts to identify the retailer's brand practices in certain levels of the sectors and confers the significance and importance of Retailing system.*

**Keywords:** Retailing System, Retailer's brand, Own Brand, Private Labels, Retail

**Introduction**

Retailing is one of the fastest growing sectors in Indian market. It's the oldest concept with the new approach to meet the need of the customers by providing products and services. Retailing is interconnecting the consumers with the company and the distribution channels. The concept of

retail has come with the big boom which promises more than the expectations of the customers, to meet these expectations of the customers' retailers/ shop keepers are coined. Retailers act as intermediaries between company and customers.

The concept of retail is to sell the products and services to the desired user or end user from the business or individuals. Retailers are one of the parts of integrated systems of supply chain management. A retailer acquires goods or products in bulk quantities from producers or manufacturers directly or indirectly (through a wholesale), and then sells the lesser quantities to the consumer for a better profit. Retailing can be happened in any predetermined locations like stores or markets or marketplace, door to door or by delivery. In the 2000s, an escalating amount of retailing is happened via online websites, electronic payment, and then delivered with a courier services or other related services.

The retailing is one of the essential building wedges of the Indian economy. Indian retail markets have experienced vast change in the post liberalization era and monitored a remarkable expansion. There was the actual shift in terms of organized retail formats; choice preference and value for money have distorted the retailing system in India. India's enormous middle class and its market have untapped retail industry are main appeal for the global retail massive players want to enter the great market. The organized retail in India is driven by changing the lifestyle, strong earnings escalation and favorable demographic model. Day by day India's infrastructure holding the peak to match the comfortable supply chains are required by larger stores. In addition to this the price cut down can be attained throughout the supply chain by eradicate multiples layers of intermediaries and re-structuring. Organized retail formats have numerous opportunities and challenges. This retail system has more number of challenges in terms of government intervention, competition, FDI, Deficient in Infrastructure, Tax restrictions and finally dominance by unorganized retail format (Harpreet Singh et. al 2008).

### **What is Retailing System and Retailer's Brand?**

The word 'Retail' is derived from the French word *retailier* which means to break bulk or to cut off. A retailer is defined as a vendor or a dealer who sells goods in small quantities or one who

repeats and relates. This is a reason it is considered as the final stage in the activities of goods and services to the customer.

In India as well as abroad a frequent prospect at various departmental/ kirana stores and supermarkets is defined that is the private label or sometimes it is called as store's own brand. These private labels or retailer's brand or store brands, generally developed and marketed by the same retailers as these products are produced by the retailers. It is a unique label to a explicit retailer.

### **Objectives Of The Study**

This study is an attempt to comprehend the retailing system in context with retailer's Brand, its most effective pertinent aspects and particularly the observation and implications of retailing system in retailer's brand in Indian context through an extensive literature review. The study also attempts to discover the challenges, benefits and also the developments in certain prolific sectors and finally discusses the relevance and importance of retailing system in context with the retailers brand particularly in Food and grocery segment in the context of sustainable development.

### **Significance Of Retailing System And Retailer's Brand**

In South Asia, the retail sector is witnessing a foremost revolution in its growth, structure, size and format. India is one of the top 5<sup>th</sup> retail markets in the world in terms of economic value. India is accelerating in retailing sector in the world with more than 1.2 billion people. As India is considered as the huge market opportunities even the consumers have more purchasing power. In last decade India has familiarized with the remarkable growth with a considerable switch towards the organized retailing system and the development taking consignment in not just in metropolitan cities but also in Tier II and Tier III cities.

India possesses as the world's largest retail network with 1.2 million outlets and it's closest to the competitor Mexico at 1.8 million outlets. This leads a nation as the second largest consumer market in the globe. The buy and sell of the products and services are fragmented and has remarkable retail industry with most unorganized chain. The kirana stores, local provision store,

paanwala, local baniya and vegetable vendors are all the part of the Indian retail landscape and also many are comes under unorganized retail system. This is the fact that they are all no using the latest technology to make the things and task hassle free, and they are more concern about the interest of the customer, they are very much conscious on the needs, wants and the demands of the customer. They know from the stock maintained to likes and dislikes of the customers. Most of them are aware of the customers by name the services they obtain like free home delivery and sometimes credit facilities. It is the fact that the traditional formats exists all over the world, the level of ripeness of the marketplace resolves is the dependences on the formats like modern or traditional.

### **Retailing System: A Global Perspective**

It is identified that the organized retail is a profitable scheme for a competitor who can carry out in the best performance from around the world, leveraging the financial system of the extent and obtain the remuneration through retail process in India. India has a huge middle class society and educated workforce to handle various critical functions like commodities, sales promotion, inventory management, procurement and marketing. A number of drivers are assisting the intensification of the business reminiscent improved levels of income and increasing acquiring buying power, entry of new foreign entrants and transformation of real estate markets. The manufacturers not directly accomplish all the retailers in a particular geographical location. And it's not possible to maintain the desire relationship with the retailers where the managing these relations are complicated. The actual operation between the retailers and the manufacturers are becoming more powerful as they block the channel of communication and management. Finally the monetary funds are very low in case of the Indian retailers so this makes the retailers dependent on more on other channel members (Amatul Baseer et. al. 2007).

### **Retailing System And Retailer's Brand: An Indian Context**

The retailing is one of the main sector is in buzz in India. This sector has rationalized and extended at the quick phase and also helps to boost the Indian economy. The early times the kirana stores were in great demand ofcourse with the stated advantages and unstated disadvantages, they have survived because they understand the need of the customers and helps

in experience in good shopping. Now the trend has changed the kirana stores are interested in serving the customers at a great extent as no need of going personally for shopping the just call them the details of the products needed they will deliver the products to the customers' premises. They also show the interest in your family, about the health and so on so that the customers feel comfortable and shop with the same stores repetitively. Finally kirana stores become wiped out it is not because of the organized retail stores or any external environment as these stores are not involved in the innovativeness as they are following the old concept of marketing as they need to understand the market situations and act accordingly (Abhishek Sule et. al 2009).

In India the retail sector has become the second major employer after agriculture, this sector is in detonation period and various reasons are facilitating to this sector. Some of them are the increasing their wealth especially middle class society in the changing the consumption patterns, growth in income level in case of nuclear families. The tap this resources various Indian based companies are also venturing into this business. The actual rise of organized retailing has distorted as the way the Indian consumer expenditure and changes in the lifestyle considering the metropolitan cities and also Tier I, Tier II cities too. It is also revealed that the gap between the lifestyle of the consumer of metros and rural is cutting down day by day. The major concerns of the retailers are focused on the space availability for the setup of the retail in India. If this is feasible then the quality improvements, delivering better products with good quality is possible with the prompt services results in boosting the operational efficiencies and also less cost for the supply chain system. This sector offer good job opportunities, better salaries, and improvements in the living standards, usage of world class products and the services, great shopping experience and social activities with the massive business prospects (Dr. C.P. Gupta et. al. 2007).

The major objectives which comprehend the retail customers in India, the emerging trends of retail and also it discusses the retail formats in Indian context. This sector is highly fragmented as compare to the developed countries as this is starting to become the biggest impact of this sector on Indian perspectives. This shows that the huge potential for the organized retail industry which helps in prospers as the market is very enormous. The traditional formats like grocers, kirana shops and many more co exist with the huge retail outlets and also with MNCs and non

store retailing channels like teleshopping and multiple levels of marketing channels. The challenging aggressive Indian consumer is now showing the actual resulting for a stirring retail conversion that has already started carrying in superior interest from international brands/formats. And the advent of numerous competitors, they are annoying to pleasing the customer and it's for the Indian customer to assemble back and to benefit from the generosity (G. Laxmi Prabha et. al. 2007).

### **Factors and the drives of Retailing system and Other Retailer's Brand concept**

The most favored proportions of store location as ease of reaching the store, ease in identifying the store, and convenient location of the store. The store loyalty proportions are the store I like very much, for my regular shopping experience I prefer this store and so on. The study also highlighted on the most favored proportion as the appearance of physical facilities or the outlets, reliability and consistency of the store personal performance, willingness and readiness to help the customers and to acquire honest services with well trained staff and basic knowledge and good convincing skills. This study observed that the attributes with each of the dimensions have to be improved by the existing stores to ensure the customers satisfaction and their comforts. Finally a set of the store proportions and the service quality proportions identified that the stated proportions have to be improvised to earn the competitive edge and to survive in this retail business in the sight of altering and also emerging retail situation, with the doable initiation of the MNCs in retail market situation (R. Tamilarasan 2007).

The trend of the hypermarkets is an emerging segment not only in metropolitan cities but also in Tier I and Tier II cities. Considering the small towns' retail has allowed women to have freedom from the 'shopkeeper in Law' concept with new shopping walkways and acceptance is increasing among households. Innovation is most essential in retail branding. This sector takes care of the customers very rigorously based on emotional and respect to their cultural and individual style aspects. The modern retailers are looking forward for the two main things that will boost this industry those are man power and more space for expansion. This sector is purely dependent on the external factors like government interventions, real estate prices, in addition to this the activities of retailers and the existing demand of the customers which makes a dramatic

impact on the retail industry. As the retail market changes shape and increased competition the latent for civilizing the retail productivity and unkind costs are also declining. Finally strategies are not strictly independent of each other; assessment purpose is not just a price superiority and service but also is improved by personalization and contributing impressive experience (N. Venkateswaran et. al 2009).

### **Retailing System Benefits And Developments**

It is been observed that there is a boom in organized retailing that won't be affect the consumer opinion and perception of the individuals. The factors of ambience, especially lighting, cleanliness plays add on benefit to the retailing where most of the consumers feel satisfied (K. Rama Mohan Rao. et. al 2013).

The Indian retail sector is developing quickly. The dimension of India's retail industry is anticipated to more than twice to \$1.3 trillion by 2020. Additional organized retail's incursion in India's entire retail is on enhancing. Contemporary policy transforms and superior peripheral liberalization of retail division will carry many overseas retailers to India. It is likely that FDI will increase speed the growth of organized retail. India's massive population with great proportion of young, progressively more brand- and fashion-conscious population, elevated impending growth in consumer expenses, growing middle class are few of the factors owing to which the comprehensive trends for the division looks constructive. Hopefully in 2012, the organized retail whose share in whole retail was 8% with the predication of 24% share of total retail market in India in 2020. Accumulated Grocery and Apparel are segments growing very faster than the other segments. Multi-brand organized retail is predicted to increase in specialty stores reminiscent to Consumer Electronics, Footwear, Furniture and Furnishing and so on. The prerequisite of 30% procurement from Indian small industries may establish to be a most important restricted access for FDI in numerous of these segments. Expressions that customary retail may be contend out by organized retail in terms of prices, variety and quality. Recent retail proposes an opportune shopping occurrence to consumers and is hurdle to impinge on kirana and small traders (Prof. Kalpana Singh 2014).

The urban consumers' interest to enhanced great shopping experience with the conscious and sub conscious and also willing to pay the extra price. In present situation the shopping occurs with impulse decisions. Normally the prices are charged at the affordable costs to the customers. The major drawbacks of contemporary malls and other massive self service retail stores with lack of seating. The senior citizens face lot of problem while shopping as seating facilities are not convincible. It is better to provide the resting facilities should be available in every floor of the malls. Shops should have sufficient parking space to park the vehicles and the customers feel relaxed. It is also revealed that the small stores will not have any problems from the foreign and MNCs as the opportunities are huge in Indian market (Dr. M.N. Malliswari 2007).

### **Challenges Of Retailing System**

The consumer merchandise is quite favorable and predominated in terms of sales and volume revenue. In this era the organized retail keep all the possible consumer products under one roof as it is very much convenient for the buyers to shop according to their needs and desires. These convenient stores are able to attract more number of customers as the entire domestic and international brands are available in the organized retail sectors. All the retailers try to attract more number of customers though various promotional activities and other competitive schemes. This study is needs the answer on Are consumers get attracted by store amenities in a retail environment. As the answer, situational factor makes a huge impact on the consumer buying process. After the analysis it is been concluded that the store amenities leads to attract more customers in the retail environment (Gopal Das et. al. 2009).

The effect of malls/supermarkets on small retail outlets and vice-versa is most effective. The many changes are happening in retail industry and opening the economy with the full speed. The major and pivotal players entered this industry and a set of new proportion is given to the business. The retail store has started to increase with the good investment improved ambience with skilled salesmen induced to compete with the competitors. It is difficult to the retailer to survive in this type of business, irrespective of actual size. It is believed that the supermarkets are still need to tap the middle class and the customers from the rural areas. This will take a

extensive term to reach or to tap the untapped customers as it is very complicated to break and to diverse with the cultural aspects of the customers and also with the demographic barricades. In case of the small retailers they are more associated with the middle class and also with the rural areas (Prof. H. Venkateshwarlu et. al. 2007).

### **Conclusion**

The exploring trends of retail formats related to hypermarkets in Bangalore and this region have experience the huge change and buyers are more exposed to various retail formats from kirana shops to convenience stores to supermarkets and to hypermarkets. Majority of the retailers are opened their hypermarkets in the city. It is observed that the shoppers are more interested in experiencing the hypermarkets for shopping and to spend leisure time. It is also experienced that the quality of the food and groceries are nicely maintained at the hypermarkets but when it comes to the apparels and fashion the quality is not so good to appreciate. The retailers have to see to the quality up-gradation of the offered products should be maintained genuinely so that to attract and to bind the customers. The majority of the shoppers' shops on the weekends and these shoppers get tired by standing at the counters to make the payments for their bills. The hypermarkets offer good space for the kids to get entertain by various games, family entertainment where this attracts more customers to walk-in to these hypermarkets. Finally the price part, these retailers are more interested in promoting their own brands by offering good discounts and branded products are not be good discounted.

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