

LAYOUT AND LOCATION VIZ CUSTOMER RELATIONSHIP: INCREASING THE PRODUCTIVITY AND PROFITABILITY OF THE RETAILS STORES IN RAJASTHAN

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ABSTRACT

The research works is being required to talk about the fulfilling the basic requirements of the retail layout and location. The different aspects related with the retails outlets layouts and location place an important role in maintaining the customer relationship. The end benefit of the retails location and layout is in increasing the retail productivity and profitability of the sales of the Retails Stores in Rajasthan. The research work emphasis the different dimensions of the retails tools and methods related with the customer relationship management in understanding the desire needs for increasing the sales promotions in the different retails outlets of the Rajasthan. It thus enables to create the good images of the respective retail outlets publicity and fame.

KEYWORDS: Customer Behavior, Productivity, Profitability, Sales Promotions, Retails Stores.

Introduction

Layout and location of the retails stores in Rajasthan are regarded as the lifeblood of all business concern. The purpose of increasing the customer relationship with relation in layout of retails stores in Rajasthan is to meet and satisfy target customers' needs and wants better than other retails competitors. For analyzing retails stores productivity and profitability in Rajasthan opportunities and formulating effective retails stores strategy, an understanding of relevant location decisions and layout structures of the retails stores is necessary. Researcher in here piece of the work, research out to convivence and analysis that the retails stores are becoming increasingly competitive and retail market is changing from seller's market to buyer's market. The performance of a layout and location of the retail stores are very much depends on results in favour of a retails stores in Rajasthan department. Retails stores in Rajasthan department decides upon that how to advertise the particular product. The 'retails stores in Rajasthan concept' is essentially the consumer based activity directed at satisfying the consumer needs and wants through exchange processes of the products and services.

The retail markets consist of buyers, it is the customer behavior of buyer that is central to understanding of retail markets, so in order to increase the performance of retails stores in Rajasthan and success of a retail business concern, the research show the purchasing behavior and their satisfaction is important. Customer behavior is the research of how individuals, group, and retail stores select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy customer needs and wants. Retail customers needs and selection are continuously changing in given factors like demographics and lifestyles, reachability, retails stores. In today's life, the usage of the dealing of the customer and flourishing business by increase in more customers. So, by re-inventing CRM in retail can improve and help in innovative ways of the marketing and business in more efficient manner. It is advisable to install CRM in each store. Customer Relationship Management (CRM) is the ways of doing business by adopting good practices, strategies and technologies that retails stores uses to handle and understand

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the consumer care and management and information about the consumer lifecycle, with the purposes of improving commercial interest with customers, providing in customer alignment and increasing in purchase hike. The retailing sector is the fastest growing and world's largest private industry after than finance and engineering. The global retail sector total sales of US\$ 20.79 trillion in 2015 and 22.04 trillion in 2016, should to be increasing projection to US\$ 28 trillion in 2020. Growth annual rate for retail industry was 3.8 % in 2008 and increase to 11 % in 2015. The industry account for over 32 % of GDP and is one Of the largest employs billion of people throughout the globe.

The Indian organized retail is the small part of the total retail market as such in 1991 out of total market, 97 % was unorganized and 3% was only in organized sector and this volume was increase 96% and 4% in 2011 and now in 2016 this fraction is 92% and 8%. In 2001, the organized retail trade in was worth Rs 11229 billion and around USD 672 billion or Rs. 47 lakh crores in 2016. The growth rate of Indian retail industry is 9.03 per cent. FDI inflow in retail sector is USD 936 million and FDI in single brand 100% but multi- brand 51%. E-commerce and mobile online business is growing very fast and good format for next generation in the near future. Now online retail purchases are 22% in the worth of USD 60 billion. The growth rate of organized retail in Rajasthan is steadily increasing. With the increase in customer's buying capacity, the state is reflecting a usage avenue. The developing cities and the upcoming economic hike have appealed the top retails brands and value chain stores in Rajasthan.

Review of the Literature

According to the Federation of Indian Chambers of Commerce and Industry (2008), the number of retail stores in Rajasthan households using consumer products has grown from 136 million in 2004 to 254 million in 2015. A pointer to the fact that retail stores in Rajasthan consumers are moving to branded products. In a report by market research firm AC Nielsen, in April-May 2008, it was seen for the first time that the retail stores in Rajasthan market has outpaced urban India in certain key product categories. The study quoted the National Council of Applied Economic Research, which estimates that an average retail stores in Rajasthan Indian household will have five major consumer appliances by 2015, almost double what it had five years ago (The Tribune, 2015).

Objective

The study carried out the following objectives:

"To research in finding out the correlation between layout and location viz Customer Relationship in increasing the productivity and profitability of the retails stores in Rajasthan"

Hypothesis

The study is based on the following hypothesis framed-

H₁ : There is significant role of location and reachability impact on the purchasing behavior of retail customer.

Scope of the Research

The research work is based on the topic that a study on the layout and location of the retails stores affect the increase in productivity and profitability of the retails stores, The Indian retail stores in Rajasthan market with its vast size and demand base offers great opportunities to the retails marketers. One-tenth of the countries retail customers live in Rajasthan areas and almost half of the national income is generated here. It is important that retail stores in Rajasthan market forms an important part of the total market of India. According to the census 10% people lives in Rajasthan and our nation is classified in around 450 districts, approximately 630000 customers which can be sorted in different parameters such as literacy level, accessibility, income levels, penetration, distances from nearest cities etc. To effectively cover up the retail stores in Rajasthan market a brand must associate it with the customer behaviour of the retail stores in Rajasthan. This can be done by utilizing the various retail stores in Rajasthan with respect to the customer relationship management to reach them in their own language and in large numbers, so that the brand can be associated with the retail layout and location of the retails. Retail stores in the state of Rajasthan market is in favour of the customer as well as relatively low competitive environment exist in this type of market. In facts, for certain products like lifestyle and accessories of the high quality, it is totally a virgin market.

Research Methodology

• Research Layout

The research layout will be descriptive type of research which is concern with describing the characteristics of a particular individual customer, or of a group customer's behavior of retail stores in

Rajasthan. The research the survey method, including projective techniques like mean, median and percentage and the demographic chart is being used. The research work will also use analytical research in which the facts will be collected through the literature that is already available and analysis these to obtain an appropriate conclusion. The researcher used primary secondary data. In the secondary like existing literature on customer purchasing behavior of retail stores in Rajasthan which is taken from various sources. The primary data will be also being collected from various retails stores of the Rajasthan from different respondents. In this type of research, researcher checks the relationship between dependent and independent variable and these variables have quantitative values.

- **Sample Size**

In the research, universe will be Rajasthan because the research is cover customer purchasing behaviour of retail stores in Rajasthan customer, so it is based on retail stores in Rajasthan and the researcher sampling unit will be different retails stores of the Jaipur and other four cities which are Jaipur, Kota, Jodhpur, Udaipur, Ajmer, because these districts are potentials and these are highly covered the retail stores in Rajasthan area which help me in choosing optimum sample and help me in doing my work effectively and efficiently.

Data Collection and Analysis Tools to be Used

Data collection: data should be relevant and useful. It is being of the primary data and the secondary data:

- **Primary Data** will be collected through retail stores in Rajasthan consumers and visit the retail stores in Rajasthan shops. Data should be collected with the questionnaire, observation, through interview and through projective techniques. The primary data which was collected from five different cities of the Rajasthan. The five different retails stores were selected. Each store researcher tried to collect equal numbers of the respondents i.e. ten each. The total numbers of the respondents from five different retails stores were fifty.
- **Secondary Data** is to be collected with the various publications of government, journals, books, magazines, newspapers, existing records, reports, manuals, manuscripts etc. Tools to be used include Questionnaire, Observation, Personal interview, retailing scale, retail techniques (percentage and demographical chart etc.)

These are the tools for gathering primary data and secondary data will also gather from various sources. Data will be analysis with various statistical methods.

Table 1: Different Retails Stores in Rajasthan

S. No.	Malls Name	Major Cities	Total No of the Malls
1	D- Mart	Jaipur, Kota	02
2	Reliance& Fresh	Jaipur, Jodhpur, Udaipur, Ajmer, Bikaner	05
3	Big Bazar	Jaipur, Jodhpur, Alwar, Jaislmer	05
4	Metro	Jaipur	01
5	Vishal	Jaipur, Jodhpur	02
	Total		15

(Source: Primary Data collected by researcher)

The above table shows the different numbers of the retail outlets which the researcher has worked out in her research of the state of the Rajasthan.

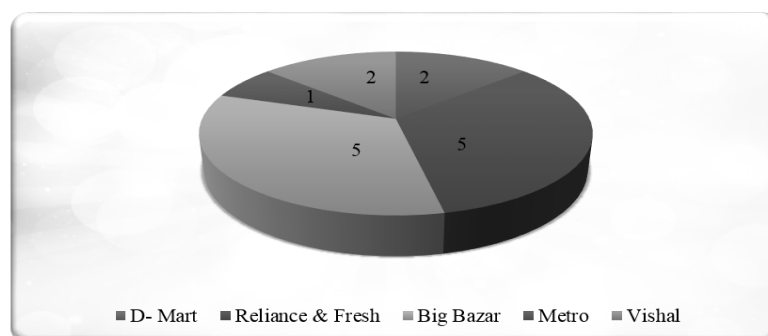


Figure 1: Different Retails Stores in Rajasthan

Table 2: Retails Customers Data of Five Cities

S. No.	City's Name	Total No. of Respondent	Male	Female
1	Jaipur	18	8	10
2	Kota	5	2	3
3	Jodhpur	10	4	6
4	Udaipur	10	5	5
5	Ajmer	7	3	4
Total		50	22	28

(Source: Primary Data collected by researcher)

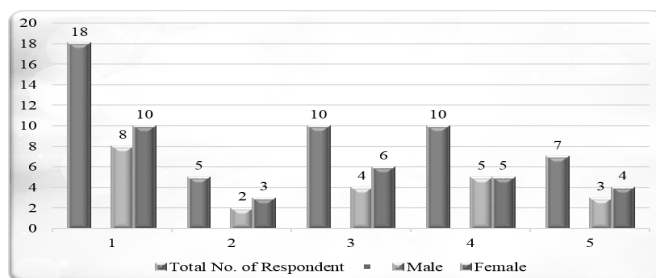


Figure 2: Retails Customers Data of Five Cities

The above table and the figure shows the total numbers of the respondents taken from the different numbers of the retail outlets which the researcher has worked out in her research of the state of the Rajasthan. The respondents are middle income group and middle age groups and female respondents are maximum in this survey.

Research Outcome Model

The retail survey was conducted among the respondents (50 nos.) of customers from various fifteen retails stores of the different five cities of the Rajasthan. Before conducting the investigation, the researcher introduced herself and well-versed the respondents that their participating is enormously anonymous, voluntary, and private and gave assurance that they could refer questions if the respondents face with any complexity. From all the respondents, were interviewed and questionnaire were being filled and their responses and views on the research topics were noted.

Table 3: Customer Favour with Location / Reachability / Layout Variable of Retail Stores

S. No.	Parameter	No of Respondents			
		Agree	Strongly Agree	Disagree	Neutral
1.	The retail store is situated in clear proximity of the reach of the customer.	24	8	15	3
2.	The retail stores have the maximum facilities (Life Basic Management, light water, lift, cafeteria, kid zone, senior citizen, Driver Rest Area etc.)	22	7	17	4
3.	The retail stores have the rack /display shelf should be according to the products.	21	6	20	3
4.	In the retail store have the choice and collection of the products are appropriate.	26	7	15	2
5.	The retail stores layout and location design in catchy and attractive.	18	6	24	2

(Source: Primary Data collected by researcher)

Inference

The above table Shows the following observations:

- The impact of transport cost and time constraints was studied a view of comfortable distance which customer were ready to cover in order to easily and satisfy their retail stores requirements. Majority of the customers of (64%) are in favour that the shopping centre should be within their proximity of the reach of the customer because stores are the situated in approximately 1-6 km periphery in their habitants. So that mostly respondents preferred shopping from nearest retail stores because high cost of diesel and petrol and parking problem could be cited as few reasons for this think.

- The analysis result reflected that 'basic facilities' was highly important for customers, by which, one could infer that give a lot of importance to where they go for shopping. Customers believed that the shopping stores have full of well-furnished modern facilities. The majority of the customer are (58.00%) agree that the shopping stores should have maximum basic facilities like light, water, lift ramp, cafeteria, kid zone, senior citizen area etc. within their needs.
- The analysis result reflected that (54%) respondent did give importance to "Merchandise Display". Organized retail stores should have maintained and display racks / shelves according to products like electronics, cloths, cosmetic's, kitchen wares, grocery, vegetables, medicine etc. because respondent wanted to explore all their senses like see price, quality, touch and feel while shopping.
- The analysis result reflected that respondent want to quality satisfaction, variety, branded range of products. As evident from the analysis (66%) shopping centre should have longer product life for the large number of goods and products of different companies. So that customers have more choice for the selections of goods and items. This could be explained the high-quality merchandise kept at these type of shopping malls.
- It is evident from data analysis that influence of add-on attractions in the shopping stores in attracting customers and influencing their internal and external layout. 48% respondent feel that shopping Centre layout and design are attractive but 48% respondent show that some shopping stores are like only a shop without providing any facilities and attractive internal and external layout.

Statistical Analysis

Thus, the current null hypothesis H_0 : There is no significant retail location and reachability impact on the buying behaviour of retail consumer and **Alternate Hypothesis H_1** : There is a significant retail location and reachability impact on the buying behaviour of retail consumer can be tested with statistical analysis for the current table.

Recommendation and Conclusions

From the above data tabulation and data analysis the following observations with suggested recommendations are as follows:

- Shopping stores should be located within the Big and smart multi stories and town ships for the residencies.
- All the modern facilities should be there in the shopping stores.
- Merchandising systems be properly arranged for every product in each section.
- Wide ranges and best quality of the products should have there in the retail stores.
- Interior and exteriors design and layout of the retails stores should be impressive and attractive.

Conclusion

The research works fulfil and satisfy the objective of the research that the retail layout and location is directly related with the customer relationship and it help in increasing the retail productivity and profitability of the sales of the Retails Stores in Rajasthan. The good part of the research was that the maximum respondents who were selected in the research were female respondents and favoured the acceptance of the retail outlets location and layout. This in term reflected in the increase in the enhancement of the retail outlets productivity and profitability of the sales promotions.

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