FACTORS INFLUENCING THE LEVEL OF ACCEPTANCE TOWARDS THE ORGANISED RETAIL OUTLET- AN EMPIRICAL STUDY

Ms.S. Subha,
Part Time Research Scholar, Department of Commerce,
Government Arts College, Udumalpet, Tamil Nadu, India.

Dr.M.Gunasekaran
Assistant Professor, Department of Commerce,
Chikkanna Government Arts College, Tirupur, Tamil Nadu, India.

ABSTRACT

The innovations brought by retailers and marketers in the practice of retailing have been providing new paradigms for shopping. This has also led to a body of knowledge that aims to understand orientation of organized retail shoppers towards shopping. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large and small retail businesses. According to AT Kearney report for the year 2011, Organized retail accounts for 7 per cent of India's roughly US$ 435 billion retail market and is expected to reach 20 per cent by 2020. This paper is an attempt to explore the factors influencing the level of acceptance towards the organized retail outlet in Coimbatore City. Reliability and validity of scale was checked using cronbach alpha. Methodology adopted in this study is descriptive research design. Primary as well as secondary data has been used in this study. Interview Schedule is used for collecting data from the sampling unit of Coimbatore city. Thus the twelve variables in the data were reduced to three Component factors and each factor may be identified with the corresponding variables. To conclude this study, organized retail outlet is growing rapidly and consumers are shifting to shopping in organized retail stores. This research findings and suggestions will be helpful to the organized retailers in Coimbatore city to plan, implement and control their retail management strategies.

Keywords: Factor analysis, Retailing, organized retail outlet, etc.,