

Research Paper

Management



To Evaluate the Media Opinion Available and Create a Media Plan for Reaching the Retailer & Wholeseller for Aadhaar Retailing Ltd

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Keywords :

INTRODUCTION TO RETAILING

What is the Retail Industry?

The Retail Industry is a sector of the economy that is comprised of individuals and companies engaged in the selling of finished products to end user consumers. Multi-store retail chains in the U.S. are both publicly traded on the stock exchange and privately owned.

- Complete List of Publicly Traded U.S. Retail Companies
- Largest Private Retail Chains

An estimated two-thirds of the U.S. gross domestic product (GDP) comes from retail consumption. Therefore, store closings and openings are an indicator of how well the U.S. economy is recovering after the Great Recession in the late 2000's.

- 2011 Retail Store Closings
- U.S. Store Openings 2011

The Indian retail industry has witnessed rampant growth over the last decade. Even though, post recession, the industry is witnessing a gradual turnaround, it is met by a few stumbling blocks that constitute the challenges ahead for the Indian retail industry.

ABOUT THE FUTURE GROUP AND AADHAAR RETAILING LTD



Overview

We were incorporated on July 10, 1996 under the name 'Subhikshith Finance & Investments Limited'. In 1998 we were granted a certificate of registration by the Reserve Bank of India to carry on the business as an NBFC. In 2007 Subhikshith Finance was acquired by Future Value Retail Limited. After we ceased to be a private limited company, our name was changed to Future Ventures India Limited ("FVIL") in 2007.

FVIL is part of Future Group, which was founded on a simple idea -- Rewrite Rules, Retain Values. Under the leadership of Mr. Kishore Biyani, Future Group began its pioneering journey 25 years ago to transform India's Retail space and create a positive change in the communities, societies and business sectors in which it operates.

Today, Future Group is an established leader in Retail through its multiple formats spread over 15 million square feet of retail

space which service customers in 85 cities and 60 rural locations across the country. Around 220 million customers walk into Future Group-owned stores each year and buy products and services supplied by over 30,000 small, medium and large entrepreneurs and manufacturers from across India.



AADHAAR (AADHAAR RETAILING LTD.)



ARL is held jointly with Godrej Agrovet Limited, with FVIL holding 70%. ARL is in the business of rural and semi-urban retail, distribution of agricultural and consumer products and general merchandise through 51 own stores and 4 distribution centers.

Rural markets are expected to fuel the next level of consumption growth. With capital inflows expected in backend infrastructure, linkages with rural markets will be stronger. The Company is actively pursuing wholesale distribution, cash & carry and franchisee model in this segment and believes it will leverage Future Group's expertise in organized retail to create value in the rural distribution and retailing.

FUTURE GROUP OPENS FIRST 'AADHAAR WHOLESALE' STORE IN GUJARAT'S KALOL

In a bid to enter into the rural wholesale and distribution business, Future group has set up its first 'Aadhaar' wholesale store in Gujarat's Kalol through its subsidiary, Aadhaar Retailing Ltd. Future group plans to open 65 Aadhaar stores. After Gujarat, the next one will come up in Punjab.

Aadhaar Wholesale will have 1,500 stock-keeping units or products, including processed food, personal and home care, general merchandise items and kitchen appliances.

"Aadhaar Wholesale is our first step towards the rural distribution model, offering small general traders everything they need to run their business under one roof and enabling them to participate in modern distribution infrastructure to grow their business," Future Group CEO, Mr Kishore Biyani, said in a statement today.

At present, the group operates 60 Aadhaar retail outlets in rural locations across the country in partnership with the Godrej Group.

Source: http://article.wn.com/view/2011/10/17/Future_Ventures_opens_its_first_Aadhaar_Wholesale_in_Kalol/



LITERATURE REVIEW

The Indian retail market, which is the fifth largest retail destination globally, has been ranked as the most attractive emerging market for investment in the retail sector by AT Kearney's eighth annual Global Retail Development Index (GRDI), in 2009.

A McKinsey report, 'The rise of Indian Consumer Market', estimates that the Indian consumer market is likely to grow four times by 2025. Commercial real estate services company

The organized retail sector, which currently accounts for around 5 per cent of the Indian retail market, is all set to witness maximum number of large format malls and branded retail stores in South India, followed by North, West and the East in the next two years.

British retail major Marks & Spencer (M&S) is looking at scaling up its India operations and plans to open at least 50 more outlets in the country over the next few years.

Source: IBEF.org,

COMPETITIVE MARKETING COMPETENCIES AND PERFORMANCE: AN EXPLORATORY STUDY OF SMALL TO MEDIUM SIZED RETAIL FIRMS IN AUSTRALIA

This study found that the extent to which retail small to medium sized businesses possess competencies in most of the marketing areas of their operations much better than their competitors is related to the level of business performance in small to medium sized retail businesses. This is in line with Walters and Knee (1989), and Johnson and Scholes (2002) that claim that distinctive marketing competencies are skills which businesses can develop to form the basis for competitive advantages over their competitors. However, because of the small sample size used for this study (N=107), a similar study on a much larger scale should be conducted to investigate further the validity of this findings. This study can also be extended to other types of small and medium sized retailers such as service retailers, food and fast moving consumer. Also, retailers in regional areas instead of suburban and city areas could be studied.

Source: ABS 2004 Labour Force, Australia (cat. no. 6202. RESEARCH OBJECTIVES

- To study the Media Preferences for Retailers & Wholesaler.
- To Evaluate the Available Medias for advertisement.
- To select the Best Suitable Advertising Media with respect to cost, area covers. Speed and effectiveness.
- To Suggest Right Media Plan that can satisfy all the requirements of the Aadhaar Retailing Ltd for different target segments.

HYPOTHESIS

Retailers & Wholeseller

HO: All the Media are Equally Effective to receiving information as Retailers & Wholeseller of Aadhaar Retailing Ltd.

H1: All the Media are not Equally Effective to receiving information as Retailers & Wholeseller of Aadhaar Retailing Ltd.

RESEARCH METHODOLOGY

Research Design:

Research design is Simple Descriptive Research in nature.

Data Collection Sources:

Primary Data:

These data was collected through survey of Retailers and Wholesalers with the help of questionnaire.

Secondary Data:

Information regarding the project, secondary data was also required. These data were collected from various past studies and other sources like magazines, newspapers, and websites which qualified as reliable.

Sampling Plan:

Target population: Around the 80 KM for KALOL.

Sampling Unit: Retailers and Wholesalers

Sample Size: Retailing & Wholesalers = 30

Date Research Instrument:

- Structured questionnaire

Analytical Tools:

Graphical presentation

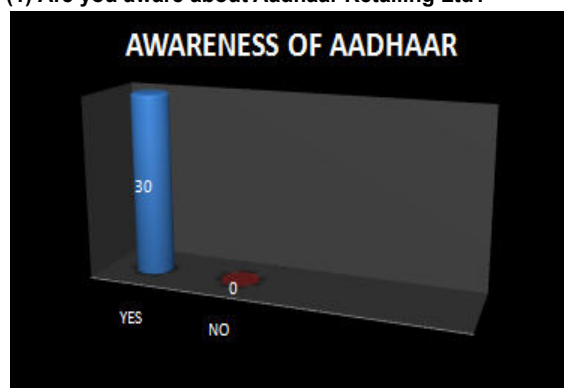
Hypothesis

Contribution of the Study:

The study reveals preferential criteria for the purchase of consumer it also gives insights into the preference towards the media plan for reaching them.

DATA ANALYSIS AND INTERPRETATION FOR AADHAR

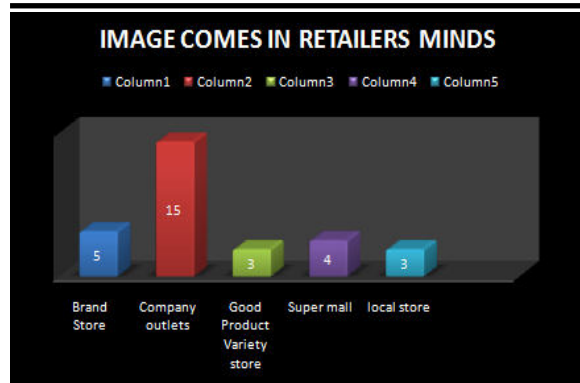
(1) Are you aware about Aadhaar Retailing Ltd?



The Response was as follows:

Total 30 Retailer & Wholesalers' of total no of survey all the retailers are awareness of Aadhaar Retailing Ltd.

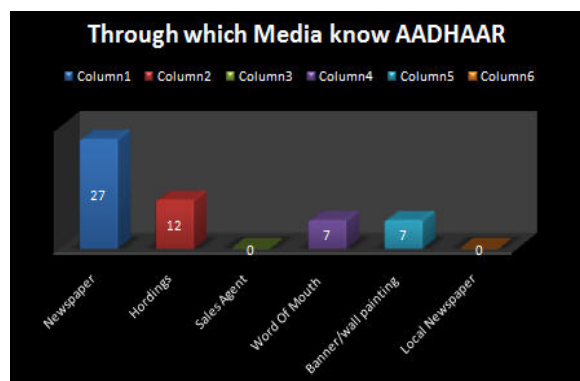
(2) What Image comes in your minds when you listen the name of Aadhaar Retailing Ltd?



The Response was as follows:

- Retailer & Wholesalers are given different view when they listen the name of Aadhaar Retailing Ltd.
- Out of 30 total Retailer & Wholesalers, 5 think that this is a Brand store.
- 15 are think this is Company outlets.
- 3 Retailer think is Good Product Variety store.
- 4 Retailer & Wholesalers think is Super mall and 3 say it is local store.

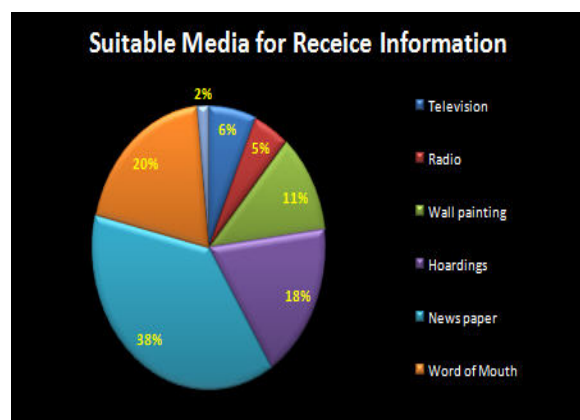
(3) Through Which Media you come to know about Aadhaar Retailing Ltd?



The Response was as follows:

- Newspaper = 27,
- Hording = 12,
- Word Of Mouth = 7,
- Banner/wall painting = 7,

(4) Which Media is suitable to you to receive information as a Retailers or Wholesaler of Aadhaar Retailing Ltd?



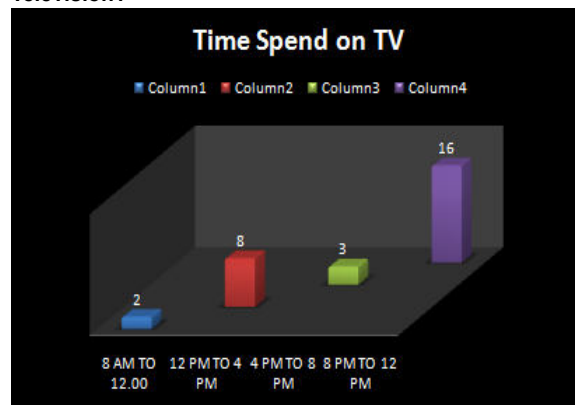
The Response was as follows:

- Television is moderately important.(17 response)
- Radio is somewhat important.(15 response)
- Wall Painting is important (16 response)
- Hoardings are important(12 response)

- News papers are Highly important (23 response)
- Word of mouth is Highly important (12 response)
- Reference of friends and family is moderately important. (16 response)

(4) Briefly give information on your Media Habits?

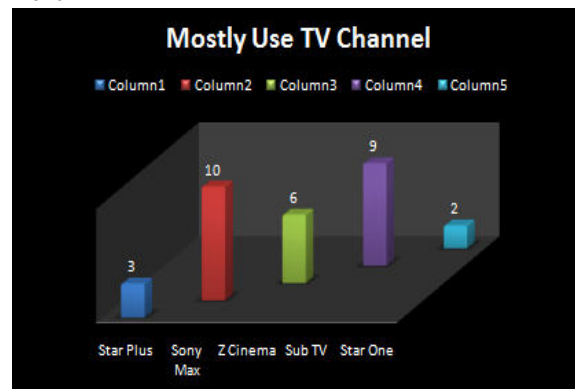
(A) In a day, how much time do you spend in watching Television?



The Response was as follows:

- Maximum retailers and wholesaler are spending at Night 8 pm to 12 pm.

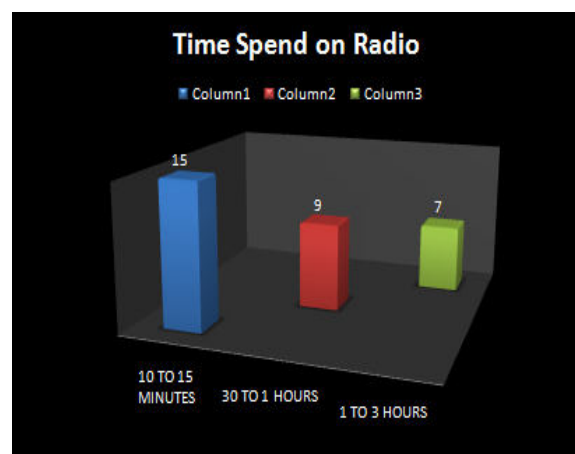
(b) Which T.V.Channel do you mostly prefer for Entertainment?



The Response was as follows:

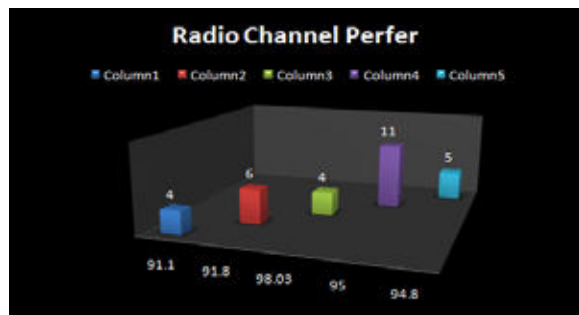
- Maximum retailers and wholesaler mostly prefer Sony max

(C) In a day, how much time do you spent listening radio?



The Response was as follows:

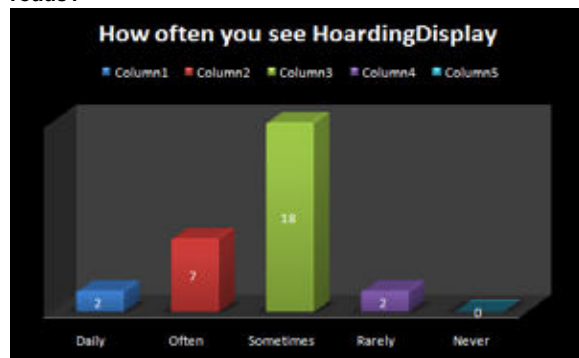
- Maximum retailers and wholesaler spent less time on radio 10 to 15 minutes.

(D) Which Radio Channel you mostly prefer?**The Response was as follows:**

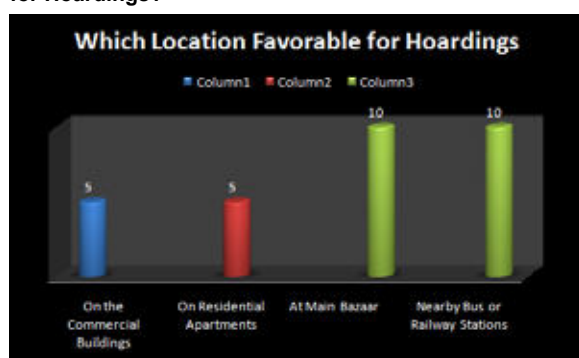
- Maximum retailers and wholesaler prefer 95.00channel on RADIO .

(E) According to you Which Locations are most favorable for Wall Painting?**The Response was as follows:**

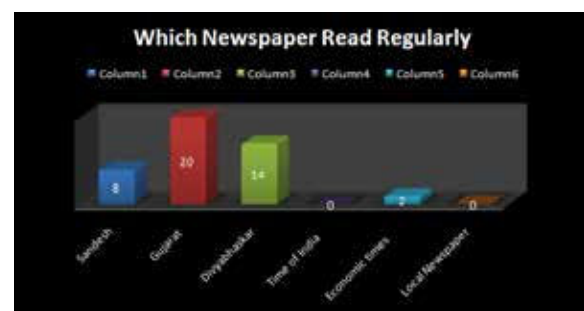
- Maximum retailers and wholesaler most favorable wall painting nearby Bus or Railway Stations.

(F) How often do you see hoardings displayed on the roads?**The Response was as follows:**

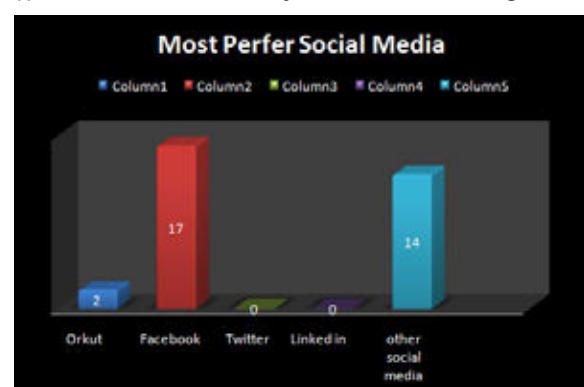
- Maximum retailers and wholesaler see hoarding some time on the roads.

(G) According to you Which Locations are most favorable for Hoardings?**The Response was as follows:**

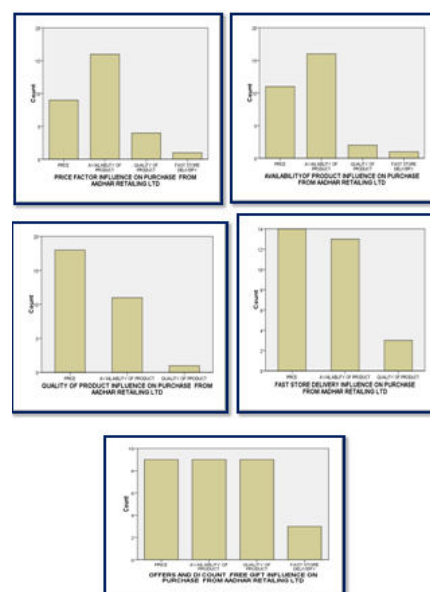
- Maximum retailers and wholesaler are preferred for hording location is at main bazaar or nearby bus or railway stations.

(H) Which daily newspapers do you read regularly?**The Response was as follows:**

- Maximum retailers and wholesaler are regularly read Gujarat newspapers (20 responses).

(I) Which Social Media do you use for networking?**The Response was as follows:**

- Maximum retailers and wholesaler is regularly use face book as a social networking (11 responses).

(5) What are the factors that influence your purchase from Aadhaar Retailing Ltd?

- The Response was as follows: Maximum retailers and wholesaler is most preferred price factor.

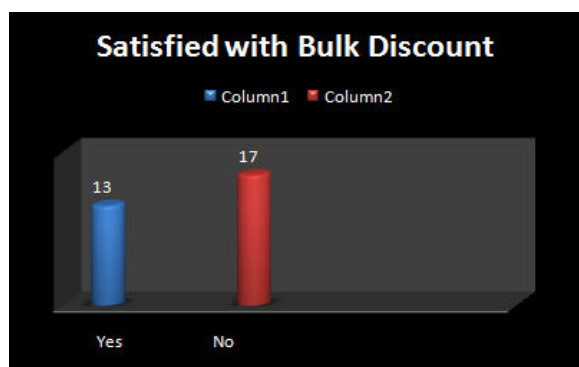
(6) Give your Opinion on Importance of Promotional Schemes for purchase Preference of Products from Aadhaar Retailing Ltd?



The Response was as follows:

Maximum retailers and wholesaler are promotional schemes highly important is price discount.

(7) Are you satisfied with the bulk discounts offered by Aadhaar Retailing Ltd?



The Response was as follows: Maximum retailers and wholesaler are not satisfied (17 response) for bulk discounts given by Aadhaar Retailing Ltd.

The Response was as follows:

H0 Tested For Following Suitable Media To Receive Information As Retailer Or Wholeseller.	Sig.Value / Result	Status of Relevancy
TELEVISION	0.000 / Rejected	Not Relevance
RADIO	0.000 / Rejected	Not Relevance
WALL PAINTING	0.061 / Accepted	Relevance
HORDINGS	0.497 / Accepted	Relevance
NEWS PAPER	0.003 / Accepted	Relevance
WORD OF MOUTH	0.301 / Accepted	Relevance
REFERENCE OF FAMILY	0.000 / Rejected	Not Relevance

RESULTS AND FINDINGS

- To go through whole study, we find some major findings and results about our research topic which are mostly prefer for RETAILERS & WHOLESALERS research for reaching the Aadhaar Retailing Ltd.

Retailers & Wholesalers:

- The awareness level of Aadhaar is very high for total 80 km for Kalol outlets. Mostly Retailers and Wholesalers' are seen advertising of Aadhaar retailing Ltd in market.
- Mostly Retailers and Wholesalers are think Aadhaar is Good Product variety store. They are seen advertisement of Aadhaar twice in a week.

- Out of total sample size 13 Retailers and Wholesalers are go for purchase the goods from Aadhaar. Through Newspaper media a tool they use and they know what Aadhaar is.
- Retailers and Wholesalers are thinking that newspapers and word of mouth with others are best suitable media to receive the information as a Retailers and Wholesalers.
- Retailers and Wholesalers are thinking that price factor is most influence the purchase the Aadhaar.
- Total sample size of Retailers and Wholesalers only 14 are satisfied with bulk discount offered by Aadhaar.

LIMITATIONS

- Here in this study we are consider only 30 Respondence in 80 KM around the KALOL .so it is not possible their answer is same represent whole of market of retailing sector.
- The sample sizes 30 (hundred), thus the findings from the same may not be representative of the actual population.
- As the time given to complete the project is lesser than actual time required completing similar studies, the quality of findings may get affected.
- All the respondents could not fill their questionnaire on their own due to language problem and also problem of time and lack of positive behavior.
- The research is conducted in around 80 km of KALOL outlet so there is possibility of perception and attitude of Consumer, Retailers and Hotels to respond in negative or positively way so it depends on Consumer, Retailers and Hotels to feed back of research.
- All the secondary data is collected from the internet so there is vast different between when they define their view and the current time situation in today Retail market in income. Preference. And the awareness of particular brand of product for Retail consumer.
- Findings of the study are based on the assumption that the respondents have given correct information.

SUGGESTIONS

The total journey of our projects we are find some important information which more useful more reaching target market to Aadhaar Outlets. Here I suggest some of the very good point which is very useful to reaching the target market for 80 km around these outlets.

Suggestions for Retailers & Wholesalers:

- Retailers & Wholesalers are wanted to give store delivery to his current market place, than if Aadhaar Start The Delivery to the current place of Retailers & Wholesalers than they are to ready to buy goods from Aadhaar.
- Aadhaar start New Price Range for Bulk Discount other offers to Retailers & Wholesalers, because they think that price of Aadhaar is very high to other store.
- Aadhaar focus on Right Media Tools for deliver new offer information to target market.
- Aadhaar should also Build the Relations to Retailers & Wholesalers for marking a highest selling the goods.

CONCLUSION

To go through whole study of these research we find some major conclusion and results about our research topic is 'To Evaluate The Media Opinion And Create A Media Plan For Reaching The Target Market For Aadhaar Retailing Ltd.' which are mostly prefer for all the 3 different research for reaching the Aadhaar Retailing Ltd.

Media Plan for Reaching the Retailers & Wholesalers:

Suitable Media Tools	Time / location	Channel
Television	8 to 12 pm	Sony max
Radio	Less than 5 minute	95.00
Wall painting	Nearby Bus or Railway Stations	—
Hoarding see (sometime)	Nearby Bus or Railway Stations or at Main Bazaar	—
Newspapers	Gujarat ,Divyabaskar	—
Social Media	Facebook	—

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