Research Paper   **Management**

Impact of ICT on Growth and Challenges Faced by Customers in Retail Outlets in India

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ABSTRACT

In this paper, I have provided detailed information about the growth of retailing industry in India and advancement in ICT which has lead to growth in retail sector. It examines the growing awareness in the field of ICT and use of new technology in order to fasten their customer services and to keep constant check on available products to cater their customers in time. The paper includes problems faced by the customers on daily routine and recommendations for the retail giants to increase their businesses. Retailing includes activities likes demand and sales forecasting, inventory management, store management, transportation. Retail marketing has been a boom in today's scenario and one of the fast developing sectors in India.ICT is the capability to electronically input process, store, and output, transmit and receive data or information. It also plays an important role in today's world. This paper focused on how IT may be beneficial in increasing growth level of retail sectors.

Keywords : ICT, Retailing, common technologies

INTRODUCTION:
Today retailing players have incorporated ICT in the areas of supply chain, inventory management and merchandising.ICT adoption in India is gaining popularity in all sectors of work. Technologies like Scanners, Barcode Readers, Cash Register, Debit/ Credit Card Reader, Electronic Article Surveillance, Video Surveillance, etc are the most common and important ICT tools used by retailing giants in India. Technologies such as, Radio frequency Identification helps in locating product in store by salesman. These technologies help in carrying out the work in these stores in safer and secure environment. One can keep records of all transaction, number of customers visiting store, check on products purchased and so on... With ICT whole system is managed in retailing outlets .Information related to shopping cart, debit/credit card processing. Tracking data of previous buying can be obtained within no time. Quick and error free transaction can be done easily and more number of customers can be catering at a time. One can deliver convenient, fast, and cost-effective product and services to their customers and can enhance their shopping experience all time. The evolved of new technologies in retail sectors the complexities have been resolved by providing IT solutions to a large number. The right solution helps in improving productivity and cost saving, accurate supply chain, better forecasting and inventoring management.

GROWTH OF RETAIL SECTOR IN INDIA:
Retail and real estate are the two booming sectors of India in the present times. Retail, one of India's largest industries, has presently emerged as one of the most dynamic and fast paced industries of our times with several players entering the market. The government of India has also increased the percentage of FDI to 51% FDI in multi-brand retail sector & 100% FDI in single brand. It currently account for over 10 per cent of the country s GDP and around 8 per cent of the *employment in India and is gradually increasing.* According to experts, *Indian retail industry* analysis expects the market size to grow from US$450 billion in 2012 to US$574 billion by 2015. India is being seen as a potential goldmine for retail investors from over the world and latest research has rated India as the top destination for retailers for an attractive emerging retail market.

We can believe in the philosophy as said "There is No Right Price for the Wrong Product or Services". The modern-day retail sector in India is reflected in extensive shopping centers, multiplex- malls and huge complexes like supermarkets, hypermarkets offer shopping, entertainment and food all under one roof. Factors which have contributed in the growth of retailing sector in India are:
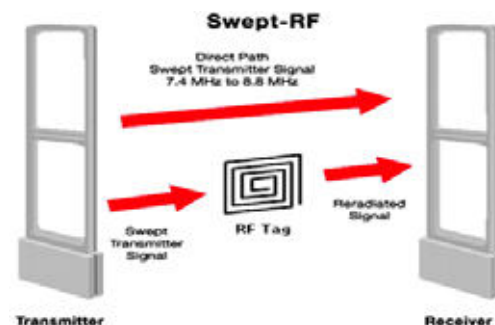
Low level of tolerance among customers to buy products from market and different shops.

Increase in disposable income and customer desire.

Increase in number of adolescence in Indian shopping.

Increase in expenditure for luxury items.

Some of the common equipments used in retail sectors & their benefits are-

Electronic Article Surveillance

Debit/ Credit Card Reader

Credit/debit card reader   Card Register

Video surveillance camera

Benefits of using above technologies-
- Preventing theft of your stock. As Security cameras don't fall asleep.
- Security cameras provide an accurate portrayal of the events.
- They protect our business by deterring potential burglars or predators and employee theft.
- Making sure our staff is performing at their best and providing adequate customer service.
- If we have installed digital cameras which are connected to a networked computer system, we can check on our business while we are out of town too.

Research methodology:
Primary Objectives
Analysis the problems faced by the customers while they are at shopping in malls.

Recommend the solutions to the managers to increase their customers.

Other objectives
Customers preferences for shopping

examine why customers   move to retail outlets for shopping

Sample size-80 customers

Sample design- Descriptive.

Method of sampling- Convenience Sampling.

Area of research: Rudrapur and Dehradun

Data collection method:

Primary Source- Questionnaires, Observation.

Secondary Source-websites, articles.

Challenges faced by the retail outlets in India-

Most of the customers reported the problems faced by them in retail outlets are

Stand in a Queue for billing for longer period of time-frequently we can see, customers have to stand in billing counters for more time to get there bills and collect receipt of payment.

Wait for security checking-many times we can see visitors have to wait for longer time to fulfill the formality of being checked. One of the major for this problem is that in India many retail outlets do not use technologies like Electronic Article Surveillance for safety measures as these are costly.

Problem to search for their respective products-we all must have faced this common problem most often.

Recommendations:
Counters for specific products should be arranged properly and technologies such as barcode readers should be used to find out the products.

Use updated technologies for safety and customer service. These technologies are expensive but it is a onetime expense, we do not need to provide a regular pay check to a security guard.

Proper arrangement for billing counters i.e. more number of employees should be placed at billing counters and increase the numbers of billing counters to at least 10.

Use good technology and employees to cater your customer.

Retail outlets should constantly work to provide good schemes and discounts in order to boost their sale.

Conclusion:
The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the GDP and around 8 per cent of the employment. The Industry has come forward as one of the most dynamic and fast paced industries with several players entering the market. If the retailer is able to overcome their challenges mentioned above they will be able to cater more customers and capture more shares. Use of recent technologies such as, Scanners, Barcode Readers, Cash Register, Debit/ Credit Card Reader, Electronic Article Surveillance, Video Surveillance will facilitate in increasing customers and providing them ease and support to shop happily. Joining hands with updated technologies have always shown improved outcome in one's business.

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