

RESEARCH PAPER

Perception of respondents towards supermarket and future strategies of small retailers in Hyderabad

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ABSTRACT

The present study perception of respondents towards supermarket and future strategies of small retailers was conducted in Hyderabad city during the year 2011. Among the 100 sampled retailers, 54 per cent of are unsure about the future of business. Whereas 40 per cent are sure that in future, business will grow and only 6 per cent viewed that business will not grow. Out of total 50 sampled retailers, 30 per cent of retailers predicted that supermarket will be the way in future. Whereas 30 per cent of retailers expect that only loyal customers will not shift to supermarket and 14 per cent expressed that there will not be any change from the present situation. About 48 per cent of the consumers are in favour of opening of more organised outlets, whereas 22 per cent are not in favour and 30 per cent of consumers are in favour of expanding unorganised as well as organised outlets. About 20 per cent of the retailers were willing to involve their children in the same business, whereas 56 per cent retailers left the choice to their children and 8 per cent of retailers preferred other businesses for their children. About 62 per cent of the retailers are in favour of taking bank finance. Among them 77 per cent wants them to expand the business and 10 per cent of retailers want to use it to start other business.

KEY WORDS : Perception of respondents, Supermarket, Future strategies

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