



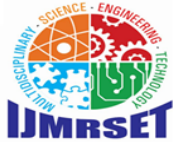
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A Comparative Study of Marketing Practices of Organised Retail Outlets in Latur and Nanded City

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ABSTRACT: The retail sector plays a crucial role in the economic development of India by providing employment opportunities and improving the distribution of goods and services. In recent years, organized retailing has gained significant importance due to urbanization, rising disposable income, and changing consumer preferences. Organized retail refers to trading activities undertaken by licensed retailers such as supermarkets, hypermarkets, departmental stores, and chain stores operating under standardized systems and government regulations.

This study aims to analyze and compare the marketing practices adopted by organized retail outlets in Latur and Nanded cities of Maharashtra. The research focuses on marketing strategies such as product assortment, pricing strategies, promotional activities, customer relationship management, store layout, and digital marketing practices. A descriptive research design is adopted using both primary and secondary data sources. Primary data were collected from consumers and retail managers through structured questionnaires and interviews. Secondary data were collected from books, journals, and online resources related to retail marketing.

The findings of the study reveal that organized retail outlets in both cities adopt similar marketing practices; however, there are variations in promotional strategies, customer service quality, and digital marketing adoption. Retail outlets in Nanded demonstrate a higher adoption of modern promotional tools and digital marketing compared to Latur. The study concludes with suggestions for improving marketing efficiency and enhancing customer satisfaction in organized retail outlets.

KEYWORDS: Organized Retail, Marketing Practices, Retail Strategy, Consumer Behaviour, Latur, Nanded

I. INTRODUCTION

Retailing is one of the largest sectors of the Indian economy and contributes significantly to employment and GDP. The retail industry in India accounts for more than 10 percent of the country's GDP and provides employment to millions of people.

Traditionally, Indian retail was dominated by small unorganized stores such as kirana shops, street vendors, and local markets. However, the retail landscape has changed significantly with the emergence of organized retail outlets such as supermarkets, hypermarkets, and branded stores. Organized retail refers to retail businesses that operate with modern infrastructure, standardized processes, supply chain management, and proper government registration.

The growth of organized retailing is driven by factors such as:

1. Increasing urbanization
2. Changing lifestyle of consumers
3. Rising disposable income
4. Growth of shopping malls and retail chains
5. Development of digital payment systems

In India, the organized retail sector is expanding rapidly and is expected to reach approximately ₹19.7 lakh crore by 2030 due to rising income levels and changing consumer preferences.



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Cities like Latur and Nanded are witnessing gradual growth in organized retail outlets such as supermarkets, electronics showrooms, fashion stores, and departmental stores. These outlets adopt different marketing practices to attract customers and remain competitive.

This study focuses on comparing the marketing practices adopted by organized retail outlets in these two cities

II. OBJECTIVES OF THE STUDY

1. To study the concept and growth of organized retailing in India.
2. To identify the marketing practices adopted by organized retail outlets.
3. To analyze consumer perception towards organized retail outlets in Latur and Nanded.
4. To compare marketing strategies adopted in organized retail outlets in both cities.

III. HYPOTHESIS OF THE STUDY

H0: There is no significant difference in marketing practices adopted by organized retail outlets in Latur and Nanded city.

H1: There is a significant difference in marketing practices adopted by organized retail outlets in Latur and Nanded city.

IV. SCOPE OF THE STUDY

The present study is limited to organized retail outlets operating in Latur and Nanded city. The research focuses on various aspects of marketing practices including product assortment, pricing strategy, promotional activities, customer service, store layout, and digital marketing

V. RESEARCH METHODOLOGY

Research Design

Descriptive research design is used to analyze marketing practices of organized retail outlets.

Data Collection

Primary Data

Primary data were collected through:

- Structured questionnaire from customers
- Interviews with retail store managers

Secondary Data

Secondary data were collected from:

- Books on retail marketing
- Research journals
- Government reports
- Online resources

Sample Size

The sample consists of:

- 100 consumers from Latur
- 100 consumers from Nanded

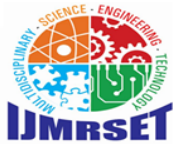
Total sample size = 200 respondents

Sampling Technique

Convenience sampling method was used.

Tools for Data Analysis

- Percentage analysis



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- Mean analysis
- Chi-square test
- Comparative analysis

VI. DATA ANALYSIS

Gender-wise Distribution of Respondents

Gender	Latur	%	Nanded	%
Male	62	62%	58	58%
Female	38	38%	42	42%
Total	100	100%	100	100%

Interpretation

The table shows that the majority of respondents in both cities are male consumers. However, female participation in organized retail shopping is also significant, indicating the increasing role of women in retail purchasing decisions.

Age-wise Distribution of Respondents

Age Group	Latur	%	Nanded	%
Below 20 years	10	10%	12	12%
21–30 years	34	34%	38	38%
31–40 years	28	28%	26	26%
41–50 years	18	18%	16	16%
Above 50 years	10	10%	8	8%
Total	100	100%	100	100%

Interpretation

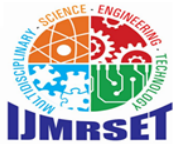
The majority of organized retail customers belong to the **21–30 years age group**, indicating that young consumers are the primary customers of organized retail outlets.

Frequency of Visiting Organized Retail Outlets

Frequency	Latur	%	Nanded	%
Weekly	35	35%	40	40%
Twice a Month	30	30%	28	28%
Monthly	22	22%	20	20%
Occasionally	13	13%	12	12%
Total	100	100%	100	100%

Interpretation

Most consumers visit organized retail outlets **weekly**, showing that organized retail stores have become an important part of consumers' shopping habits.



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Factors Influencing Customers to Visit Organized Retail Stores

Factors	Latur	%	Nanded	%
Product Variety	26	26%	30	30%
Discount Offers	30	30%	28	28%
Store Ambience	18	18%	20	20%
Quality Products	16	16%	14	14%
Customer Service	10	10%	8	8%
Total	100	100%	100	100%

Interpretation

Discount offers and product variety are the most important factors influencing customers to visit organized retail outlets in both cities

Customer Satisfaction Level

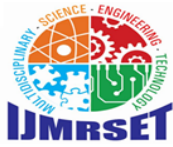
Satisfaction Level	Latur	%	Nanded	%
Highly Satisfied	28	28%	34	34%
Satisfied	46	46%	44	44%
Neutral	14	14%	12	12%
Dissatisfied	8	8%	6	6%
Highly Dissatisfied	4	4%	4	4%
Total	100	100%	100	100%

Interpretation

Most respondents are **satisfied with the marketing practices of organized retail outlets**, though Nanded shows slightly higher satisfaction compared to Latur.

Use of Promotional Strategies by Retail Outlets

Promotional Strategy	Latur	%	Nanded	%
Festival Discounts	32	32%	28	28%
Loyalty Programs	18	18%	24	24%
Social Media Promotion	16	16%	22	22%
Advertising	20	20%	16	16%
Membership Cards	14	14%	10	10%
Total	100	100%	100	100%



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Interpretation

Retail outlets in Nanded use social media and loyalty programs more effectively, while Latur retailers rely more on festival discounts.

Hypothesis Testing:

H₀: There is no significant difference in marketing practices between Latur and Nanded retail outlets.

Calculated Chi-square Value	Table Value	Result
6.12	9.49	Accept H ₀

Interpretation

Since the calculated value is less than the table value, the **null hypothesis is accepted**, indicating no significant difference in marketing practices between the two cities.

VII. MARKETING PRACTICES IN ORGANIZED RETAIL

Marketing practices refer to strategies used by retail outlets to attract customers and increase sales. Major marketing practices include:

1 Product Strategy

Organized retailers provide a wide variety of branded products and maintain inventory management systems. Efficient supply chains reduce the number of intermediaries and provide better product availability.

2 Pricing Strategy

Retail outlets adopt different pricing strategies such as:

- Competitive pricing
- Discount pricing
- Festival offers
- Bundle pricing

3 Promotional Strategies

Promotional activities include:

- Advertising
- Sales promotion
- Loyalty programs
- Social media marketing

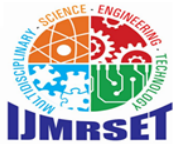
4 Store Layout and Visual Merchandising

Organized retail outlets focus on store ambience, product display, and easy navigation for customers.

5 Customer Relationship Management

Retailers maintain long-term relationships with customers through:

- Membership cards
- Loyalty points
- Personalized offers



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VIII. COMPARATIVE ANALYSIS OF LATUR AND NANDED RETAIL OUTLETS

Marketing Practice	Latur City	Nanded City
Product Variety	Moderate variety	High variety
Pricing Strategy	Discounts during festivals	Regular promotional offers
Store Ambience	Moderate	Well-designed stores
Digital Marketing	Limited	Moderate use of social media
Customer Loyalty Programs	Few outlets	More outlets offering loyalty cards

IX. FINDINGS OF THE STUDY

1. Organized retail outlets in both cities provide better product variety compared to traditional retail stores.
2. Customers prefer organized retail outlets due to convenience, quality assurance, and fixed pricing.
3. Promotional strategies such as discounts and festival offers are widely used.
4. Retail outlets in Nanded show greater adoption of digital marketing strategies.
5. Customer service quality significantly influences consumer preference.
6. Store ambience and product display play an important role in attracting customers.

X. SUGGESTIONS

1. Retail outlets in Latur should adopt more digital marketing strategies.
2. Organized retailers should introduce loyalty programs to retain customers.
3. Retail stores should improve store layout and customer service.
4. Retailers should adopt data-driven marketing strategies to understand consumer behavior.
5. Collaboration with local suppliers can improve product availability.

XI. CONCLUSION

The organized retail sector is growing rapidly in India and is gradually expanding in smaller cities such as Latur and Nanded. The study reveals that organized retail outlets in both cities adopt various marketing practices to attract customers and increase sales. However, there are differences in the level of adoption of modern marketing techniques, especially digital marketing and promotional strategies.

Retail outlets in Nanded appear to be more advanced in marketing practices compared to Latur. To remain competitive, retailers in Latur need to adopt innovative marketing strategies and enhance customer engagement through digital platforms.

Overall, organized retailing has a strong potential to transform the retail landscape in both cities by improving customer experience and providing better quality products.



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