

**Project Dissertation Report On**  
**Analysing the Importance of Omni-Channel Retail Strategy in the**  
**Indian Grocery Sector**

**Submitted By:**

Prashant Parashar

MBA/2K18/044

**Under the Guidance of:**

Dr. G.C Maheshwari

Professor



**DELHI SCHOOL OF MANAGEMENT**  
**DELHI TECHNOLOGICAL UNIVERSITY**

# **CERTIFICATE**

This is to certify that **Mr. Prashant Parashar**, student of **Delhi School of Management, Delhi Technological University**, has fruitfully accomplished the research project work in the partial fulfilment of the requirement of Master of Business Administration (MBA) program for the academic year 2018-20.

The project work is titled as “**Analysing the Importance of Omni-Channel Retail Strategy in the Indian Grocery Sector**”

**Dr. G.C Maheshwari**  
**Faculty Guide and Mentor**

## **Declaration**

I hereby declare that the Research project report titled “Analysing the Importance of Omni-Channel Retail Strategy to Increase Sales in the India’s Grocery Sector” submitted to Delhi School of Management, Delhi Technological University, in fulfilment of the necessities for the award of the degree of Master of Business Administration, is a record of original dissertation work is completed by me, under the mentorship and supervision of Prof. G.C Maheshwari.

Student Name: Prashant Parashar

Roll Number: 2K18/MBA/044

Place: New Delhi

## **Acknowledgement**

This project has been completed because of the support and guidance of a lot of people. I would like to thank all those people who provided me the necessary information for the completion of the project. I am grateful to Prof. G.C Maheshwari for this constant guidance and feedback which helped me to understand the various aspects associated with research as well as understanding how classroom teaching can be inculcated towards solving real life business problems.

I am really thankful to the unparalleled support of the various faculty members of Delhi School of Management who mentored and guided me in the various domains associated with this project.

Prashant Parashar

2K18/MBA/044

## **Executive Summary**

There has been immense change in the world of retailing due to the technological advancement and penetration of internet. As a result of which retail landscape has encountered immense change. Due to technological advancement , youth are preferring to shop via mobile and internet while sitting at home. As a result of which supermarket chains are also adopting Omni-Channel Business Models and Marketing strategy. So, my study is focussed on retail sector with special focus on a supermarket chain by the name of Big Bazaar.

## Table of contents

Chapter 1: Introduction .....	10
1.1 Introduction.....	10
1.2 Background.....	10
1.3 Objective of Research.....	11
1.4 Aim of Research.....	12
1.5 Questions for Research.....	12
1.6 Rationale behind the study.....	12
1.7 Synopsis.....	13
Chapter 2: Literature Review.....	13
2.1 Introduction.....	13
2.2 Conceptual Structure .....	14
2.3 Retailing strategy in the context of India.....	16
2.4 Implication of Omni channel strategy on individual stand alone stores .....	17
2.5 Major changes that led to growth of Omni channel strategy.....	17
2.6 The retailing wheel.....	19
2.7.Key factors leading to growth in Online sector .....	20
2.8.SWOT analysis of Online retailing .....	21
2.9. Retail Merchandising theory.....	22
2.10. Challenges that retail sector faces .....	23
2.11.Change of competitiveness in the grocery sector.....	25
2.12.How cost of marketing is changing due to technology .....	25
Chapter 3: Research Methodology.....	26
3.1.Research Onion .....	26
3.2.Research Approach .....	26
3.3.Research Design.....	27
3.4.Data collection methods .....	27
3.5.Sampling technique and size of sample.....	27
3.6.Data analysis .....	28
3.7.Ethical consideration .....	28

Chapter 4: Findings and analysis of Data.....	29
4.1. Analysis of Quantitative Data.....	29
4.2. Analysis of Qualitative Data.....	36
4.3. Analysis on basis of responses.....	39
Chapter 5: Recommendation and Conclusion.....	40
5.0 Conclusion .....	40
5.1 Recommendations .....	40
5.2 Limitations of Research.....	40
5.3 Future study and scope .....	41
Reference.....	47

## **List of Figures**

Figure 1: Conceptual Structure .....	18
Figure 2: Indian Grocery Outlets by Channels .....	21
Figure 3: The Retailing Wheels .....	22
Figure 3.1: Research Onion .....	29
Figure 4.1: Age .....	29
Figure 4.2: Customer's Response .....	30
Figure 4.3: Preferences of Shopping .....	31
Figure: 4.4: Frequency of buying things online.....	32
Figure 4.5: Shopping in physcal stores .....	33
Figure 4.6: Indian retail chain market is attracting more Indians .....	34
Figure 4.7: Shopping via Online medium .....	35
Figure 4.8: Present trend of market.....	39
Figure 4.9: Technology and online grocery options taking over retail market .....	40
Figure 4.10: Omni-channel marketing strategy .....	40



### **List of tables**

Table 4.1: Age.....	29
Table 4.2: Responses from Customer .....	30
Table 4.3: Preferences of Shopping .....	31
Table 4.4: Frequency of buying things online .....	32
Table 4.5: Shopping in physical stores .....	33
Table 4.6: Indian retail chain market is attracting more Indians .....	34
Table 4.7: Shopping via Online medium.....	35
Table 4.8: Present trend of market .....	36
Table 4.9: Online options and Technology taking the retail market.....	37
Table 4.10: Omni-channel marketing strategy .....	38
Table 4.2.1: Qualitative Analysis: Manager .....	42
Table 4.2.2: Qualitative Analysis: Customer.....	43

## **Chapter 1: Introduction and Background**

### **1.1 Introduction**

Liberalisation and Globalisation has created an urgency that consumer are provided with Omni channel facilities. The internet provides the consumer facility to shop from anywhere at any time. The online facility has provided physical stores enthusiasm. But the importance of brick smarter store has not reduced due to the fact, that majority of population in India is computer illiterate and prefer self-pickup and buying process. Hence there exists two scenarios which promote strategy of Omni channel that focus on online shopping for youth and physical purchase for remaining people. For youth, time and convenience is a major issue. Then is also challenge for hyper market wherever to adapt competitive pricing or self-matching price. (Kireyev 2017 )

### **1.2 Background of the study**

In Indian brand equity report or comsumeral Indian. There has been tremendous rise in the income of companies online purchansing market size stands of 13%. There are numerans of hyper markets which are adopting this model of omnichannel marketing. Such player are reliance, big bazaar ,easy day. Alone with there players malmart is also entered the Indian market after the armustion of flipkart. There hyper market chains are majorly present in Tier-1, Tier-2 cities. This market is worth \$ 450 m. (Agriculture and food department, 2017).

### **1.3 Objective of Research**

- The analyse the importance of Omni-channel strategy.
- To evaluate Omni channel strategy impact to increase sale on retail section.
- To evaluate impact of this strategy on Big Bazaar.

### **1.4 Aim of Research**

To evaluate importance of Omni-channel retailing strategy in grocery sector with reference on Big Bazaar.

### **1.5 Questions for Research**

- Which are the Omni-channel strategies prevalent in retail grocery sector?
- What is Omni channel strategy impact on increasing sales in Retail sector?
- Which strategies are adopted by Big Bazaar?

### **1.6 Rationale behind the study**

There has been immense focus on providing the top-notch experience among grocery retailers. Digitalisation has brought tremendous change in the retail landscape. New communication is interaction channels are being introduced by the retailers. This has provided consumer with option. The focus of the companies is more on recognising consumer behaviours and to make the mast of it. This multi-channel strategy has been successful in increasing customer's loyalty. It has an opportunity to take both literate and illiterate users. Those strategy is being used keeping the mental psychology of the consumer in mind. The companies must to take all the opportunities. The size of online shopping has increased to 30% per annum basis what the major portion of sales is derived from the brick and mortar stores i.e physical buying. (Beck and Rygl, 2015)

## **1.7 Synopsis**

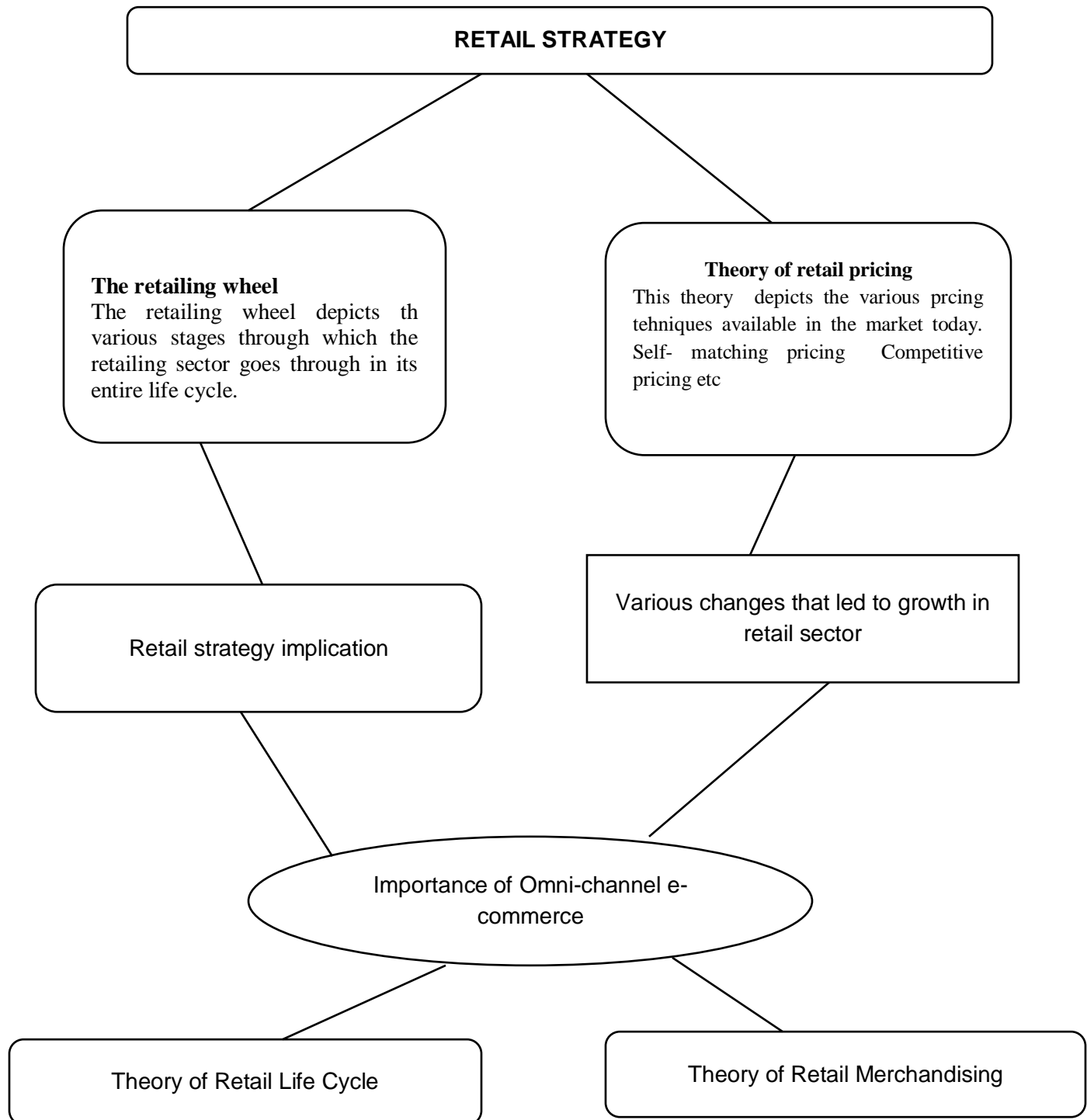
The research aims to stress on the fact that Omni channel retailing is the way forward. The study also takes into account a super market chain by the name of Big Bazaar which has the first mover advantage in the Indian retail sector. (Rajanet al. 2017).

## **Chapter 2: Literature Review**

### **2.1 Introduction**

The rise in the domain of the organised retail ,led many player like Walmart. LOTS and others to enter India. Both organised and disorganised grocery retailing is increasing in India. Organised retailing is increasing in Tier-1 and Tier-2 cities whereas disorganised retailing is increasing in villages. Omni channel strategy means both Offline and Online purchasing facility at the same company. All the hyper market also focusing on providing consumers a hassle-free expensive. (Bellet al.2015)

## 2.2 Conceptual Structure



**Figure 1: Conceptual Framework**

(Source: created by author)

### **2.3 Conception of retailing in context of India**

In Indian retail sector, the consumer are now provided with various shopping options. The introduction of hyper market has changed the retail landscape. It provides all the facilities on shopping under one roof. Along with this, there is also increase in the number of earning women's (Ramanathan et al. 2017).

Retail strategies are dominated by 6 factors.

- Discounts
- Incentives plans
- Promotions
- Display attraction
- Product placement

The retailing are focusing on adapting the right marketing mix to profitable growth. They are introducing a variety of schemes which includes.

- Loyalty card
- Mobile application
- Online website

All these faculties provide a hassle free experience to the consumers.

### **2.4 Implication of Omni channel strategy on individual standalone grocery stores.**

With the super market increasing and providing the convenience of shopping of all items under one roof, it has resulted in slight decrease in sales in the retail sector.

Disorganised retailing has witnessed drop in sales in the metro cites. Talking about Big Bazaar of future group which has the first mover advantage in the super market retailing. The name of big bazaar has become synonyms to modern trade. Big bazaar offers all facilities under one roof as well as give promotional discounts which is an advantageous situations for consumers. With both online and offline services, the future looks bright of Big Bazaar. (Tontini et al. 2015).

## 2.5 Major changes that leads to growth of Omni channel strategy.

### CHANGES

- Consumer-cost communication
- Convenience
- Internet penetration

Convenience and internet has change the way, marketing used to be done in the earlier period. The influx of technology has changed has led the companies devote major portion of their marketing budget on the digital platforms. Today, mobile marketing has become one of the most important sources of digital advertising.

Along with marketing, the payment methods is also undergoing a change. Many consumers are doing payment are doing payments via wallets i.e. electronic money and internet based applications. The world wide mobile payments is set to increase reach up to \$ 721.6 bn.

According to survey.

The promotional activities and trend has also undergone changes. Now, social media advertising and public relations activities are playing major role in getting as an interface between the consumer and the company. (Taylor, 2016).

**Table 1: India: Grocery Retailers Outlets by Channel (in Thousand Outlets)**

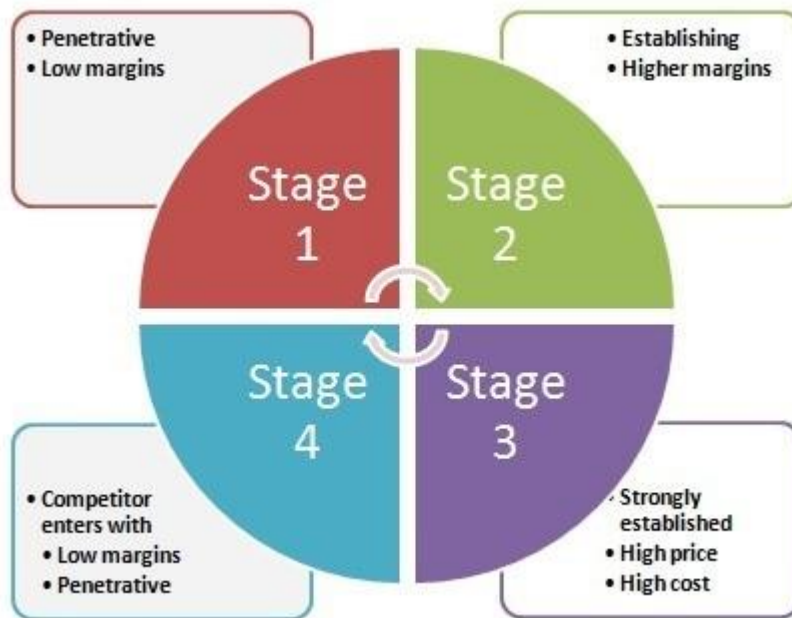
	2012	2013	2014	2015	2016	2017
Modern Grocery Retailers	5.5	5.8	5.9	6.2	6.4	6.5
Traditional Grocery Retailers	12,360.30	12,426.50	12,488.70	12,555.20	12,626.60	12,695.20
Total	12,365.5	12,432.3	12,494.60	12,561.40	12,633	12,701.7

Source: Euromonitor

**Figure 2: Grocery Outlets in India by different Channels**

(Source: Created by author)

## 2.6 The Retailing wheel



**Figure 3: The Retailing Wheel**

(Source: Patton and DeLozier, 2015)



This theory explains the life of cycle of retail business organisation and different level through which it passes. The life cycle is divided into four qu.....

a) Entry

The initial phase is entry with limited products at a low price and low margins

b) Growth

After building reputation with low price. The retailers can link the price of products slightly and expand the product categories

c) Maturity

At this stage, company has garnered high reputation and feels unable to gain new customers, as a result of which rate of customers turnover increase.

Retail now focus on two things.

- Loyalty
- Retention

d) Decline

At this stage the sector become saturated by other firm entering the domain. Many company needs to revive its position vide acquisition and alliance. (Patton and DeLozier, 2015)

## **2.7. The key factors leading to growth in Online retailing in India**

- Acc. to Hübner *et al.* (2016), Availability of purchasing facility anytime and anywhere .
- Better prices and discounts
- Rising of Smart cities
- Mobile Governance: Growth in mobile communication due to availability of 24X7 internet
- Increased use of Card Payments and Net Banking
- The rapid growth of Nuclear Families , with both the husband and wife working leading to Online purchase
- Emerging Rural India due to Internet penetration
- Product Comparison: You can compare the products available on the Online sites very easily

## 2.8 SWOT Analysis of Online retailing

<b>Strengths</b> <ul style="list-style-type: none"><li>▪ Convenient</li><li>▪ Door step delivery</li><li>▪ Price comparison</li><li>▪ Cost saving</li></ul>	<b>Weaknesses Security</b> <ul style="list-style-type: none"><li>▪ Fraud websites</li><li>▪ Fraud</li><li>▪ Delivering in long time</li><li>▪ Less idea about quality</li><li>▪ Limit of brands</li><li>▪ Lack of customized services</li><li>▪ High operational cost</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>▪ Change of trends</li><li>▪ Evolution of Technologies</li><li>▪ Geographical expansion</li><li>▪ High opportunity for business growth</li><li>▪ Reduction in domestic competition</li><li>▪ Advertising</li><li>▪ Rising Per capita income</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>▪ Saturated by many Competitors</li><li>▪ Fluctuations in environment due to changes in economic policies</li><li>▪ Regulatory hurdles</li><li>▪ Disruptions</li><li>▪ Privacy Issue</li></ul>

## 2.9 Theory of Retail Merchandising

- This theory focusses on Product marketing that influences the customer decision
- The theory lays strong focus on the placement of marketing materials and products.
- A strong visual merchandising can create differentiation in the minds of consumer through symbol, association and culture. (Park *et al.* 2015).
- Visual merchandising helps in getting the attention of the target market effectively
- The merchandising process includes agreements and negotiations that affect the product position on the floor.
- There has always been negotiation for prime display location as it enhance sales as well as Brand awareness (Lorino, 2017).

### **Product presentation**

Customer must be exposed to great portion of product (Sadachar *et al.* 2017).

### **Display location**

Display location should be such that it ensures maximum visibility. Better display locations can promote Impulse buying

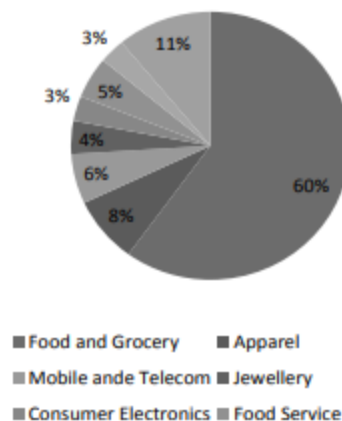
### **Product marketing material**

It should be placed in such a way to grab the attention of the consumer (Lorino , 2017).

This theory gives a brief overview of retail merchandising which enable us to respond to ever changing needs of the consumer (Dorathy, 2015).

Due to internet marketing and social media advertising this theory has undergone a dramatic change.

## **2.10 Challenges that the retail sector face**



**Figure 4: Retail segments in India**

(Source: Doraty, 2004)

- **Less complaint to International norms and standards**

If we compare with the International products , there is a huge gap. Lack of brand presence, sub-standard products Almost 905 of retail sector is composed of Mom and Pop stores and there is very less market size of organised retail i.e Hypermarkets (Dorathy, 2015).

- **Inefficiency supply chain management facility**

The focus on the supply chain is very less The inventory and operating cost are very high and there should be focus on bringing these costs down (Dorathy, 2015).

- **Cultural diversity**

Retailing in India is hugely impacted by the cultural diversity. People have different customs and consumption patterns throughout India from North to South . Hence , due to changing diversity retail sector faces a major challenge

- **Challenges encountered by the infrastructure and logistics sector**

Lack of proper infrastructure like roads, highways are a major challenge in India. There are frequent power cuts in the rural as well as the urban sector which also pose huge risk to manufacturing sector resulting in huge loss of time and money (Krishnadevarajan *et al.* 2015).

## **2.11 Change of Competitiveness in the grocery sector**

Four trends that will reshape competitiveness in grocery sector over the next several years:

1. Rise of Technology assisted shopping
2. Greater online presence
3. Merchandising Innovation
4. Shift to Value seeking among consumers

PwC and Nielsen Company researched the present state of retailing in the Indian FMCG sector. This study undertakes Interviews with senior executives , Director and CEOs of bug FMCG companies

### **Research Findings:-**

- a. Grocery sector requires marketing expertise and increased merchandising
- b. Deep understanding of shopper mind-set
- c. Innovation in various retailing dimensions
- d. Focus on operating costs
- e. Internet will drain volumes away from traditional channels

Grocery retailers need assessing their value proposition :-

1. How to fit strategically with evolving consumers.
2. The capabilities required to deliver this value proposition

**Distinct Capabilities required include:**

**Deep understanding of shopper's behaviour**

This requires developing capabilities around Data Science and Analytics

**Digital and mobile marketing.**

This is the need of the hour as an average Indian spends around 3 hours on digital platforms

**Multichannel retailing:** The slow shift of consumers on the online platforms have created the need for Omni-channel retailing . Now in order to achieve full potential the organisations have to be present on every customer shopping and interaction channel

**Innovation:** Innovation in Products , merchandising and marketing efforts is necessary to create a unique value proposition in the minds of the consumers

## 2.12 How the cost of marketing changing due to technology

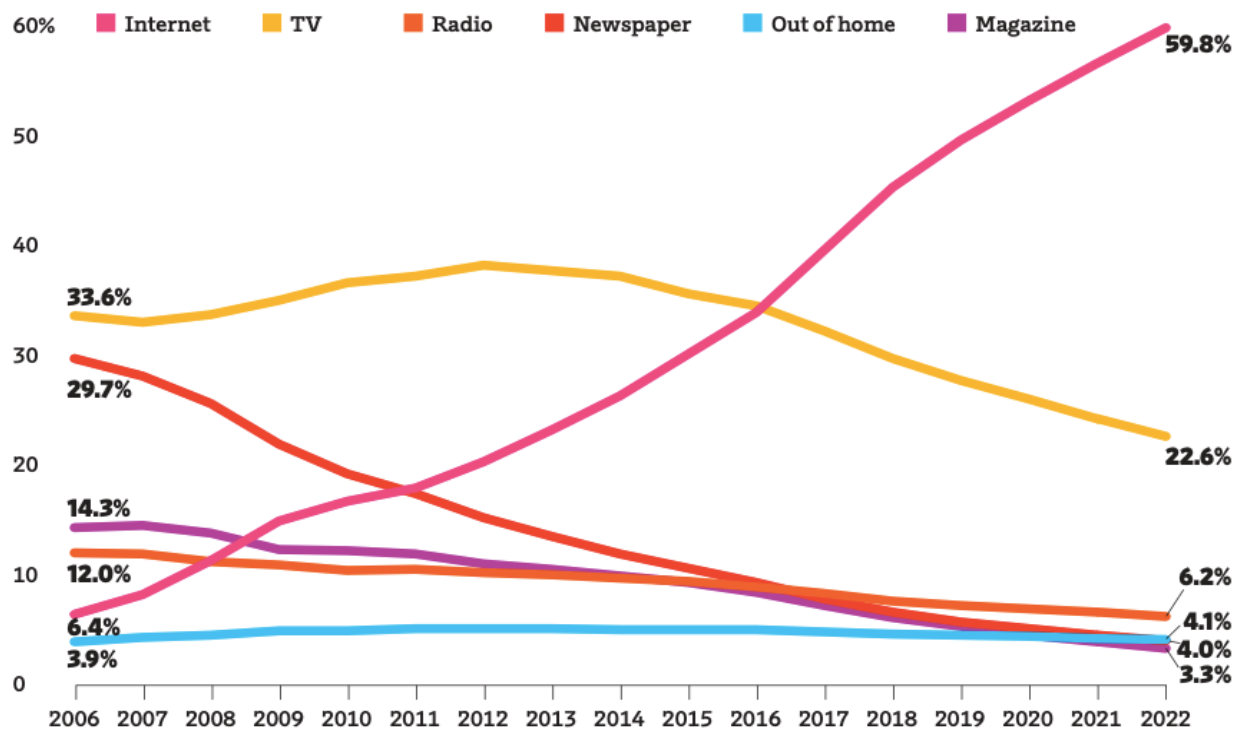
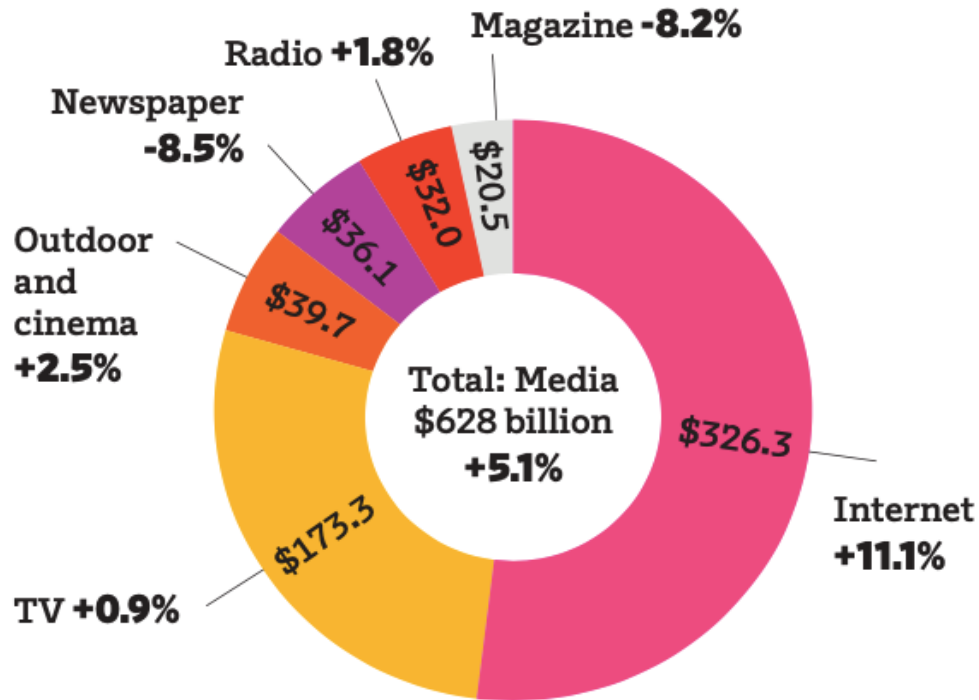


Figure 6: Global ad spending by medium

**Global ad spending** has reached \$628 billion.

**Growth Rate-** 5%

The rise in growth rate can be attributed to the upward momentum from markets in China, the Phil



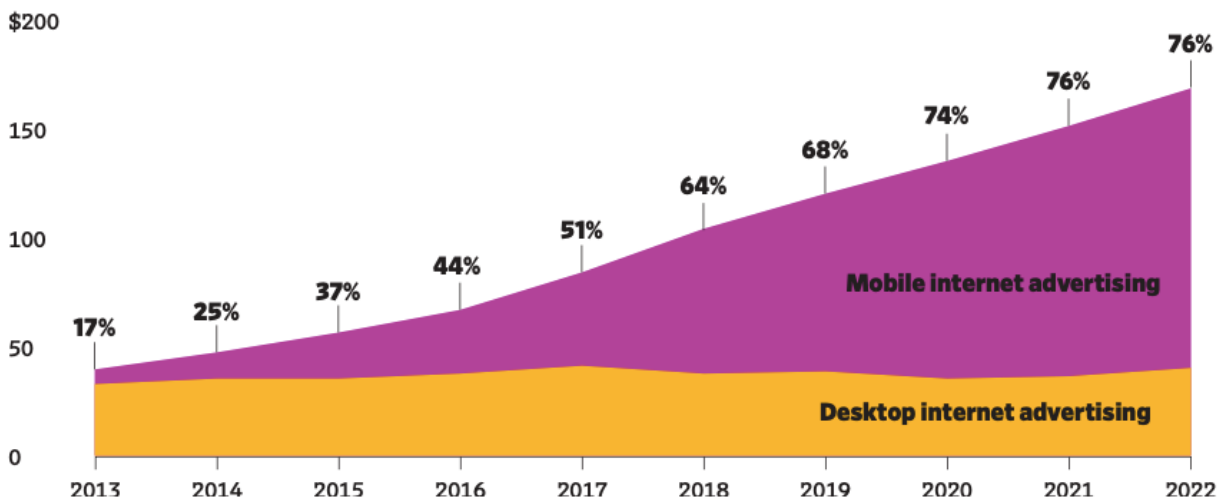
ppines, Argentina and Ireland.

**Figure 7: Global ad spending by medium**

**Share by various Type:-**

- Internet now contributes to 60% of total ad spending
- Television advt share has shrunk to 23%
- Search ads generate \$137 billion revenue and is one of the contributor to internet spending
- Online ads is expected to grow at 10% .
- Internet advertisement growth will be driven by video ads , which are seen majorly on Youtube and Facebook.
- Social media will contribute 21% and contribute around \$70 bn in revenue.
- Major growth is taking place on Mobile which is increasing by 25%



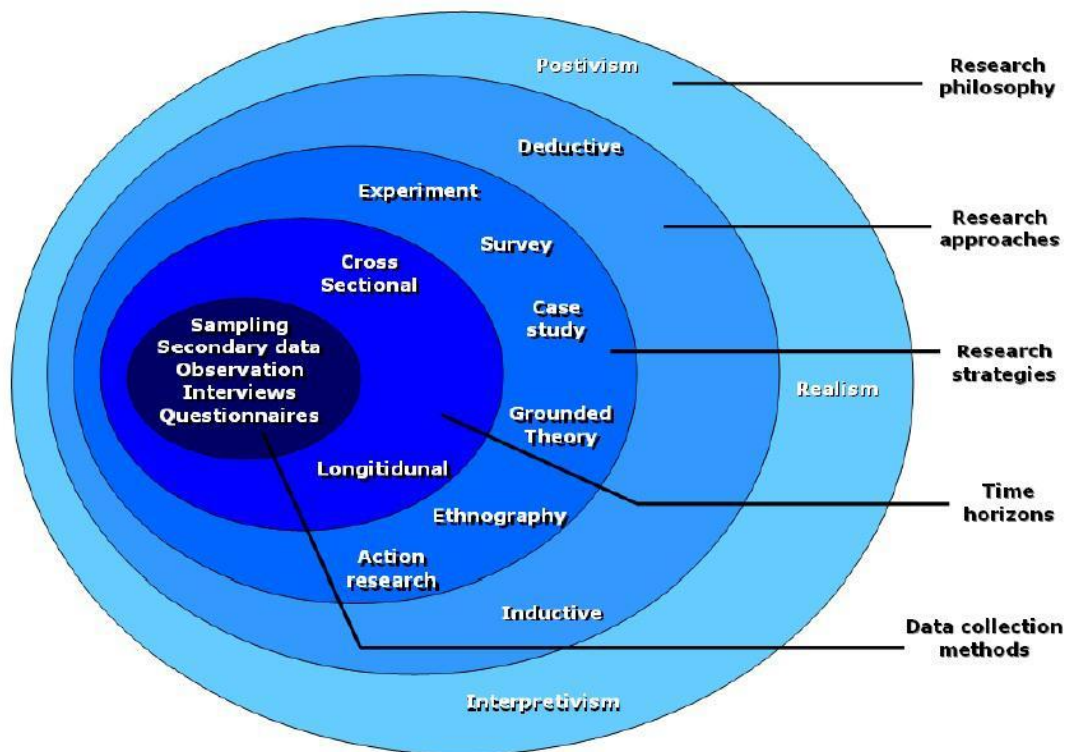


**Figure 8: Global Internet ad spending by type**

## **Chapter 3: The Research Methodology**

### **3.1 Research Onion**

The research onion represents the stages via which a person who is doing research must go through to develop an effective methodology. It depicts the stages that must be adopted in the process of research.



**Figure 3.1: Research Onion**

(Source: Mayer, 2015)

### 3.2 Research Approach

The research approach is of two types:-

- Deductive approach
- Inductive approach.

Deductive approach involves a hypothesis while Inductive approach involves research questions to narrow down the scope of the study.

This study uses inductive approach for doing research to generate just and valid conclusions Flick (2015).

Inductive approach helps in realising the importance of the Omni-channel strategy in increasing sales.

Result of this study is applicable to general market to do a comparative analysis.

### 3.3 Research Design

The research design consists of methods and procedures used in the collection of data and analysis of responses. Research Design is classified into explanatory, exploratory and descriptive. Exploratory is conducted to have a clear understanding of the problem statement through profound questions.

The descriptive research design involves observing and measuring without making a change in the variables

This study stresses on the descriptive technique in which variables leading to increase in sales are described(Flick, 2015).

### 3.5 Data collection methods

#### Primary Research

- The primary data collection includes Quantitative and Qualitative methods of Data Collection.
- The Quantitative methods of Data Collection includes Data collection via prepared questionnaire and then this data is further used to draw insights out of it.
- The Qualitative methods of data collection includes Interviews and understanding the emotions and feelings of the focused group

#### Secondary Research

- The Secondary data collection methods includes industrial reports ,articles published and published journals

### 3.6 Sample size and sampling method

This research undertakes **Non-probability Convenience** sampling for analyzing the impact of Omni-channel strategies of marketing in the grocery retail sector

- **For Quantitative-** 100 customers of Big Bazaar were shortlisted and given a questionnaire to understand the effectiveness of Omni-channel in retail grocery sector.
- **For Qualitative-** The sample size has been 3 customers and 2 managers working in Big Bazaar

### **3.7 Data analysis**

The analysis of data involves depicting of the result of the primary data outcomes

The analysis qualitative data involves interviews to explain the outcomes which are linked to the research objectives

The quantitative data analysis involves analysis of figures and numbers which are linked to the research objective.

The data analysis proves highly effective in comparing the result of primary research with the objective of the study

In this study, pie charts , tables and graphs are used to represent the data

### **3.8. Ethical consideration**

The research study does not harm anyone in any way whatsoever.

The dignity of the participants has been respected and prior and full consent has been obtained from them

The privacy protection of the participants has been ensured

All communication with respect to research has been done honestly and transparently

Any misleading communication has been avoided

## **Chapter 4: Data analysis and findings**

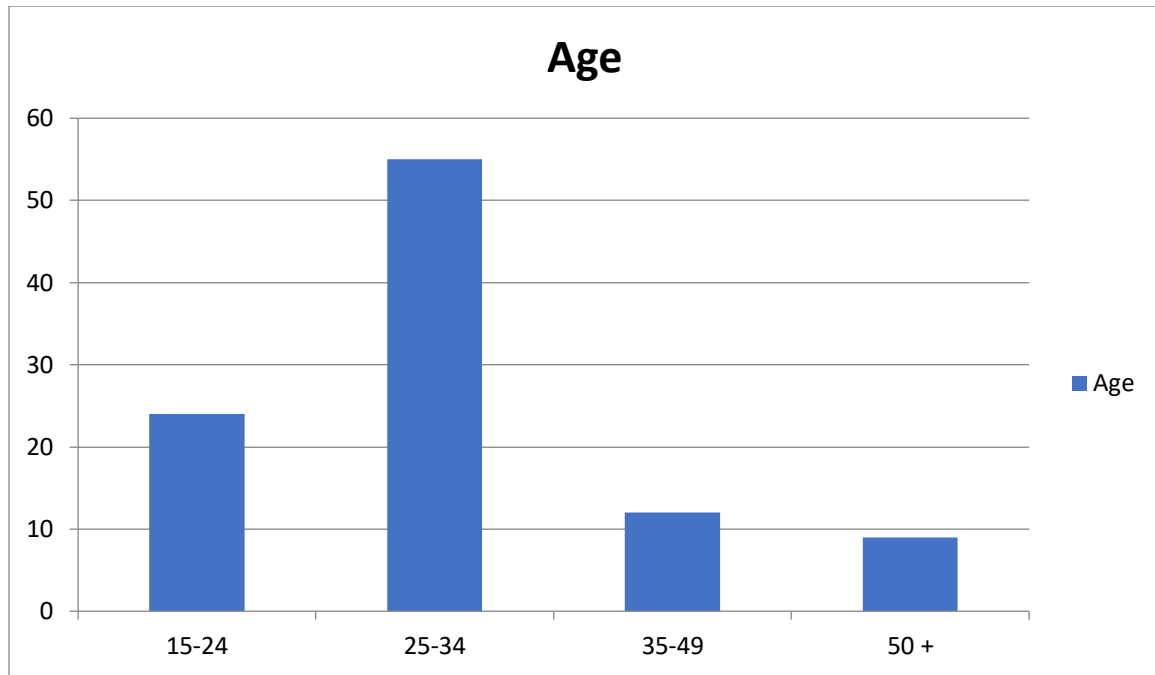
### **4.1 Quantitative analysis**

#### ***Q1. Age group?***

15-24	24
25-34	55
35-49	12

50 +	9
------	---

**Table 1: Age**



### **Finding**

The table shows, it can be summed up that maximum customers of Big Bazaar are young and in age group of 26-35.

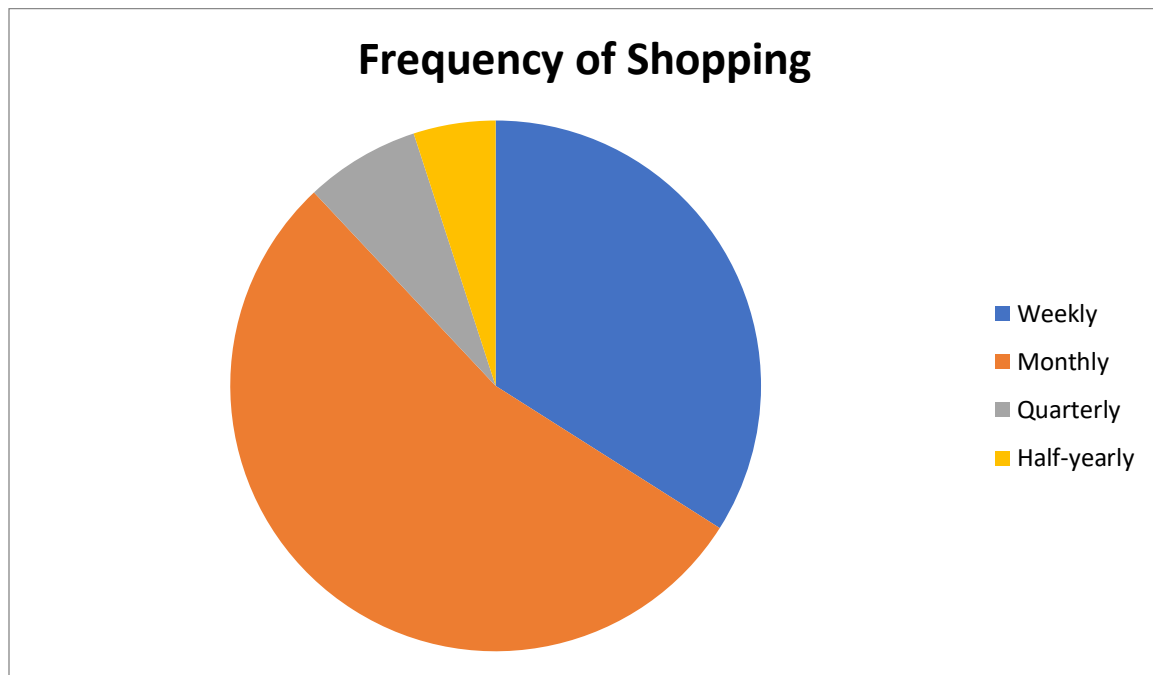
### **Analysis**

The above data depicts that the maximum customers of Big Bazaar are young. It has less number of old customers . The young customers prefers to purchase through both offline and online channels

### ***Q2. At Big Bazaar , how often do you shop?***

Weekly	34
Monthly	54
Quarterly	7
Half-yearly	5

**Table 2: Frequency of Shopping**



**Figure 2: Frequency of Shopping**

### **Finding**

The data shows that majority of respondents shop in the Big Bazaar once in a month while weekly shopping is the second choice among respondents

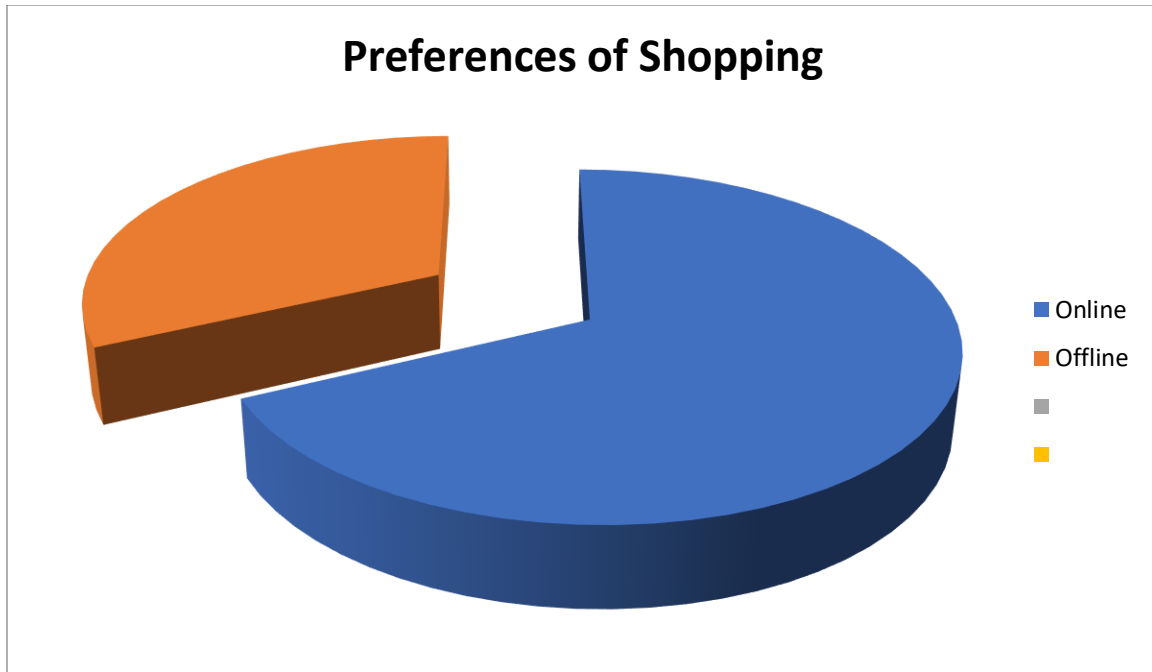
### **Analysis**

It becomes evident that the Supermarket chain attracts a lot of customers which does monthly and weekly shopping . The customers does both online and offline shopping

### ***Q3.At Big Bazaar, how do you shop?***

Offline	32
Online	68

**Table 3: Preferences of Shopping**



**Figure 3: Preferences of Shopping**

### **Finding**

From the data in table it is evident that youth nowadays is preferring Online channels over the Offline channels

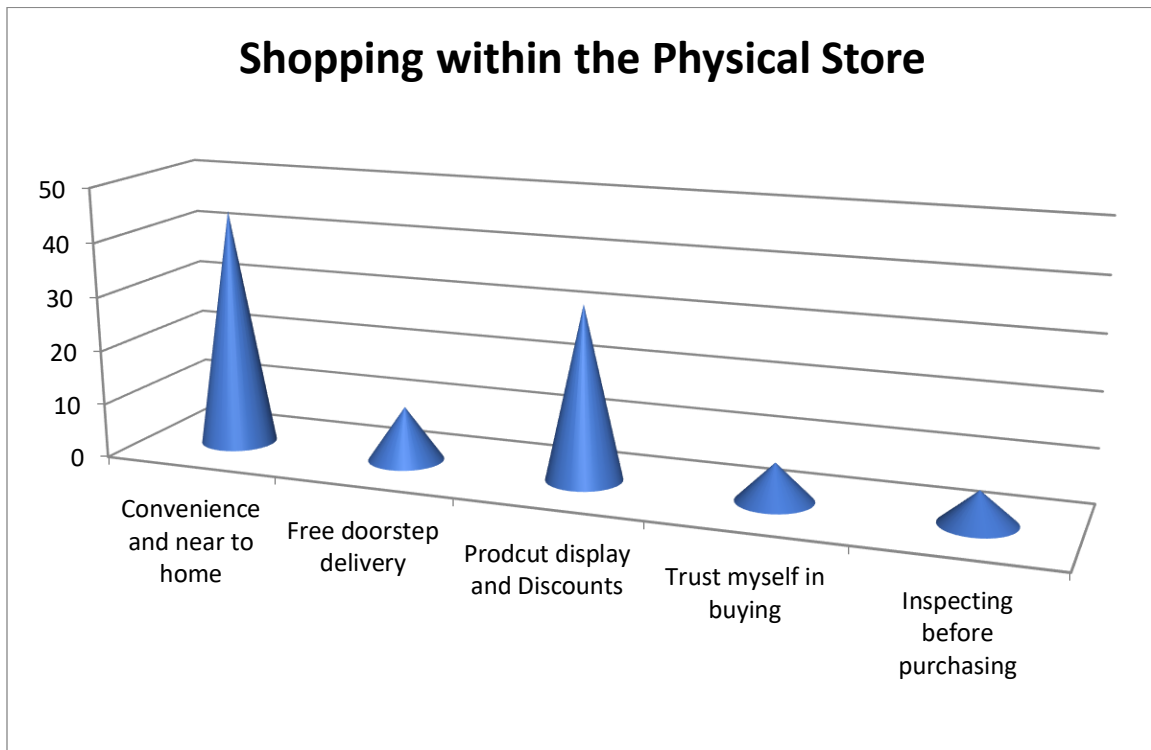
### **Analysis**

It can be summed up that online shopping has become prominent and preferred more by millennial .These youngsters shop through app and do the payment through payment gateways, online apps and cards

### ***Q4.What are the reasons of your shopping In-store?***

Convenience and near to home	44
Free door-step delivery	10
Product display and Discounts	32
Trust myself in buying	7
Inspecting and seeing before purchasing	7

**Table 4: Shopping within the Physical Store**



**Figure 4: Shopping within the Physical Store**

### **Finding**

The data shows that maximum number of respondents prefer to purchase In-store due to proximity to store and closeness to home.

### **Analysis**

It can be summed up that majority of the In-store shopping occurs due to proximity to the store

### ***Q5. Why do you prefer shopping online?***

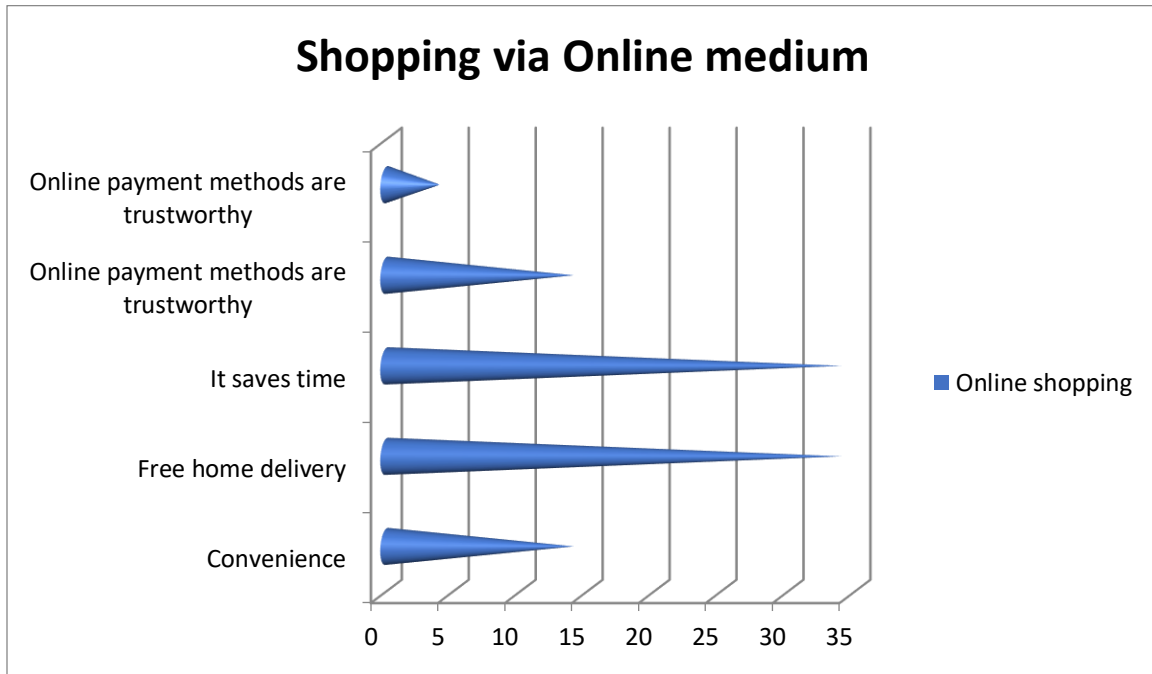
Convenience	16
Free home delivery	33
It saves time	33



Online payment methods are trustworthy	13
online purchased products are trustworthy	5

**Table 5: Shopping via Online medium**

(Source: Created by author)



**Figure 5: Shopping via Online medium**

(Source: Created by author)

### **Finding**

The data shows that respondents like Online method of shopping as it delivers goods on the door as well as saves a lot of time which is very important for individuals nowadays.

### **Analysis**

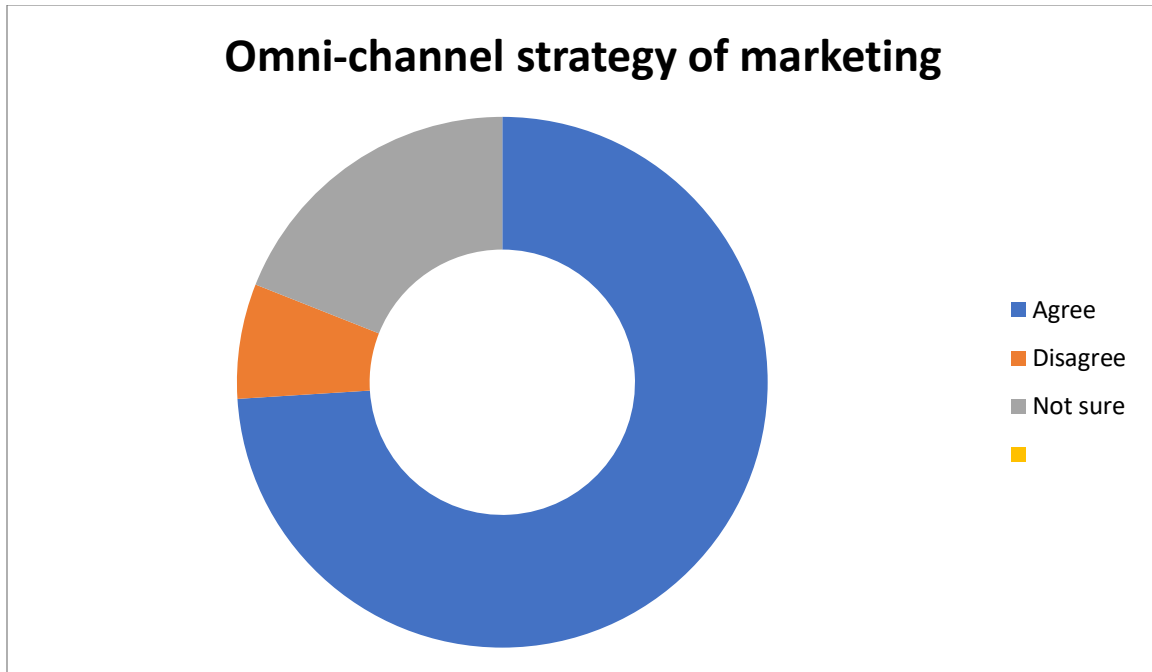
From the analysis, it can be evident that Time saving is a major issue for youth nowadays which would otherwise be wasted while standing at queues at the billing counter

***Q6. According to you, can Omni-channel strategy succeed in Indian retail sector?***

Agree	74
Disagree	7
Not sure	19

**Table 6: Omni-channel strategy of marketing**

(Source: Created by author)



**Figure 6: Omni-channel strategy of marketing**

### **Finding**

The data shows that Omni-channel strategy is the way forward for supermarkets and have high probability of success in the retail sector

### **Analysis**

From the data , it can be summed up that this strategy has very high chances of success in the organised retailing sector

**Q7. At what frequency do you purchase things via online ?**

<b>Weekly</b>	<b>Monthly</b>	<b>Quarterly</b>	<b>Half-yearly</b>
23	37	21	19

### **Findings**

It is evident from the table that most of the respondents prefer to shop weekly and monthly

### **Analysis**

It is evident that maximum respondents resonate with the idea of monthly shopping

Q8. What category of items ,do you purchase regularly?

<b>Food items</b>	<b>Cloth and apparels</b>	<b>Household goods</b>
43	10	47

### **Findings**

It can be evident from the table that most numbers of respondents prefer to purchase household items while a major portion of respondents prefer buying food items

### **Analysis**

It can be summed up that the major purchase pattern of consumers depicts that the household items are the most purchased followed by food and clothing

## 4.2 Qualitative Analysis

Two managers working at Future Group were interviewed. In the research ,the managers are addressed as M1 and M2 . Along with managers, three customers are also interviewed

### Managers

### Questions

### Responses

*Q1. The general feedback you receive from customers visiting the store?*

**M1:** according to respondent the people visiting the store wants more brands , more counters so as to save time.

**M2:** according to respondent people generally demand door-step delivery and time saving by installing more counters

*Q2. Which strategies are used by Big bazaar to improve the In-store experience of customers?*

**M1:** According to respondent , the strategy used by Big Bazaar are loyalty cards, single billing transaction and home delivery

**M2:** according to respondent , Big bazaar provides the facility of wheel chairs to the specially abled people as well as the old people. It provides store pickup facility for Online orders as well

*Q3.Are you familiar with the term Omni channel retailing?*

**M1:** Yes, I am aware of this term. It has led to incremental growth at the Big Bazaar

**M2:** Yes, I have heard about it, this has led to formation of new customers at Big Bazaar

*Q4.How is the customer demand experience you have for Online shopping?*

**M1:** Customer needs assistance while online shopping

**M2:** Customers are happy to order at the online portals, they are having a hassle free experience

*Q5.Will you consider Omni-Channel strategy as the future strategy in the field of grocery*

*retailing?*

**M1:** according to respondent , this strategy is definitely the future

**M2:** according to respondent , this strategy is definitely the future strategy especially in India

### **Analysis**

- The manager interview has revealed that there is positive impact of Omni-channel retailing on the sales especially during the lock-down.
- Strategies include Loyalty cards, providing store pickup facilities for payments and orders made via Online mode ,convenience of quick billing counter
- At home services is rapidly gaining popularity especially in Grocery
- Therefore as per the responses , Omni-channel has resulted in overall increase in sales of supermarkets.
- The respondents are highly satisfied with the service.

### **Customer's Interview**

Questions	Answers
<i>Q1.What difference do you feel between Big Bazaar &amp; various other chains?</i>	<b>Customer 1</b> The customer points out that Big Bazaar provides all facilities under one roof <b>Customer 2</b> The respondent says that Big Bazaar is preferred because of the variety offered by it in terms of items <b>Customer 3</b> The respondent also agrees to the fact that Big Bazaar is One stop solution for all needs

<p><i>Q2. What changes would you like to see in Big Bazaar to make it ideal brand of retailing ?</i></p>	<p><b>Customer 1</b> The customer wants better Return policies at Big Bazaar</p> <p><b>Customer 2</b> The customer want more brands and more diverse payment options at Big Bazaar like apps, wallet</p> <p><b>Customer 3</b> This customer is satisfied with the offering of Big Bazaar and don't want any further change.</p>
<p><i>Q3. What future change is required in Big Bazaar to enhance shopping experience?</i></p>	<p><b>Customer 1</b> The customer wants In-store billing system for an enhanced shopping experience as it will save time</p> <p><b>Customer 2</b> The customer suggests better display and more brands</p> <p><b>Customer 3</b> The customer wants no change at all</p>

**Table 4.2.1: Qualitative Analysis: Customer**

(Source: Created by author)

#### **4.3 Analysis on the basis of responses**

- Convenience of shopping as all facilities are available under one roof
- Omni-channel will give advantage to customers to shop through different platforms and channels

- Further changes like adding more brands, improving return policies will further enhance consumer experience
- Installation of Flexible payment options like Card , Wallets etc. in “In store billing payment system” can help in avoiding the long waiting time.

## **Chapter 5: Recommendation and Conclusion**

### **5.1 Conclusion**

- The study agrees that omni-channel retailing is the key to success in grocery retailing especially in the context of India due to rise in Online customer base (Kalia *et al.* 2018).
- Omni-channel marketing is the key to success due to the fact that Youth/millennials prefer to buy online due to convenience
- There still exists a huge chunk of population which prefers physical purchasing
- Technological incorporation is enhancing shopping and increasing Sales and Profitability
- Supermarket chains are adapting technologies to promote loyalty of customers .
- The buyers of Big Bazaar are highly satisfied with Discounts offered and service provided .

### **5.2 Recommendations**

- Big Bazaar should focus on improving its supply chain and its operational capability
- It is recommended for Big Bazaar to improve the safety measures in digital payments
- It is recommended for Big Bazaar to improve warehousing to tackle with stock related challenges

### **5.3 Limitations of Research**

This research study had various limitations as due to Covid-19 , cannot physically visit the store and do Probability sampling and have to do Convenience sampling

There is no Quantitative data of sales of Supermarket available in public domain, so not able to apply any Statistical tool

### **5.4 Future scope of study**

The study opens up an opportunity to do a further study of comparison on Hypermarket and Supermarket and evaluate the results on the basis of the strategy



The study opens up opportunity to further conduct research to evaluate impact of this Omni-channel strategy on sectors other than grocery

## Reference

- Beck, N. and Rygl, D., (2015). Categorization of multiple channel retailing in Multi-, Cross-, and Omni-Channel Retailing for retailers and retailing. *Journal of Retailing and Consumer Services*, 27, pp.170-178.
- Beck, N. and Rygl, D., (2015). Categorization of multiple channel retailing in Multi-, Cross-, and Omni-Channel Retailing for retailers and retailing. *Journal of Retailing and Consumer Services*, 27(8), pp.170-178.
- Bell, D., Gallino, S. and Moreno, A., (2015). Showrooms and Information Provision in Omni-channel Retail. *Production and Operations Management*, 24(3), pp.360-362.
- Bilgihan, A., Kandampully, J. and Zhang, T., (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of Quality and Service Sciences*, 8(1), pp.102-119.
- Burt, S., Johansson, U. and Dawson, J., (2017). Dissecting embeddedness in international retailing. *Journal of Economic Geography*, 17(3), pp.685-707.
- Deakin, H. and Wakefield, K., (2014). Skype interviewing: Reflections of two PhD researchers. *Qualitative research*, 14(5), pp.603-616.
- Dixit, R. and Singh, S., (2017). Growth of Retail Market in India. *Journal of Retail Marketing & Distribution Management*, 1(1), pp.13-17.).
- Dorathy, M.B.C., (2015). One Person Company (OPC)-The new business format for small retailers in India. *Management: journal of contemporary management issues*, 20(1), pp.173-181.
- Ettl, M.R., Harsha, P., Ng, T.C. and Subramanian, S., International Business Machines Corp, (2015). *Omni-channel demand modeling and price optimization*. U.S. Patent Application 14/266,297.
- Euromonitor.com (2018), Report. Viewed 23 October 2018, as < <https://www.euromonitor.com/grocery-retailers-in-india/report>>
- Fatima, D., (2015). Impact of organised retailing on unorganised retailing in India.
- Fernie, J. and Sparks, L., (2014). *Logistics and retail management: emerging issues and new challenges in the retail supply chain*. UK:Kogan page publishers.

- Flick, U., (2015). *Introducing research methodology: A beginner's guide to doing a research project*. UK: Sage.
- Gain.fas.usda.gov (2018), Food Retail. Viewed 23 October 2018, as < [https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods\\_New%20Delhi\\_India\\_6-28-\(2018\).pdf](https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_New%20Delhi_India_6-28-(2018).pdf) >
- Galipoglu, E., Kotzab, H., Teller, C., Yumurtaci Hüseyinoglu, I.Ö. and Pöppelbuß, J., (2018). Omni-channel retailing research—state of the art and intellectual foundation. *International Journal of Physical Distribution & Logistics Management*, 48(4), pp.365-390.
- Gao, F. and Su, X., (2016). Omni-Channel retail operations with buy-online-and-pick-up-in-store. *Management Science*, 63(8), pp.2478-2492.
- Gay, R.D., (2016). Effect of macroeconomic variables on stock market returns for four emerging economies: Brazil, Russia, India, and China. *The International Business & Economics Research Journal (Online)*, 15(3), p.120.
- Grosso, M., Castaldo, S. and Grewal, A., (2018). How store attributes impact shoppers' loyalty
- Hartas, D. ed., (2015). *Educational research and inquiry: Qualitative and quantitative approaches*. USA: Bloomsbury Publishing.
- Harvey, L., (2015). Beyond member-checking: A dialogic approach to the research interview. *International Journal of Research & Method in Education*, 38(1), pp.23-38.
- Hübner, A., Holzapfel, A. and Kuhn, H., (2016). Distribution systems in omni-channel retailing. *Business Research*, 9(2), pp.255-296.
- Hübner, A., Kuhn, H. and Wollenburg, J., (2016). Last mile fulfilment and distribution in omni-channel grocery retailing: A strategic planning framework. *International Journal of Retail & Distribution Management*, 44(3), pp.228-247.
- Kalia, P., Kaur, N. and Singh, T., (2018). E-Commerce in India: evolution and revolution of online retail. In *Mobile Commerce: Concepts, Methodologies, Tools, and Applications* 23(7), pp. 736-758
- Kireyev, P., Kumar, V. and Ofek, E., (2017). Match your own price? self-matching as a retailer's multichannel pricing strategy. *Marketing Science*, 36(6), pp.908-930.

- Kirkpatrick, J., (2015). An Integrative Model of Market Evolution. In *Proceedings of the 1986 Academy of Marketing Science (AMS) Annual Conference* 21(7), pp. 232-236
- Krishnadevarajan, P., Muthukrishnan, D., Balasubramanian, S. and Kannan, N., (2015). Supply chain in India “2011-2015”—A review: Challenges, solution framework and key best practices. *International Journal of Management*, 6(10), pp.135-149.
- Lorino, P., Mourey, D. and Schmidt, G., (2017). Goffman's theory of frames and situated meaning-making in performance reviews. The case of a category management approach in the French retail sector. *Accounting, Organizations and Society*, 58, pp.32-49.
- Marczyk, G., DeMatteo, D. and Festinger, D., (2017). *Essentials of research design and methodology*. NJ: John Wiley.
- Mayer, I., (2015). Qualitative research with a focus on qualitative data analysis. *International Journal of Sales, Retailing & Marketing*, 4(9), pp.53-67.
- Park, H.H., Jeon, J.O. and Sullivan, P., (2015). How does visual merchandising in fashion retail stores affect consumers' brand attitude and purchase intention?. *The International Review of Retail, Distribution and Consumer Research*, 25(1), pp.87-104.
- Patton, C.R. and DeLozier, M.W., (2015). The Wheel of Retailing Keeps Spinning: The Supermarket Continues with a New Approach. In *Proceedings of the 1983 Academy of Marketing Science (AMS) Annual Conference* (pp. 604-604). UK: Springer.
- Piotrowicz, W. and Cuthbertson, R., (2014). Introduction to the special issue information technology in retail: Toward Omni-Channel retailing. *International Journal of Electronic Commerce*, 18(4), pp.5-16.
- Rajan, C.R., Swaminathan, T.N. and Pavithra, M., 2017. Key drivers of purchase intent by Indian consumers in omni-channel shopping. *Indian Journal of Marketing*, 47(5), pp.7-20.
- Ramanathan, U., Subramanian, N. and Parrott, G., (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*, 37(1), pp.105-123.
- Rantanen, J., Grant, D.B. and Piotrowicz, W., (2017). Investigating Supply Chain Cooperation in Finnish Grocery Retail. *Transport Economics and Logistics*, 71, pp.19-33.
- Riedl, R., Davis, F.D. and Hevner, A.R., (2014). Towards a NeuroIS research methodology: intensifying the discussion on methods, tools, and measurement. *Journal of the Association for Information Systems*, 15(10), pp.1-15.

- Sadachar, A., Jablon, S., Niehm, L. and Hurst, J., (2017). Assessing Students' Perceived Success in Attainment of Course Objectives in a Retail Merchandising Class. *Family and Consumer Sciences Research Journal*, 45(3), pp.285-299.
- Silverman, D. ed., (2016). *Qualitative research*. UK: Sage.
- Tam, S. and Gray, D.E., (2016). What can we learn from the organizational life cycle theory? A conceptualization for the practice of workplace learning. *Journal of Management Research*, 8(2), pp.18-30.
- Taylor, E., (2016). Mobile payment technologies in retail: a review of potential benefits and risks. *International Journal of Retail & Distribution Management*, 44(2), pp.159-177.
- Tontini, G., da Silva, J.C., Beduschi, E.F.S., Zanin, E.R.M. and Marcon, M.D.F., (2015). Nonlinear impact of online retail characteristics on customer satisfaction and loyalty. *International Journal of Quality and Service Sciences*, 7(2/3), pp.152-169.
- Verhoef, P.C., Kannan, P.K. and Inman, J.J., (2015). From multi-channel retailing to omni-channel retailing: introduction to the special issue on multi-channel retailing. *Journal of retailing*, 91(2), pp.174-181.
- Vimpari, J. and Junnila, S., (2016). Theory of valuing building life-cycle investments. *Building Research & Information*, 44(4), pp.345-357.
- Zhu, J., Vaghefi, S.A., Jafari, M.A., Lu, Y. and Ghofrani, A., (2016). Managing demand uncertainty with cost-for-deviation retail pricing. *Energy and Buildings*, 118(8), pp.46-56.
- India and Market, I. (2018). *Indian Consumer Market, Economy, Indian Middle Class, Market Size*. [online] Ibef.org. Available at: <https://www.ibef.org/industry/indian-consumer-market.aspx>.