

IMPACT OF VARIOUS DEVELOPMENTS OF RETAILERS DUE TO RETAILING IN UNORGANIZED SECTOR ON QUALITY OF LIFE



S. Johanna

Assistant Professor , Department of Commerce (CS) , CSI Jayaraj Annapakiam College
Nallur , Tirunelveli District, Tamilnadu, India.

Co - Author Details :

S. Ramachandran

Associate Professor , Department of Commerce and Research Centre, Thiruvalluvar College,
Papanasam (PO), Tirunelveli District, Tamilnadu, India.



ABSTRACT

The purpose of the present study was to analyze the impact of various developments of retailer in the unorganized retail sector in Tirunelveli District. To achieve the purpose of the study, 385 unorganized retailers in Tirunelveli District were selected as a sample by adopting the purposive sampling technique. Out of 385 respondents, only 380 respondents participated completely in the study yielding a response rate of 98.70%. The study adopted the relevant research design, namely quantitative research design. A well structured and pre-tested interview schedule was used to collect the information required for the study and focused on the

developments of the respondents due to their retailing and the quality of life. The appropriate analyses were carried out with the help of using popular statistical package SPSS 21 and AMOS 21. The study proved that the developments in the part of the personality, managerial skill, ecological, marketing skill, values and intellectual of retailers due to their retailing have significant impact on their quality of life, whereas the unorganized retailers have significant developments due to their retailing only in the part of managerial skill, marketing skill and values. The result of the study would serve as a powerhouse for enhancing the livelihood of the unorganized retailers in the area where the study has been undertaken.

KEYWORDS : Purposive Sampling; Quality of Life; Retailing; Tirunelveli District; Unorganized Retailer.

INTRODUCTION :

Retail is the process of selling consumer goods and/or services to customers through multiple channels of distribution to earn a profit. Retail comes from the old French word *tailor* in 1365, which means "to cut off, clip, pare, divide" in terms of tailoring. It was first recorded as a noun with the meaning of a "sale in small quantities" in 1433. Like in French, the word *retail* in both Dutch and German also refers to the sale of small quantities of items [2]. The retailer is defined as a business or person that sells goods to the consumer, as opposed to a wholesaler or supplier, who normally sell their goods to another business [3]. The Indian retail sector is witnessing tremendous growth with the changing demographics and an increase in the quality of life of urban people. Retail Sector is the most

booming sector in the Indian economy. India has the 5th largest place in the world's retail market. The country gets fourth rank among the survey of 30 countries in terms of global retail development [4].

Many unorganized retail shops strive to be the best in their market. Most never succeed. Many of the ones that do so only temporarily and subsequently lose their position through misunderstanding how they got there and what is needed to stay there. Very few are capable of going from "Good to Great." In today's fast-changing unorganized retail environment, unorganized retail shops must react just as quickly in order to stay competitive. Assessing the developments unorganized retailers due to their retailing is badly needed at present. It helps to identify areas that need to be improved before they become major issues, as well as giving the opportunity to consider how to respond. While optimization, planning and analytics have been important components of the retail equation, they become significantly more powerful when fuelled by developments in computing.

A perfect storm of factors is in constant motion, forming a tidal wave effect on the development of unorganized retailers. In order to stay on top of the changes, unorganized retailers need to implement the most advanced and intuitive systems in their business. That's where various developments due to their unorganized retailing come in. It is more than "feeds and speeds" — it is about helping retailers gain new insights, empowering them to take action and drive business impact — resulting in increased margins, revenue, customer loyalty and satisfaction.

Many empirical studies exposed the critical situation of retailers in the retail industries of the unorganized sector. It is the high and the right time to expose the position of the retailers in the unorganized sector to the world and themselves. Further, it can be said that there is a need to analyze the development of retailers in the unorganized sector. In this connection, in this study, an attempt is made to study various developments of retailers due to the retailing and its impact on quality of life of them in unorganized retailing.

OBJECTIVES OF THE STUDY

The primary objective of the study was to evaluate the developments of retailers in the unorganized retail sector. The following secondary objectives were formulated to contribute to meet the main objective:

- 1.To analyze the developments of the retailers due to their retailing in the unorganized retail sector
- 2.To study the impact of the developments of the retailers due to their retailing on their quality of life

RESEARCH METHODOLOGY

In the study, the impact of various developments of retailers due to retailing in unorganized sector on quality of life in Tirunelveli district has been examined. Quantitative research design was carried out as research design for this study. Well structured and pretested interview schedule was used for collecting the data by personal interview method. The interview schedule was prepared by a five-point Likert scale to collect the information required for the study after an in-depth review of the previous studies related to the present study, discussions with the veteran retailers and researchers. Based on the recommendations received, it was modified and subsequently given to the study sample for the data collection. The interview schedule for this study is represented by five exogenous constructs (Developments due to Retailing: Personality, Ecological, Managerial skills, Marketing Skill, Values and Intellectual) and one endogenous constructs (Quality of Life). Each exogenous variable consists of four questions to measure it. Each question item was scored on a five-point Likert scale. To achieve the objectives of the study, 385 unorganized retailers in Tirunelveli district were identified as sample by adopting the purposive sampling technique. Out of 385 respondents, only 380 respondents

participated completely in the study yielding a response rate of 98.70%. The One-Sample t Test is used to find out whether any significant developments are there due to the retailing among the respondents in the study area. Structural Equation Modeling (SEM) technique was used to analyze the impact of the developments of the retailers due to their retailing on their quality of life. The impact level was fixed as Small impact (.10 r . 2 Moderate impact (.21 r . 4 and Large impact (r . 4 r . 5). For analysis, a computer programmes called Statistical Package for Social Sciences (SPSS 21) and Analysis of Moment Structures (AMOS 21) were used.

ANALYSIS AND RESEARCH FINDINGS

Developments of Retailers due to Retailing

Indian retail is dominated by a large number of small retailers consisting of the local Kirana shops, owner-manned general stores, chemists, footwear shops, apparel shops, paan and beedi shops, hand-cart hawkers, pavement vendors, etc. which together make up the so-called “unorganized retail” or traditional retail. Sales through the unorganized retail sector are predominant in India with the organized retail sector being a lot smaller. It is estimated that over 95% of retail in India are done through the unorganized channel. But the developments in various aspects of unorganized retailers are not having consistency. So an attempt is made to analysis the developments of retailers due to retailing by means of variables such as Personality Development, Ecological Development, Managerial Skill Development, Marketing Skill Development, Values Development and Intellectual Development. The following null hypothesis (H1) is framed to test the significant development in various aspects of the respondents due to their retailing.

H₁: There is no significant development in various aspects of the retailers due to their retailing.

The One-Sample t Test is used to find out whether any significant developments are there in various aspects of the respondents such as Personality Development, Ecological Development, Managerial Skill Development, Marketing Skill Development, Values Development and Intellectual Development due to their retailing and test the proposed hypothesis. The population means 3.36 is fixed as a test value in this analysis. The result of the one-sample t test is explained in the table I.

Table I
One-Sample t Test – Developments of Retailers due to their Retailing

Variables	Test Value = 3.36					S D	Effect Size Cohen's <i>d</i>
	<i>t</i> Value	df	<i>p</i> Value	Mean	M D		
Personality Development	-7.27	379	.000**	3.12	-.24	.65	0.37
Ecological Development	-6.35	379	.000**	3.14	-.22	.67	0.33
Managerial Skill Development	6.12	379	.000**	3.57	.21	.67	0.31
Marketing Skill Development	5.34	379	.000**	3.49	.14	.50	0.28
Values Development	2.43	379	.016**	3.43	.08	.62	0.13
Intellectual Development	.897	379	.371	3.39	.03	.75	0.04

Source: Primary Data

**Significant at .05 level of confidence

The table I reports the result of the one-sample t test on the developments in various aspects of retailers due to their retailing.

The mean value of the variable 'Personality Development' ($M = 3.12$, $SD = .65$) was lower than the test value of 3.36, a statistically significant mean difference of $-.24$, $t(379) = -7.27$, $p < .05$, $d = .37$. Even though there is a statistical significant difference between the mean value of the variable 'Personality Development' and the test value, the variable is not considered for significant development due to the negative value of the mean difference. Because the mean difference has negative value, the null hypothesis (H_1) cannot be rejected regarding the variable 'Personality Development'. Not enough evidence is available to conclude that there is a significant development in the Personality of the respondents due to their retailing at the 0.05 significance level. This result explains that the respondents have no development of the personality due to their retailing. The study also reported that the personality of the respondents has declined due to their retailing. As the effect size, d , is 0.37, it can conclude that there is a medium effect on declining the personality of the respondents due to their retailing.

The mean value of the variable 'Ecological Development' ($M = 3.14$, $SD = .67$) was lower than the test value of 3.36, a statistically significant mean difference of $-.22$, $t(379) = -6.35$, $p < .05$, $d = .33$. Even though there is a statistical significant difference between the mean value of the variable 'Ecological Development' and the test value, the variable is not considered for significant development due to the negative value of the mean difference. Because the mean difference has negative value, the null hypothesis (H_1) cannot be rejected regarding the variable 'Ecological Development'. Not enough evidence is available to conclude that there is a significant development in the ecology of the respondents due to their retailing at the 0.05 significance level. This result explains that the respondents have no development in the ecological due to their retailing. The study also reported that the ecology of the respondents has declined due to their retailing. As the effect size, d , is 0.33, it can conclude that there is a medium effect on declining the ecology of the respondents due to their retailing.

The mean value of the variable 'Managerial Skill Development' ($M = 3.57$, $SD = .67$) was higher than the test value of 3.36, a statistically significant mean difference of $.21$, $t(379) = 6.12$, $p < .05$, $d = .31$. Since p value is less than .05, the null hypothesis (H_1) can be rejected regarding the variable 'Managerial Skill Development'. There is enough evidence to conclude that the respondents have a significant development in the managerial skill due to their retailing at the 0.05 significance level. This result explains that the respondents have a significant development in the managerial skill due to their retailing. As the effect size, d , is 0.31, it can conclude that the respondents have a medium effect in the development of Managerial Skill due to their retailing.

The mean value of the variable 'Marketing Skill Development' ($M = 3.49$, $SD = .50$) was higher than the test value of 3.36, a statistically significant mean difference of $.14$, $t(379) = 5.34$, $p < .05$, $d = .28$. Since p value is less than .05, the null hypothesis (H_1) can be rejected regarding the variable 'Marketing Skill Development'. There is enough evidence to conclude that there is a significant development in the Marketing Skill of the respondents at the 0.05 significance level. This result explains that Marketing Skill of the respondents has significant development due to their retailing. As the effect size, d , is 0.28, it can conclude that there is a medium effect in the development of Marketing Skill of the respondents due to their retailing.

The mean value of the variable 'Values Development' ($M = 3.43$, $SD = .62$) was higher than the test value of 3.36, a statistically significant mean difference of .08, $t(379) = 2.43$, $p < .05$, $d = .13$. Since p value is less than .05, the null hypothesis (H_1) can be rejected regarding the variable 'Values Development'. There is enough evidence to conclude that there is a significant development in the Values of the respondents at the 0.05 significance level. This result explains that Values of the respondents has significant development due to their retailing. As the effect size, d , is 0.13, it can conclude that there is a small effect in the development of the values of the respondents due to their retailing.

The mean value of the variable 'Intellectual Development' ($M = 3.39$, $SD = .75$) was higher than the test value of 3.36, a statistically insignificant mean difference of .03, $t(379) = 0.897$, $p = .371 > .05$, $d = .04$. Since p value is greater than .05, the null hypothesis (H_1) cannot be rejected regarding the variable 'Intellectual Development'. Not enough evidence is available to conclude that there is a significant development in the Intellectual of the respondents due to their retailing at the 0.05 significance level. This result explains that the respondents have no significant development in their intellectual due to their retailing. Since there is no significant development in the intellectual of the respondents, the effect size is not considered.

Impact of the Developments due to Retailing on Quality of Life

An attempt is made to know the impact of the developments of retailers due to their retailing on their quality of life. The endogenous variable of the quality of life of the respondents is analyzed by gauging different parameters associated with the developments due to retailing such as personality development, managerial skill development, ecological development, marketing skill development, values development and intellectual development. The impact of these exogenous variables in the endogenous variable is analyzed. The following null hypothesis (H_2) is proposed to analyze the impact of exogenous variables on endogenous variable. Structural Equation Modeling (SEM) technique is used to analyze and test the null hypothesis (H_2).

H_2 : There is no significant impact of the developments of the retailers due to their retailing on their quality of life.

The SEM technique analysis was performed by AMOS to test the proposed null hypothesis (H_2). AMOS produces tabular output, which displays the unstandardised regression weights and standardised total effects. The unstandardised regression weights represent the amount of change in the endogenous variable for a single raw score unit change in any exogenous variable [1]. Kline has recommended that the unstandardised regression weights are the suitable estimate for use in tests of significance [5]. Hence the unstandardised regression weights are used in the study to test the null hypothesis (H_2). The result of unstandardised regression weights is explained in Table II.

Table II
Unstandardised Regression Weights – Quality of Life

Endogenous Variable		Exogenous Variables	Estimate	S.E.	C.R.	<i>p</i>
Quality of Life	<---	Personality Development	.16	.023	6.710	.000***
Quality of Life	<---	Managerial Skill Development	.41	.023	17.975	.000***
Quality of Life	<---	Ecological Development	.24	.022	10.600	.000***
Quality of Life	<---	Marketing Skill Development	.07	.029	2.360	.018***
Quality of Life	<---	Values Development	.21	.025	8.582	.000***
Quality of Life	<---	Intellectual Development	.26	.020	12.885	.000***

**Significant at 0.05 level

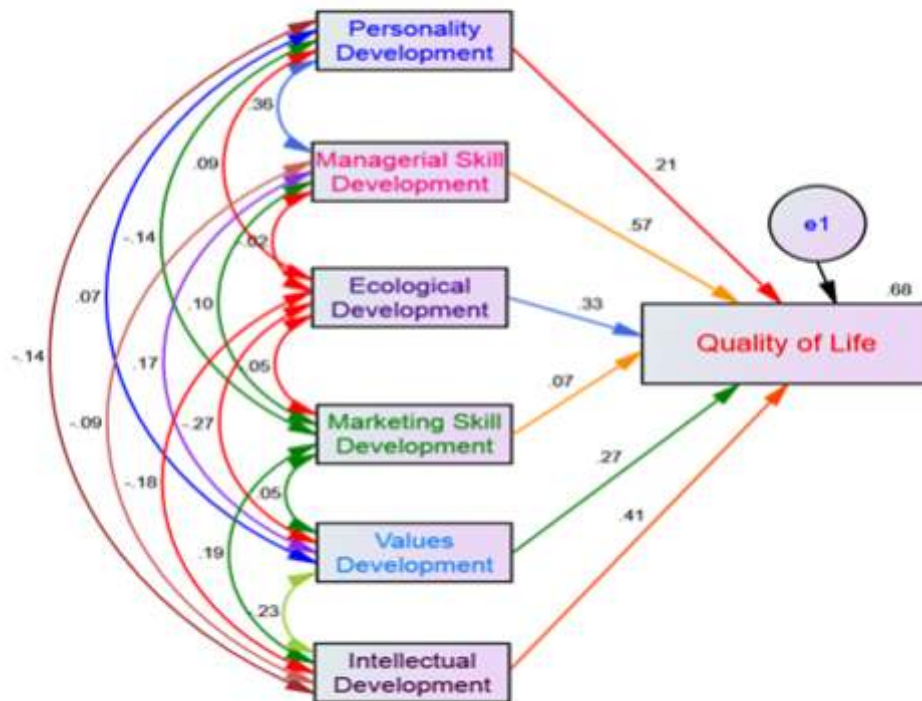
The table II displays the unstandardised estimate, its standard error (abbreviated S.E.), the critical ratio (abbreviated C.R) and probability value (abbreviated p). The probability value associated with the null hypothesis that the test is zero is displayed under the p column.

The results of the table II indicate that the C.R values between quality of life and personality development, managerial skill development, ecological development, marketing skill development, values development and intellectual development are 6.710 ($p < .05$, $SE = .023$), 17.975 ($p < .05$, $SE = .023$), 10.600 ($p < .05$, $SE = .022$), 2.360 ($p = .018 < .05$, $SE = .29$), 8.582 ($p < .05$, $SE = .025$), and 12.885 ($p < .05$, $SE = .020$) respectively. The result shows that the variables named personality development, managerial skill development, ecological development, marketing skill development, values development and intellectual development are significant at 0.05 significance level. At the 0.05 level of significance, there exists enough evidence to conclude that the variables named personality development, managerial skill development, ecological development, marketing skill development, values development and intellectual development have a significant impact on the endogenous variable and hence, the null hypothesis (H2) is rejected statistically with regard of the above variables. From a theoretical point of view, it shows that all variables such as personality development, managerial skill development, ecological development, marketing skill development, values development and intellectual development of the respondents due to their retailing have significant impact on their quality of life. Hereby it has confirmed that the personality development, managerial skill development, ecological development, marketing skill development, values development and intellectual development of the respondents due to their retailing executes the significant impact on their quality of life.

The AMOS Graphics unstandardised estimates of the impact of the developments due to the retailing on the quality of life of the respondents which explains the values of covariance (double-headed arrows), variance (on the rectangle), regression weight (single-headed arrows) and residual

error (e) are illustrated in figure I.

**Figure I: AMOS Graphics – Unstandardized Estimates
Impact of Developments of Retailers due to
Retailing on Quality of Life**



The standardised total effects are considered to measure the magnitude of the impact of personality development, managerial skill development, ecological development, marketing skill development, values development and intellectual development on the quality of life of the respondents. Standardised total effect values greater than 0.10 indicate a small impact, values above 0.30 indicate a medium impact; and those greater than 0.50 indicate a large impact. The standardised total effects of exogenous variables in endogenous variable are presented in the table III.

**Table III
Standardised Total Effects – Quality of Life**

Exogenous variables	Quality of Life
Personality Development	.214***
Managerial Skill Development	.573***
Ecological Development	.332***
Marketing Skill Development	.072***
Values Development	.274***
Intellectual Development	.407***

*****Significant Impact**

The exogenous variable which has the significant impact on the endogenous are only considered to find out the magnitude of the impact.

The standardised total effect of personality development on the quality of life of the respondents is .214. That is, due to the effect of personality development on the quality of life of the respondents, if the personality development goes up by 1 standard deviation, quality of life of the respondents goes up by .214 standard deviation. From a theoretical point of view, it displays that the quality of life of the respondents has a small positive impact due to the personality development.

The standardised total effect of managerial skill development on the quality of life of the respondents is .573. That is, due to the effect of managerial skill development on the quality of life of the respondents, if the managerial skill development goes up by 1 standard deviation, quality of life of the respondents goes up by .573 standard deviation. From a theoretical point of view, it displays that the quality of life of the respondents has a large positive impact due to the managerial skill development.

The standardised total effect of ecological development on the quality of life of the respondents is .332. That is, due to the effect of ecological development on the quality of life of the respondents, if the ecological development goes up by 1 standard deviation, quality of life of the respondents goes up by .332 standard deviation. From a theoretical point of view, it displays that the quality of life of the respondents has a medium positive impact due to the ecological development.

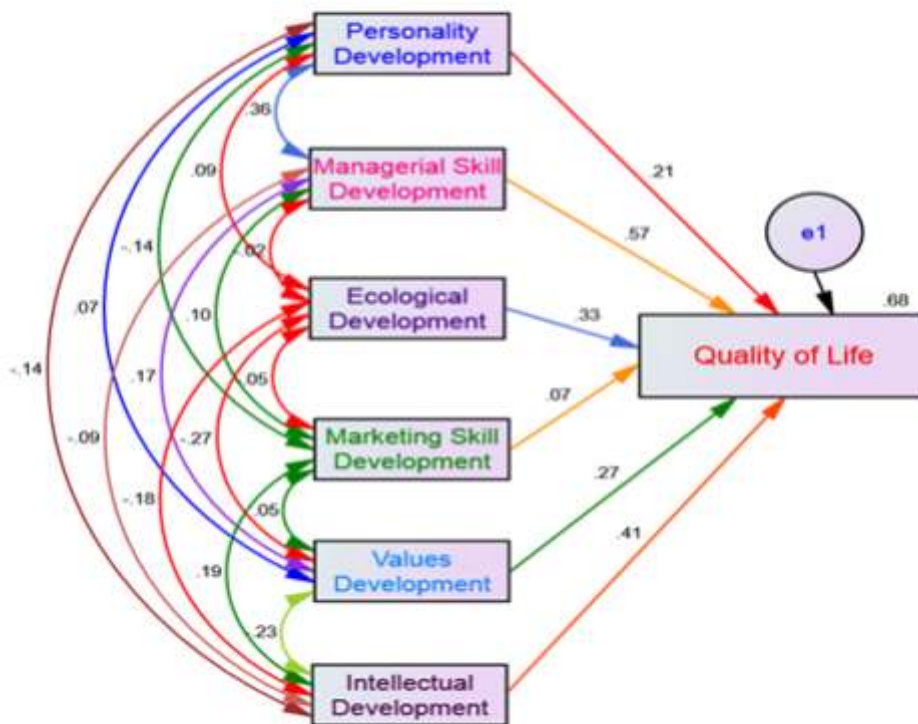
The standardised total effect of marketing skill development on the quality of life of the respondents is .072. That is, due to the effect of marketing skill development on the quality of life of the respondents, if the marketing skill development goes up by 1 standard deviation, quality of life of the respondents goes up by .072 standard deviation. From a theoretical point of view, it displays that the quality of life of the respondents has very small positive impact due to the marketing skill development.

The standardised total effect of values development on the quality of life of the respondents is .274. That is, due to the effect of values development on the quality of life of the respondents, if the values development goes up by 1 standard deviation, quality of life of the respondents goes up by .274 standard deviation. From a theoretical point of view, it displays that the quality of life of the respondents has a small positive impact due to the values development.

The standardised total effect of intellectual development on the quality of life of the respondents is .407. That is, due to the effect of intellectual development on the quality of life of the respondents, if the intellectual development goes up by 1 standard deviation, quality of life of the respondents goes up by .407 standard deviation. From a theoretical point of view, it displays that the quality of life of the respondents has a medium positive impact due to the intellectual development.

The AMOS Graphics standardised estimate of the impact of various developments of the respondents due to their retailing on the quality of life of the respondents which explains the values of the correlation (double-headed arrows), the total effect (single-headed arrows) and squared multiple correlations (on the rectangle) are illustrated in figure II.

**Figure II: AMOS Graphics – Standardized Estimates
Impact of Developments of Retailers due to
Retailing on Quality of Life**



DISCUSSION ON FINDINGS

The study examined the various developments of retailers due to retailing and its impact on their quality of life. The result of the study proved that the retailers have significant development in the part of managerial skill, marketing skill, values and intellectual due to their retailing whereas the retailers have declined in the part of the personality and ecological due to their retailing. This result supports the earlier findings of Sadrul Huda, Mahmud Zubayer and Omar Faruq (2011) who found out that the retailers have various developments due to their retailing, but the developments vary due to the differences in locations and the size of the retail shops [6]. The result of the study has confirmed that the personality development, managerial skill development, ecological development, marketing skill development, values development and intellectual development of the respondents due to their retailing executes the significant impact on their quality of life. This finding is in line with Ying Lowrey (2005) who has expressed in his speech that the quality of life of retailers was affected by their developments due to retailing. But the impacts were varied due to the satisfaction and happiness of the retailers through the retailing [7].

CONCLUSION

The findings of the study shed light on various developments due to the retailing of the retailers and its impact on their quality of life in Tirunelveli district. It is clear from the study; the unorganized retailers have significant positive impact on their quality of life due to the various developments because of their retailing. But the unorganized retailers have to try to develop physical well-being, social and economic well-being, psychological and spiritual well-being, family well-being and life

satisfaction by means of various developments due to retailing. The unorganized retailers should make strategy to retain their customers by providing quality goods and services and they should also go for collaborations within the regional level then only they can survive in this global competitive world.

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