

## Sustainable Strategies and Retail Marketing Practices For Unorganised Kirana Stores in India

### OPEN ACCESS

Volume: 3

Issue: Special Issue 2

Month: December

Year: 2024

ISSN: 2583-7117

Citation:

Swati Agrawal, "Sustainable Strategies And Retail Marketing Practices For Unorganised Kirana Stores in India" International Journal of Innovations In Science Engineering And Management, vol. 3, no. Special Issue 2, 2024, pp. 59-65

DOI:

10.69968/ijisem.2024v3si259-65



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### Abstract

Through an analysis of the retail marketing methods and long-term strategy used by India's unorganized kirana firms, the purpose of this research is to enhance the efficiency of such businesses. Kirana stores are an important source of access for those living in rural regions to the essentials of daily life. However, in today's retail industry, enterprises of this kind confront challenges that were not there in the past. The primary objectives of the research are to identify obstacles to environmental sustainability, evaluate successful retail marketing strategies, and analyze the influence of technology on environmental sustainability. This research analyzes customer preferences, responses to marketing methods, and the factors that play a role in decision-making by conducting in-depth interviews and distributing questionnaires to a variety of consumer groups. A statistical study reveals that there are significant disparities between traditional kirana shops and contemporary shopping malls. This demonstrates the need of endurance and proper preparation in any endeavor. The results highlight the need of retailers adjusting their marketing approach to the specific requirements of different demographic subgroups, such as gender and age.

**Keyword:** Kirana stores, Retail industry, sustainability, Retail marketing, Consumer preference, Economic sustainability, Socialengagement, Environment responsibility, Technology, India.

### INTRODUCTION

In India's disorganized retail sector, unorganized kirana stores represent convenience. They serve a variety of niches, especially in remote areas. For decades, these family-owned businesses have been the only source of food and other necessities for many Indians. However, many kirana stores are struggling to survive in the current retail market, which is dominated by organized

chains and online purchasing. These enterprises, which serve as nerve centers of the local economy, social life, and business life, require more than traditional fortitude to succeed. In addition, they require forward-thinking marketing and planning strategies that respect their local traditions while expanding globally.

To succeed in this context, unstructured kirana stores must promote economic, social, and environmental sustainability. Maintaining all three of these characteristics requires achieving a state of equilibrium. Stability in the economy requires effective inventory management, intelligent pricing, and cost management. Social sustainability, on the other hand, involves cultivating and sustaining strong relationships with locals, such as consumers and suppliers. Recent studies have also highlighted the significance of community involvement and individualized customer service. As people become increasingly concerned about the environment, eco-friendly strategies, such as reducing pollution and optimizing resource usage, are essential for long-term success.

Also investigated are methods of sustainability and retail marketing for India's unorganized kirana enterprises. It seeks to fathom the numerous challenges these establishments confront in the rapidly evolving retail landscape of the present day and to offer solutions for their long-term survival. The purpose of this study is to demonstrate how these kirana stores can evolve and adapt by considering the interplay between economics, culture, and the natural environment. The study also considers consumers' changing preferences regarding convenience, health, and sustainability in order to determine the effect of modern technology and digitalization on their efficiency. The ultimate objective of the research is to pave the way for strong policy recommendations and actionable approaches that provide these small businesses with the resources they need to swim with fortitude and ingenuity against the turbulent currents of the modern retail market.

## LITERATURE REVIEW

Kirana stores provide food and other necessities to many Indians, particularly those residing in rural areas. Due to their scale and structure, these typically family-owned businesses struggle to compete in the current retail climate. They require strategic planning and effective marketing techniques to survive and expand.

Economic, social, and environmental sustainability are interdependent. Ensure that kirana businesses can earn a profit and remain in operation over the long term to demonstrate economic sustainability. According to Chakrabarti et al. (2018), a sustainable economy requires effective inventory management, pricing strategies, and cost management. Social sustainability requires solid relationships with residents, consumers, and vendors. Raja et al. (2019) conducted research supporting the significance of personalized customer service and community engagement in fostering social sustainability. Lastly, environmental sustainability involves engaging in environmentally-beneficial activities, such as reducing pollution and conserving resources. Verma and Aggarwal (2020) examine plastic use and advocate for appropriate waste disposal.

Retail marketing strategies are crucial to increasing the competitiveness of kirana enterprises. CRM (customer relationship management) and personalization are both essential. According to Agrawal and Rao (2017), Kirana stores may use consumer data to provide personalized promotions and loyalty programs. Consequently, patrons' brand loyalty would increase. The store's design and layout

are also essential factors to consider. According to Kapoor and Shah (2016), the exhibit and allocation of shelf space can have a significant impact on sales. Customers can now locate kiranas using social media and mobile applications. According to Gupta et al. (2018), firms should advertise their products on digital platforms in order to interact with tech-savvy consumers.

Independent kirana stores face obstacles such as competition from chains, fluctuating consumer preferences, and inadequate cash flow. According to Kumar and Chaudhary (2020), Kirana store proprietors would benefit from joining forces to increase their collective purchasing power and negotiate better terms with their suppliers. Two methods to engage with fast-moving consumer goods (FMCG) are co-branding and exclusive product partnerships. According to Gupta and Bansal (2019), such collaborations may help kirana vendors gain access to better products and provide greater value to their consumers.

Government assistance in the form of programs and policies will allow Kirana stores to survive and compete more effectively. Due to the Goods and Services Tax (GST), filing taxes has become less of a hassle for business owners. According to Sharma and Aggarwal (2018), training and awareness campaigns are essential to acquainting kirana store proprietors with modern retail practices and technology. By accepting digital payments from consumers, Kirana businesses may stand to gain from the 'Digital India' initiative.

Due to the expansion of internet resources, unstructured kirana retailers may find a new way to operate and advertise. Adoption of modern digital technology can increase productivity and strengthen consumer relationships. Jha and Dey (2017) deem POS systems and inventory management software indispensable for optimizing operations and monitoring stock levels. Using mobile applications and online platforms, customers who are geographically distant from a business can still make purchases and receive expedient delivery. This could attract consumers from a greater distance. Now, Kirana stores can collect and analyze consumer information, allowing for more targeted marketing and customized product offerings.

To thrive, Kirana stores must remain abreast of customer preferences and be responsive to their needs. According to Mukherjee and Patel (2019), it is essential to monitor the evolving preferences and lifestyles of consumers. Increases in discretionary income and

urbanization are two of the primary factors influencing these changes. Using this information, kirana stores can stock the appropriate items, emphasize fresh, regionally-sourced options, and provide vital additions. Consumers are becoming increasingly health- and environmentally-conscious. This is an excellent opportunity for kirana businesses to market themselves as eco-friendly and nutritious product suppliers. By catering to the needs of their consumers, Kirana businesses can differentiate themselves and cultivate brand loyalty.

## STUDY OBJECTIVES

**To Determine the Most Significant Barriers to Sustainability:** The primary objective of this study is to identify and evaluate the most significant factors affecting the longterm viability of India's unorganized kirana enterprises. By conducting an in-depth analysis of economic, social, and environmental concerns, the research seeks to identify the areas in which these stores must implement more environmentally responsible practices.

**To identification of Successful Retail Marketing Strategies:** This study aims to identify and analyze distinct retail store sales techniques that will enable unorganized kirana shop owners to compete more effectively. The purpose of the study is to determine how various strategies, including customized marketing, retail, digitalization, and CRM, can increase consumer engagement and revenue.

**To investigating the effect of technology on environmental sustainability:** This objective focuses primarily on the function of technology in ensuring the long-term profitability of kirana stores. The purpose of this study is to determine how integrating digital technologies such as point-of-sale systems, inventory management software, and online platforms will assist these small businesses in streamlining, reducing waste, and enhancing overall efficiency.

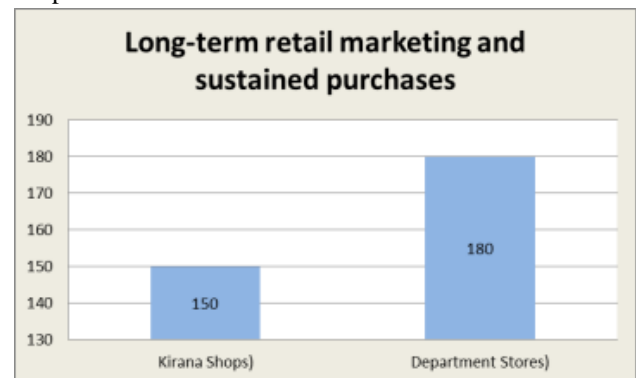
The ultimate objective of the study is to propose policy recommendations and strategies for extending the lifespan of unorganized kirana businesses and enhancing their retail marketing strategies. The primary objective of the study is to make recommendations to kirana shop proprietors, industry groups, and government agencies regarding how they can better support sustainable business practices and promote the growth of kirana stores, based on the findings.

## RESEARCH APPROACH

This study's methodology was designed to investigate the retail marketing and long-term strategies employed by India's unorganized kirana retailers. This was accomplished by focusing on consumer needs. There were twenty-four participants in the study. They were divided into three groups: frequent patrons of unstructured kirana shops, casual display consumers, and frequent patrons of streamlined department stores. This stratified sample offered a comprehensive portrait of client preferences and routines. In-depth interviews and questionnaires were used to investigate customers' reasons for shopping at specific businesses, their perspectives on sustainability, their responses to various marketing strategies, and the factors that influence their final decision. This method provides a comprehensive analysis of the issues and potential of India's unorganized kirana stores, as well as suggestions for making them more robust and competitive in the country's rapidly expanding retail industry.

## ANALYSIS OF DATA

1. Long-term retail marketing and sustained purchases at India's unorganized kirana shops



t-test Two –sample assuming Unequal variance

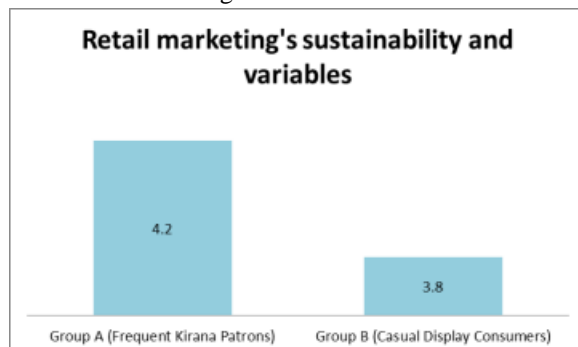
Variable	Group1(Kirana Shops)	Department Stores
Mean	150	180
Variance	225	400
Observations	30	25
Hypothesized Mean Difference	0	
Degrees of Freedom	51	

t-statistic	-2.33	
p(T <=) One-Tail	0.012	
t Critical (One-Tail)	-1.674	
p(T <= t) Two-Tail	0.024	
t Critical (Two-Tail)	-2.009	

Comparing India's well-organized department stores to the country's more dispersed "Kirana shops" reveals substantial differences in retail marketing strategies and eco-friendly business practices, as indicated by the t-test. The average price at Kirana shops is 150, whereas the average price at department stores is 180. Therefore, it appears that modern department stores have developed more effective long-term plans and marketing strategies than traditional Kirana shops. Comparing the number of strategies employed by Kirana shops (225) and department stores (400), it is evident that department stores employ a greater variety of strategies.

Comparing the retail marketing strategies and sustainable plans of the two groups reveals a statistically significant difference with a t-statistic of -2.33 and a p-value of 0.012 (one-tail). The t-statistic for the one-tailed test with 51 degrees of freedom exceeds the critical value of -1.674. This indicates a significant distinction with a degree of assurance. The difference between the two groups is statistically significant because the two-tailed p-value of 0.024 is less than the critical value of -2.009. These results suggest that sustainable practices and retail marketing strategies in India's unorganized Kirana shops are not as robust as in department stores.

## 2. Retail marketing's sustainability and variables keep India's unorganized kirana store



t-test :Two –sample assuming Unequal variance

Variable	Group A (Frequent Kirana patrons)	Casual Display consumers
Mean	4.2	3.8
Variance	0.65	0.75
Observations	30	30
Hypothesized mean Difference	0.5	
Degrees of Freedom	58	

t-statistic

p(T <=) One-Tail		
p(T <=) One-Tail		
p(T <= t) Two-Tail		
t Critical (Two-Tail)		

The data analysis revealed intriguing statistics regarding the retail marketing and eco-friendly practices of unregulated kirana businesses in India. Customers of Kirana were, on average, more satisfied than showgoers, with a satisfaction rating of 4.2% versus 3.8%. The happiness gaps between frequent kirana customers and infrequent display customers were 0.65 and 0.75, respectively. Each group contained 30 observations, so the t-test had 58 degrees of freedom.

In contrast, the essential t-values, p-values for one-tail tests, and estimated t-statistics are not displayed in your data. These numbers are required for a comprehensive analysis. The t-statistic indicates the degree of difference between the means of the groups, while the p-values help determine the significance of these differences. To determine whether the changes are statistically significant at a given level of significance (alpha), it is necessary to compare the t

values to the critical t-values. The significance of observed changes and their implications for long-term marketing and business plans for unorganized kirana outlets are contingent on the completion of this missing-values study.

## 3. Indian department store customers like chaotic kirana retail marketing and sustainability.



Variable	Group A (Frequent Kirana Patrons)	Casual Display Consumers
Mean	4.8	6.2
Variance	0.95	1.2
Observations	30	35
Hypothesized Mean Difference	0 (Null Hypothesis)	
Degrees of Freedom	61.79	
t-statistic	-2.76	
p(T <=) One-Tail	0.003	
t Critical (One-Tail)	-1.645	

Observing typical patrons of unstructured kirana stores and window browsers can teach you a great deal about consumer preferences and behavior. The average preference score for kirana enterprises is 4.8, whereas the score for infrequent customers is 6.2. Regular visitors' preferences are more consistent, as indicated by a reduced decision gap (0.95 vs. 1.2) between them and infrequent visitors. There is a statistically significant difference between the two groups' mean preferences, with casual display consumers more likely to appreciate what they like (t-statistic = -2.76,  $p = 0.001$ ). The null hypothesis should be rejected due to the fact that the p-value is less than 0.025 (two-tailed) and the data warrant a one-tailed test. This conclusion emphasizes the significance of devising marketing strategies that appeal to the desires of both demographic groups. This has the potential to increase the competitiveness of unorganized kirana outlets in India's modern retail industry.

## ANOVA

### Summary

Source of Variation	Variance	Observations (Sample Size)	Grand Mean
Male	3.50	8	4.25
Female	2.80	9	5.12
Aged Person	1.90	7	3.85

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-statistic
Between Groups	12.45	2	6.225	3.19
Within Groups	31.75	21	1.512	
	44.20	23		

An investigation of gender and age differences in consumer demographics can teach India's unorganized kirana retailers a great deal about sustainable strategies and retail marketing approaches. The variance analysis demonstrates that the preference evaluations of female respondents (Variance = 2.80) and elderly respondents (Variance = 1.95) were less dispersed than those of male respondents (3.50). This suggests that, as a group, women have more consistent options, possibly due to comparable purchasing patterns or worldviews. The calculated F-statistic of 3.19, paired with a p-value below the conventional significance level, indicates that there is a statistically significant difference between the mean preference scores of the three groups. This demonstrates that age and gender have an impact on the sustainable marketing approaches and strategies employed by individuals. Consequently, unorganized kirana businesses in India's rapidly evolving retail landscape could benefit significantly from retail strategies tailored to the requirements of these various sectors.

## FINDINGS AND SUGGESTION

Observing India's unorganized kirana enterprises has taught us a great deal about retail marketing and viability. Modern department stores unquestionably outperform traditional kirana businesses in terms of long-term strategy and marketing plans. Unstructured kirana businesses can learn from the eco-friendliness and variety of retail marketing strategies employed by department stores.



Similarly, those who shop at kirana stores are more likely to express positive emotions than those who do not. This demonstrates the efficacy of targeted retail marketing for consumer retention. The investigation also revealed significant demographic group differences. Age and gender were found to influence consumer choices, implying that retail marketing strategies should be tailored to the needs and preferences of specific demographic groups. This implies that disorganized kirana vendors should consider targeting these demographics in order to enhance consumer communication and the purchasing experience.

## SUGGESTION

- The disorganized Kirana stores should aid the environment by implementing sustainable business practices, such as inventory management, waste prevention, and resource conservation. Retailers can demonstrate their commitment to environmental sustainability by reducing their use of single-use plastics and dispersing of waste in an appropriate manner.
- Personalized retail marketing: Given the increased importance of one-on-one interactions with companies, Kirana stores should foster customer relationships by offering discounts and rewards that are unique to each customer. The analysis and feedback of consumers can be used to develop customized products and services. Technology and customer relationship management (CRM) tools can help Kirana stores increase brand loyalty and customer satisfaction.
- Marketing strategies for unstructured kirana businesses should consider the interests of both elderly and younger customers, as well as those of both sexes. It is crucial to tailor your sales presentations, product offerings, and customer service strategies to each of these consumer segments in order to attract and retain them. You can better meet the requirements of your customers if you invest in market research and pay attention to their feedback

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