

Customer's Preferences in Organized And Unorganized Sector

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Introduction

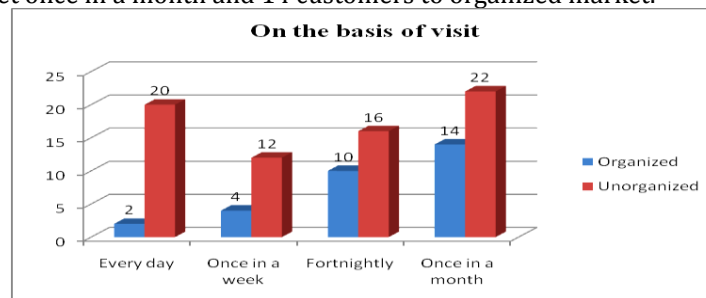
Indian retail sector has an important place to develop the economy. This sector contributes in a big way to Indian GDP. Indian retail sector is the second largest sector in India after agriculture. It is the major source of employment. Indian retail sector has an important place in ten largest market of the world. Today, retail sector has become a fast growing sector in India. Indian retail sector can be divided in two parts- Organized Retail Sector and Unorganized Retail Sector. In India, almost 95% part is based on Unorganized Sector. Haat Bazaar, Thadi, Thela etc. are included in Unorganized Sector. But last few decades, organized way has come to provide good services to the customer. A good service includes good quality, reasonable price and a wide range of products.

The main object of this research paper is to know that today, in this modern market does the customer like to go unorganized retail market or organized retail market and what are the basic reason behind it. For this purpose a Questionnaire had been designed and a random survey of 100 respondents was done in the market. The basic result of this survey is as follows-

Table 1.1
On the basis of frequency of Visit

Frequency of Visit	Organized	Unorganized
Every day	02	20
Once in a week	04	12
Fortnightly	10	16
Once in a month	14	22
Total	30	70

As the results shown in table 1.1, the number of customer go the unorganized market every day is 20 and only 02 customer of organized market. Similarly 12 customers go to unorganized market for once in a week and 04 customers to organized market. On the other hand, 10 customers go to organized market and 16 customers go to unorganized market fortnightly. Other than that, 22 customers go to unorganized market once in a month and 14 customers to organized market.



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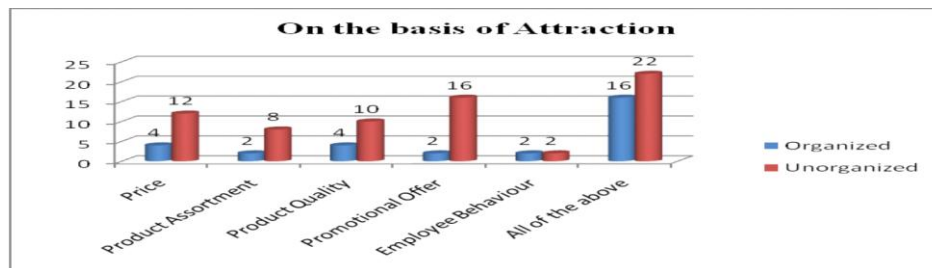
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Table 1.2
On the basis of Attraction

Reason of attraction	Organized	Unorganized
Price	4	12
Product Assortment	2	8
Product Quality	4	10
Promotional Offer	2	16
Employee Behaviour	2	02
All of the above	16	22
Total	30	70

As the table 1.2 show that 12 customers go to unorganized market and 04 customers go to organized market due to price. Similarly, 08customers go to unorganized market and 02 customers go to organized market due to product assortment. On the other hand, 10 customers go to unorganized market and 04 customers go to organized market because of product quality.

Where 16 customers go to unorganized market and 02 customers go to organized market reason of promotional offer. Similarly, 02 customers go to unorganized market and 02 customers go to organized market due to employee behaviour. Other than that 22 customers go to unorganized market and 16 customers go to organized market because of all reasons. Thus it is concluded that in India, organized retail sector is on the stage of growing whether the unorganized sector is a traditional market. The basic reasons of under developing market of organized sector are Illiteracy, Govt. policies, Changeable Environment, Foreign policy, FDI, faithfulness to unorganized market, customer's traditions, values, society structure, Family structure etc.



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