



SCRAMBLED VS. CORE MERCHANDISING PRACTICES IN UTENSILS- A COMPARATIVE STUDY

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Abstract

Increasing competition in the unorganized retail landscape has threatened every retailer and utensils retailers are no exception to it. In order to survive and prosper retailers are finding ways, working out new strategies, models and practices. Core retailing and Scrambled retailing are two of business models in retailing. How these two retail models (retail formats) function to accomplish profitability primarily, in addition to accomplishing non-primary business goals is the foundation of this research work. This research work closely investigates the role and intricacies of financial and non-financial aspects in creating and delivering value.

Key words: core retailing, scrambled merchandising, financial aspects, non-financial aspects...

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1. Introduction

The retail sector in India has grown tremendously in the last few years. This growth will continue in the future, even if the growth rate is low due to the global economic downturn. The retail market is not just one entity. It has many divisions such as the food and grocery retail segment, apparel retail, jewellery retail, book retail, pharmacy retail, entertainment retail, accessory retail and utensils retail etc...

Scrambled merchandising: Today every retail establishment is trying to maintain or increase their sales volume by increasing the variety of products they offer for sale; this practice refers to as scrambled merchandising.

Working definitions

Scrambled merchandising in Utensils shops: This is a retail practice followed by utensils retailers in order to increase the traffic inside the store and benefit from (earning profits) selling variety of product categories which are not in any way related to one another and promotes original business of utensils.

Financial and non-financial aspects: This study emphasizes three non-financial aspects: human resource management, sales, marketing management, and store management. This study stresses the significance of three financial aspects of retail business: procurement of funds, utilization of funds, and working capital management.

Core retailing in utensils shops: The present study has broadly compared two kinds of retail practices in utensils i.e. core retailing and scrambled retailing (scrambled merchandising). Core retailing means the retailer's original business in which he sells only those products related to each other. These shops hold a specific product line or a few limited product lines consistent in some way. For instance, selected products such as garden tools are

available at specialty garden supply or hardware shops. Core retailers of utensils shops sell tools for cooking and baking. They are usually temperature-resistant materials, such as metal, wood, or high-grade plastic, like silicone. Consumers often employ utensils to prepare, handle, or serve food.

Scrambled retailing (merchandising): Scrambled retailers stock various products such as toys, crockery items, household furniture, plastic paper to cover grains, brooms, grain sacks, mobiles, mobile accessories, cleaning products, phenyl, packaged drinking water, and the like, besides products demanded at the time of festivals. It is interesting to see no familiarity between the original business and having these diversified products.

2. Scope of the study

a. Geographical scope: The geographical scope of the present study is limited to Kolhapur District. It is projected that over 4 million people are residing in it. The geography has been classified into urban, semi-urban, and rural areas. The research has respondents from all of these three areas. Most people rely on farming to earn their livelihood. As it is closer to the Konkan region, it enjoys the benefits of western Maharashtra and Konkan. It has a rich culture and background of historical importance. There are 12 talukas, each with its distinct features and enormous natural resources. The data are collected from all 12 talukas as the sample has been taken proportionately to each taluka.

b. Topical scope: The topical scope is confined to making a comparison between core retailing & scrambled merchandising in utensils shops. Retailing in both of its forms, organized and unorganized, is gaining popularity. Kolhapur district is expanding rapidly in terms of geography and population. Thus, to serve the needs of an ever-increasing population, new retailers and retail formats are emerging in

the district. In the quest of satisfying every possible need of a household, retailers begin to sell a variety of merchandise and gradually end up in scrambled stores. This study has explored two distinct retail practices and how they are being carried out. The topical scope has shed some light on the fundamental differences and pros and cons of following these retail practices in utensils stores.

c. Functional scope: The functional scope stresses the importance of rational comparison between two retail practices. It further describes the attainment of objectives and hypotheses set at the outset of the study. The study has five objectives and three hypotheses. The whole research process is being carried out by keeping the objectives at the centre. Towards the end, the study discusses all the possible and practical suggestions that both of these retailers could incorporate. Practical suggestions revolve around what and how something should be done to enhance profitability and sales by keeping the costs low.

d. Analytical scope: The analytical scope discusses the statistical tools and techniques followed by the researcher in analysing the data. The stratified random sampling is used in the first stage to narrow down the search of core and scrambled retailers. In the 2nd stage, the required numbers of retailers were chosen by following the convenience sampling technique. The hypotheses were tested with a t-test. In order to have a comprehensive picture of comparison, the researcher has calculated S.D, C.V, mean, and percentages wherever necessary.

3. Statement of Problem

From the perspectives of investigators around the world, it is evident that the focus of their research was retail evolution and ever evolving retail formats. Traditionally, evidences reveal that retail was a part of manufacturers since they were fairly large as compared to retailers. Today, the picture is completely different.

Retailers have gained power over manufacturers as they are relatively closer to customers. Retailers know what customers want, when and how they buy merchandises. They are following distinct strategies and practices to be competitive and profitable. It was a need to study how distinct retail practices bring about desired profitability and sustainability. Hence, a study of this nature is felt relevant. The researcher is keen on comparing the two distinct retail practices in utensils stores. Core retailing practice, in its totality, is different in variety of ways to scrambled practice of retailing. Both practices have the potential to offer a competitive edge, if applied systematically. While running a retail store each business practice can influence the outcomes in a different way. Researcher has extensively studied these two retail practices and compared them objectively. The researcher has also studied why and how small retailers turn into an establishment that carries a wide variety of product lines with particular reference to utensils' retailers.

1. Researcher came across following questions at the outset of the study:
2. Do retailers want to offer a one-stop shopping experience?
3. What are the chief functions of a retail business with respect to core and scrambled models in retail?
4. How do seasonal and festive occasions affect financial and non-financial aspects?
5. How do retailers manage the workforce and get the best out of them?
6. How do they promote the merchandises?
7. Do they want to increase the number of walk-ins?
8. How do they manage the financial and non-financial aspects of their businesses? What is the potential bearing on consumers?
9. Do scrambled merchandisers induce buyers to make unplanned purchases?
10. How and where scrambled merchandising differs from core retailing?
11. What are the primary distinguishing factors?

4. Review of Literature

Sovani (2011) focused on organized retail outlets in Pune city started from 2001 to 2006. The researcher concentrated on emerging marketing strategies based on financial pointers for the organized retail sector in Pune city. The core objectives of the study were to study the expenses and investment heads of various departmental stores, to study the available profitability indicator in Retail Stores, to identify the crucial items under the expense head, to calculate the shop floor area of each department, and calculate the profit from each department and to set the profitability indicators for the retail chains concerning different locations. The study's total sample size was 17 outlets out of 25 outlets from all the four retail chains in Pune city. The store head and department heads' interview was taken through the direct depth interview method, and cluster random sampling method was used for consumer contacts. In the concluding remarks, the researcher argues that lease rentals are not considered high compared to the standard. The ticket Size at Westside is greater than the other outlets.

Ravindran (2018) tried to examine the prompting factors and preference of trade promotion schemes among FMCG retailers. The objectives of this study were to scrutinize the retailers' evaluation of Consumer characteristics concerning Trade Promotion Schemes, the influence of Trade Promotion on Channel related assessment, and profitability from Trade Promotion Schemes. The researcher has used a convenience sampling procedure to select sampling units. The total sample size for the study was 500 retailers. The researcher has used a survey method with a personal interview for data collection from the retailers.

It is understood from this study that planning and budgeting for trade promotion schemes and allocating that expenses to retailers location-wise of outlets and retailer characteristics are

challenging tasks for any manufacturers. Sales promotion in rural areas has increased the profits of retailers there. This research further found that the product categories like food & beverages have substantial development opportunities concerning trade promotion schemes. The researcher concludes that if the type of schemes, location, and retailers are examined before planning the trade promotion budget, then the trade promotion schemes will be more operative in improving sales of FMCG products

Kumar (2016) has carried out this study to examine the goods and services and retailing strategies adopted by organized retailers and the approach of customers and organized retailers. The foremost objectives of the study were to examine various products, customer services, and retailing strategies applied by the retail industry to examine the changing buying behaviour and factors that influence buying behaviour. The researcher has set two null hypotheses in this study. For conducting this research, the researcher has classified Maharashtra state into five regions, i.e., Eastern, Western, Northern, Southern, and Central Maharashtra, and then selected two famous cities from each region this, selected one retail store from each city. The researcher has used a non-probability convenience sampling technique for selecting organized retailers and customers. In the concluding remarks, the researcher argues that food, grocery, beauty, personal care, home care, and fashion products are the most funding products in the development of organized retail.

5. Research Methodology

Researchers have relied predominantly on primary data in order to build reliable and valid results which are closely addressing the objectives of this investigation.

Objectives

1. To study the impact of seasonal and festive occasions over financial and non-financial

aspects of core retailing and scrambled merchandising business practices.

- To study the sales promotional and workforce management strategies adopted by core and scrambled merchandisers.
- To provide valuable suggestions to all utensils' merchandisers in order to enhance profitability.

Hypotheses

Hypothesis 1

H₀: Scrambled merchandisers are not concerned about promoting products aggressively to those of core retailers.

H₁: Scrambled merchandisers are concerned about promoting products aggressively to those of core retailers.

Hypothesis 2

H₀: Scrambled merchandisers do not require thorough financial planning to prevent stock-outs to those of core retailers.

H₁: Scrambled merchandisers require thorough financial planning to prevent stock-outs to those of core retailers.

Method of Research

The investigator at the outset of the study had formulated hypotheses to validate. The investigator has compared and explained the causes of following a specific retail practice and its potential effects. In addition to this, there were five objectives which the investigator has accomplished.

Method of Data Collection

Researcher has principally collected the primary data by using a structured questionnaire.

(a) **Universe of the Study:** Based on the information received from Association of

Utensils Merchants, Kolhapur, Kolhapur Municipal Corporation, registrations made by utensils' traders at the area under study with appropriate authorities. The researcher has identified 524 utensils' scrambled merchandisers and 629 core retailers in Kolhapur district.

(b) **Sample Size:** The total sample size of Core retailers is 629 and that of Scrambled merchandisers is 524, in Kolhapur district. By using Slovin's formula, the total sample size for the study is worked out.

$$\text{Slovin's Formula: } n = \frac{N}{1 + Ne^2}$$

Where,

n = Sample size of Core and Scrambled retailers

N = Population

e = Confidence interval (0.05)

Thus, n = 247 (Core retailers) and 229 (Scrambled retailers)

For gaining larger accuracy the investigator has increased the sample size to 300 core retailers and 300 scrambled retailers in Kolhapur district. Thus total sample comprises 600 retailers in utensils.

(c) Sampling Frame:

Multistage sampling method has been used to collect the primary data. This study is restricted to Kolhapur district, therefore samples have been chosen from all the places in the district. In the first stage, Kolhapur district is divided into Talukas (strata). For this, stratified random sampling is used. In the second stage, by using snowball sampling, scrambled merchandisers were located and selected.

Sample Size of Core and Scrambled Retailers

Taluka Places in Kolhapur District	Taluka Place & Villages	Population (Core)	Sample Size	Population (Scrambled)	Sample Size
Ajara	101	44	21	37	21
Bhudargad	115	46	22	38	22
Chandgad	157	32	15	27	15
Gadhinglaj	91	47	22	39	22
Gaganbawada	46	4	02	3	02

Hatkanangle	64	66	31	55	31
Kagal	87	53	25	44	25
Karveer	130	164	79	137	79
Panhala	131	34	16	28	16
Radhanagari	115	59	28	49	28
Shahuwadi	134	37	18	31	18
Shirol	57	43	21	36	21
Total		629	300	524	300

Source : The researcher compiled this table on the basis of data collected from Kolhapur Municipal Corporation, association of utensils stores, formal and informal trade associations of utensils store owners, registrations of shops with respective authorities at the area under study.

(d) Instrument Development

The process of instrument development began with the identification of two concepts viz. core practice and scrambled practice in utensils stores. After an extensive literature review, the researcher enlisted variables and constructs against which scales could be developed. Since the literature was lacking established theories on scrambled merchandising researcher had to build conceptual framework for statement development. The investigator synthesized the findings from a number of empirical sources such as journal articles, researcher papers, thesis and dissertations. Researcher also sought help from experts in item development. Researcher and the research guide further worked together to build the scale for the instrument. Likert scale which is one of the most commonly used scale formats in the social sciences is used by the investigator. While using the Likert scale researcher made sure that the statements are presented in declarative statements. Additionally, researcher has used Guttman and dichotomous scale. After preparing the raw version of the instrument, investigator discussed about it with the research guide and expert reviewers.

6. Data Reliability

The reliability is tested against the six parameters namely store specific information, customer management, financial management, store management, human resource management and marketing management. Store specific information has 13 questions and all questions have been considered for the final study. The value of Cronbach's alpha for this part is 0.836 which shows a good reliability. The customer management part has 15 questions and all questions have been considered for the final study. The value of Cronbach's alpha for this part is 0.827 which shows a good reliability. Financial management which is a significant part of this study has 23 questions and all questions have been considered for the final study. Although, the value of alpha is little less (0.710), it still indicates a good reliability. Store management has 12 questions and all questions have been considered for the final study. The value of alpha for this part is 0.792 which shows a good reliability. Human resource management has 14 questions and all questions have been considered for the final study. The value of Cronbach's alpha for this part is 0.812 which shows a good reliability. The last part, Marketing management has the maximum questions i.e. 39 and all questions with the exception of one have been considered for the final study. The question removed was creating ambiguity and confusion among the respondents as a result of which it could not find place in the final study. The value of Cronbach's alpha for this part is 0.836 which shows a good reliability.

Method of Data processing and Presentation

Data processing has been done in various ways such as editing, coding, classification, transcription, tabulation and graphical presentation. **Editing:** While editing, the investigator made sure that the data are consistent, all the questions in questionnaire are answered and comparison of original documents and actual data. **Coding:** The researcher assigned codes to all variables and a final code sheet was prepared. **Classification:** Class intervals have been identified and responses are categorized in order to test hypotheses and answer the research questions. **Transcription of data:** The transcription of data has been done by using MS Word, MS Excel and SPSS. **Tabulation:** It has been done by formulating simple frequency tables. **Graphical presentation:** Data has been represented by using linear graphs, bar and pie charts to present the analysis for easy comprehension.

Method of Data Analysis

The researcher has made a comparative study of two retail models of utensils viz. core and scrambled business models, in Kolhapur district. Primary data have been collected against the broader parameters such as store specific information, customer, and financial, marketing and human resource management. Primary data have been analyzed with the purpose to accomplish the objectives and hypotheses through classification, tabulation, processing of data, employing appropriate statistical techniques like frequency count, percentage, mean, standard deviation, coefficient of variation, rank correlation, Kruskal Wallis test (H test) and t-test. Kruskal Wallis test has been

used to test the first hypothesis as it determines if there are statistically significant differences between two groups namely core and scrambled merchandisers. The researcher has further used t-test because it helps in determining if there is a significant difference between the means of two groups namely core and scrambled merchandisers. MS Excel and SPSS have been used to calculate values for aforementioned statistics. This comparison further helped the researcher to accept or reject the null hypothesis. The researcher has identified a few major financial and non-financial parameters on the basis of which comparison has been made. These parameters have a direct or an indirect impact on the firms' performance.

7. Data Analysis

Seasonal and Festive Occasions Affect the Financial and Non-financial Aspects

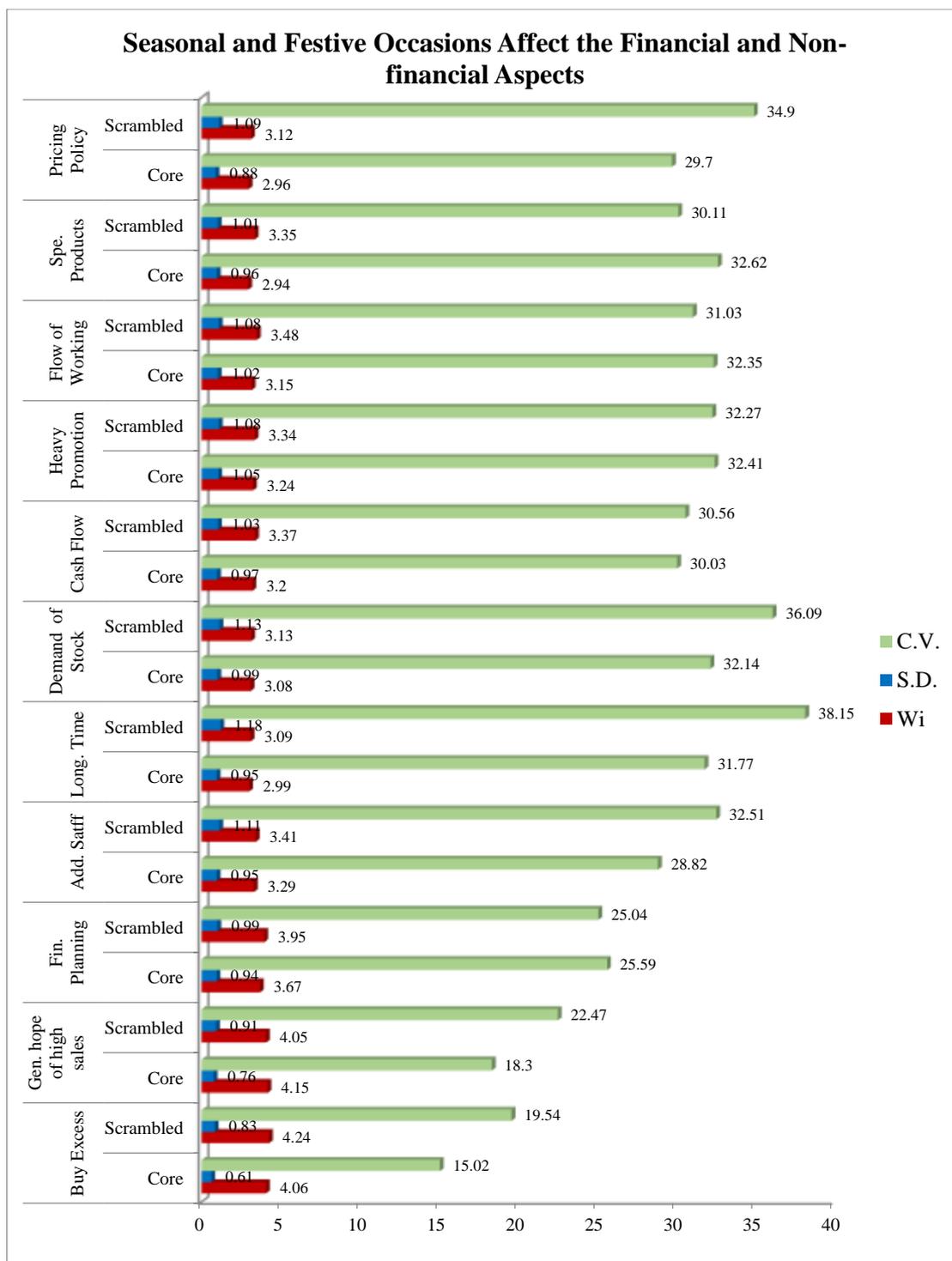
Utensils retailers want to take advantage of festivals and seasonal occasions. Therefore they have to plan various financial and non-financial aspects. There are various financial aspects such as working capital, financial planning, and deciding sources of working capital. By planning various financial aspects, they can easily take the best advantage of festivals and seasonal occasions. Like financial aspects, non-financial aspects are also important. If utensils retailers plan these non-financial aspects properly, then they can perform better during festivals and seasonal occasions. Non-financial aspects are making arrangements for display, deciding promotional policy, deciding pricing policy, extra employees' arrangement, extending store time during festive and seasonal days.

Seasonal and Festive Occasions Affect the Financial and Non-financial Aspects

Sr. No.	Aspects	Type of Store	SA	A	N	D	SD	Total	Weighted mean	S.D.	C.V.
1.	Made us buy excessively	Core	64	191	44	1	0	300	4.06	0.61	15.02
		Scrambled	121	153	12	7	7	300	4.24	0.83	19.54

2.	Generates hope of high sales	Core	113	121	65	1	0	300	4.15	0.76	18.3
		Scrambled	100	140	43	9	8	300	4.05	0.91	22.47
3.	Require thorough financial planning	Core	60	121	80	39	0	300	3.67	0.94	25.59
		Scrambled	101	116	59	16	8	300	3.95	0.99	25.04
4.	Requires additional staff to be recruited	Core	33	86	126	47	8	300	3.29	0.95	28.82
		Scrambled	53	95	93	41	18	300	3.41	1.11	32.51
5.	Ask for store to be open for a longer period of time thereby adding overheads	Core	20	67	110	96	7	300	2.99	0.95	31.77
		Scrambled	43	74	71	92	20	300	3.09	1.18	38.15
6.	Demand stock of products to be replenished	Core	27	66	126	66	15	300	3.08	0.99	32.14
		Scrambled	39	70	110	54	27	300	3.13	1.13	36.09
7.	May cause cash flow to fluctuate	Core	25	94	105	68	8	300	3.2	0.97	30.03
		Scrambled	32	120	96	31	21	300	3.37	1.03	30.56
8.	Demand heavy promotion (both indoor and outdoor)	Core	25	111	98	43	23	300	3.24	1.05	32.41
		Scrambled	32	124	84	36	24	300	3.34	1.08	32.27
9.	Call smooth flow of working capital	Core	22	95	108	57	18	300	3.15	1.02	32.35
		Scrambled	55	104	82	48	11	300	3.48	1.08	31.03
10.	Make specific products to occupy more space on shelves	Core	16	68	113	89	14	300	2.94	0.96	32.62
		Scrambled	48	80	114	46	12	300	3.35	1.01	30.11
11.	Cause pricing policy to play a crucial role in generating revenue	Core	21	61	115	92	11	300	2.96	0.88	29.7
		Scrambled	44	59	98	88	11	300	3.12	1.09	34.9

(Source: Field work/Primary data)



Sales Promotional Activities during Season

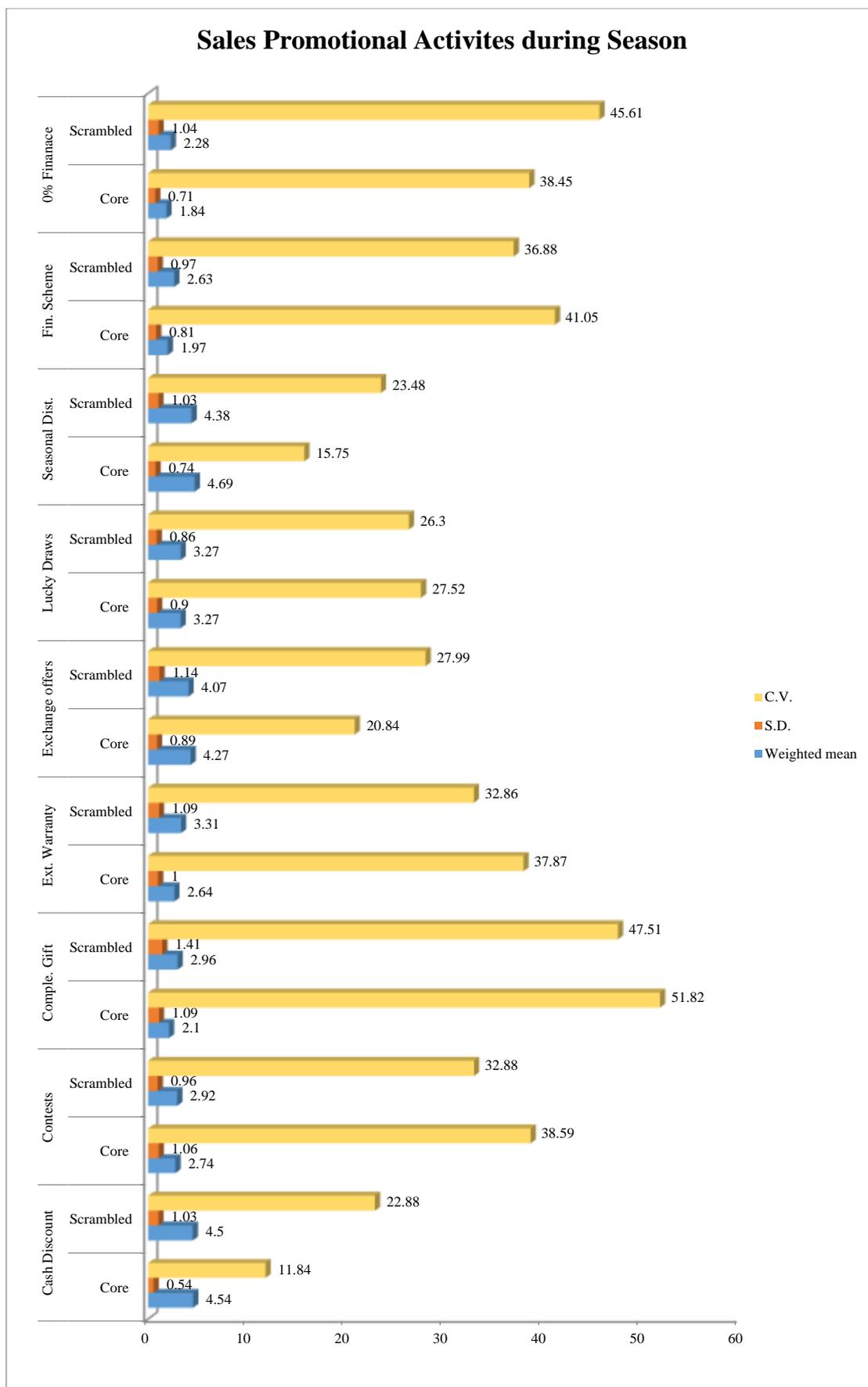
Sales promotion is a part of the promotional mix where the business practices many short-term customer-oriented strategies to push the demand for

its product by making it look more attractive and reliable. Sales promotional activities play a vital role in increasing the sales and profit of the organization. Sales promotional activities help attract customers towards stores or businesses.

Sales Promotional Activities during Season

Sr. No.	Sales Promotional Activity	Type of Store	VA	A	M	P	N	Total	Weighted mean	S.D.	C.V.
1.	Cash Discount	Core	174	120	6	0	0	300	4.54	0.54	11.84
		Scrambled	227	36	3	28	6	300	4.5	1.03	22.88
2.	Contests	Core	24	47	79	129	21	300	2.74	1.06	38.59
		Scrambled	19	55	126	83	17	300	2.92	0.96	32.88
3.	Complimentary Gift	Core	7	34	52	97	110	300	2.1	1.09	51.82
		Scrambled	56	62	61	57	64	300	2.96	1.41	47.51
4.	Extended Warranties	Core	8	57	91	107	37	300	2.64	1	37.87
		Scrambled	36	115	75	56	18	300	3.31	1.09	32.86
5.	Exchange offers	Core	147	110	20	23	0	300	4.27	0.89	20.84
		Scrambled	137	99	31	15	18	300	4.07	1.14	27.99
6.	Lucky draws	Core	18	107	125	38	12	300	3.27	0.9	27.52
		Scrambled	27	75	156	36	6	300	3.27	0.86	26.3
7.	Seasonal Discount	Core	238	49	3	4	6	300	4.69	0.74	15.75
		Scrambled	200	48	29	14	9	300	4.38	1.03	23.48
8.	Finance Scheme	Core	2	19	24	179	76	300	1.97	0.81	41.05
		Scrambled	9	53	83	128	27	300	2.63	0.97	36.88
9.	0% Finance	Core	3	7	16	189	85	300	1.84	0.71	38.45
		Scrambled	17	18	59	144	62	300	2.28	1.04	45.61

(Source: Field Work/Primary data)



Workforce Management Strategies

Retaining skilled and experienced employees in the business is a challenging task. These employees play a significant

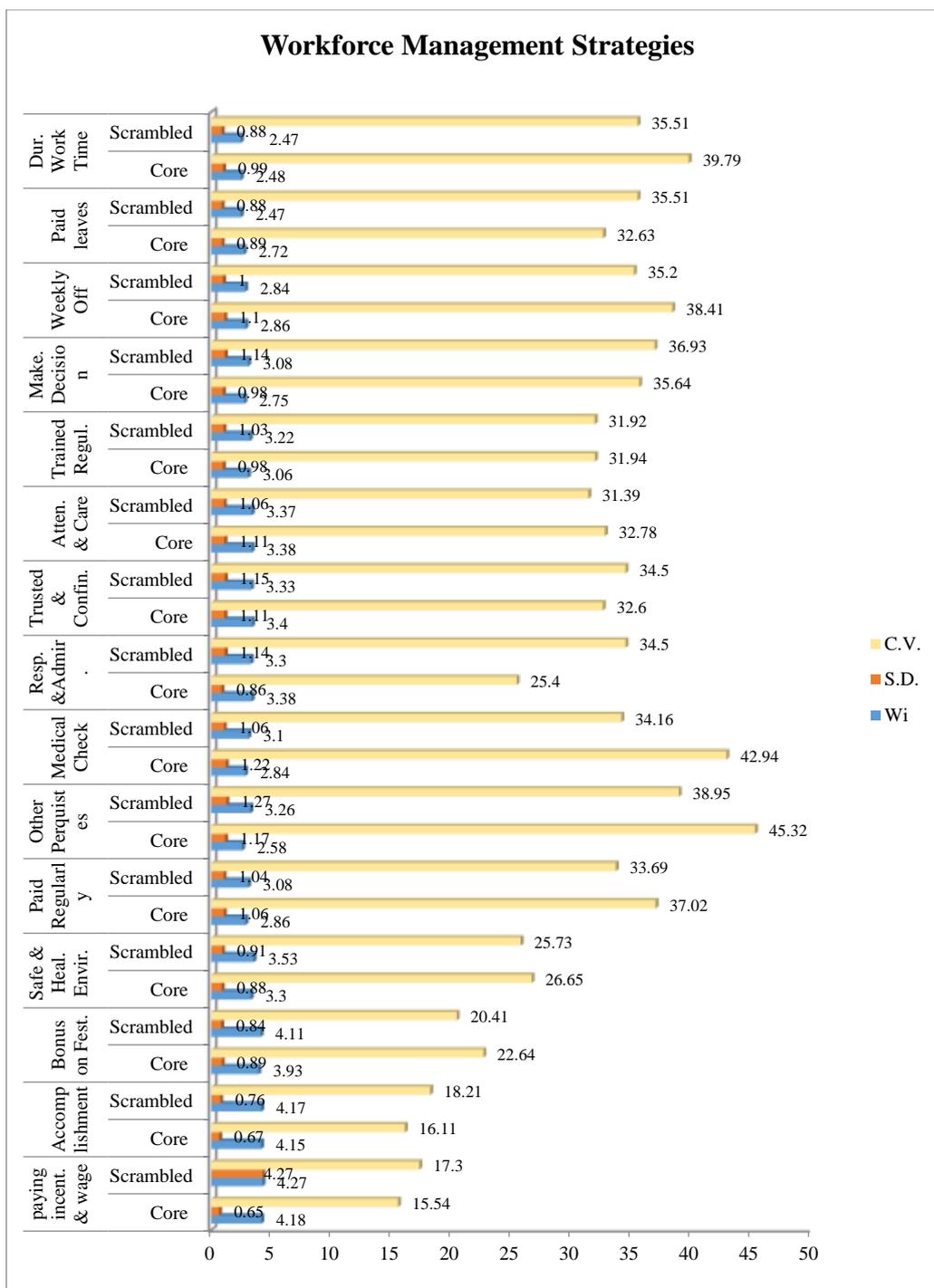
role in running the business successfully. Utensils retailers have to develop business strategies to retain skilled and experienced employees in the business.

Workforce Management Strategies

Sr. No.	Strategy	Type of Store	SA	A	N	DA	SD	Total	Wi	S.D.	C.V.
1.	Retained by paying incentives and wages.	Core	14	24	6	0	0	44	4.18	0.65	15.54
		Scrambled	27	37	3	1	1	69	4.27	0.74	17.3
2.	Motivated for accomplishment of targets.	Core	14	23	7	0	0	44	4.15	0.67	16.11
		Scrambled	25	33	9	2	0	69	4.17	0.76	18.21
3.	Paid bonus during festive occasions.	Core	14	15	13	2	0	44	3.93	0.89	22.64
		Scrambled	26	28	12	3	0	69	4.11	0.84	20.41
4.	Given safe and healthy environment to work.	Core	4	13	18	8	0	43	3.3	0.88	26.65
		Scrambled	13	18	31	7	0	69	3.53	0.91	25.73
5.	Paid regularly besides satisfying their sudden need for money.	Core	4	6	18	12	4	44	2.86	1.06	37.02
		Scrambled	4	26	14	22	3	69	3.08	1.04	33.69
6.	Given uniforms and other requisites.	Core	2	9	10	13	9	43	2.58	1.17	45.32
		Scrambled	16	12	22	12	7	69	3.26	1.27	38.95
7.	Examined regularly for their medical fitness.	Core	4	9	16	6	9	44	2.84	1.22	42.94
		Scrambled	4	23	24	10	7	68	3.1	1.06	34.16
8.	Respected and admired for their achievements.	Core	2	20	17	3	2	44	3.38	0.86	25.4
		Scrambled	10	23	20	10	6	69	3.3	1.14	34.5
9.	Trusted and given confidence.	Core	6	17	10	6	3	42	3.4	1.11	32.6
		Scrambled	11	22	21	9	6	69	3.33	1.15	34.5
10.	Paid attention and care	Core	7	15	13	6	3	44	3.38	1.11	32.78
		Scrambled	12	19	23	13	2	69	3.37	1.06	31.39
11.	Trained and updated regularly.	Core	3	12	16	11	2	44	3.06	0.98	31.94
		Scrambled	7	24	28	11	5	75	3.22	1.03	31.92
12.	Given more liberty and freedom of making decisions in the absence of owner of the	Core	2	7	17	14	4	44	2.75	0.98	35.64
		Scrambled	9	14	27	12	7	69	3.08	1.14	36.93

	store.										
13.	Allowed to have a compulsory weekly off.	Core	3	10	14	12	5	44	2.86	1.1	38.41
		Scrambled	4	12	28	19	6	69	2.84	1	35.2
14.	Allowed to enjoy paid leaves	Core	1	7	18	15	3	44	2.72	0.89	32.63
		Scrambled	2	3	30	25	9	69	2.47	0.88	35.51
15.	Strictly expected to work during given time schedule.	Core	0	8	13	14	8	43	2.48	0.99	39.79
		Scrambled	2	3	30	25	9	69	2.47	0.88	35.51

(Source: Field Work/Primary data)



8. Hypotheses Testing

Hypothesis 1

H0: Scrambled merchandisers are not concerned about promoting products aggressively to those of core retailers.

H1: Scrambled merchandisers are concerned about promoting products aggressively to those of core retailers.

Sales promotion comprises various communications activities that attempt to

give added value or incentives to consumers to stimulate immediate sales. These efforts can try to stimulate product interest, trial, or purchase. Sales promotional activities play a significant role in increasing the sales and profit of the organization. There are various promotional activities such as cash discounts, contests, complimentary gifts, lucky draws, exchange offers, finance

schemes, 0% finance, and seasonal discounts. The first promotional activity is cash discounts used by core and scrambled merchandisers. A cash discount additionally called a purchase discount or a sales discount decreases the purchase price of a product because cash payment is made early. In this, the seller of goods is ready to reduce the price of the goods if the customer is ready to pay for the goods earlier.

The second promotional activity is contest. A contest is a standard promotional tool used by retailers to attract new customers or retain the interest of old customers to their products or services and make a buzz in the marketplace. The online contest is used to attract people using Facebook, Twitter, email, or feed subscribers. Many business organizations arrange contests. Contest means competition among customers to win the prize. Due to this competition, customers will participate in the contest and attracts stores to purchase products.

The third promotional activity is a complimentary gift to customers to attract towards the store to purchase. Complimentary gifts are offered to customers on every purchase of certain products and given at the Dipawali festival, New Year, GudiPadawan, Dasara festival, Ganpati festival.

The fourth promotional activity is extended warranties. This is a written statement given by the store or manufacturer about the product's quality and functioning. The retailer or manufacturer promises to replace or repair the product without any charge if the product is not working correctly. If retailers give this type of warranty about the product, the customer relies on this and purchases the product. This promise is given for a specific period. However, as a promotional activity, this period is increased or extended to a future date. This will positively affect customers to purchase a product from retailers.

The fifth promotional activity is exchange offers. This promotional activity gives a boost to increase the sale of durable products. Exchange offers means the product which is old one with customers, with old technology and fashion exchange with a new product with new technology and fashion after paying a certain amount. In other words, give old products and get the new product. This increases the sale of durable products.

The sixth promotional activity is lucky draws. This is another method of increasing sales of the store. In lucky draws on the purchase of every product, one coupon is issued to the customer. This coupon has a specific number. After a specific period like the lottery method, numbers are drawn. Prizes are declared in the initial period of the scheme. Some draws are fixed in the initial period. Prizes are declared to the first prize, second prize, and third prize like this. This will help the customer to test the luck factor.

The seventh promotional activity is a seasonal discount. There are two types of seasons. The first is peak season, i.e., heavy demands for different items, and the second season slack season. Mostly this season is the rainy season during this period sales reached the lower level. For increasing demand in this period, seasonal discounts are given. These discounts vary from store to store.

The eighth promotional activity is finance schemes. This promotional activity increases sales of costly products, e.g., microwave ovens, washing machines, refrigerators. The majority of customers in the market are unable to purchase costly products. Finance schemes avail the facility that, purchase now and pay later. This will give a boost to purchasing products from low-income group customers. This promotional activity helps in increasing the number of customers of the stores.

The ninth and last promotional activity is 0% finance. In 0% finance, the whole price of the product divides by several

installments. These installments pay a certain amount as a down payment and balance installments paid as per terms and conditions without any interest. The difference between a finance scheme and 0% finance is that a finance scheme pays the installments with interest, and in 0% finance, installment is free from interest.

This will give boost sales of the store from low-income group customers.

For testing the second and third hypothesis researcher has used T-test. When we want to test the mean difference between core and scrambled merchandisers (two-sample mean is significant or not), the T-test is applicable.

Scrambled Merchandisers Concerned about Promoting Products Aggressively than Core Retailers.

Promotional activities Performed by Core and Scrambled merchandisers	T- test Value	Level of Significance	Degree of Freedom	Critical value	One tailed or Two tailed	Significant
Cash discount, Contests, Complementary Gifts, Extended Warranties, Exchange offers, Lucky draws, Seasonal discounts, Finance Scheme, 0% Finance	0.9469	95%	44	1.679	Two	Significant

“Scrambled merchandisers are concerned about promoting products aggressively than core merchandisers” is tested between core and scrambled merchandisers at 95% confidence level with 44 degrees of freedom and value of $T = 0.9469$ at two-tailed. This shows that the two samples' mean difference is significant at a 5 % level of significance. It can be seen from the table that the critical value which is 1.679 and the calculated value of $T = 0.9469$. Hence value of T is less than the critical value. Therefore, the null hypothesis is accepted, and the alternative hypothesis is refused or rejected. It means scrambled merchandisers are not concerned about promoting products aggressively to those of core retailers.

Hypothesis 2

H0: Scrambled merchandisers do not require thorough financial planning to prevent stock-outs to those of core retailers.

H1: Scrambled merchandisers require thorough financial planning to prevent stock-outs to those of core retailers.

Seasonal and festive occasions affect the financial and non-financial aspects of the core and scrambled merchandisers. Any retailer wants to take advantage of festivals and seasonal occasions; then they have to plan various financial and non-financial aspects. There are various financial aspects such as working capital, financial planning, and deciding sources of working capital. By planning various financial aspects, retailers can easily take the best advantage of festival and seasonal occasions. Like financial aspects, there are fundamental non-financial aspects. Non-financial aspects are the proper stock of inventory, purchasing a suitable stock quantity before the festival and seasonal occasion, making arrangements for display, deciding promotional policy, deciding pricing policy, extra employees

arrangement, and remaining open longer during festive seasonal days.

Proper financial planning is essential for running a retail business successfully. Because various retail business functions mainly depend upon proper financial

support, such as purchasing core and scrambled merchandise, maintaining inventory, paying creditors, coordinating between cash inflow and outflow. For this purpose, thorough financial planning is necessary.

Scrambled Merchandisers Require Thorough Financial Planning to Prevent Stock outs to those of Core Retailers.

Thorough financial planning and Immediate access of cash	T- test Value	Level of Significance	Degree of Freedom	Critical value	One tailed or Two tailed	Significant
Cash credit from Bank, Cash from Saving A/c, Money kept aside from profit, Credit card, Loan from Money lender	0.9897	95%	4	2.132	Two	Significant

“Scrambled merchandisers require thorough financial planning to prevent stock-outs to those of core retailers” is tested between core and scrambled merchandisers at 95% confidence level with 4 degrees of freedom and value of $T = 0.9897$ at two-tailed. This shows that the two samples' mean difference is significant at a 5 % level of significance. It can be seen from the table that the critical value which is 2.776 and the calculated value of $T = 0.9897$. Hence value of T is less than the critical value. Therefore, the null hypothesis is accepted, and the alternative hypothesis is refused or rejected. It means that Scrambled merchandisers do not require thorough financial planning to prevent stock-outs to those of core retailers.

9. Conclusion

The researcher explored two broader practices of unorganized retailing in utensils shops that is core practice and scrambled practice. Both store formats viz. core and scrambled retail format have unique attributes, as a result of which they enjoy a set of benefits too. This study revolves

predominantly around tactics, tricks and techniques, being followed with respect to financial and non-financial aspects of managing a retail business. The study was restricted to Kolhapur district in Maharashtra. The core and scrambled practices followed by utensils retailers were studied and compared extensively in this study. To be competitive in the marketplace, both core and scrambled retailers are following unique tactics in the area of HR, Marketing, Finance, and Retail management. Talking about the major observations, researcher identifies that investments in merchandises made by the core merchandisers are relatively high, scrambled merchandisers are efficiently using the funds for managing day to day expenses, scrambled merchandisers are going to be strong competitors to core retailers, scrambled retailers promote their products more aggressively to core retailers, and scrambled merchandisers need to have thorough financial planning to run the store profitably. Retailers of any kind can't escape the competition; hence to survive, prosper and grow each one must use right tactics with respect to financial

and non-financial aspects of retail store management.

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