Srinivas University

Mangalore - India

Atomic Research Centre

SU Research Centre for Building Theory of Retailing in India (SUTRI)

सुत्री

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Purpose of SUTRI:

Retailers in India are constantly devoting their time, effort, energy, and money to discovering and adopting retailing theories, models, and frameworks that are practiced by the retailers in the developed countries that have matured markets and consumers. We believe the Indian market and consumers are moving towards the same maturity levels, but it is still a long way to go as the Indian consumers belong to the widest variety of religions, regions, languages, cultures, sub-cultures, ethnicities, and socioeconomic backgrounds with divergent needs. This means, thoughtful and logical integration of existing theories aligned to, the Indian market; consumer's maturity level; divergent consumer needs are crucial, and this is the core purpose of SUTRI.

Objective of SUTRI:

The overall market size of the Indian retail industry that was 950 billion USD in the year 2018 of which 97 percent was from brick-and-mortar (B&M) retailing is forecast to reach 1.75 trillion USD by the year 2026. In other words, at present, about 10 percent of the nominal gross domestic product of India is contributed by the retail industry in addition to accounting for 8 percent of employment (IBEF). Based on India's 2011 census, the Indian population is estimated to reach 1.38 billion by the year 2020 (Statisticstimes). And by the year 2030, urban agglomerations in India could lead to a) an increase in the middle-class consumer segment by 3 times compared to the year 2010 which was at 22 million, b) an increase in the number of people living in the urban cities to 590 million, and most importantly c) an increase in cities

with more than one million population to 68 (Mckinsey). India is one of the most sought-after countries for retailing opportunities globally, mainly because of the higher population consisting of the relatively younger population and higher penetration of internet users. It is reported that the organized retailing in India that was at 12 percent of the overall retail market in the year 2017, is expected to increase to just 25 percent by the year 2021 that is too low in comparison with a majority of developing and developed countries.

The hard reality is that India is yet to witness a successful large-scale organized B&M retailer like Walmart in the USA, Schwarz in France, H&M in Sweden, Inditex in Spain, Tesco in the UK, Fast in Japan, and so on. Moreover, even a few of these successful global retailers are also yet to witness success in the Indian market that is an even harder reality. The realistic lens raises some basic questions in our minds.

- Why many retailing theories, models, and frameworks that have been tested by retailers in developed countries are not working for them in India?
- Why are organized retailers of *Indian origin* despite adapting retailing theories, models, and frameworks of developed countries with required modifications relevant in the Indian context are not able to penetrate the market quickly?
- Why do we see many store closures by organized retailers? And why do we see many organized retailers exiting the Indian market?
- What makes it possible for traditional, small-scale, and unorganized retailers in India to retain a majority of the market share even today? And is it appropriate for organized retailers to adopt retailing theories, models, and frameworks adopted by unorganized retailers?.

Description of Proposed Research:

SUTRI's approach to building the theory for retailing in India fundamentally differs from most of the existing literature in the retail management domain. That the majority of existing literature is fragmentary, focuses on a very few elements of an overall retailing phenomenon in isolation, focuses on developed markets wherein a majority of secondary data is publicly available, and attempts to generalize the findings of studies in the developed countries to Indian retail market. That the majority of studies in India are exploratory, normative, lack field-level validation, and focuses on conceptual frameworks. That it lacks a multidisciplinary approach. SUTRI aims to adopt a holistic research methodology. That a rational mix of the descriptive and normative process of building theory, a calculated mix of inductive and deductive research approaches, a fine mix of qualitative and quantitative research methods, and most importantly, a logical mix of multidisciplinary perspectives not leading to paradigm incommensurability.

Expected Outcome:

At the end of this focalized research, we expect to build integrated frameworks, theories, and models for retailing in India across all the retailing formats viz., Brick-and-Mortar, Click-and-Mortar Retail, Bricks-and-Clicks Retail (Omni Retail), etc.

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List of Working Papers:

We are currently carrying out multiple experiments in the Click-and-Mortar Retailing format.

List of Published Papers:

1. H. R., Ganesha., & Aithal, P. S. (2021). Measuring the Level of Preparedness to Face Challenges during Uncertain Times: A Firm-Level Scale for Brick-and-Mortar Retailers in India (FLSPU-b). International Journal of Applied Engineering and Management Letters (IJAEML), 5(1), 1-18. ISSN: 2581-6942. DOI: http://doi.org/10.5281/zenodo.4492354.

2. H. R., Ganesha., & Aithal, P. S. (2020). Artificial Intelligence-Based Consumer Communication by Brick-and-Mortar Retailers in India Leading to Syllogistic Fallacy and Trap – Insights from an Experiment. International Journal of Applied Engineering and Management Letters (IJAEML), 4(2), 211-221. ISSN: 2581-6942. DOI: http://doi.org/10.5281/zenodo.4320192.

3. H. R., Ganesha., & Aithal, P. S. (2020). Extending the Concept of Delayed Gratification to Retail Start-ups in India: An Imperative Strategy for the Success, Long-Term Sustainability, and Protection of Founding Members' Majority Shareholding. International Journal of Management, Technology, and Social Sciences (IJMTS), 5(2), 252-265. ISSN: 2581-6012. DOI: http://doi.org/10.5281/zenodo.4216311.

4. H. R., Ganesha., & Aithal, P. S. (2020). Attitudes and Perspectives of Key Stakeholders in the Retail Start-ups toward Long-Term and Sustainably Profitable Business Model in India - An Empirical Evaluation. International Journal of Applied Engineering and Management Letters (IJAEML), 4(2), 174-187. ISSN: 2581-6942. DOI: http://doi.org/10.5281/zenodo.4087497.

5. H. R., Ganesha., & Aithal, P. S. (2020). The Implicit Impact on Retail Management Education/Research in India Owing to Favoritism in the Recruitment of Faculty Members at IIMs, IITs, NITs, IIITs, IISc, and NITIE. International Journal of Case Studies in Business, IT, and Education (IJCSBE), 4(2), 153-168. ISSN: 2581-6942. DOI: http://doi.org/10.5281/zenodo.4064688.

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8. H. R., Ganesha., & Aithal, P. S. (2020). Sales Personnel Attrition Control and Retention – An Integrated Framework for Retailers in India (RSPR-LS). International Journal of Applied Engineering and Management Letters (IJAEML), 4(2), 78-95. ISSN: 2581-6942. DOI: http://doi.org/10.5281/zenodo.3971552.

9. H. R., Ganesha., & Aithal, P. S. (2020). Rational Organizational Structure: For Brick-and-Mortar Lifestyle Retailers in India to Overcome Diseconomies of Scale and Protect Firm's Sustainability (ROLS-b). International Journal of Management, Technology, and Social Sciences (IJMTS), 5(2), 42-61. ISSN: 2581-6012. DOI: http://doi.org/10.5281/zenodo.3988874.

10. H. R., Ganesha., & Aithal, P. S. (2020). Exclusive Brand Outlet Expansion Framework for Lifestyle Brands in India (EBOE-LS). International Journal of Case Studies in Business, IT, and Education (IJCSBE), 4(2), 1-17. ISSN: 2581-6942. DOI: http://doi.org/10.5281/zenodo.3976932.

11. H. R., Ganesha., & Aithal, P. S. (2020). Consumer Communication Deployment Tactics: An Integrated Framework for Lifestyle Brands and Retailers in India (CCF-LS). International Journal of Applied Engineering and Management Letters (IJAEML), 4(2), 1-21. ISSN: 2581-6942. DOI: http://doi.org/10.5281/zenodo.3971552.

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18. H. R., Ganesha., & Aithal, P. S. (2020). Establishing True Lifestyle Brand in India: An Integrated Marketing Mix Framework. International Journal of Management, Technology, and Social Sciences (IJMTS), 5(1), 261-284. ISSN: 2581-6012. DOI: http://doi.org/10.5281/zenodo.3901365.

19. H. R., Ganesha., Aithal, P. S. & P, Kirubadevi. (2020). Integrated Marketing Mix Framework for Baby Care Retailing in India. International Journal of Applied Engineering and Management Letters (IJAEML), 4(1), 191-218. ISSN: 2581-7000. DOI: http://doi.org/10.5281/zenodo.3890290.

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33. H. R., Ganesha., Aithal, P. S., & P, Kirubadevi. (2020). Changes in Consumer Perspective towards Discount at Brick-and-Mortar Stores owing to Emergence of Online Store Format in India. International Journal of Management, Technology, and Social Sciences (IJMTS), 5(1), 43-83. ISSN: 2581-6012. DOI: http://doi.org/10.5281/zenodo.3762937.

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Name & Signature of Coordinator with the date.

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