The Challenges of Traditional Fast Moving Consumer Goods (FMCGs) Retailers of Sylhet in Emergence of Organized Retailing

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Abstract

Organized retailing in Bangladesh is growing rapidly. Though the researchers and academicians studied the retail industry of Bangladesh in different dimension, very few of them intended to explore the challenges of traditional retailers so far. In line with this problem, the objective of this study is to identify the challenges of the traditional FMCGs retailers in emergence of organized retailing in Sylhet city. The study is quantitative in nature, data were collected from 400 traditional retailers on the basis of convenience with a semi-structured questionnaire. In analyzing data, descriptive statistics and factor analysis were used with the SPSS software. The traditional retailing is male dominated, low capital and turnover, small sized business in Sylhet and are facing challenges like decrease in sales and revenue, maintaining more hygienic environment, ensure the availability of quality products, launching the use of technology etc. in emergence of organized retailing. To minimize the challenges, the traditional FMCGs retailers need to be educated to obtain knowledge on business, ensure quality products and services, establish joint venture or partnership with other retailers to create chain stores, design effective loyalty programs and arranging customized merchandize for the loyal customers etc. The present study will help the traditional retailers in identify the real challenges of their business and designing strategies to

minimize those. The policy makers and stakeholders may also get insight from the study in formulating policies to protect the traditional retail business from the competition of organized retail.

Key words: Fast Moving Consumer Goods (FMCGs); Organized Retailing; Traditional Retailing; Challenge; Sylhet;

1. Introduction

Retailing is experiencing incredible changes over the world (Reardon & Gulati, 2008; Tschirley et. al., 2010; Nsimbi et. al. 2015) and in line with the pace, the retailing industry in Bangladesh is also growing toward organized retailing from the traditional retailing especially in urban area over the last decade (Shamser R, 2017; Ahmed S, M, S, 2017; Sarker and Ashrafi, 2018). The organized retail, also named as corporate retail or even supermarket and superstores (Joseph et al, 2008) is the types of retail business operated in multiple units under common ownership either in public or private, having centralized decision making for defining and implementing its strategy (Wang, 2017; Levy and Weitz, 2005) whereas the traditional retail is small independent stores which is run locally by the owner, the supply chain and the sourcing are also done locally to meet the local needs (Malhotra K, 2017; Talreja and Jain, 2013). Most of the markets, especially in South East Asia, open air market places and halls for vegetables and fresh foods along with the mom & pop stores, owner managed general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors', small independent and single managed shops are considered as the traditional retailer (Cadilhon et al., 2006; Goldman, 1999). The Fast-Moving Consumer Goods (FMCGs) are low value items that are frequently sold by retailers (Kotler and Armstrong, 2011) which are consumed on a daily basis or at regular intervals (Vaishnani, 2011); including food, toiletries, household and health categories (Nayyab, et. al. 2011) or personal care, domestic care, recognized packaged food and beverages (Leo, 2003) and products like soft drinks, toiletries, and grocery items (Malhotra, 2014). Traditionally FMCGs are distributed through the grocery stores (Singh and Dhar, 2014), supermarkets and even electronic channels also carries these (Barin I, 2009) but at the advent of the organized retail, FMCGs are being distributed through the organized retail outlets and hence the traditional retailers are facing the multiple challenges in the

new environment (Masruro R, 2017; Catherine et al 2015; Joseph et al, 2008). In Bangladesh, the growth of modern retail got momentum, researchers exposed significant interest in studying the dynamic nature of the organized retail including the customer satisfaction (Islam et al, 2017; Chowdhury, 2015), customer loyalty (Datta P R, 2017; Rana et al, 2016), marketing mix (Arif Md. Zahir Uddin, 2016; Jahan and Noor, 2012; Huda, Zubayer and Faruq 2011), internal marketing and job satisfaction (Sarker and Ashrafi, 2018; Sarker and Afroze, 2015) etc. but there have a scarcity of research on the challenges of traditional retailers as the organized retailing is growing. In this background, the present study aims to identify the challenges of traditional retailers in the emergence of organized retailing in Bangladesh especially in Sylhet.

2. Literature Review

The organized retailing has been diffused in Bangladesh since 1990s (Ali and Faroque, 2017; Azad, et.al. 2011) but got a motion by the inception of 'Agora' in the year 2001 (Shamsher, 2017). Due to the rise of GDP, per capita income, labor force, household consumption, etc. along with globalization, economic and trade liberalization, the growth of urbanization, substantial increase of middle class consumers, increasing number of women working outside their home drives the growth of better shopping environment in large cities, especially the capital city Dhaka, the port city Chittagong and expatriate hub Sylhet (Ali and Faroque, 2017; Farid et al, 2018; Shamsher, Abdullah and Saha, 2012; Shamsher and Hossain, 2011).

The researchers, academicians and retail professional observed the numerous challenges of traditional retailers in emergence of organized retail outlets in various time and context. For example, the economic challenges of traditional retailers are discussed in literatures in different economical aspects like reducing sales (Sivanesan R. and Gree G. Johns, 2019; Masruro R, 2017), reducing the profit (Ganesh Chalam 2017; Talari S, 2017; Chandrashekar H. M. 2016), reducing number of retail outlets (FAO, 2011; Maruyama M and Trung L V, 2011; Tian Xin et al, 2017), impact on income of the employee (Erkip and Ozuduru 2015), impact on taxation and government revenue (Catherine et al 2015; Lovejoy and Handy 2013). Similarly the social, cultural and psychological challenges of retail changes are observed in other stream of literature. As the modern retail is rising by

offering quality products, the traditional retailers are in challenges to ensure the quality of their offering (Kiran & Jhamb, 2016; Felix A. N. and John K, 2018; Yi and Gim, 2018). Besides, the traditional retailers nowadays need to be more conscious and professional in managing the supply chain to ensure the existence of the business (Banerjee M and Mishra M, 2015; Sahu M, 2017; Slamet A S, Nakayasu A and Ichikaw M, 2017). The traditional retailers' also facing challenges in keeping the employees as the modern retail offer sophisticated job environment (McGreevy M, 2016; Rudholm N, Li Y, and Carlin K, 2018). As the growth of modern retail is in pace, the planned use of urban public spaces are being ensured by the authorities and hence the traditional retailers need to be more aware in using the urban spaces (Erkip and Ozuduru 2015; Guimarae P P, 2016) than earlier. They also need to develop the existing infrastructure to attract and retain the customers (Philip T, Bahaj A and Teli D, 2018; Knox, 2008). The rise of modern retail causing increase in competition among the traditional retail in numerous ways like the price reduction, offering home delivery etc (Johns et al, 2017; Ismail et al, 2018; Reena D N, 2018). Technological challenges of traditional retailers observed in many studies. The collaboration of the RFID technology in retail industry has been g studied in many literature mentioning its impacts on manufacturing, logistics, material handling, inventory tracking and management, safety and security, cashless payment, and customer service, store layout, (Koh C E., Kim H J, and Kim E Y, 2006; Hogan, 2003; Chen, 2004; TIBCO, 2005) which causing the numerous challenge to the traditional retailer. Moreover, the modern retail induces the use of technology among the traditional retailers in many ways like Tele-ordering, use of in-store technologies like the refrigeration and OCR, POS terminals and greater ease of managing the CRM (Nakata and Zhu 2006; Keeling, McGoldrick, and Macaulay 2006; Moorhouse, Tom and Jung, 2017; Varadarajan et al, 2010; Shahid et al, 2018).

Hence, in this challenging milieu, the initiation and implementation of proper strategies could ensure the success of the traditional retailers. Several sets of strategies are suggested by the researchers in this situation. For example, the traditional retailers need to understand the customers properly and ensure the customer satisfaction (Dalwadi et al, 2010; Kokatnur, 2009; Grewal et al, 2009), ensure the attractive store environment (Shih, 2010; Tender and Crispen, 2009), training and development to the retail personnel (Guimarães P P, 2012; Tender and Crispen, 2009) etc.

Based on the literature, a conceptual framework of the present study is presented below:
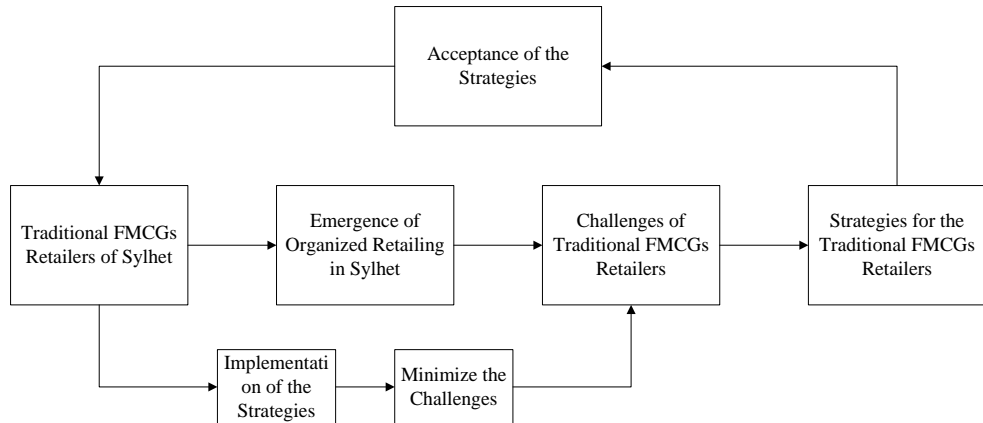

Figure 1: Conceptual Framework of the study

The framework shows that, traditional retailers are growing towards the organized retailing and the organized retailings are proposing challenges to the traditional retailing. Hence, strategies for the traditional retailers are needed and if these strategies are accepted by them and implement in their business, then the challenges aroused due to the organized retailing might be minimized and till the challenges exists, the traditional retailers would have to further strategies to mitigate them.

3. Importance of the Study:

Though there are a good number of studies regarding the organized retail sector of Bangladesh, insignificant number of them focused on the challenges of the traditional retailers due to the growth of organized retail. In this perspective, this work will be a pioneer in studying the challenges of the traditional retailers of Bangladesh. The present study helps to portray the scenario of organized retailing in Sylhet which will help the organized retail industry by identifying the major players and based on the scenario, they can initiate strategies to gain advantages. The demographic, economic and store profile of the traditional retailers are explored in the present study which is important to assess the socio-economic situation of them.

The traditional retailers can identify the real challenges of their business as the expansion of organized retailing and can initiate the proper strategies for being successful in the challenging business arena. The finding of the study may help the policy makers to formulate proper policy to protect the traditional retailing in the country and regulation of large-scale retailing in the country. The future researchers' will get momentum by the study as it opens the new horizon for them.

4. Statement of the problem

The development of superstore and mall culture of Bangladesh are explained in many literature (Ali and Faroque, 2017; Datta P, Fraser P and Lebcir M, 2018; Sarker and Ashrafi, 2018; Ahmed, S. M. S, 2017; Arif, 2016; Alauddin et al, 2015) etc. and the retail spatial development in Dhaka city has also been studied in the literatures (Hossain, 2014a; Hossain, 2014b). Though these researches discussed the changes of retailing in Bangladesh but, the aim of these research were to explore the service quality, relationship between internal marketing factors and employee job satisfaction, marketing mix, customer loyalty etc. none of them did not set their objectives to explore the challenges of traditional retailers as the retail is changing towards organized retailing. So, it is important to explore the challenges of the traditional retailers.

5. Research Objective

The main objective of this study is to identify the challenges facing by traditional FMCGs retailer in emergence of organized retailing. In line with this, the specific of objectives of this study are to:
  I. demonstrate the scenario of organized retailing in Sylhet
 II. explain the profile of the traditional FMCGs retailers of Sylhet and
III. identify the challenges of traditional FMCG retailers in emergence of organized retailing.

6. Research Methodology

The study is quantitative in nature and covered in the Sylhet city corporation area. The researcher has selected the Sylhet city area as the numbers of organized retailers are growing in the urban areas including

Sylhet (Farid et al. 2018; Ahmed, S, M, S, 2017; Shamsher, 2014; Akbar, 2013; Kashem, 2012). Both primary and secondary data were used in this study. For secondary data, numerous articles, reports, periodicals related to the retail industry has been consulted. For collecting the primary data, the population of the study considered the total number of traditional retailers in Sylhet city. In Sylhet, as per the Bangladesh Economic Census-2013 (BBS, 2015, p58, table 7.7 and table 12, pp

734-741) there have 109281 retail establishments in total, there have no specified number of FMCGs retailers. The City Corporation of the study are responsible for providing the registration to the business organizations and the researcher consulted with the responsible executives but found that the city corporation have an overall list of registered retailers, not have separate list for the FMCGs retailers. So, considering the fact, the study considered the population size is infinite and scholars argued that the sample size for the infinite population would be 385 (Israel, 1992; Cochran, 1963, p. 75), whereas Krejcie and Morgan (1970) stated that, a sample size of 384 could be sufficient for the large number of population. Considering these argument, the present study surveyed 400 traditional retailers from different location of Sylhet on the basis of convenience with a semi structured questionnaire. For analyzing the data, the SPSS software, version 22 were used to generate the descriptive statistics like frequencies, percentage etc. to depict the profile of traditional retailers and Exploratory Factor Analysis with varimax rotation technique used to identify the major challenges of traditional FMCGs retailers. In describing the organized retail scenario, the physical observation to the study area and the secondary materials are used.

7.   Emergence of Organized Retailing in Sylhet

In the last seventeen years in Bangladesh, many small and big superstores have started their retailing business to attract middle and upper middle class consumers who are shifting their shopping preferences to the super stores from the traditional markets (Arif, 2016; Alauddin et al, 2015). Besides the large superstores like Agora, Meena Bazar, and Shwapno etc. are growing as well as number of medium and small superstores are also flourishing (Shamsher and Hossain, 2012). Sylhet is known as the remittance city of Bangladesh (Rahman, Islam and Hasan, 2016) and different types of markets and bazaars are key centers of economic activity

in Sylhet City. Presently, there have 30 markets of different sizes and places namely, Modhuban Market, London Mansion, Blue Water, Al Hamra, Millennium, City Center etc. To serve the city, there have only 22 daily markets and many open hawkers (Sheltech-EPC, 2012). The income of the households of Sylhet are classified into five groups indicating that food expenditure increases with income and on an average 30% of the total income spend against the food consumptions (Ahmed at al. 2015). Considering all these aspects, supermarkets are growing rapidly in Sylhet over the last few years (Farid at al. 2018). The numbers of corporate retailer operating in Sylhet are presented in the table-1.

Table 1: Number of Super Market in Sylhet

Name of the Firm	Number of outlets	Locations
Swapno	6	Zindabazar, Uposhohor, Shibganj, Amberkhana, Pathantula, Kumarpara
Agora	2	Darshaw dewri, Kumarpara
Rifat & Co.	3	Zindabazar, Mendibagh, Subidbazar
Fizza & Co	3	Subidbazar, Majortila, Uposhohor
National Mega Store	3	Darshown dewri, Uposhohor, Shahi Eidgah
Others	4	Lamabazar, Medical Road, Taltola, Shibganj
Total	21	

Source: The Author, through physical observation of the study area

The above table shows that, there have 21 supermarkets are operating in the Sylhet city among which two leading national chains namely Swapno with 6 outlets and Agora with 2 outlets are existing here. Besides these, some local retail chains like Rifat and Co., Fizza & Co., National Mega Store etc are conducting their business in Sylhet.

8. Analysis and Discussion

The table 2 in the appendix 1, illustrates the demographic profile of the traditional retailers. Among the total respondents, the 97.5% are the male;

only 10 respondents were the female. The age of the respondents observed and evident that the 11.75% of the respondents has the age group of 20-34, 74.25% respondents has the age group of 35-to 49 and only the 14% belongs to the age group 56-64. There have no respondents who has the age 65 and above. The education level of the traditional retailers evident that there have 101 respondents has the education up to class 8, 44.3% of them (177) has the SSC degree, 21% has the HSC degree and 9.5% (38) are graduate, none of the respondents has the post-graduation degree. The 80% of the respondents (320) started the business by themselves whereas the 16% of them are running the family business and 4% (16) are operating the business on the basis of partnership. The 16.5% of the traditional retailers has less than 5 years' experiences in operating the business, 48% of them (192) are conducting the from 5 to 9 years, 114 of the respondents has the experience of 10-19 years and 7% of the respondents (28) has 20-30 years of experiences in managing the retail business, none of them has more than 30 years experiences.

The Economic profile of the traditional retailers (Table-3 in appendix) shows that 10% of the respondents (40) has the capital of taka less than 1 lakh, 43.75% of them (175) has capital of taka 1 to 3 lakhs, 25% has the capital of taka 4 to 6 lakhs, total 65 respondents (16.25%) has the capital of taka 7 to 9 lakhs and 5% of them owns capital of taka 10 lakhs to above. In case of average monthly turnover, the 53.5% of the respondents generates 1 to 3 lakhs and 37.5% of the respondents (150) have 4 to 6 lakhs taka monthly turnover where the 4.5% has 7 to 10 lakhs and only 2.3% has above 10 lakhs taka monthly turnover. 56% of the respondents enjoy the credit purchase opportunity and 44 do not have the same.

The table-4 in appendix shows that, among the 400 respondents, 350 were the grocery stores and only 12.5% were the general stores (50). 61% of the stores were the colony market or neighbourhood local stores, 25% are located in the popular market, 9.3% are the standalone stores. The average size of the stores are being observed and found that the 29.75% of the stores has less than 100 square feet, 56.25% has the store size of 100-200 sqf, 9% has 200-300 sqf, 5% has 300-400 sqf store size. Among the respondents, 50.25% has the weekly day-off and 199 has not, 43.5% offers below 500 SKUs whereas 49.75% offers 501-1000 SKUs and only 6.75% offers 1001-1500 SKUs. In case of the registration number, 96% of the traditional retailers are registered and 43% of them have the TIN number, 57% do not have the same.

Table 5 in the appendix explains the result of the Factor Analysis. This table shows that the highest communalities belong to the factor named 'sales decreased' with Eigen Value 12.530; it means that, this is the most challenging factor to the traditional retailers as the organized retailing is growing. Consecutively, sales of quality products with communalities .963, revenue decreased with .939, need to maintain close relationship with the customers .936, need to ensure the hygienic environment and attractive display .919, be aware of consumer laws .916, use of electric weight machine increased .913, customer search for foreign products increased .912, payment of tax to the government increased .912, and finally rearrange the store layout with the communalities .911 are the most challenging factors to the them as these ten factors shows the highest communalities onto Eigen value 1.017 with 81.687% cumulative variance.

9. Findings:

The findings of the study are presented in the following section.
  a. The organized retailing is growing in Bangladesh. In Sylhet, there have 21 national and local organized retail stores are operating the business. Among them the Shwapno has the maximum number (6) of outlets, Rifat and Co., Fizza and National Mega Store has total 9 outlets (3 to each) and the Agora has 2 outlets in the different location of the city.
  b. The traditional retail business is male dominated business, 97.5% retailers are male and these retailers are relatively middle aged, not highly educated. Basically this types of business is started by the owner themselves and they do not have much experience in running the business, only 48% of them (192) are conducting the business for 5 to 9 years.
  c. The traditional retail is low capital and low turnover business, total 53% of the respondents has the capital amounting to taka 3 lakhs and the 53.5% of the respondents generates 1 to 3 lakhs monthly turnover. Most of the traditional retailers enjoy the credit facility from their suppliers.
  d. The 87.5% retailers operate as grocery stores which are mainly located in the colony market or neighbourhood areas but 25% of them are located in the popular markets. The average store size is tiny, total 86% of the store has less than 200 sqf store area and generally they

offer low SKUs. Around half of the respondents has the weekly day-off and, 96% of the traditional retailers has the registration number are registered but most of them (57%) do not have the TIN number.

e. Among the total 43 factors, the ten most challenging factors to the traditional retailers are: sales decreased, sales of quality products increased, revenue decreased, need to maintain close relationship with the customers, need to ensure the hygienic environment and attractive display, be aware of consumer laws, use of electric weight machine increased, customer search for foreign products increased, payment of tax to the government increased, and finally rearrange the store layout.

So, based on the findings the final model for the present study is depicted in the figure below:
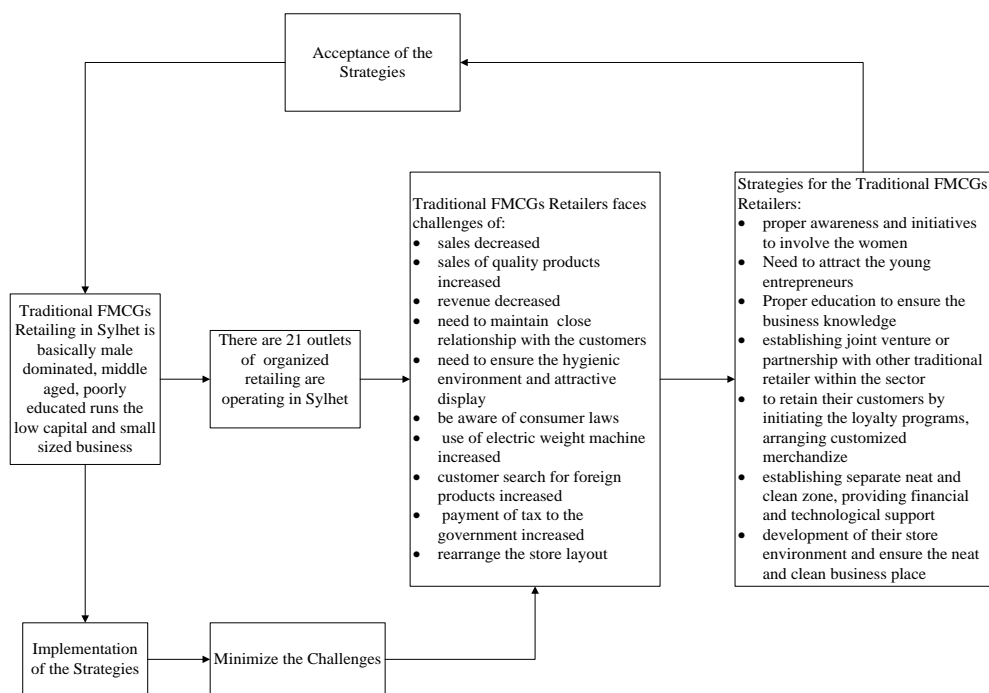

Figure 2: Challenges of Traditional FMCGs Retailers of Sylhet in Emergence of Organized Retailing

The figure-2 summarize the study including the strategies (explained in the recommendation part) and it shows that, the traditional retail in Sylhet is basically male dominated, low capital and low turnover small scale business. The organized retailing is emerging here and 21 outlets of

different organized retailers are operating here. As the organized retailing are in practice, the traditional retailers are facing challenges like the decrease in sales and revenue, need to sale more quality products, has to maintain close relationship with the customers, pay more taxes to government etc. Hence if the initiate strategies like proper awareness and initiatives to involve women, ensure education and training and development, build loyalty programs etc. and accept as well as implement these strategies, then they have the opportunity to minimize the challenges. Still, there exist more challenges, then they should search for more strategies, accept and implement those in order to minimize the new challenges.

10. Recommendations

Based on the importance of the challenges, the study recommends some strategies to the traditional retailers to overcome the challenges.

i. The demographic profile of the traditional retailers explores that only 2.5% of them are involved in this business. Women are very significantly contributing different sector of Bangladesh but in this sector they are not interested. So, proper awareness and program should be taken to involve the women in this sector.

ii. The age group of the traditional retail business owners indicates that this business sector is not attractive to the young entrepreneurs. So, make this business attractive to the young entrepreneurs the different government and other agencies should take the proper measures.

iii. In case of the education, among the traditional retailers a major portion are not literate or passes class eight or less. Thus, the traditional retailers need to be more educated to understand the business environment and challenges.

iv. The emergence of the organized retail challenges the traditional retailer by reducing the sales and profit. Therefore, they would go for establishing joint venture or partnership with other traditional retailer within the sector in order to create chain stores or they may choice franchise with the retail chain store to exist in the business.

v. Traditional retailers would try to retain their customers by initiating the loyalty programs, arranging customized merchandize for the loyal customers and ensuring after sales services.

vi. The government and the policy makers may initiate the strategies and policies to modernize and protect the traditional retailing by providing facilities like establishing separate neat and clean zone, providing financial and technological support etc.

vii. The traditional retailers would give importance on the development of their store environment and ensure the neat and clean business place.

11. Conclusion:

Retailing is a traditional business in Bangladesh. Historically this sector is the main source of business employment here but retailing sector in Bangladesh is undeveloped, structurally weak and fragmented. Although the retail sector in Bangladesh is controlled by small conventional shops, organized retailing started emerging in the early 2000s in Bangladesh and in Sylhet, there have a mentionable number of organized retail outlets. As the organized retailers offers all necessary goods under a single roof and sophisticated shopping environment, the consumers are shifting towards the organized retailing. In this scenario, the traditional retailers are facing numerous challenges due to the spread of the corporate retail business, especially the sales and profit of are decreasing, more investment are requiring to develop infrastructure and on quality merchandise to ensure the survival of the business. To overcome the challenges, the traditional retailers as well as the government, policy makers and other stakeholder should take proper initiatives.

12. Scope for further research:

The present study is confined in the Sylhet city. The future researchers can conduct the similar types of study all over the country where the organized retail is expanding. Moreover, the study was conducted only on FMCGs retailers', but organized retailing practices in other areas like clothing, shoes, electronics and home appliances, restaurant chains etc. So, similar study can be done on these areas also.

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Appendix-1.

Table 2: Demographic Profile of Traditional Retailer

Variable		Frequency	Percentage (%)
Gender	Male	390	97.5
	Female	10	2.5
Age (in years)	Below 20	0	0.0
	20-34	47	11.75
	35-49	297	74.25
	50-64	56	14
	Above 65	0	0.0
Education Level	Class 8	101	25.3
	SSC	177	44.3
	HSC	84	21.0
	Graduation	38	9.5
	Post-Graduation	0	0.0
Outlet started by	Self	320	80.0
	Family Business	64	16.0
	Partnership	16	4.0
	Private Ltd	0	0.0
	Public Ltd	0	0.0
Experiences of Running Business	Less than 5	66	16.5
	5-9	192	48.0
	10-19	114	28.5
	20-30	28	7.0
	above 30	0	0.0

Source: The author, based on the primary data

Table 3: Economic Profile of Traditional Retailer

Variable		Frequency	Percentage (%)
Capital (in Lakhs tk.)	Below 1	40	10
	1 to 3	175	43.75
	4 to 6	100	25
	7 to 9	65	16.25
	10 to above	20	5
Average monthly turnover (in lakhs tk.)	Below 1	9	2.3
	1 to 3	214	53.5
	4 to 6	150	37.5
	7 to 10	18	4.5
	Above 10	9	2.3
Credit purchase opportunity	Yes	224	56.0
	No	176	44.0

Source: The author, based on the primary data

Table 4: Store Characteristics of the Traditional Retailers

Variable		Frequency	Percentage (%)
Store Type	Grocery store	350	87.5
	General stores, Cosmetics and Toiletries	50	12.5
	Fruits/ vegetable	0	0.0
	Home appliance	0	0.0
	Clothing	0	0.0
Market Location	Large shopping complexes	0	0.0
	Local neighborhoods/ colony market	244	61.0
	Market popular for special products	100	25.0
	Stand-alone shops	37	9.3
	Roadside/ street hawkers	19	4.8
Size of the store (in sqft)	Below 100	119	29.75
	100-200	225	56.25
	200-300	36	9.0
	300-400	20	5.0
	Above 400	0	0.0
Weekly day off	Yes	201	50.25
	No	199	49.75
Offer SKUs	Below 500	174	43.5
	501 to 1000	199	49.75
	1001 to 1500	27	6.75
	1501 to 2000	0	0.0
	Above 2000	0	0.0
Registration	Yes	384	96%
	No	16	4%
TIN	Yes	172	43%
	No	228	57%

Source: The author, based on the primary data

Table 5: Communalities of the Factors

Communalities					
Factor	**Initial**	**Extraction**	**Factor**	**Initial**	**Extraction**
Sales decreased	1.000	.964	Bargaining sales reduced	1.000	.879
Stock of merchandise decreased	1.000	.878	Feel secure in running this types of store	1.000	.710
Cost of employee management cost increased	1.000	.864	Need to maintain close relationship with supplier and customers	1.000	.936
Advertisement cost raised	1.000	.669	Cooperatives increased	1.000	.722
Revenue decreased	1.000	.939	Intention to maintain business laws increased	1.000	.798
Enhanced transport cost	1.000	.774	Developing infrastructure	1.000	.898
Payment tax to the government increased	1.000	. 912	Need to arrange waiting space for the customers	1.000	.795
Credit purchase from the produces increased	1.000	.750	Need to ensure hygienic environment and attractive display	1.000	.919
Management cost increased	1.000	.844	Relocate my store	1.000	.858
Creating more employment	1.000	.749	Increased store space	1.000	.780
Customers got opportunity to meet people of their class	1.000	.907	Rearrange store layout	1.000	.911
Socialization with other class increased	1.000	.821	Launched home delivery	1.000	.849
Group shopping enhanced	1.000	.748	Introduce car parking	1.000	.748

Saves time	1.000	.838	Planned use of urban space increased	1.000	.877
Consumption habit changes	1.000	.878	Increased emission of CFCs	1.000	.724
Customer search for foreign products increased	1.000	.912	Introduced digital payment options	1.000	.772
Awareness on nutrition fact increased	1.000	.657	Introduced electronic cash registrar	1.000	.749
Sales of quality products increased	1.000	.963	Electric equipment's like refrigerator, hot case etc increased	1.000	.823
Shopping at traditional retail is status symbol	1.000	.768	Use of electric Weight machine increased	1.000	.913
Credit sales increased	1.000	. 743	Increased Air conditioning	1.000	.753
Lingering the business hour	1.000	.626	Increased Usages of vacuum cleaner	1.000	.780
Awareness on consumer laws increased	1.000	.916			

Extraction Method: Principal Component Analysis

Table 7: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.530	29.140	29.140	12.530	29.140	29.140
2	6.254	14.544	43.683	6.254	14.544	43.683
3	4.065	9.454	53.138	4.065	9.454	53.138
4	3.218	7.484	60.622	3.218	7.484	60.622
5	2.071	4.816	65.438	2.071	4.816	65.438
6	1.890	4.396	69.834	1.890	4.396	69.834
7	1.481	3.444	73.279	1.481	3.444	73.279
8	1.448	3.367	76.646	1.448	3.367	76.646
9	1.151	2.676	79.322	1.151	2.676	79.322
10	1.017	2.365	81.687	1.017	2.365	81.687
11	.974	2.264	83.951			
12	.835	1.943	85.894			
13	.709	1.649	87.543			
14	.628	1.460	89.003			
15	.580	1.349	90.351			
16	.562	1.306	91.657			
17	.455	1.059	92.716			
18	.421	.978	93.695			
19	.397	.923	94.618			
20	.340	.792	95.410			
21	.287	.668	96.078			
22	.253	.589	96.667			
23	.222	.517	97.184			
24	.187	.434	97.618			
25	.184	.429	98.047			
26	.160	.371	98.418			
27	.134	.313	98.731			
28	.112	.260	98.991			
29	.087	.201	99.192			
30	.069	.160	99.353			
31	.068	.159	99.512			

32	.059	.137	99.649		
33	.041	.095	99.744		
34	.031	.071	99.815		
35	.022	.051	99.866		
36	.016	.037	99.903		
37	.014	.032	99.935		
38	.012	.028	99.964		
39	.009	.020	99.984		
40	.004	.010	99.995		
41	.002	.005	99.999		
42	.000	.001	100.000		
43	-1.006E-013	-1.013E-013	100.000		
Extraction Method: Principal Component Analysis.					