



Socio - Economic Condition Of Retail Shop Owners Special Reference To Parbhani City Dist. Parbhani State Maharashtra

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Introduction :-

Retailing is the last stage in a channel of distribution. All of the business and people involved in the physical movement and transfer of ownership of goods and services from producer to consumer.

owners in Parbhani city. The objectives of the study are following.

1) To analyze the Socio-Economic characteristics of retail shop owners in Parbhani city. 2) To examine the income distribution of retail shop owners in Parbhani

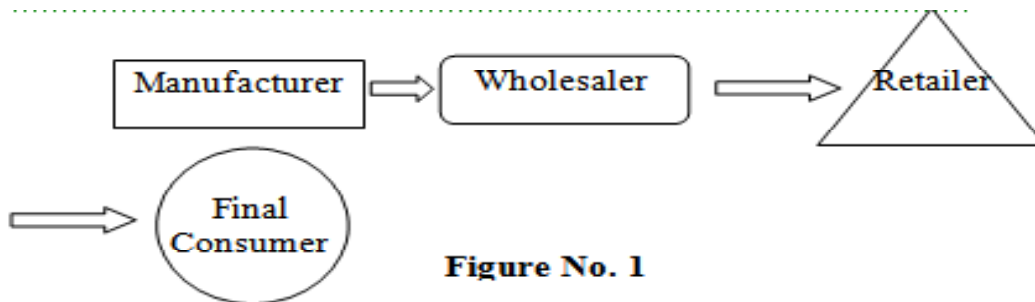


Figure No. 1

Retailers often act as the contact between manufacturers would like to make one basic type of item and sell their entire inventory to as few buyers as possible, but consumers usually want to choose from a variety of goods and sources, buy in large quantity and sell in small amounts. This is the sorting process. (This sorting process given into Figure No. 2.)

Another Job for retailers is communicating both with customers and with manufacturers and wholesalers. Manufacturers and wholesalers are informed by their retailers with regard to sales forecasts, delivery delays, customer complaints, defective items, inventory turnover and more. Many goods and services have been modified due to retailer feedback.

Retailers also complete transactions with customers. This means having convenient locations, filling orders purchases. Some retailers also provide customers services such as gift wrapping, delivery and installation. To make themselves even more appealing, many firms now engage in multi-channel retailing, whereby a retailer sells to consumers through multiple retail formats. Most large retailers operate both physical stores and web sites to make shopping easier and to accommodate consumer desires. Some firms even sell to customers through retail stores, mail-order catalogs, a web site and a toll free phone number.

Objectives of the study :-

The main objective of this Micro Study is to study the Socio- Economic condition of retail shop

city. 3) To study the saving pattern of retail shop owners in Parbhani city. 4) To probe into the borrowing behavior of retail shop owners in Parbhani city.

Research Methodology :-

This dissertation is completely depend upon primary data. This primary data collected from the selected shop owners by pre-tested questionnaires. These questionnaires covered all types of questions related to samples of retail shop owners.

For this purpose researcher have chosen six types of business out of fifteen shops to study entire Socio-Economic conditions of these shops. The six shops are grocery, medical, cloth, automobile, electric and general store. Which lead all types of business situated in the Parbhani city.

SUMMING UP

Socio- Economic condition of retail shop owners related to Parbhani city.

1) Out of 90 retail shop owners which are selected for sample, maximum shop owners are of between the age group of 30-40.

2) The owners who are running medical shop, out of these, maximum owners have completed degree level education.

3) Out of selected shop owners, maximum shop owners belong to Hindu religion.

4) Majority of Businessmen have their own house.

5) All the business are of individual kind. There is no

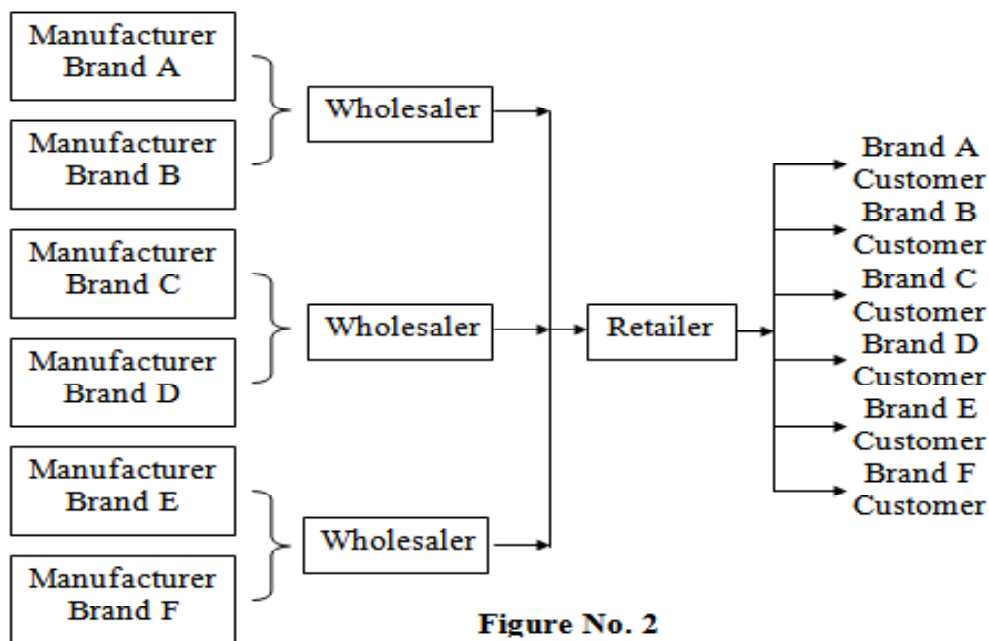


Figure No. 2

any business based on partnership.

- 6) Majority of shopkeeper have place on rental basis.
- 7) Many shopkeeper have taken loan from Bank.
- 8) Majority of shopkeeper have used their own money more than 1 Lakh Rupees as a capital for business.
- 9) All businessmen purchase goods by cash and on credit.

10) Majority of shopkeeper sell the goods less than one Lakh rupees per month.

- 11) Majority of businessmen do the savings.
- 12) Many shopkeepers have kept their savings amount in the bank through saving deposits.
- 13) Majority of shopkeeper have nice financial condition.

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