



# A RESEARCH STUDY ON IMPACT OF FASTGROWING HYPERMARKETS ON THE SMALL SCALE BUSINESS

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## ABSTRACT

The rapid growth of modern organized retail in India contrasts starkly with the persistently dominant unorganized retail sector, which constitutes around 80% of the country's retail trade. This study investigates the effects of this dynamic on small retailers, shedding light on the changes, challenges, and strategies faced by such businesses. Focusing on Mangalore, a rapidly developing city in Karnataka, the research examines how organized retail, specifically supermarkets, impacts local unorganized small businesses. Employing a Random Sampling Method, various retail formats are studied, employing a SWOT analysis framework via a structured questionnaire. The study's findings underscore that supermarkets in the targeted region indeed exert detrimental effects on various types of unorganized retail businesses, resulting in job losses. Furthermore, the study uncovers the driving factors behind supermarket expansion from the vantage point of small businesses.

**Methodology:** Through Random Sampling, diverse retail formats are included. A structured questionnaire underpins the SWOT analysis framework, providing a comprehensive understanding of both sectors' strategies and business plans. The goal is to facilitate the survival of small businesses by offering valuable insights and techniques, bolstered by rigorous statistical analytics and research.

**Findings:** The research establishes that supermarkets' growth in the selected Indian suburban region negatively impacts unorganized retail businesses across the spectrum. Additionally, the expansion of supermarkets directly contributes to job losses in small retail enterprises. Small businesses' perspectives shed light on the principal driver propelling the supermarket boom. The study unveils the strategies and plans employed by supermarkets, which in turn informs suggestions to enhance strategies for small businesses. It also offers a systematic approach to customer engagement, emphasizing product quality.

**Originality:** This research tackles contemporary market challenges faced by small businesses with a robust foundation of data and empirical evidence. By employing statistical analytics and a comprehensive research approach, the study provides unique insights into the coexistence of organized and unorganized retail sectors, contributing to the ongoing discourse on retail market dynamics.

**Paper type:** research paper is based on statistical analytics and research.

**KEYWORDS:** Retail Market, Organized Retail, Unorganized Retail, Supermarkets, Small Businesses, Impact Analysis, SWOT Analysis, Business Strategies, Customer Engagement, Market Dynamics.

## 1. INTRODUCTION

The retail landscape in India has been reshaped by the rapid proliferation of hypermarkets, a phenomenon that has gained momentum over the past decade. Hypermarkets, characterized by their expansive product offerings, competitive pricing, and enhanced shopping experiences, have witnessed remarkable growth since the mid-2000s (Bhattacharya, 2017). This research study aims to explore the far-reaching implications of these swiftly expanding hypermarkets on small-scale businesses, which have been the traditional backbone of the Indian retail sector. As hypermarkets continue to expand their footprint, questions arise regarding the survival and

competitiveness of small-scale enterprises (Iyer et al., 2018). Through a comprehensive examination of market trends, consumer behaviors, and economic repercussions, this study seeks to unravel the challenges and opportunities presented to small-scale businesses by the ascent of hypermarkets. By merging empirical data and qualitative insights, this research endeavors to provide a holistic understanding of the intricate dynamics between hypermarkets and small-scale enterprises in the evolving Indian retail landscape.

## ELEMENT OF A SMALL BUSINESS FIRM

While consumers might not distinguish between a grocery shop



and a supermarket, the industry draws a clear line between the two. A grocery store exclusively offers food and beverage products, catering to essential consumer needs such as canned goods, dry foods, spices, fruits, and vegetables. In the past, patrons of these classic grocery establishments would furnish lists to store personnel, who would then gather and deliver the requested items. Presently, several traditional grocery stores continue to offer a range of comestibles, but their inventory might not encompass more specialized selections like vegan or gluten-free alternatives.

**ELEMENTS OF A MODERN HYPERMARKET**

The demarcation between a supermarket and a superstore is seamlessly blended in the concept of a hypermarket. Hypermarkets often referred to as superstores, embody the fusion of supermarket and department store attributes. These expansive retail establishments cater to a diverse spectrum of consumer desires by offering an extensive array of products, encompassing food, clothing, hardware, and electronics. A notable example of a hypermarket is Target, wherein shoppers can procure a wide range of items including foodstuffs, apparel, electronics, books, toys, and even furniture. Hypermarkets prioritize bulk sales, offering substantial discounts on their comprehensive product selection. A prominent illustration of a hypermarket is Costco, exemplifying the integration of various product categories under one roof.

**DIFFERENCES BETWEEN A GROCERY SHOP AND A HYPERMARKET**

Distinguishing between supermarkets and grocery stores is essential. Grocery stores tailor their product orders according to demand, while hypermarkets adopt a bulk ordering approach, aiming to maintain constant overstock. Typically, grocery stores focus solely on food and beverages and are characterized by their compact size. Hypermarkets, in contrast, stand out due to their vast size, often being three to four times larger than grocery stores. These expansive retail spaces encompass both supermarket offerings and higher-end products

like appliances. Notably, hypermarkets frequently operate as part of prominent chains, resulting in relatively higher profit margins due to economies of scale. Conversely, grocery stores, often operating independently, face higher prices due to their comparatively lower business volume. The physical ambiance also underscores the distinction: hypermarkets like Costco often present a warehouse-like layout, while supermarkets prioritize a cozy and inviting atmosphere to attract customers.

**2. REVIEW OF LITRETURE**

The literature review highlights a prevalent focus on the ramifications of organized retail's growth on the unorganized retail sector in India. Numerous studies have consistently indicated the potential impact on small unorganized retail establishments, barring findings from government-sponsored research. As a diligent researcher, it becomes imperative to critically examine the validity of this standpoint. Nevertheless, a comprehensive assessment of the applicability of the organized retail phenomenon across the entirety of India remains unexplored. In light of this research gap, our study endeavours to shed light specifically on the impact of organized retail.

While existing studies shed valuable insights on the probable consequences of organized retail expansion, they also underscore the need for a more nuanced investigation. The multifaceted nature of the Indian retail landscape, coupled with regional variations, warrants a closer examination of the extent to which organized retail's impact extends. By focusing our research on the specific dynamics of organized retail's influence, we aim to contribute a deeper understanding of its implications within the Indian context. This study's findings could potentially provide a more comprehensive perspective on the organized retail phenomenon and its implications for various retail formats, thereby enriching the on-going discourse on this transformative trend.

SL. NO.	RESEARCH TOPIC	FOCUSED AREA	REFERENCE
1	Supermarket revolution in a developing country	Supermarket, supplies	Reardon, Thomas, C. Peter Timmer, and BartMinten (2012)[1]
2	Dietary Implications of Supermarket Development: A Global Perspective	Implications of hypermarkets small store	Hawkes, Corinna. (2008) [2]
3	Moderating effect of customer's retail format perception on customer satisfaction formation: An empirical study of mini-hypermarkets in an urban retail market setting	Urban retail, Customer satisfaction Store attributes Customers' retail format perception	Yokoyama, Narimasa, Nobukazu Azuma, and WoonhoKim.(2022) [3]
4	Hypermarkets versus traditional retail stores— consumers' and retailers' perspectives in Braga: a case study.	Traditional retail, history of hypermarkets	Farhangmehr, Minoo, Susana Marques, and Joaquim Silva. (2001) [4]
5	Assessing the impact of short-term supermarket strategy variables.,	Supermarket product, pricing strategies	Wilkinson, Judy B., J. Barry Mason, and Christie H. Paksoy. (1982) [5]
6	Competition and product quality in the supermarket industry.	Inventory, shortfall of inventory	Matsa, David A. (2011)[6]



7	Factors associated with supermarket and convenience store closure: a discrete-time spatial survival modeling approach.	Survival strategies, Modern strategy's approach	Warren, Joshua L., and Penny Gordon-Larsen. (2018) [7]
8	The impact of pricing policy on sales variability in a supermarket retail context.	Bullwhip effect Pricing Supply chain Management Retail industry	Hamister, James W., and Nallan C. Suresh. (2008) [8]
9	Competitive strategies for unorganized retail business: understanding structure, operations, and profitability of small mom-and-pop stores in India.	Retailing in India, Unorganized Retailing, Retail Strategy, Promotion in Retail, Small Scale Retailing, Retail Culture.	Sangvikar, Balkrishnn, Ashutosh Kolte, and Avinash Pawar. (2019) [9]
10	A study on the effects of super-supermarket service quality on satisfaction in-store selection	Services level, revisit intention, hypermarkets	Kim, Gyeong-Cho (2013) [10]

### 3. OBJECTIVES

1. To assess consumer awareness and familiarity with fast-growing hypermarkets and their prevalence within the retail landscape.
2. To investigate the shopping frequency and habits of consumers at fast-growing hypermarkets and understand the extent of their engagement.
3. To examine the perception of consumers regarding the impact of fast-growing hypermarkets on local small-scale businesses and identify instances of observed effects.
4. To analyse consumer preferences and factors influencing their inclination towards fast-growing hypermarkets over small-scale businesses, focusing on attributes such as product selection, pricing, convenience, shopping experience, and promotional offerings.
5. To evaluate the perceived consequences of fast-growing hypermarkets on small-scale businesses, encompassing changes in product availability, competitive strategies, pricing dynamics, customer service, collaboration, and potential closures.

### 4. RESEARCH METHODOLOGY

As a vital component of this research study focused on understanding the impact of fast-growing hypermarkets on small-scale businesses, a survey methodology was employed to systematically gather relevant information. Participants were

engaged through a standardized questionnaire designed to capture essential data points. Leveraging the user-friendly and widely used web tool, Google Forms, the survey was conducted.

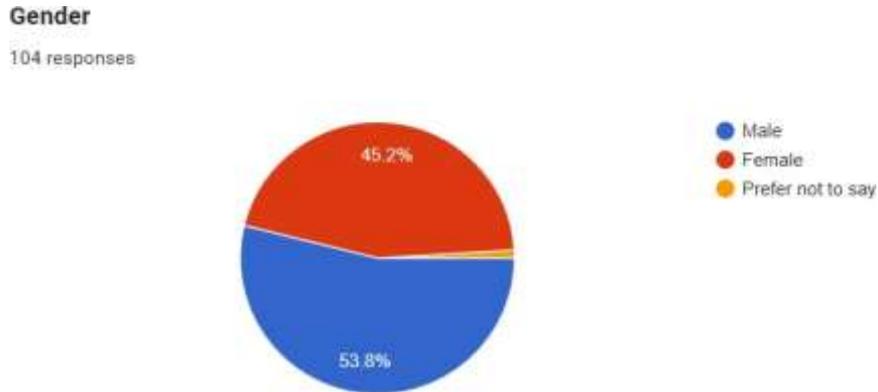
The overarching goal of the survey was to garner 104 meaningful responses from a diverse participant pool encompassing consumers, professionals within the retail sector, and individuals specializing in sustainable development. Employing a combination of closed-ended and Likert-scale questions, the questionnaire aimed to gauge perceptions, attitudes, and preferences concerning the influence of fast-growing hypermarkets on small businesses.

To ensure robust data representation, the survey was disseminated through various channels such as email invitations, social media platforms, and pertinent online forums. Upholding confidentiality and securing informed consent, participants' anonymity was preserved. During the stipulated survey period, a total of 104 valid responses were collected, contributing to a comprehensive dataset.

Upon data collection, a pie chart was generated to visually present the findings, facilitating the derivation of insightful conclusions. This survey-based approach underscores the commitment to comprehensively exploring the impact of fast-growing hypermarkets on small-scale businesses, benefiting from the diversity of perspectives brought forth by the participants.

## 5. DATA ANALYSIS

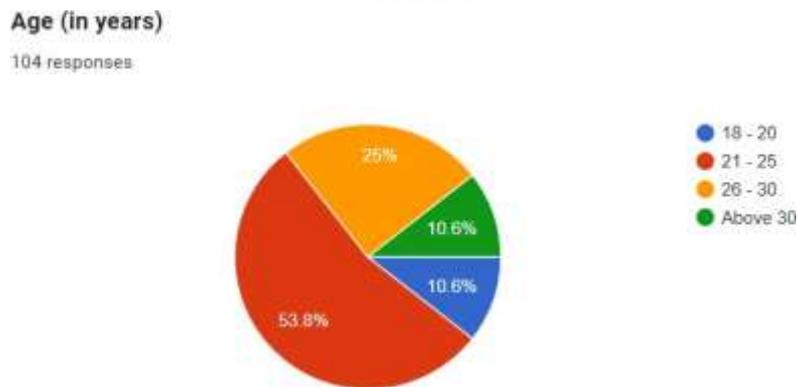
GRAPH 1



The pie chart illustrates the gender distribution of participants in the research study on the impact of fast-growing hypermarkets on small-scale businesses. It is evident that the male respondents comprise a slightly higher percentage at 53.8%, while females constitute 45.2% of the participants. Interestingly, a marginal 1% of participants did not disclose

their gender. This distribution suggests a relatively balanced representation between genders, providing a comprehensive basis for analysing and interpreting the study's findings across diverse perspectives, enhancing the robustness and validity of the research outcomes.

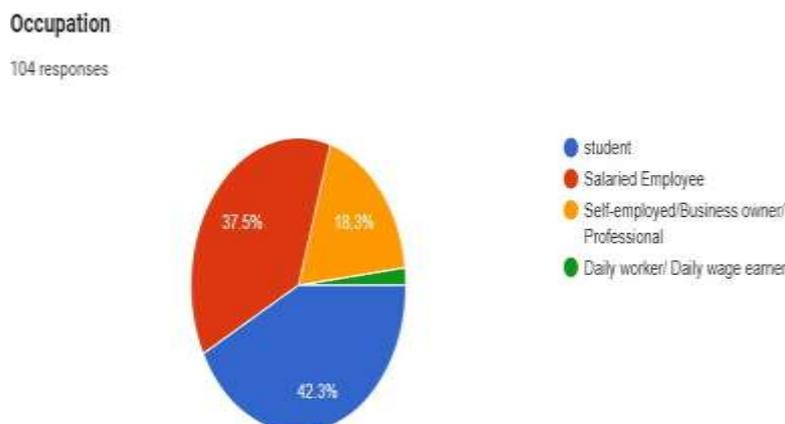
GRAPH 2



Within the context of the research study investigating the impact of fast-growing hypermarkets on small-scale businesses, the pie chart provides a snapshot of the age distribution among the 104 respondents. Evidently, a significant majority, comprising 53.8%, fall within the age bracket of 21 to 25, closely followed by a quarter of respondents

aged between 18 and 20. Intriguingly, a minority, specifically 10.6%, falls beyond the age of 30. This distribution strongly implies that the survey predominantly engaged young adults, accentuating the study's focus on capturing insights primarily from this dynamic demographic segment.

GRAPH 3





The provided pie chart offers a visual representation of the occupational distribution within the scope of the research study exploring the influence of fast-growing hypermarkets on small-scale businesses. The data reveals that the largest contingent, constituting 37.5% of respondents, identifies as employees.

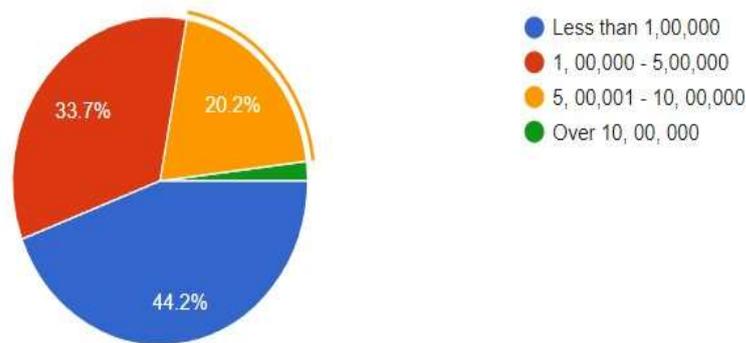
Subsequently, salaried employees and self-employed/business owners each account for 18.3% of participants. Notably, a

significant proportion, specifically 25.9%, represents daily workers/daily wage earners. This occupational profile underscores the diverse range of perspectives incorporated into the study, with a notable focus on students and workers in various sectors, enriching the comprehensive insights derived from the research endeavour.

**GRAPH 4**

**Income**

104 responses

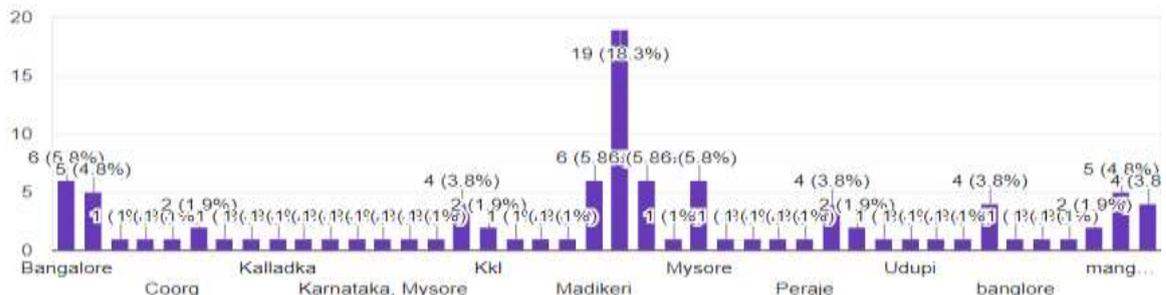


This research scrutinizes the influence of rapidly expanding hypermarkets on small-scale enterprises within distinct income brackets. With 44% earning less than 1,00,000, hypermarkets wield a pronounced impact, intensifying competition. Among 33% earning between 1,00,000 to 5,00,000, businesses navigate challenges while leveraging personalized services. The 20% in the 5,00,000 to 10,00,000 range display resilience

through niche offerings. The elite 1% earning beyond 10,00,000 exhibit minimal vulnerability due to specialized products. Overall, as hypermarkets surge, lower income tiers face the greatest threats, necessitating innovative strategies, while higher tiers find ways to sustain through differentiation and distinctive value propositions.

**GRAPH 5**

104 responses



This research delves into the effects of rapidly expanding hypermarkets on small-scale businesses. The survey, primarily conducted in Mangalore (with a majority representation of 19%) and Bangalore (constituting 5.8%), highlights insightful patterns. Small-scale businesses in Mangalore appear notably impacted by hypermarket growth, reflecting the evolving dynamics of the retail landscape. Similarly, while representing

a smaller portion, businesses in Bangalore also experience a discernible influence.

These findings emphasize the varying degrees of impact in distinct locations and underscore the need for location-specific strategies to navigate challenges and seize opportunities posed by the rise of hypermarkets.

**GRAPH 6**

**1. How familiar are you with fast-growing hypermarkets?**

104 responses



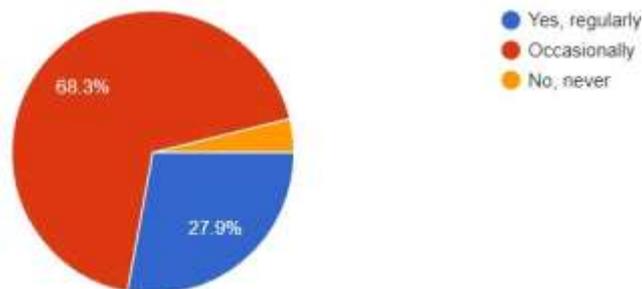
This research evaluates familiarity with fast-growing hypermarkets and their impact on small-scale businesses. Results indicate that a significant portion, 44.2%, is well-versed in this context, indicating an awareness of the dynamic retail landscape. Notably, 51% possess a moderate level of familiarity, reflecting a general understanding. However, a small fraction, 5%, lacks awareness. These findings underscore

the relevance of disseminating information about hypermarkets' influence, particularly to the uninformed segment. Heightened awareness among 44.2% suggests that the concept is pervasive and possibly influencing opinions and decisions, emphasizing the importance of studying their implications on small-scale enterprises comprehensively.

**GRAPH 6**

**Do you frequently shop at fast-growing hypermarkets?**

104 responses



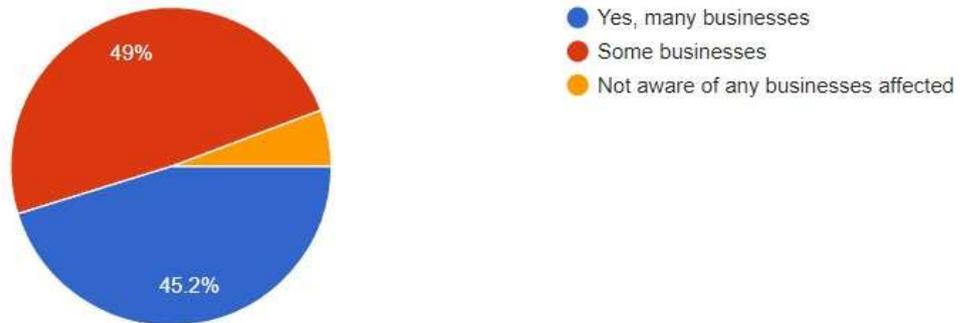
In the context of the research study on the impact of fast-growing hypermarkets on small-scale businesses, it's revealed that a substantial portion, 68.3%, shops at these hypermarkets occasionally. This suggests a prevalent trend of intermittent patronage, potentially driven by convenience and variety. Furthermore, 27.9% of respondents shop at these hypermarkets

regularly, underscoring a significant and consistent customer base. Conversely, a smaller fraction, 3.8%, abstains from shopping at hypermarkets entirely. These results highlight the relevance of hypermarkets in consumers' shopping routines and affirm their role in shaping the market dynamics for small-scale businesses.

GRAPH 7

3. Are you aware of any small-scale businesses in your area that have been affected by the presence of fast-growing hypermarkets?

104 responses



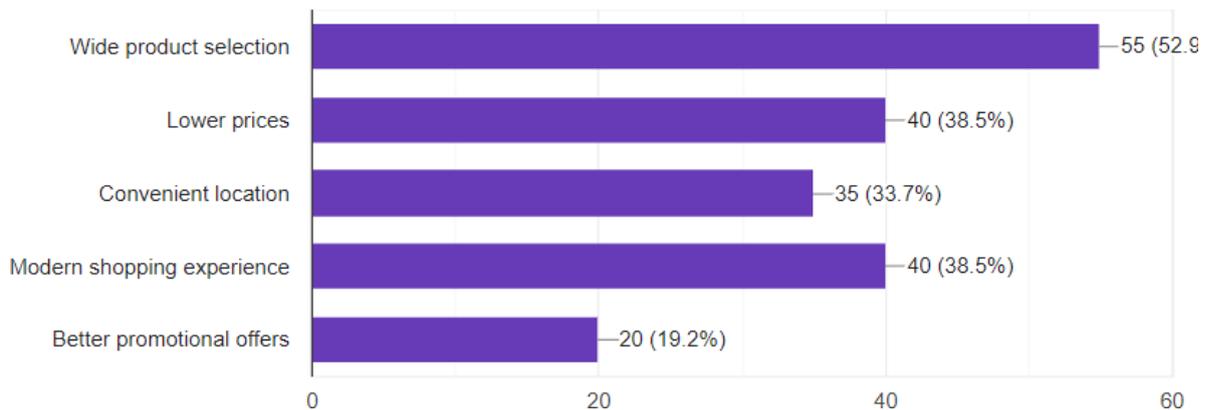
In the context of local businesses and the influence of fast-growing hypermarkets, the findings show that 45.2% of respondents are well aware of many small-scale businesses that have been impacted by the presence of these hypermarkets. Another significant portion, 49%, acknowledges the effect on some businesses in the area. However, a smaller fraction, 5.8%, remains unaware of any businesses affected. These results

highlight the widespread awareness of the impact of hypermarkets on local businesses, underscoring the need for strategies to address the challenges posed by this dynamic market shift.

GRAPH 8

4. In your opinion, what factors make fast-growing hypermarkets more attractive to consumers compared to small-scale businesses? (Select all that apply)

104 responses



From the perspective of consumer preferences, the appeal of fast-growing hypermarkets over small-scale businesses is multifaceted. A significant factor, noted by 52.9% of respondents, is the extensive range of products that hypermarkets offer. This wide variety caters to diverse needs in a single location. Additionally, the allure of lower prices resonates with 38.5%, emphasizing cost-effectiveness. Convenience is also a driving factor, with 33.7% appreciating

hypermarkets' strategic locations. Modern shopping experiences, mentioned by 38.5%, contribute to their attraction. Lastly, 19.2% find hypermarkets' promotional offers more enticing. These factors collectively underline the competitive strengths that hypermarkets hold in capturing consumer attention and loyalty.

**GRAPH 9**

**Have you noticed a change in the availability of locally sourced products due to the growth of fast-growing hypermarkets?**

104 responses



In the context of the impact of fast-growing hypermarkets on locally sourced products, the findings indicate noticeable changes. A significant proportion, 42.3%, observes a significant reduction in the availability of locally sourced products, highlighting the potential challenge these hypermarkets pose to local producers. Additionally, 50% note

a somewhat reduced availability, suggesting a discernible effect on local sourcing. Conversely, a smaller percentage, 7.7%, perceives no noticeable change in this aspect. These results underline the potential implications of hypermarket growth on the availability and visibility of locally produced goods, which may have broader economic and community ramifications.

**GRAPH 10**

**6. How often do you prefer shopping at small-scale businesses over fast-growing hypermarkets?**

104 responses



Frequent shopping preferences reveal a diverse trend. While 60.6% consistently lean towards small-scale businesses, 30.8% always prioritize them. A smaller fraction, 8.7%, shows

occasional inclination or none at all. These results emphasize the varying consumer choices in opting for either local or hypermarket shopping experiences.

**GRAPH 11**

**7. Do you believe small-scale businesses offer unique products or services that fast-growing hypermarkets do not provide?**

104 responses





Perceptions on unique offerings from small-scale businesses vary. While 40.4% firmly believe they consistently provide distinctive products/services, 51.9% view it as occasional.

Conversely, 7.7% see no notable differentiation. These opinions underscore the potential competitive edge of local businesses in catering to niche needs and preferences.

**GRAPH 12**

**8. Has the presence of fast-growing hypermarkets impacted the pricing of goods and services in your area?**

104 responses



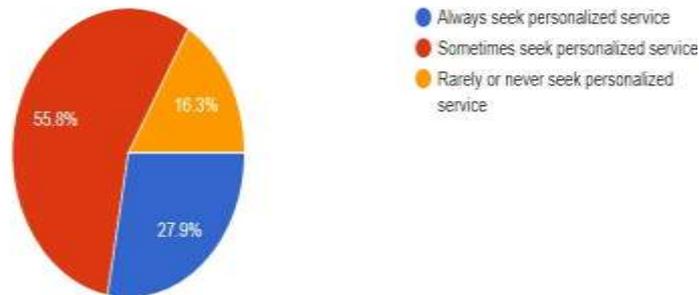
The presence of fast-growing hypermarkets has led to pricing dynamics in the area. For 60.6%, increased competition has prompted lower prices, reflecting their influence. Conversely,

31.7% note a general lowering of prices. However, 7.7% perceive no change, indicating varied impacts on the pricing landscape due to hypermarket growth.

**GRAPH 13**

**How often do you seek personalized customer service when shopping?**

104 responses



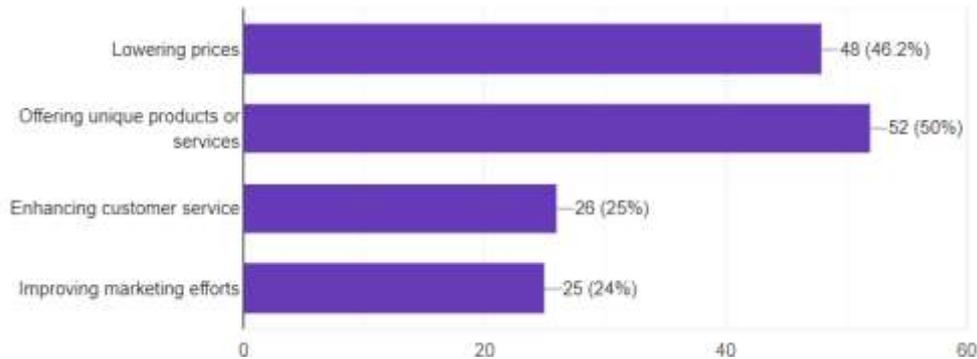
Consumer preferences for personalized service during shopping vary. While 55.8% occasionally seek personalized assistance, 27.9% consistently prioritize it. Conversely, 16.3% rarely or

never actively pursue such services. These findings highlight the diverse spectrum of consumer interactions and expectations in the retail experience.

GRAPH 14

10. Have you noticed any small-scale businesses adapting their strategies to compete with fast-growing hypermarkets? (Select all that apply)

104 responses



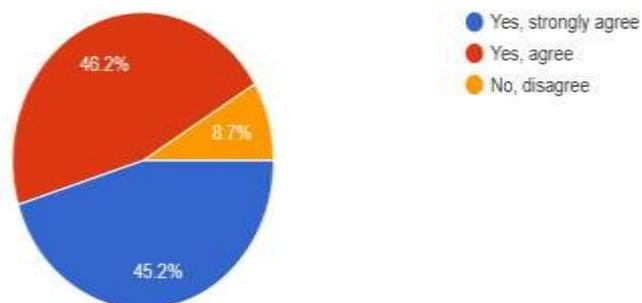
In response to fast-growing hypermarkets, noticeable adaptations by small-scale businesses include: 50% focusing on unique products/services to differentiate, 46.2% lowering prices to remain competitive.

Additionally, 25% prioritize enhanced customer service, aiming for a personalized touch, while 24% seek to bolster marketing efforts. These strategies reflect dynamic responses to the challenges posed by hypermarket expansion, indicating a multifaceted approach to preserve and enhance market presence.

GRAPH 15

11. Do you think local authorities should take measures to support and protect small-scale businesses from the competition of fast-growing hypermarkets?

104 responses



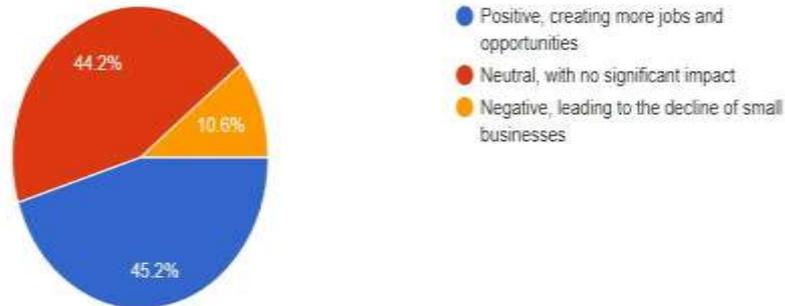
Opinions on local authority intervention regarding small-scale businesses and fast-growing hypermarkets differ. While 45.2% strongly agree that such support is essential, 46.2% express agreement. Conversely, 8.7% disagree with the need for such measures. These responses reflect a balanced consideration of

the role local authorities might play in fostering a conducive environment for both business types amidst evolving market dynamics.

GRAPH 16

12. How do you perceive the overall impact of fast-growing hypermarkets on the local economy?

104 responses



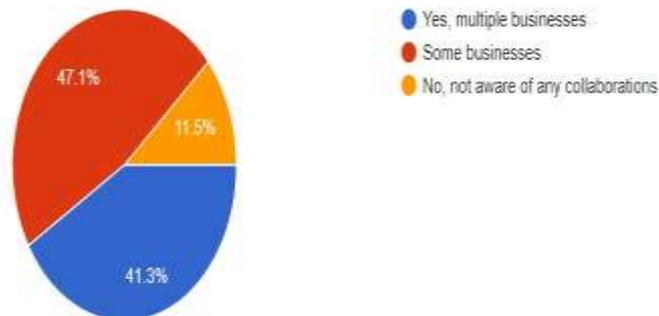
Perceptions of fast-growing hypermarkets' impact on the local economy vary. While 45.2% view them positively, recognizing job and opportunity creation, 44.2% remain neutral, perceiving no significant influence. Conversely, 10.6% hold negative

views, citing potential small business decline. These perspectives reflect a range of opinions on the complex economic effects stemming from the rise of hypermarkets in the local context.

GRAPH 17

13. Have you witnessed any small-scale businesses collaborating with fast-growing hypermarkets to benefit each other?

104 responses



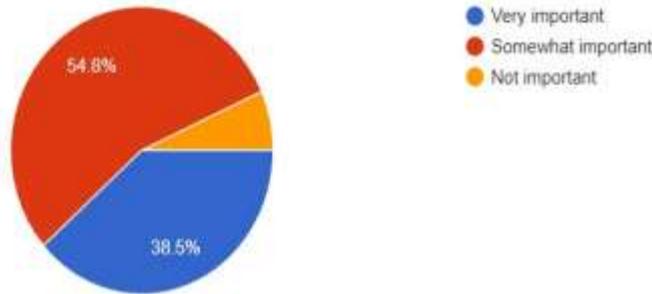
Collaboration between small-scale businesses and fast-growing hypermarkets has been observed. Of respondents, 41.3% note multiple instances of such collaborations, while 47.1% cite several instances. A smaller proportion, 11.5%, remains

unaware of any such collaboration. These findings suggest a willingness among some businesses to explore partnerships that could mutually leverage strengths and foster symbiotic growth in the evolving retail landscape.

**GRAPH 18**

**14. How important is it for you to buy locally sourced products from small-scale businesses?**

104 responses



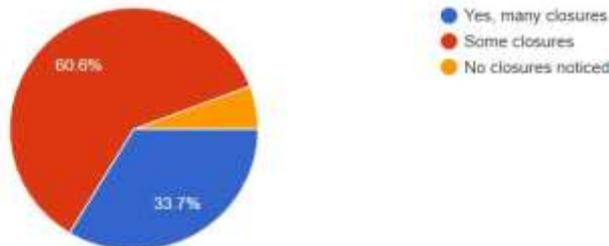
The significance of purchasing locally sourced products from small-scale businesses varies among respondents. While 38.5% consider it very important, 54.8% perceive it as somewhat important. A smaller fraction, 6.7%, does not prioritize buying

locally sourced products. These attitudes underline the varying degrees of value placed on supporting local enterprises and economies through consumer choices.

**GRAPH 19**

**15. Have you seen an increase in the number of small-scale businesses closing down in your area due to competition from fast-growing hypermarkets?**

104 responses



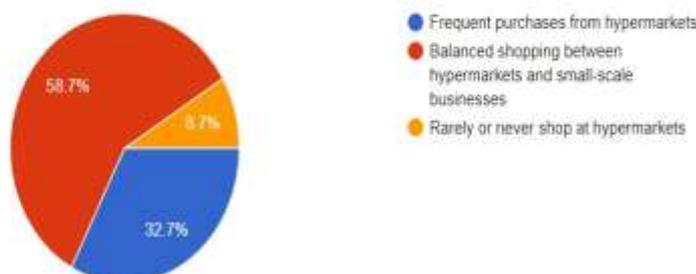
The impact of fast-growing hypermarkets on small-scale businesses closing down varies. While 33.7% observe many closures due to hypermarket competition, 60.6% note some closures. A smaller percentage, 5.8%, has not noticed any

closures. These findings highlight the influence of hypermarkets on local business dynamics, potentially necessitating measures to mitigate closures and sustain diverse commercial ecosystems.

**GRAPH 20**

**16. How do fast-growing hypermarkets impact your overall shopping behaviour and choices?**

104 responses



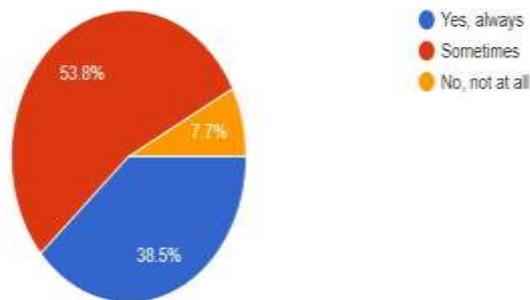


The influence of fast-growing hypermarkets on shopping behavior varies. While 58.7% strike a balance between hypermarkets and small-scale businesses, 32.7% frequently shop at hypermarkets. Conversely, 8.7% rarely or never

patronize hypermarkets. These patterns reflect a spectrum of consumer preferences, indicating that the coexistence of both types of businesses continues to shape individual shopping choices.

**GRAPH 21**  
17. In your experience, do fast-growing hypermarkets offer better promotional offers than small-scale businesses?

104 responses

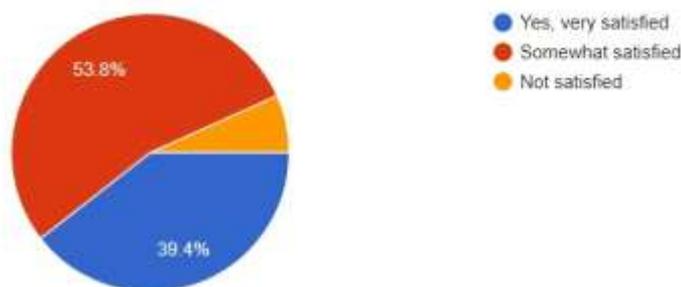


Experiences regarding promotional offers from fast-growing hypermarkets in comparison to small-scale businesses vary. While 53.8% note that hypermarkets occasionally provide better promotions, 38.5% perceive that they consistently offer

superior deals. Conversely, 7.7% do not find hypermarkets' offers to be more attractive. These observations reflect a mix of perceptions on the promotional strategies of both types of businesses.

**GRAPH 22**  
18. Are you satisfied with the level of community engagement and support offered by small-scale businesses in your area?

104 responses



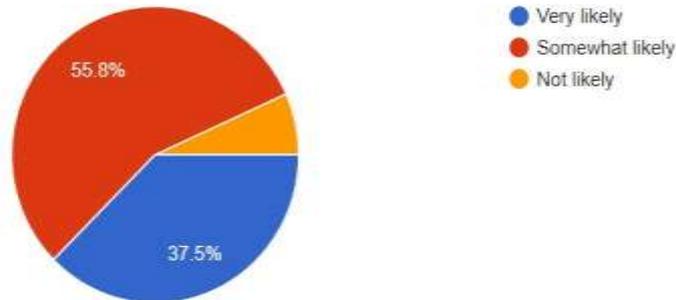
Satisfaction with community engagement and support from small-scale businesses varies. While 39.4% are very satisfied, 53.8% find themselves somewhat satisfied. Conversely, 6.7% express dissatisfaction. These sentiments suggest a generally

positive perception of small-scale businesses' efforts to engage and support their communities, but also indicate room for improvement in some cases.

**GRAPH 23**

**19. How likely are you to recommend small-scale businesses to others over fast-growing hypermarkets?**

104 responses



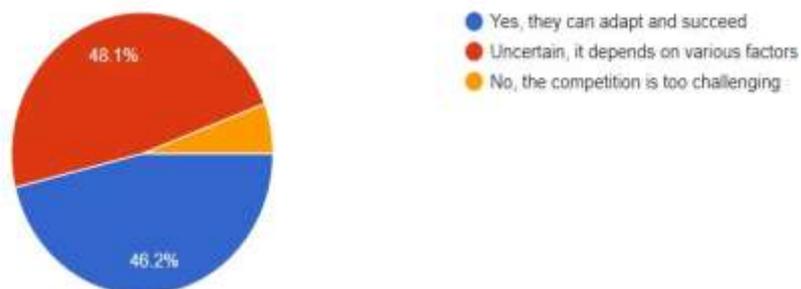
The likelihood of recommending small-scale businesses over fast-growing hypermarkets differs. While 37.5% express a strong likelihood to recommend them, 55.8% are somewhat likely to do so. Conversely, 6.7% indicate they are not likely to

make such recommendations. These responses underline the potential influence of positive experiences with local businesses on word-of-mouth referrals in comparison to larger hypermarkets.

**GRAPH 24**

**20. Do you think small-scale businesses can survive and thrive despite the competition from fast-growing hypermarkets?**

104 responses



The research study on the impact of fast-growing hypermarkets on small-scale businesses has unveiled a diverse range of perspectives on the ability of these local enterprises to endure and flourish in the face of intensified competition. With 46.2% confident in the potential for adaptation and success, there exists optimism in the adaptability of small-scale businesses. However, the 48.1% expressing uncertainty underscore the nuanced and multifaceted nature of this challenge, recognizing that success hinges on a variety of factors. Notably, the 5.8% who view the competitive landscape as too challenging suggest a need for strategic interventions and support mechanisms to sustain local businesses. Ultimately, the study highlights the intricate interplay between business resilience, market dynamics, and the role of external factors in shaping the fate of small-scale enterprises in an evolving economic environment.

## 6. FINDINGS

The research study gathered 104 responses through a Google

questionnaire, unveiling diverse viewpoints on the effect of fast-growing hypermarkets on small-scale businesses. Out of the respondents, 46.2% are optimistic about small-scale businesses adapting and thriving, while 48.1% express uncertainty due to varied influencing factors. Conversely, 5.8% consider the competitive landscape challenging for local businesses. These findings underscore the complexity of the issue, reflecting the intricate balance between business resilience, market shifts, and external support. The study emphasizes the significance of strategic measures to ensure the growth and sustainability of small-scale enterprises amidst the dynamic retail landscape.

## 7. CONCLUSION

The analysis concludes that the advent of hypermarkets has significantly impacted various forms of small shops in the study area. Small retailers across formats have experienced reduced sales and profits due to the competition from supermarkets. These challenges have been pervasive, affecting



retailers' customer base and necessitating adjustments to remain competitive. Notably, suburban small retailers recognize the appeal of hypermarkets' comprehensive offerings, substantial size, and financial stability that draw customers. Effective government intervention is vital to support small retailers, including infrastructure development for local markets and fostering retail cooperatives.

Safeguarding unorganized retail requires government intervention prioritizing urban renewal and modernizing conventional retail spaces for consumer appeal. Collaboration among traditional shops and property owners is essential to maintain clear pedestrian pathways. Efforts to enhance the shopping experience involve upgrading walkways, restroom facilities, standardized signage, lighting, and basic interior improvements. Diversified year-round promotions should replace sole reliance on major holidays. Small retailer associations are forming to offer hygienically prepared locally sourced street food, competing with modern malls' food courts. The decline of thriving traditional marketplaces is lamentable, necessitating cohesive efforts to sustain their vibrancy.

## 8. REFERENCE

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