



RAMA UNIVERSITY

www.ramauniversity.ac.in

E-Content BCH-604 : Retailing Management

Lecture 11

Prepared by:- Mr. Raj Kumar, Assistant Professor, Faculty of commerce and management, Rama University Kanpur

Electronic surveillance

The technology to monitor unusual behavior in the outlet. CCTV is one such example to ensure security of merchandise in retail store.




Green Retailing

- **Green Retailing** (GR) refers to the management approach that pursues environmental protection to improve the **retail** value chain through eliminating waste, increasing efficiency and reducing costs.
- It is a part of the larger obligation of business- CSR that describes the voluntary actions taken by a company to address the ethical, social, and environmental impacts of its business operations.
- Eco friendly practices are;
 - Less elaborate packaging
 - Make bags and receipts optional
 - Reuse packing material etc

Airport Retailing

- Airport is a high pedestrian area that has become popular with national retail chains.
- The time spent by the passengers at airports has increased due to early check in times set by airlines following security and operational concerns.
- This has increased the retail opportunities.
- The cost of operating are high as the rent paid is also high.



2. Retail Consumer and Retail Strategy

Retail Shopper

- Consumers have different needs that motivate them to go shopping.
- The needs can be classified as utilitarian or hedonic.
 - Utilitarian needs are associated with work whereas hedonic needs are associated with fun.

Factors influencing retail shoppers

- Range of merchandise
- Convenience of shopping/ Time to travel
- Socio Economic background and culture
(Asians prefer more spices in their food)
- The stage of family life cycle