A STUDY ON IMPACT OF HYPERLOCAL STRATEGY ON RETAILERS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract- **This study explores the impact of hyperlocal strategy on retailers, a topic of growing importance in the face of rapid technological advancement and changing consumer preferences. The research investigates various dimensions of hyperlocal strategy implementation among retailers, including its influence on consumer behavior, operational efficiency, supply chain management, and digital integration. the study also identifies challenges such as the need for significant investment in technology and data analytics, the complexity of managing localized supply chains, and the difficulty of scaling hyperlocal operations without diluting the personalized customer experience.**

INTRODUCTION:

The concept of hyperlocal strategy has emerged as a powerful and adaptive approach to meet the evolving needs of consumers and businesses. The term "hyperlocal" refers to the focus on extremely localized markets, often within a specific neighborhood or community. Hyperlocal strategies involve tailoring business operations, marketing, and services to cater specifically to the unique characteristics and preferences of these micro-markets. Optimizing pricing strategies, streamlining the supply chain, utilizing data analytics to comprehend local market dynamics, and customizing goods and services are all part of the hyperlocal strategy. This study looks into how domestic retailers in Coimbatore are adopting hyperlocal strategies and how that has affected their market performance, all within this complex framework.

By investigating the adoption and impact of hyperlocal strategies in Coimbatore, this study contributes not only to the academic discourse on retail management but also provides actionable insights for local businesses. As retailers navigate the challenges posed by global competitors, changing consumer expectations, and the aftermath of global events, understanding the role and effectiveness of hyperlocal strategies becomes integral for sustainable growth and resilience in the face of uncertainty.

The advent of digital technologies, particularly mobile devices and location-based services, has played a pivotal role in catalyzing the adoption of hyperlocal strategies. Mobile applications, social media platforms, and data analytics empower businesses to engage with consumers at a hyperlocal level, offering real-time, context-aware solutions.

OBJECTIVES OF THE STUDY

1.   To study the Socio-economic factors of respondents.
2.   To assess factors influencing hyperlocal strategy among domestic retailer.
3.   To examine how hyperlocal strategy boost visibility and reach of retailers in local markets.
4.   To examine the direct impact of hyperlocal strategies on sales performance.
5.   To offer suggestion for retailers to optimize the implementation of hyperlocal strategy through this study.

SCOPE OF THE STUDY

This study examines the of the impact of hyperlocal strategies on domestic retailers in the particular areas in the East Zone of Coimbatore City. Identify specific hyperlocal tactics employed and evaluate to which domestic retailers in Coimbatore have embraced hyperlocal strategies in their business operations. Assess the impact of hyperlocal strategies on the overall performance and competitiveness of domestic retailers. Identify and analyze the challenges faced by domestic retailers in implementing hyperlocal strategies in Coimbatore. Explore opportunities that arise from successful integration of hyperlocal approaches, including improved customer loyalty and enhanced brand perception.

RESEARCH METHODOLOGY

The main objective of this research is to study the awareness, and impact of hyperlocal strategy on domestic retailers

with special reference to Coimbatore City.

Source of data
➢   Primary data
➢   Secondary data
Primary data
The primary data for a study on Impact of HYPERLOCAL STRATEGY among Domestic Retailers with special reference to Coimbatore City focuses on collecting information from 112 respondents in the particular areas in East Zone. Data is collected using the questionnaire method among the beneficiaries.
Secondary data
The secondary data for the information about a study Impact of HYPERLOCAL STRATEGY among Domestic Retailers with special reference to Coimbatore City have collected from book source, website, journals and magazines.
Sample size
Data has been collected from 112 respondents of a study on Impact of Hyperlocal strategy among Retailers with special reference to Coimbatore City (East Zone).
Sample Technique
The sampling technique used for the study is convenient sampling. convenient   sampling is a type of nonprobability sample that involves using respondents who are "convenient" to the researcher.

Tools used
➢   Simple percentage analysis
➢   Descriptive analysis.
➢   ANOVA
Period of the study
The period considered for study is from December 2023 to March 2024.
Area of the study
This study was conducted in the particular Areas of Coimbatore city (East Zone).

 LIMITATIONS OF THE STUDY
1)   The study is restricted to 112 respondents only.
2)   The findings of the study are based on information provided by the respondents only.
3)   The study is restricted only to the Domestic Retailers within Coimbatore City.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS
Percentage analysis is a method to represent raw streams of data as a per cent (a part in 100 per cent) for better understanding of collected data. Simple percentage analysis is usually employed in any study related to social science to assess distribution of respondents under each classification. The distribution of respondents expressed in the per cent facilitates comparison.
FORMULA:
                                                   NO OF RESPONDENTS
SIMPLE PERCENTAGE ANALYSIS = --
TOTAL NUMBER OF RESPONDENTS

S.NO	VARIABLES	CATEGORIES	NO.OF RESPONDENTS	PERCENTAGE
01.	Gender	Male Female	84 28	75% 25%
02.	Age	Below 25 Years 26-35 Years 36-45 Years Above 46 Years	13 39 45 15	11.6% 34.8% 40.2% 13.4%

03.	Educational Qualification	School level	28	19.4%
		Undergraduate	43	38.4%
		Postgraduate	22	19.6%
		Diploma	18	16.1%
		Professional	1	0.9%
04.	MonthlyIncome	Less than Rs.30000 Rs.30001-40000	11	9.8%
		Rs.40001-50000	35	31.3%
		Above Rs. 50001	53	47.3%
			13	11.6%
05.	Position	Owner	75	67%
		Manager	8	7.1%
		Sales executive	21	18.8%
		Others	8	7.1%
06.	Type of Retail Store	Grocery	33	29.5%
		Food	34	30.4%
		Fashion /Apparel	28	25%
		Medicine	17	15.2%
07.	Type of Business	Sole Proprietorship	95	84.8%
		Partnership	17	15.2%
08.	Area	Indira Nagar	6	5.4%
		NehruNagar	32	28.6%
		Balaji Nagar	21	18.8%
		Cheranma Nagar	17	15.2%
		NGP Nagar	13	11.6%
		Veeriyamplayam	14	12.5%
		Kalapatti	9	8%
09.	Satisfaction level	Highly satisfied	20	17.8%
		Satisfied	69	61.6%
		Neutral	15	13.3%
		Dissatisfied	8	7.14%
		Highly Dissatisfied	0	0
10.	Years of Adoption	0-1	8	7.14%
		2-3	67	59.8%
		4-5	27	24.1%
		Above 5 Years	10	8.92%

11.	Promotional Techniques Emplpyed	Discount offers	33	29.6%
		Limited-time-offer	26	23.2%
		Coupon Codes	32	28.5%
		Special Discount on regular order	17	15.1%
		Others	4	3.5%
12.	Impact	Improved Efficiency	18	16%
		Neutral	69	62%
		Increased Challenge	16	14%
		No Impact	9	8%
13.	Hyperlocal strategy competitive advantage	Strongly Agree	11	9.8%
		aAgree	57	51%
		Neutral	29	25.9%
		Disagree	10	8.9%
		Strongly disagree	5	4.4%
14.	Economic performance	Increased Revenue	15	13.3%
		Neutral	73	65.1%
		Decreased Revenue	3	2.9%
		No Siginificant Change	21	18.7%

INTERPRETATION

The above table shows that the majority 75% of the respondents are Male. Mostly 40.2% of the respondents belong to the age group of 21-30 years. Mostly 38.4% of the respondents are Undergraduates. Mostly 47.3% of the respondents earn between Rs 40,001 to 50,000. Majority 67% of the respondents are Owners of the business. Mostly 30.4% of the respondents belongs to Food related Stores. Majority 84.8% of the respondents are Sole proprietors. Mostly 28.6% of the respondents are from Nehru Nagar. Majority 61.6% of the respondents are Satisfied with the adoption of hyperlocal strategy in their business. Majority 59.8% of the respondents have been adopted from 2-3 years. Mostly 29.6% of the respondents says Discount offers as the most employed promotional technique in their business. Majority 62% of the respondents says Neutral. Majority 51% of the respondents ranked Agree. Majority 65.1% of the respondents says Neutral.

ANOVA

Analysis of Variance (ANOVA) is a statistical method used to test differences between two or more means. Analysis of variance (ANOVA) tests the hypothesis that the means of two or more populations are equal. ANOVAs assess the importance of one or more factors by comparing the response variable means at the different factor levels. The null hypothesis states that all population means (factor level means) are equal while the alternative hypothesis states that at least one is different.

DEMOGRAPHIC FACTOR VS FACTORS INFLUENCING HYPERLOCAL STRATEGY-ANOVA

Personal factor		N	Mean	Std. deviation	f-value	Sig.	S/NS
Consumer behavior and preferences	Male	84	1.45	0.999	0.304	0.582	NS
	Female	28	1.57	0.959			
Marketing and Promotion	Male	84	1.83	1.096	0.170	0.681	NS

	Female	28	1.93	0.940			
Technology and data analytics	Male	84	1.81	1.047	1.603	0.023	S
	Female	28	2.11	1.166			
Seasonal and Cultural influences	Male	84	1.94	1.216	0.130	0.020	S
	Female	28	2.04	1.201			
Customer feedback and reviews	Male	84	1.95	1.289	0.452	0.503	NS
	Female	28	2.14	1.325			
TOTAL			51.741	11.238			

NS: Not significant at 5% level of significant

Interpretation

The average mean score has been found for the Factor influencing to adopt Hyperlocal strategy is high for the Male retailers.

In the above ANOVA table show that the respondent has agree that the Consumer behavior and preferences is the factor influencing hyperlocal strategy and 0.582 is the score of the ANOVA table and its greater than 5% significant score. hence the null hypothesis is not accepted. The second factor influencing hyperlocal strategy is Marketing and Promotion and its score has 0.681 is greater than significant score of 5% then the null hypothesis is not accepted. And 0.023 is score for the factor Technology and data analytics and it is lesser than 5% of significant. Then the null hypothesis is accepted. In next factor Seasonal and Cultural influences, the score is 0.020 is less than the 5% of significant level it accepted the null hypothesis. In the factor Customer feedback and review the score is 0.792 is greater than significant score of 5% and null hypothesis is not accepted.

INFERENCE

In the above ANOVA table show that GENDER AND FACTORS INFLUENCING HYPERLOCAL STRATEGY is less than the level of significance of 5%. Hence, the null hypothesis(h_0) is accepted.

In the same above ANOVA table the one of the factor GENDER AND FACTORS INFLUENCING HYPERLOCAL STRATEGY greater than the level of significance of 5%. Hence, the null hypothesis (h_0) is rejected.

DEMOGRAPHIC FACTORS VS FACTORS INFLUENCING HYPERLOCAL STRATEGY - ANOVA

ANOVA has been applied to find the significant difference if any, between the demographic factor - Age and the factors influencing hyperlocal strategy.

ASSUMPTION:

Null Hypothesis(H_0):

Theres is no significant relationship between Age and the factors influencing hyperlocal strategy.

Alternative Hypothesis (H_1):

There is a significant association between Age and the factors influencing hyperlocal strategy.

FINDINGS

➢ Majority 75 per cent of the respondents are Male.
➢ Mostly 40.2 per cent of the respondents belong to the age group of 21 to 30 years.
➢ Mostly 38.4 per cent of the respondents are Undergraduate.
➢ Mostly 47.3 per cent of the respondents earn Rs.40,001-50,000.
➢ Majority 67 per cent of the respondents are Owners.
➢ Mostly 30.4 per cent of the respondents belongs to Food related Stores.
➢ Majority 84.8 per cent of the respondents are Sole proprietor.
➢ Mostly 28.6 per cent of the respondents are from Nehru Nagar.
➢ Majority 61.6 percent of the respondents are Satisfied with the adoption of hyperlocal strategy.
➢ Majority 59.8 percent of the respondents have adopted the strategy from 2-3 years.
➢ Mostly 29.6 percent of the respondents says Discount offers as the most employed promotional technique in their business.
➢ Majority 62 percent of the respondents ranked that Impact of hyperlocal strategy is Neutral as the first factor.
➢ Majority 51 percent of the respondents ranked Agree that hyperlocal strategy is a competitive advantage in local market.
➢ Majority 65.1 percent of the respondents ranked that the overall economic performance after the adoption of hyperlocal strategy is Neutral.
➢ There is significance association between Gender and factors influencing hyperlocal strategy, and also few factor

is not significant between the Gender and factors influencing hyperlocal strategy.

SUGGESTION

- ➢ Given that 75% of respondents are men, it appears that there aren't enough female retailers. As a result, we need to promote women retailers by educating them about the Women Entrepreneurial Development Scheme (WEDS) and other initiatives.
- ➢ After implementing hyperlocal strategy, the business's economic performance is neutral. However, this can be improved by closely monitoring consumer preferences, market trends, and the competitive landscape and offerings as necessary.
- ➢ More applications and websites for the delivery of medication must be launched, and consumers must be made aware of them.
- ➢ The absence of high-quality content, lack of relevant and reliable information to the users may be the reason for the decline in Google search content.
- ➢ The adoption of a hyperlocal strategy may initially require adjustments and increased working time, its ultimate goal is to optimize operations, reduce turnaround time, and improve efficiency with proper planning and integration.

CONCLUSION

The study on the impact of hyperlocal strategy on domestic retailers, with a special focus on Coimbatore city, highlights several key findings and implications for retailers operating in the local market.

The Marketing sector is rapidly growing sector in India. Hyperlocal strategy has the potential to improve the scenario of Indian retail. Most of the retailers felt they were satisfied in some way by this strategy and the majority of them said that hyperlocal strategy would help their business and it is been adopted by Customers opinion based on their feedback and reviews. Retailer have also felt that adopting Hyperlocal strategy could bring exciting new improvements to retail but still the reach and visibility remains Neutral.

It has the potential to increase the number of local customers who visit local stores online by lowering the costs associated with inventory and logistics. It also has a significant feature to attract customers given by the possibility of unanticipated delivery time reductions and the extent to which it would make product replacements and alterations easier and faster.

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