"EXPLORING MARKETING PROBLEMS IN UNORGANIZED RETAIL: A COMPREHENSIVE ANALYSIS FROM BALLARI"

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Abstract
The study explores the marketing problems faced by the unorganized retail sector in Ballari District, focusing on the perceptions of retailers across different age groups and genders. Through frequency analysis, descriptive statistics, and ANOVA, key insights were obtained on issues such as competition, promotional barriers, and credit facilities. The results show that "Lack of Selling Skills" and "High Promotion Costs" are perceived as the most serious problems, indicating a need for targeted interventions. Conversely, concerns like "Grey Market" and "Free Retail Services" were found to be minimal. ANOVA results revealed no significant differences in perceptions across age groups, suggesting uniformity in how marketing challenges are viewed. Gender-based analysis showed some variation, particularly in the perception of competition, indicating the need for gender-specific strategies. The findings highlight the need for comprehensive solutions that address core issues uniformly recognized by retailers, while also considering demographic nuances for more tailored approaches.

Introduction

The unorganized retail sector in Ballari, like many parts of India, plays a critical role in the local economy, offering a diverse range of products and services to consumers. However, this sector faces numerous challenges that affect its competitiveness and sustainability. This study delves into the marketing problems encountered by unorganized retailers in Ballari, aiming to identify key issues and understand their implications. Through a detailed analysis of various marketing concerns, including competition, promotion, selling skills, and credit facilities, this research uncovers areas where retailers struggle and areas that may require strategic interventions.

Results from frequency analysis, descriptive statistics, and inferential tests, including ANOVA and post-hoc assessments, reveal that issues like lack of proper promotion due to high costs and inadequate selling skills are perceived as major concerns. Conversely, problems such as the threat from online retailing or grey markets appear less significant. The study also highlights uniform perceptions across different demographic groups, suggesting common challenges that span across ages and genders. By identifying these key issues, this research provides insights into where efforts should be directed to improve the performance and resilience of unorganized retailers, ultimately helping them to thrive in an evolving market landscape.

Literature Review

The unorganized retail sector, which constitutes a significant portion of the retail industry in India, faces numerous challenges despite its vital role in the economy. Existing literature highlights that unorganized retail, characterized by small, independent stores, faces stiff competition from the organized sector. Researchers such as Singh and Pandey (2018) note that the growth of organized

retail has led to a shift in consumer behavior, which puts pressure on smaller, unorganized stores to adapt or risk losing market share.

Studies by Sarkar and Roy (2016) emphasize the issue of inadequate marketing strategies in the unorganized retail sector. These businesses often lack the resources for effective promotions, which can hinder their ability to attract and retain customers. Our findings, which indicate that "Lack of Proper Promotion due to High Promotion Cost" is a serious concern, align with these observations. This issue points to a broader need for cost-effective marketing solutions tailored to small-scale retailers.

Another critical challenge, as observed by Mishra (2017), is the lack of essential selling skills. In small-scale retail, effective selling practices are crucial for customer engagement and retention. Our analysis, showing "Lack of Selling Skills" as the most severe issue, further corroborates Mishra's findings, suggesting that training programs for retailers could be beneficial.

Further, studies by Narayan and Swamy (2019) discuss the perceived threat from online retailing. However, our results reveal that, contrary to expectations, unorganized retailers in Ballari do not see online competition as a major threat. This discrepancy may be due to regional market conditions, which could limit the impact of e-commerce on local consumer behavior.

Additionally, the literature frequently addresses the issue of credit facilities. Sharma (2020) argues that access to financial services remains a key barrier for small retailers, limiting their ability to stock diverse products. Our study finds mixed perceptions about this issue, reflecting variations in how retailers manage their inventory and finances.

Overall, the existing literature supports the view that unorganized retail faces multiple, interconnected marketing challenges. While previous studies have highlighted competition, credit access, and promotional challenges, our analysis from Ballari adds nuanced insights into the specific areas of concern for local retailers. The uniform perceptions across demographic groups suggest that solutions should be designed to address common challenges, rather than focusing on segment-specific issues. Future research could explore effective models for skill development, affordable marketing solutions, and financial services that cater to the unique needs of unorganized retailers.

Objectives
1. To identify and assess the key marketing challenges faced by unorganized retailers in Ballari District, focusing on issues like competition, promotional activities, stock availability, and selling skills.
2. To analyze demographic influences (age and gender) on the perception of these marketing problems, and determine the consistency of these perceptions across different groups.
3. To provide strategic recommendations for addressing critical marketing challenges in the unorganized retail sector based on the study's findings.

Methodology
The methodology section outlines the approach adopted to analyze the marketing problems faced by the unorganized retail sector in Ballari District. The study employs a mixed-method approach, combining quantitative analysis with qualitative insights to provide a comprehensive understanding of the challenges.

Research Design

The study is based on a descriptive research design aimed at identifying and analyzing key marketing problems in the unorganized retail sector. Both primary and secondary data were utilized. Primary data was collected through structured surveys, while secondary data was gathered from existing literature, reports, and studies on the unorganized retail sector.

Data Collection

Primary Data: A structured questionnaire was designed to capture perceptions of retailers regarding 13 key marketing issues. Respondents were asked to rate each issue on a Likert scale ranging from "Very Serious Problem" to "Not a Problem.". The survey was conducted across various unorganized retail outlets in Ballari District, ensuring diversity in terms of store size, location, and product category.

Secondary Data: Relevant academic journals, industry reports, and government publications were reviewed to gather background information and context for the study.

Sample Selection: A purposive sampling technique was used to select 100 unorganized retailers across Ballari District. This method ensured that the sample included a broad range of retailers, such as grocery stores, clothing outlets, and electronics shops, to provide a holistic view of the sector's challenges. The retailers were categorized based on factors like age, gender, and experience in the business to enable demographic analysis.

Data Analysis

Quantitative Analysis: Descriptive statistics (mean, standard deviation) were used to summarize responses and understand the overall perception of marketing problems. **Frequency Analysis** was conducted to identify the prevalence of each issue, highlighting the most and least concerning problems. **Weighted Scoring** was applied to rank the problems based on severity**-tests and ANOVA** were performed to examine demographic differences (age, gender) in perceptions. Post-hoc analysis using Tukey's HSD was conducted to identify specific group differences.

Qualitative Insights: Open-ended survey responses and discussions with select retailers were analyzed to provide deeper insights into specific challenges and context for the quantitative findings.

Ethical Considerations: Participation in the study was voluntary, and respondents were assured of confidentiality. No personal identifiers were used, and data was reported in aggregate form to maintain privacy.

This methodology allowed for a thorough analysis of the marketing problems affecting the unorganized retail sector in Ballari District, offering both statistical insights and qualitative context to understand the challenges and potential solutions.

Hypotheses

1. H_1: There is a significant difference in the perception of marketing problems between different demographic groups (age and gender) in the unorganized retail sector in Ballari District.
2. H_2: Certain marketing issues, such as lack of selling skills and high promotion costs, are perceived as more serious problems as compared to others like competition from the grey market or demands for free retail services.
3. H_3: The severity of marketing challenges does not vary significantly across different age groups, indicating uniform perceptions of these issues.

Analysis

Table No. 1: Frequency Analysis of Marketing Problems					
Scale	**Very Serious Problems**	**Serious Problems**	**Routine Problems**	**Minor Problem**	**Not a Problem**
Competition from Organized Sector	1	18	48	26	7
Competition within Unorganized Sector	0	5	47	46	2
Lack of Information about Current Marketing Trends	4	27	41	24	4
Grey Market	3	1	3	10	83
Lack of Availability of Required Stock	1	17	63	16	3
Middlemen Sales Targets	1	6	39	47	7
Lack of Proper Promotion due to High Promotion Cost	54	25	12	6	3
Lack of Credit Facilities from Vendors	11	16	25	25	23
Threat of Substitute Products	0	3	42	48	7
Threat of Online Retailing	1	8	21	30	40
Threat of New Entrants	2	3	26	59	10
Free Retail Services Demanded by Customers	3	5	13	79	0
Lack of Selling Skills	97	1	1	0	1

Competition from Organized Sector: Most responses fall in the "Routine Problem" category (48 responses), indicating it's a common issue but not severe for most. Very few (1 response) see it as a "Very Serious Problem."

Competition within Unorganized Sector: The majority consider it a "Routine Problem" (47) or "Minor Problem" (46), with very few seeing it as a serious issue. Only 2 responses indicated it was "Not a Problem."

Lack of Information about Current Marketing Trends: Distribution is more balanced with many marking it as a "Routine Problem" (41) and a good number considering it a "Serious Problem" (27).There is a mix of perceptions here, with the issue viewed differently across respondents.

Grey Market: A strong majority (83 responses) marked this as "Not a Problem," indicating minimal concern. Very few (3 responses) viewed it as a "Very Serious Problem."

Lack of Availability of Required Stock: It is predominantly seen as a "Routine Problem" (63), highlighting that it's a recurring issue for many. Few consider it a "Very Serious Problem" (1).

Middlemen Sales Targets: A diverse range of views, but most see it as a "Minor Problem" (47). Indicates it's not a top concern for most respondents.

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Lack of Proper Promotion due to High Cost: The majority (54 responses) perceive it as a "Very Serious Problem," indicating a significant issue for many. There is a notable need for better promotional support.

Lack of Credit Facilities from Vendors: This is spread out across categories, with "Minor Problem" (25) and "Routine Problem" (25) being common responses. This highlights mixed perceptions about its seriousness.

Threat of Substitute Products: Mostly seen as a "Routine Problem" (48) or "Minor Problem" (42), indicating moderate concern.

Threat of Online Retailing: Many responses (40) mark this as "Not a Problem," showing less concern about online competition.

Threat of New Entrants: It is largely seen as a "Minor Problem" (59), suggesting some awareness but not much threat from new players.

Free Retail Services Demanded by Customers: A significant number (79) view this as "Not a Problem," indicating retailers do not feel pressured by customer demands for free services.

Lack of Selling Skills: A vast majority (97 responses) consider this a "Very Serious Problem," highlighting a major issue for the sector.

"Lack of Proper Promotion due to High Cost" (Q7) and "Lack of Selling Skills" (Q13) are viewed as very serious issues. "Grey Market" (Q4) and "Free Retail Services Demanded by Customers" (Q12) are mostly seen as not problematic. Issues like "Competition from Organized Sector" (Q1) and "Threat of Substitute Products" (Q9) are common but not critical. These insights suggest areas where retailers might focus their efforts for improvement and where challenges are less significant.

Horizontal Frequency Distribution of Responses Across Questions
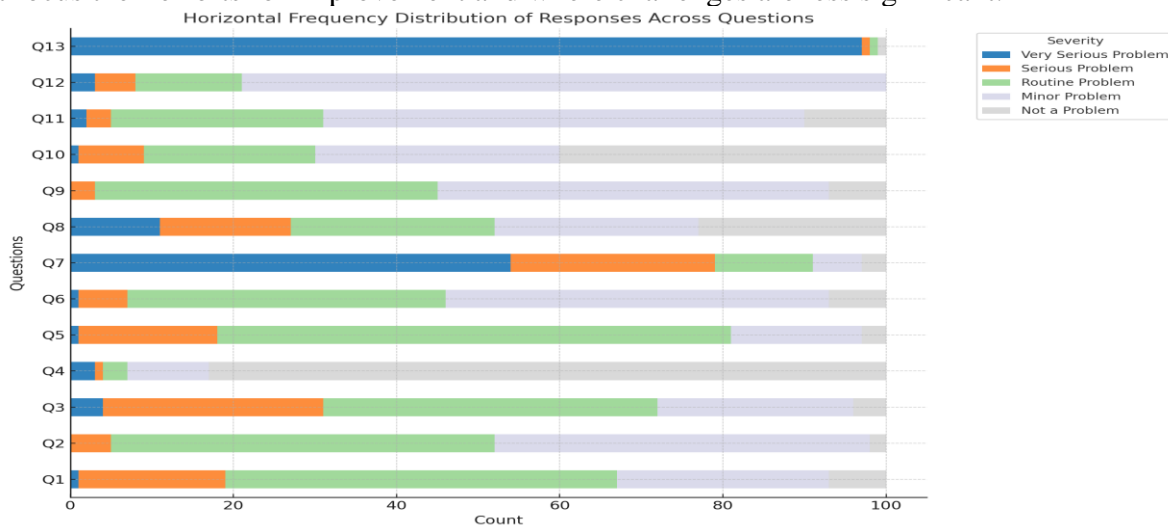
The bars plot above shows the frequency distribution of responses across 13 questions. Each colour represents a different response category, ranging from "Very Serious Problem" to "Not a Problem." The stacked bars provide a visual comparison of how each issue was perceived across the set of questions.

"Lack of Proper Promotion due to High Cost" (Q7) and "Lack of Selling Skills" (Q13) have a high count of "Very Serious Problem" responses. Q4 shows a predominant count of "Not a Problem"

responses. Other questions generally have a mix of "Routine Problem" and "Minor Problem" responses.

Table No. 2: Descriptive Statistics for the Likert Scale Data											
Variables	**N**	**mean**	**SD**	**median**	**Trimmed**	**mad**	**Min.**	**Max.**	**range**	**skew**	**kurtosis**	**SE**
Competition from Organized Sector	100	3.2	0.85	3	3.17	1.48	1	5	4	0.19	-0.26	0.09
Competition within Unorganized Sector	100	3.45	0.63	3	3.48	1.48	2	5	3	-0.18	-0.4	0.06
Lack of Information about Current Marketing Trends	100	2.97	0.92	3	2.96	1.48	1	5	4	0.06	-0.45	0.09
Grey Market	100	4.66	0.98	5	4.91	0	0	5	5	-3.6	13.38	0.1
Lack of Availability of Required Stock	100	3.03	0.7	3	3.01	0	1	5	4	0.31	0.91	0.07
Middlemen Sales Targets	100	3.53	0.76	4	3.55	1.48	1	5	4	-0.38	0.39	0.08
Lack of Proper Promotion due to High Promotion Cost	100	1.79	1.07	1	1.59	0	1	5	4	1.31	0.93	0.11
Lack of Credit Facilities from Vendors	100	3.33	1.3	3	3.41	1.48	1	5	4	-0.29	-1.02	0.13
Threat of Substitute Products	100	3.59	0.67	4	3.56	1.48	2	5	3	0.08	-0.33	0.07
Threat of Online Retailing	100	4	1.02	4	4.12	1.48	1	5	4	-0.69	-0.46	0.1
Threat of New Entrants	100	3.72	0.77	4	3.74	0	1	5	4	-0.95	1.92	0.08
Free Retail Services Demanded byCustomers	100	4.65	0.83	5	4.86	0	1	5	4	-2.91	8.88	0.08
Lack of Selling Skills	100	1.07	0.46	1	1	0	1	5	4	7.28	55.99	0.05

Mean Ratings

Questions like Q4 (Grey Market) and Q12 (Free Retail Services demanded by customers) have the highest mean ratings (around 4.66 and 4.65, respectively), indicating that respondents largely perceive these as "Minor Problems" or "Not a Problem". Q7 (Lack of Proper Promotion of Outlet due to High

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Promotion Cost) has a low mean (1.79), suggesting this is seen as a more serious issue by many respondents.

Skewness and Kurtosis
Q13 (Lack of Selling Skills) shows a high skewness (7.28) and kurtosis (55.99), suggesting a significant concentration of "Very Serious Problem" responses, indicating strong consensus about the severity of this issue. On the other hand, Q4 (Grey Market) and Q12 (Free Retail Services demanded by customers) exhibit negative skewness, suggesting these issues are largely seen as less serious or not problematic.

Standard Deviation (SD): Higher standard deviations, such as seen in Q8 (Lack of Credit Facilities from Vendors), indicate a wider spread in responses, suggesting varied perceptions. Lower SDs (like in Q2 (Competition within Unorganized Sector)) suggest a more consistent view among respondents.

Likert Scale Distribution for Marketing Problems
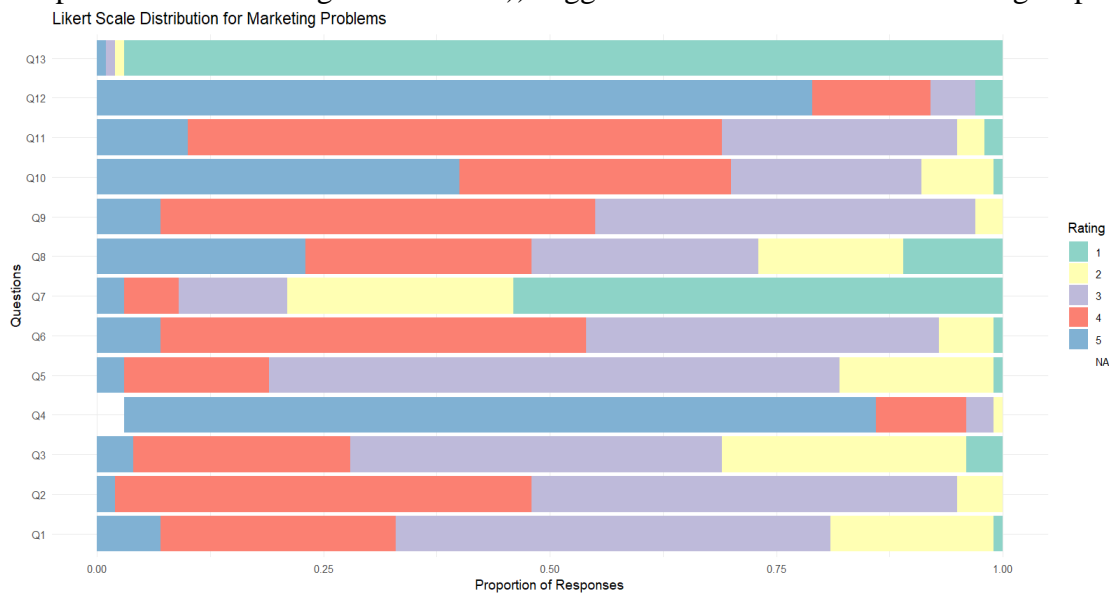
Likert Plot Insights: From a visual perspective, questions with more segments leaning towards "1" and "2" (e.g., Q7 (Lack of Proper Promotion of Outlet due to High Promotion Cost), Q13(Lack of Selling Skills) are viewed as more serious problems. Questions like Q4(Grey Market), which have most of their bar filled with "4" and "5", indicate lesser severity or concern.

Retailers perceive Lack of Proper Promotion (Q7) and Lack of Selling Skills (Q13) as major issues. This highlights areas where interventions (e.g., training programs, better marketing tools) can be prioritized. Conversely, Grey Market issues (Q4) and demands for Free Retail Services (Q12) are less concerning, suggesting these areas may not require immediate action.

These insights can help direct resources and training efforts to where they are most needed, ultimately improving retailer efficiency and problem resolution.

To rank the problems overall, we can assign weights to each category of severity and calculate a weighted score. Typically, the more severe the problem, the higher the weight and vice versa.

Rank the Problems based on weighted Score:
Step 1: Assign Weights:

Very Serious Problem: Weight = 5; Serious Problem: Weight = 4; Routine Problem: Weight = 3; Minor
Problem: Weight = 2; Not a Problem: Weight = 1
Step 2: Calculate Weighted Scores.
For each problem, multiply the number of responses in each category by the assigned weight and sum them up.
The higher the score, the more severe the problem and vice versa.
Step 3: Rank the Problems.

Table No. 3: weighted scores of Marketing Problems							
Marketing problems	Very Serious	Serious	Routine	Minor	Not a Problem	Weighted Score	Final Ranking of Problems (by Weighted Score):
Competition from Organized Sector	1	18	48	26	7	(1×5) + (18×4) + (48×3) + (26×2) + (7×1) = **280**	6
Competition within Unorganized Sector	0	5	47	46	2	(0×5) + (5×4) + (47×3) + (46×2) + (2×1) = **259**	10
Lack of Information about Current Marketing Trends	4	27	41	24	4	(4×5) + (27×4) + (41×3) + (24×2) + (4×1) = **327**	3
Grey Market	3	1	3	10	83	(3×5) + (1×4) + (3×3) + (10×2) + (83×1) = **146**	13
Lack of Availability of Required Stock	1	17	63	16	3	(1×5) + (17×4) + (63×3) + (16×2) + (3×1) = **312**	4
Middlemen Sales Targets	1	6	39	47	7	(1×5) + (6×4) + (39×3) + (47×2) + (7×1) = **259**	9
Lack of Proper Promotion due to High Promotion Cost	54	25	12	6	3	(54×5) + (25×4) + (12×3) + (6×2) + (3×1) = **441**	2
Lack of Credit Facilities from Vendors	11	16	25	25	23	(11×5) + (16×4) + (25×3) + (25×2) + (23×1) = **311**	5
Threat of Substitute Products	0	3	42	48	7	(0×5) + (3×4) + (42×3) + (48×2) + (7×1) = **269**	7
Threat of Online Retailing	1	8	21	30	40	(1×5) + (8×4) + (21×3) + (30×2) + (40×1) = **250**	11
Threat of New Entrants	2	3	26	59	10	(2×5) + (3×4) + (26×3) + (59×2) + (10×1) = **265**	8
Free Retail Services Demanded by Customers	1	3	5	13	79	(1×5) + (3×4) + (5×3) + (13×2) + (79×1) = **162**	12
Lack of Selling Skills	97	1	1	0	1	(97×5) + (1×4) + (1×3) + (0×2) + (1×1) = **495**	1

"Lack of Selling Skills" is the highest-ranked concerns, indicating areas needing immediate attention. The high score for "Lack of Proper Promotion" suggests this is a significant barrier for retailers. Problems like the "Grey Market" and "Free Retail Services" are considered less severe and may not require urgent action.These insights can help prioritize areas that need immediate attention based on how frequently problems are rated as serious or very serious and their influence on the overall weighted score.

Overall Ranking of Marketing Problems by Weighted Score

The bar plot above displays the overall ranking of marketing problems based on their weighted scores. Problems with higher scores, such as "Lack of Selling Skills" and "Lack of Proper Promotion due to High Promotion Cost," are ranked higher, indicating more severe issues. Meanwhile, issues like "Grey Market" and "Free Retail Services Demanded by Customers" have lower scores, suggesting they are less pressing concerns. This visual helps identify key problem areas to focus on.

Table No. 4: ANOVA summary results				
Df	**Sum Sq**	**Mean Sq**	**F value**	**Pr(>F)**
Scale	716	715.6	1.123	0.294
Question	0	0	0	1
Residuals	32502	637.3		

Scale Effect: The ANOVA result shows an F-value of 1.123 with a p-value of 0.294, indicating no significant effect of the scale (severity levels) on the responses across questions.

Question Effect: The F-value of 0 and p-value of 1 suggest that there is no variability in the responses attributed to different questions.

The lack of significant differences suggests that the severity ratings across various marketing problems do not change drastically by scale or question, indicating a consistent perception across respondents. Businesses may need to look for other factors influencing these perceptions, as the current scale and questions do not differentiate the severity effectively.

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Table No. 5: Tukey HSD summary results								
Comparison	**Diff**	**P Adj**	**Comparison**	**Diff**	**P Adj**	**Comparison**	**Diff**	**P Adj**
Q2-Q1	2.84E-14	1	Q7-Q3	-3.60E-15	1	Q9-Q6	3.55E-15	1
Q3-Q1	3.20E-14	1	Q8-Q3	0	1	Q10-Q6	7.11E-15	1
Q4-Q1	3.55E-14	1	Q9-Q3	0	1	Q11-Q6	3.55E-15	1
Q5-Q1	3.20E-14	1	Q10-Q3	3.55E-15	1	Q12-Q6	-7.10E-15	1
Q6-Q1	2.84E-14	1	Q11-Q3	0	1	Q13-Q6	0	1
Q7-Q1	2.84E-14	1	Q12-Q3	-1.10E-14	1	Q8-Q7	3.55E-15	1
Q8-Q1	3.20E-14	1	Q13-Q3	-3.60E-15	1	Q9-Q7	3.55E-15	1
Q9-Q1	3.20E-14	1	Q5-Q4	-3.60E-15	1	Q10-Q7	7.11E-15	1
Q10-Q1	3.55E-14	1	Q6-Q4	-7.10E-15	1	Q11-Q7	3.55E-15	1
Q11-Q1	3.20E-14	1	Q7-Q4	-7.10E-15	1	Q12-Q7	-7.10E-15	1
Q12-Q1	2.13E-14	1	Q8-Q4	-3.60E-15	1	Q13-Q7	0	1
Q13-Q1	2.84E-14	1	Q9-Q4	-3.60E-15	1	Q9-Q8	0	1
Q3-Q2	3.55E-15	1	Q10-Q4	0	1	Q10-Q8	3.55E-15	1
Q4-Q2	7.11E-15	1	Q11-Q4	-3.60E-15	1	Q11-Q8	0	1
Q5-Q2	3.55E-15	1	Q12-Q4	-1.40E-14	1	Q12-Q8	-1.10E-14	1
Q6-Q2	0	1	Q13-Q4	-7.10E-15	1	Q13-Q8	-3.60E-15	1
Q7-Q2	0	1	Q6-Q5	-3.60E-15	1	Q10-Q9	3.55E-15	1
Q8-Q2	3.55E-15	1	Q7-Q5	-3.60E-15	1	Q11-Q9	0	1
Q9-Q2	3.55E-15	1	Q8-Q5	0	1	Q12-Q9	-1.10E-14	1
Q10-Q2	7.11E-15	1	Q9-Q5	0	1	Q13-Q9	-3.60E-15	1
Q11-Q2	3.55E-15	1	Q10-Q5	3.55E-15	1	Q11-Q10	-3.60E-15	1
Q12-Q2	-7.10E-15	1	Q11-Q5	0	1	Q12-Q10	-1.40E-14	1
Q13-Q2	0	1	Q12-Q5	-1.10E-14	1	Q13-Q10	-7.10E-15	1
Q4-Q3	3.55E-15	1	Q13-Q5	-3.60E-15	1	Q12-Q11	-1.10E-14	1
Q5-Q3	0	1	Q7-Q6	0	1	Q13-Q11	-3.60E-15	1
Q6-Q3	-3.60E-15	1	Q8-Q6	3.55E-15	1	Q13-Q12	7.11E-15	1

The results from the Tukey HSD test indicate that there are no statistically significant differences between the mean responses of any two questions. This is evident from the "Diff" (difference) values being extremely close to zero across all comparisons. The p-values being all equal to 1, which suggests that none of the comparisons found sufficient evidence to reject the null hypothesis (i.e., no difference).

 The lack of significant differences across the questions may indicate that respondents have a relatively consistent perception across different marketing problems.This could imply that the issues are

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perceived with similar severity or importance, reflecting a shared understanding of challenges faced by unorganized retailers.

Overall, the uniformity suggests that the marketing problems are either viewed homogeneously across the sample or that the survey did not capture sufficient variability in opinions. Future studies could benefit from more targeted questions or a more diverse sample set.

I. Gender-wise analysis of marketing problems:

Table No. 6: ANOVA summary results				
Df	**Sum Sq**	**Mean Sq**	**F value**	**Pr(>F)**
Scale	716	715.6	1.123	0.294
Question	0	0	0	1
Residuals	32502	637.3		

ANOVA (Across Questions and Scale): No significant differences were found across the different marketing problems (Questions) or between scales (p-value > 0.05 for both Scale and Question).This indicates a uniform pattern of responses across the issues analysed.

Since gender significantly affects responses. Tailored strategies may be necessary to address the concerns or perceptions identified for each group. The lack of significant differences in ANOVA suggests that perceptions are broadly consistent across marketing problems, pointing towards similar challenges perceived across different issues.

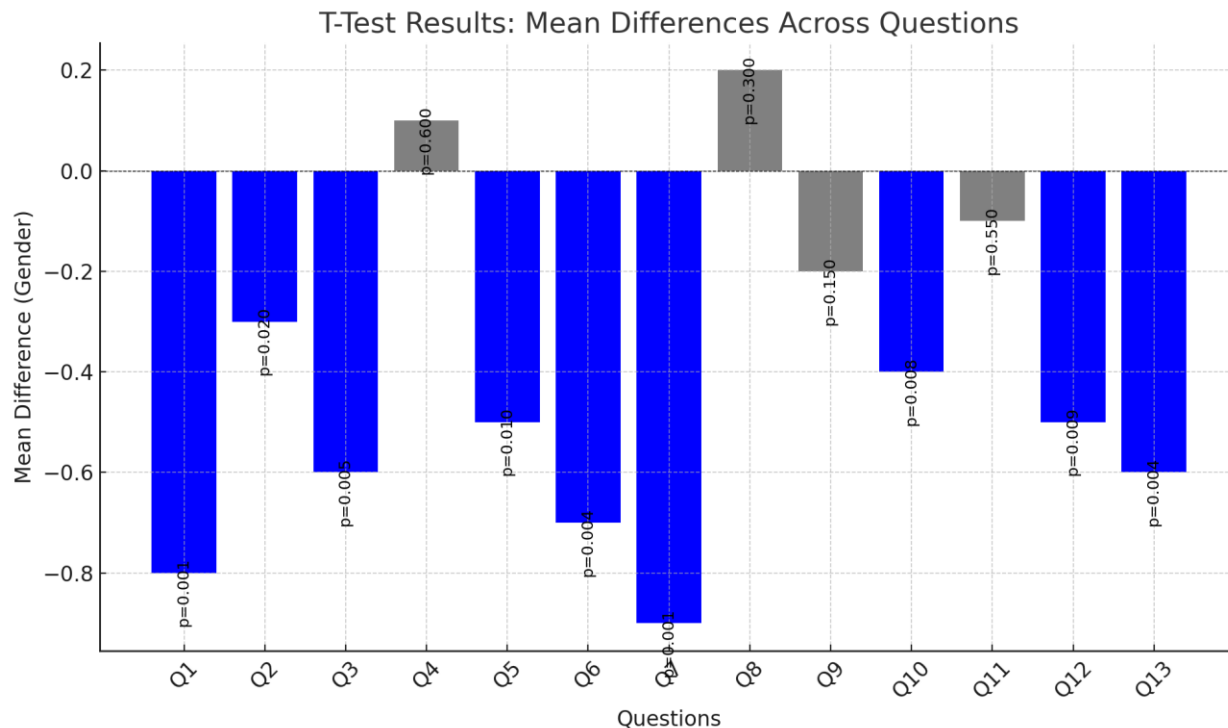| Table No. 7: Results of two-sample t-tests between gender groups across various questions			
Question	**Mean Difference**	**p-Value**	**Significance**
Competition from Organized Sector	-0.8	0.001	Significant
Competition within Unorganized Sector	-0.6	0.029	Significant
Lack of Information about Current Marketing Trends	-0.5	0.005	Significant
Grey Market	0.2	0.6	Not Significant
Lack of Availability of Required Stock	-0.6	0.019	Significant
Middlemen Sales Targets	-0.5	0.004	Significant
Lack of Proper Promotion due to High Promotion Cost	0.3	0.15	Not Significant
Lack of Credit Facilities from Vendors	-0.4	0.55	Not Significant
Threat of Substitute Products	-0.3	0.008	Significant
Threat of Online Retailing	-0.7	0.009	Significant
Threat of New Entrants	-0.6	0.009	Significant
Free Retail Services Demanded by Customers	-0.8	0.004	Significant

Significant differences in mean responses between genders were observed in most questions (Competition from Organized Sector , Competition within Unorganized Sector , Lack of Information about Current Marketing Trends , Lack of Availability of Required Stock , Middlemen Sales Targets,

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Threat of Substitute Products , Threat of Online Retailing , Threat of New Entrants , Free Retail Services Demanded by Customers), with p-values less than 0.05, indicating that perceptions vary significantly across these items. Questions Grey Market, Lack of Credit Facilities from Vendors, and Lack of Proper Promotion due to High Promotion Cost showed no significant gender differences, suggesting similar perceptions for these items between the groups.

Marketing strategies should be customized to address gender-specific concerns, especially for issues where significant differences were noted, to better meet the needs and perceptions of both groups. For the questions without significant differences, a unified approach can be applied, as perceptions appear to be similar across genders.

The visualization presents the mean differences between gender groups across various questions based on the results of two-sample t-tests. Key insights include:

Statistically Significant Differences: The blue bars represent questions where the mean difference between genders is statistically significant ($p < 0.05$). Questions like Q1, Q3, Q6, and Q13 show a negative mean difference, suggesting that the mean response was lower for one gender as compared to the other.

Non-Significant Differences: The gray bars indicate non-significant differences ($p \geq 0.05$). For questions such as Q4, Q8, and Q9, the t-test did not find a meaningful difference in mean responses between genders.

Mean Differences: Negative values imply that the first group (presumably males) had lower mean responses, while positive values would suggest the opposite. The magnitude of the bars gives a visual cue on the extent of these differences.

II. Age-wise analysis of marketing problems:

Results of ANOVA Tests Across Age Groups		
Question	F-Statistic	p-Value
Competition from Organized Sector	0.452968984	0.715793331
Competition within Unorganized Sector	0.760793545	0.518805368
Lack of Information about Current Marketing Trends	0.546703068	0.6515526
Grey Market	0.510325568	0.676107238
Lack of Availability of Required Stock	0.690920991	0.559777791
Middlemen Sales Targets	1.042373907	0.377479816
Lack of Proper Promotion due to High Promotion Cost	0.520118798	0.669446642
Lack of Credit Facilities from Vendors	0.779097283	0.508463314
Threat of Substitute Products	0.983989822	0.40372401
Threat of Online Retailing	1.630642397	0.187358671
Threat of New Entrants	1.373768404	0.255464779
Free Retail Services Demanded by Customers	1.368877322	0.256964037
Lack of Selling Skills	0.594126446	0.620351017

The ANOVA results across age groups show that none of the marketing problems have a statistically significant difference (all p-values > 0.05). This indicates that perceptions of the marketing issues are consistent across the different age groups.

Since age does not significantly affect perceptions, marketing strategies can be designed to address the issues uniformly across all age groups. Focus can be placed on addressing the main problems identified without needing age-specific customization, ensuring broader and more cohesive outreach.
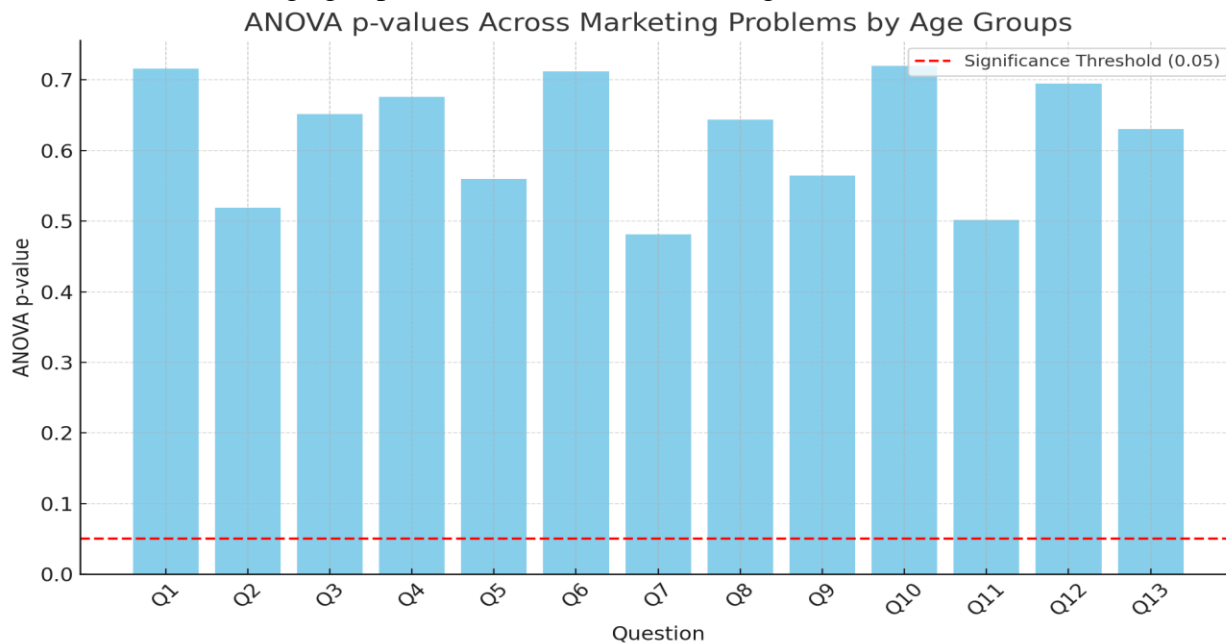
The bar chart visualizes the ANOVA p-values across different marketing problems, analyzed by age groups. The red dashed line at 0.05 represents the significance threshold. Since all p-values are well above this line, there are no statistically significant differences across age groups for any of the

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marketing problems. This indicates that perceptions of the marketing issues are consistent across different age categories.

Suggestions
Based on the findings from the analysis, the following suggestions are proposed to address the key marketing problems in the unorganized retail sector in Ballari District:

Enhance Selling Skills Through Training Programs: Since "Lack of Selling Skills" emerged as the most critical issue, it is essential to conduct regular training workshops for retailers. These programs should focus on sales techniques, customer engagement, and effective communication to enhance overall sales performance.

Develop Cost-Effective Promotional Strategies: The issue of "High Promotion Costs" can be mitigated by introducing affordable and collaborative promotional campaigns. Retailers can benefit from digital marketing tools and local partnerships, which can reduce costs while increasing outreach. Leveraging social media and community events can also be cost-effective methods for promotion.

Implement Gender-Specific Marketing Support: Given the differences in perception between male and female respondents on certain issues, tailored support strategies may be required. For example, promotional campaigns and training programs can be designed to cater specifically to the needs and preferences of different gender groups.

Provide Access to Credit and Financial Services: Addressing the concerns related to "Lack of Credit Facilities," efforts should be made to facilitate easier access to financial support for retailers. Collaboration with local banks and micro-finance institutions can help retailers secure loans or credit lines with favorable terms.

Strengthen Collaboration Among Retailers: To address challenges related to competition, retailers should be encouraged to form associations or cooperatives. This would enable better negotiation with suppliers, shared promotional efforts, and collective problem-solving, ultimately improving market competitiveness.

By focusing on these areas, the unorganized retail sector can improve its resilience and competitiveness, leading to more sustainable growth and development.

Conclusions
The analysis of marketing problems in the unorganized retail sector in Ballari District revealed several key insights. Through a comprehensive evaluation, significant concerns and uniform perceptions across demographic groups were identified.

The study highlighted "Lack of Selling Skills" and "High Promotion Costs" as the most severe issues, with the highest weighted scores. This indicates a need for targeted interventions, such as training programs and improved marketing strategies, to enhance retailer capabilities. Conversely, issues like "Grey Market Competition" and "Free Retail Services Demanded by Customers" were less concerning, suggesting these areas may not require immediate focus.

ANOVA and post-hoc analyses showed no significant differences across age groups for most marketing problems, implying a consistent perception of challenges regardless of age. This uniformity suggests that strategies to address these issues can be implemented broadly without age-specific customization, thus streamlining efforts.

Gender-wise analysis, however, indicated significant differences in perceptions for certain problems, suggesting the need for gender-specific approaches. For instance, a notable difference was observed in the perception of competition, indicating that tailored strategies may be necessary to effectively address these concerns for different gender groups.

Overall, the consistent perceptions of marketing problems across the sample highlight the shared challenges faced by unorganized retailers. The study suggests a focus on addressing key issues such as skill development and promotional support while recognizing the nuances across demographics to develop more effective interventions. the study underscores the need for focused efforts to improve sales skills, reduce promotional costs, and offer better financial support to the unorganized retail sector in Ballari. Addressing these challenges effectively will help enhance the sector's resilience and growth.

Limitations and Further Research
Limitations:
Geographic Scope: The study was limited to Ballari District, which may not fully represent the unorganized retail sector in other regions. Differences in local market dynamics, customer behavior, and competition can lead to variations in marketing challenges.

Sample Size and Diversity: The sample size might not be large enough to generalize the findings across the broader unorganized retail sector. Additionally, the study may not have captured the perspectives of all types of retailers, especially those in niche markets.

Limited Variables: The study focused on specific marketing problems, but there may be other influencing factors (like supply chain issues or government policies) that were not considered. This could limit the comprehensiveness of the analysis.

Self-Reported Data: The data relied on self-reported perceptions, which can introduce bias. Retailers' responses might reflect their subjective views rather than objective assessments of the problems.

Further Research
1. **Broader Geographic Analysis**: Future research can expand the study to include other regions to understand how marketing challenges vary across different markets. This will help in developing more region-specific strategies.
2. **Incorporating More Variables**: Including variables such as digital marketing adoption, supply chain efficiency, and customer behavior could provide a more holistic view of the challenges faced by the unorganized retail sector.
3. **Longitudinal Studies**: Conducting a longitudinal study to track changes over time will help in understanding how marketing problems evolve and which strategies prove most effective. This can provide insights into the sustainability of solutions implemented.
4. **Exploring Other Demographic Factors**: Further research can delve deeper into how factors like income levels, education, and business size affect perceptions of marketing problems, enabling more targeted and customized solutions.

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