

EFFECT OF TIME MANAGEMENT ON SHOPKEEPERS IN BHUSAWAL CITY, MAHARASHTRA

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Abstract:

Retail shops in urban, semi-urban and rural areas play a very important role in providing services. They have been since long catering to the needs of the local community. There has been no general rule regarding the time of opening and closing the shops. In urban areas the shops are open for a longer period and the period declining as one move from urban to semi-urban to rural areas. In the times when everyone is talking of 24 x 7 shops i.e., shops serving to the needs of the people 24 hours a day on all the seven days of the week, it is observed that in semi-urban (rural) areas shops open late, are closed in the afternoon and then again opened in the evening for 3 hours. In contrast night shops and malls are seen in urban areas.

In the consumers market where 'Consumer is the King', the 'King' has its demand 24 hours a day all days but his demands are not fulfilled when needed. This paper provides an insight into reason/s for the present timings of retail shops in rural (semi-urban) area, namely Bhusawal. The shops, for the present study, have been categorised into kirana stores, medical shops and cloth shops. The study is mainly aimed to understand the various forces and factors leading to shops in rural/semi-urban areas to not to be open for all days and all time. It also wants to evaluate the effect of the timings in consumer satisfaction and tries to provide/suggest practical remedies that could be employed for better service to customers.

Key words: Consumer Satisfaction, Retail Shops, Time Management.

Introduction:

In India traditional retail markets are prevalent throughout the country. Customers are looking for their daily needed commodities in the market. Basically medical shops, kirana shops and general stores serve the customers on small as well as large scale.

Retail shops in urban, semi-urban and rural areas play a very important role in providing services. They have been since long catering to the needs of the local community. There has been no general rule regarding the time of opening and closing the shops. In urban areas the shops are open for longer periods and the period of shops being open declines as one moves from urban to semi-urban to rural areas. In the times when everyone is talking of 24 x 7 shops i.e., shops serving to the needs of the people 24 hours a day on all the seven days of the week, it is observed that in semi-urban (rural) areas shops open late, are closed in the afternoon and then again opened in the evening for 3 hours. In contrast night shops and malls are seen in urban areas. Our country is customer based market where 'Consumer is the King', meaning that his needs be fulfilled when demanded for. But is has been a common observation and experience that his demands are not fulfilled when needed.

Need of the Study:

In globalization 24 by 7 concepts is accepted as a norm for supply of goods and services. Malls, super market and big shops from cities open the doors early till late hours in the night for customers to provide service. Through on-line marketing process customers can purchase

anything anytime. In this scenario it is considered prudential for shopkeepers to open the shop doors to customer from small cities and villages and sell commodities. In the era of malls and big branded retail shops it may be difficult for the small shopkeepers without proper time management to survive. If shopkeepers upgrade and understand modern selling techniques, they can well establish themselves in the market, can increase their business, and achieve the objectives they decided.

Objectives of the Study:

1. To study the timings for which the shops catering to daily needs are opened and closed in Bhusawal city.
2. To study the awareness of time management among shopkeepers.
3. To understand the effect of timing of shops supplying daily needed items on shopkeepers.

Hypotheses of the Study:

1. Shops are open for less than 50 % of the day
2. There are different reasons of opening and closing timing of shops.
3. Shopkeepers are not serious about time management and its importance.

Research Methodology and Sample Design:

1. **Research area** :- Bhusawal City.
2. **Data collection** :- Primary data is collected through questionnaire.
3. **Respondents** :- Owner or Proprietors of shops supplying daily needed items— Xerox, General Stores, Medical Stores and Provision (Kirana) Stores of Bhusawal city.
4. **Sample size** :- Random sample; more than 25 % from each respondents category.
5. **Analysis system** :- Data is analysed by using simple mathematical calculations, tabulations, grouping, percentages, growth rate, averages, and inbuilt functions of Excel.

Key Areas (Problem) of Study:

1. Early opening timing of the shops – reason.
2. Late opening timing of the shops – reason.
3. Early closing timing of the shops – reason.
4. Late closing timing of the shops – reason.

Review of Literature:

Time management is the act or process of planning and exercising conscious control over the amount of time spend on specific activities especially to increase effectiveness, efficiency or productivity (time management– article by J Hunter (www.en.m.wikipedia.org)). The author says that time is important, who plan perfect by using time management that work is productive.

In an article on Time Management For Retail Sales Professionals, it is stated that “Unlike other resources, time cannot be bought or sold, borrowed or stolen, stocked up or saved, manufactured, reproduced or modified. All we can do is make use of it. And whether we use it or not, it nevertheless slips away.” Jean-Louis Servan-Schreiber (www.furninfo.com).

Data Analysis:

Researcher distributed the questionnaire and received from respondents as under:

Table No. 1 Details of Questionnaire

SN	Respondents	Questionnaire distributed	Questionnaire received	Questionnaire selected for study	% of Sample
1	Xerox Centres	200	185	50	27.02 %
2	General Stores	200	178	50	28.08 %
3	Medical Stores	200	176	50	28.40 %
4	Provision (Kirana) Stores)	200	191	50	26.17 %
	Total	800	730	200	27.39 %

Customer category– It is observed that maximum 82 % customers visit to General stores. Students, male, female and senior citizens are the customers who visit to shops. The shops are in different market areas and colonies of Bhusawal city.

Table No. 2 Time of Opening Shops

SN	Timings	Type of Shops					Total	Average in Percentage
		Xerox Centres	General Stores	Medical Stores	Provisions			
1	Before 9.00 a.m.	32	17	10	14	73	36.50	
2	After 9.00 a.m.	06	16	15	16	53	26.50	
3	After 10.00 a.m.	04	13	20	17	54	27.00	
4	No Timing	08	04	05	03	20	10.00	
	Total	50	50	50	50	200	100.00	

From the above table only 36.50 % shopkeepers open their shop before 9.00 am. Out of them 32 Xerox centres (43.83 %) are open because school and colleges start early in the morning. 27 % shops open after 10.00 am out of which 20 (40.00 %) are medical stores. 10% shopkeepers do not maintain any regular time to open their shop.

Table No. 3 Reasons of Late Opening of Shops

SN	Reasons	Type of Shops					Total	Average in Percentage
		Xerox Centres	General Stores	Medical Stores	Provisions			
1	Routine time	32	28	29	31	120	60.00	
2	No need	05	07	08	05	25	12.50	
3	Because of employees	10	12	13	12	47	23.50	
4	Habit	03	03	00	02	08	04.00	
	Total	50	50	50	50	200	100.00	

It is observed from the above that 60 % shopkeepers says that they have open shop as per routine time, while 12.50 % shopkeepers felt that there was no need to open shop early. 23.50 % shopkeepers faced problem of employees and hence they are not able to open the shop early. Some of shopkeepers informed that though they open their shop late but once opened they keep it open non-stop up to closing time.

Table No. 4 Reasons of Early Opening of Shop

SN	Reasons	Type of Shops					Total	Average in Percentage
		Xerox Centres	General Stores	Medical Stores	Provisions			
1	For profit	21	19	17	26	83	41.50	
2	For service	23	18	26	11	78	39.00	
3	For turnover	03	10	05	11	29	14.50	
4	Habit	03	03	02	02	10	05.00	
	Total	50	50	50	50	200	100.00	

The analysis shows that 41.50 % shopkeepers say that they open their shop early in the morning for more profit. 39.00 % shopkeepers agreed that they open shop for community service; 14.50 % shopkeepers open the shops to maintain turnover and remaining 5.00 % open the shops early because of habit.

Table No. 5 Time of Closing the Shops

SN	Timings	Type of Shops					Total	Average in Percentage
		Xerox Centres	General Stores	Medical Stores	Provisions			
1	Before 8.00 p.m.	29	26	19	41	115	57.50	
2	After 8.00 p.m.	11	12	21	05	49	24.50	
3	After 11.00 p.m.	06	06	08	03	23	11.50	
4	No Timing	04	06	02	01	13	06.50	
	Total	50	50	50	50	200	100.00	

The above table clearly shows that 57.50 % Xerox , kirana and general stores shops close down before 8.00 p.m. Shop keepers says that there is no business after 8.00 p.m. and employees are also not ready to work beyond that time. Thus they have to close down the shop. 24.00 % shops close down between 8.00 to 11.00 p.m. and another 11.00 % shops are closed after 11.00 p.m.

Table No. 6 Reason of Late Closing the Shops

SN	Type of shops	Xerox Centres	General Stores	Medical Stores	Provisions	Total	Average in Percentage
1	For Profit	28	26	11	09	74	37.00
2	For Service	12	10	26	10	58	29.00
3	For turnover	06	08	10	29	53	26.50
4	Habit	04	06	03	02	15	07.50
	Total	50	50	50	50	200	100.00

37.00 % shopkeepers revealed that they close their shop late night for more profit. 29.00 % shopkeepers agreed that they have close down the shop late for serving the customers for longer period, 26.50 % shopkeepers close the shops mid night to maintain turnover and remaining 7.50 % close the shops late because of habit.

Table No. 7 Reason of Early Closing of Shop

SN	Reasons	Type of Shops				Total	Average in Percentage
		Xerox Centres	General Stores	Medical Stores	Provisions		
1	Routine time	12	11	10	10	43	21.50
2	No need	08	02	05	03	18	09.00
3	Because of employees	21	19	30	32	102	51.00
4	Habit	09	18	05	05	37	18.50
	Total	50	50	50	50	200	100.00

Table No. 7 indicates that 21.50 % shopkeepers says that they have early close their shop because they open shops early. And that is routine time. 51.00 % shop keepers are early close down the shops because of employees. 18.50 % shop keepers are close the shops early because of habit.

Table No. 8 Effect of Timing on Sell

SN	Type of shops	Xerox Centres	General Stores	Medical Stores	Provisions	Total	Average in Percentage
1	Agreed	25	28	26	32	111	55.50
2	Not agreed	25	22	14	18	81	40.50
3	Silent	00	00	10	00	10	04.00
	Total	50	50	50	50	200	100.00

Awareness and Suggestions by Customers:

An average 55.50 % shopkeepers said that the customers suggest to open the shop as early as possible and to keep it open up to late night. Remaining 44.50 % customers are silent or did not make any comment regarding timing of the shop.

72.50 % shopkeepers agreed that they have knowledge regarding time management but due to some problems are not able to implement this concept.

Findings:

1. Traditional routine time and habit of shop keepers to open and close the shop is a major factor influencing the timing of opening and closing of shops.
2. The reasons for timings of the shop are governed mainly by profit motive, service to community, turnover and habit.
3. Majority– 51% of the shopkeepers are worried and helpless because of employees who are reluctant to work for long hours, leading to shops being opened late and closed down early.
4. On an average 40 % shopkeepers open the shops early and close shops late night for making more profit.

Conclusion:

Time management is the order of the day. Shops are open as per the response too to make profits. It is a means of livelihood. It is said that ‘Time is Money’. In the age of competition shopkeepers must value time. There is a need to provide training to shopkeepers on time management. They must be trained as to how they can make the best use of the working hours in the day. They should be trained as to how to cope up when employees are not ready to work long hours. As stated in Time Management for Retail Managers

(www.taylorintime.com) it is stated that “Time Management for managers goes beyond getting organized and crossing things off your To Do list. It includes spending the bulk of your time setting goals and planning, organizing and staffing, directing and communication, controlling, innovating and representing. It also involves being a role model for your staff. If you demonstrate that the most important thing is to have an immaculate store with nothing on the floor and everything line up symmetrically, the staff will do likewise. If you demonstrate that the most important thing is customer service and sales, the same thing applies.” Time is always at a premium. Time management is, therefore, quintessential to ensure that no part of the business, large or small, is ignored.

References

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