Organised Retailers Opinion on Integration with Agribusiness Groups

Manveer Singh[1], Ramandeep Singh[2]
[1, 2] School of Business Studies, P.A.U, Ludhiana

Abstract- *Retailing is one of the oldest businesses that human civilization has known. It acts as an interface between the producer and consumer, improves the flow of goods & services and raises the efficiency of distribution in an economy. Keeping in view the challenges and opportunities of agribusiness groups to integrate with organised retailersthis research work was undertaken. Opinion of organised retailers on integration with agribusiness groups was taken.Trust is vital element between buyer and seller for good relationship, reliability between two parties is very important, consistency plays vital role in doing business, profit sharing, timeliness of payment, inventory planning in times of shortage, deliverytime, fairness, communication, coordination, marketing support, management practices and technical support are important factors for having successful supplier relationship.Integration oforganised retail with agribusiness groups is need of the hour to expand business.*

I. INTRODUCTION

Retailing is one of the oldest businesses that human civilization has known. It acts as an interface between the producer and consumer, improves the flow of goods and services and raises the efficiency of distribution in an economy. For a strong, stable and consistently growing economy, a well-organized and efficient retail sector is a must. Most of the developed and even emerging economies have adopted the organized retail long ago and percentage share of organized retail in total retailing has increased over the years. However, India, a land of self-sufficient villages, has continued to rely primarily on small, close to home shops. It is only off-late with pick-up in pace of urbanization and rising disposable incomes that the country started to take a few steps towards the organized retailing. A good progress has been made in the last few years, and the retail industry is off late being hailed as one of the sunrise sectors in the economy. Interestingly, for many years, retailers have been administering surveys to their customers to measure both their overall level of satisfaction and their opinion of various details of their store experience, service and merchandise provided at organized retail outlets but they are not able to retain all their customers by providing solutions to them. Satisfying customers is one of the main objectives of every business. Businesses recognize that retaining the existing customers is more profitable than having to win the new ones to replace those lost.

II. REVIEW OF LITERATURE

Dharni and Singh (2011) found that retail revolution is sweeping every sector of India and rural sector is no exception. Buying behaviour of agril input consumers of organized rural retail outlets has been explored. Two top and bottom retail outlets on the basis of sales of Godrej Aadhar and HaiyaliKisaan Bazaar were included in the study. Using simple random sampling, 15 respondents were selected from each retail outlet, making a sample size of 120. Customer profile of the organized rural retail outlets largely included the persons with large landholdings.Akhter and Equbal (2012) observed Indianretail Industry is ranked among the ten largest retail markets in the world. The attitudinal shift of the Indian consumer and the emergence of organized retail formats have transformed the face of retailing in India. With the sign of re-emergence of economic growth in India, consumer buying in retail sector is being projected as a key opportunity area. Manochaand Pandey(2012) found that the retail landscape in India is changing rapidly and is being scrutinized by large scale investments by foreign and domestic players. Market liberalization and changing consumer behaviour have sown the seeds of a retail transformation. Indian retailing is growing fast and imparting the consumer preferences across the country. Sudame and Sivathanu (2013) The Indian retail industry has been thrown open to foreign majors and is packed with players who strive to offer great products and value-for-money to Indian consumers. The country holds a vast promise for retailers with its burgeoning spending power and a rising middle class. The US$ 500 billion Indian retail market, growing at an annual rate of about 20 per cent, is largely dominated by small shops and 'kirana' stores as of now.Singh and Singh (2013)The creation of supply chains in agriculture is being driven, in large part, by a need to reduce costs/increase efficiencies in developed countries and the opportunities created by globalisation of agricultural markets. In the mature food markets of developed countries, firm profitability is largely driven by market share, which, in turn, is driven by firm efficiency. Singh et al. (2014) Producer Company can play an important role in reducing transaction costs. By dealing with a producer company, the company does not have to do business with a large number of farmers. Producer company may support contract farming by arranging or channelling the technical assistance needed to help producers increase product quality and uniformity. Singh and

Singh (2015) analysed various opportunities faced are new products in stores, growing urbanization, small family size, growing farm and non-farm Income, good interiors and exteriors, retail generates employment, battle in price , contract farming, supply chain management, foreign direct investment (FDI) and credit cards. Singh and Singh (2015) analysed that suppliers are a threat to firm and industry profitability when they are able to increase the price of their product or affect the quantity and quality of the products supplied. Fewer suppliers mean they have greater power. Singh and Singh (2015) found that Agribusiness groups want to be get integrated with organised retail. Singh and Singh (2015) analysed that agribusiness groups can be integrated with organized retail which has great scope and is need of hour.

III. RESEARCH METHODOLOGY

For organized retail outlets, a list of all the organized retail players operating in Punjab was prepared. These organised retailers were Reliance, Easy Day, More, Mahindra, Hariyali, Tata Kisan Kendra, Aadhar, Spencer, Big Bazaar, ITC, Kipps, Vishal Mega Mart, Godrej, PyramidA conceptual model was prepared in which challenges and opportunities faced by agribusiness groups while dealing with organised retailers were identified and these were kept as model parameter for carrying out the research work.Secondary data on status and potential of organized retailing in Punjab was taken from the five year annual reports of the organised retailers such as Reliance, Easy Day, More, Mahindra, Hariyali, Tata Kisan Kendra , Aadhar, Spencer, Big Bazaar, ITC, Kipps, Vishal Mega Mart, Godrej, Pyramid.Ten organized retail players were selected from the list using simple random sampling. Further two retail stores of the selected organized retail players were selected using simple random sampling for detailed study. Sampling unit for the purpose of data collection were store managers. Data was collected using a prestructured non disguised questionnaire for the present study. Questionnaire for organised retailers included major issues such as organization structure and retailing practices (atmospherics, merchandising, promotion, on store promotion, point of sale, management and pricing , communication with customers) , sourcing practices, tie ups with organized agribusiness groups their requirement, pricing mechanism, technical input, financial assistance, vendor development activities, local procurement, plans to replacement, outsourcing etc.

IV. STATISTICAL ANALYSIS

- Likert scale

Likert scale was used for data collection. Likert item has two parts: the 'stem' statement' and the 'response scale'. Stem statement is used to the design of survey question. Thesewere simple, clear and unambiguous. Response scale refers to almost any rating scale designed to measure attitudes.

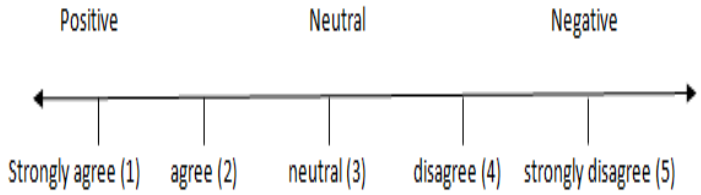

Fig.1 Likert scale

- One sample t test :

One sample t test was used for analysis of data.When there is one measurement variable and a theoretical expectation of what the mean should be under the null hypothesis. It tests whether the mean of the measurement variable is different from the null expectation. t test for one sample compares a sample to a theoretical mean. Reporting the results of the single-sample t-test include two parts, the verbal part and the report of the t-value, degrees of freedom (parenthetically) and the associated p- value. Significance level $\alpha = 0.05$ was selected, p-value ≤ 0.05 indicates strong evidence against the null hypothesis, so the null hypothesis was rejected, p-value > 0.05 indicates weak evidence against the null hypothesis, so fail to reject the null hypothesis, p-values = 0.05 are considered to be marginal (could go either way). The steps for calculating a one Sample t-test are:

I. Determine the "hypothesized" or "population" mean μ

II. Compute the sample mean $X = \sum X / n$

III. Compute $\sum X^2$

IV. Compute SS (Sums of Squares) $(\sum X)^2$

V. Compute s^2 (variance)
$s^2 = SS / (n-1)$

VI. Compute SEM (Standard Error of the Mean)
$SEM = \sqrt{s^2} / n$

VII. Compute t
$t = (\mu - X) / SEM$

VIII. Determine degrees of freedom for t
$df = n - 1$

IX. Determine critical value for t with that degrees of freedom and alpha of 0.05= .05 as shown in fig 2

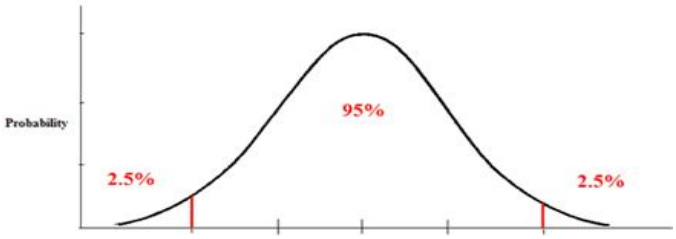

Fig 2 Normal t distribution curve

X. Compare the absolute value of the obtained t to the critical value.

a. If the absolute value of the obtained t is larger than the tabled value, then the sample is significantly different from the "hypothesized" or "population" mean.
b. If the absolute value of the obtained t is smaller than the tabled value, then the sample is not significantly different from the "hypothesized" or "population" mean.

V. RESULTS

Organised retailers opinion survey was conducted as per questionnaire and the results were analysed using one Sample t-test. Table 1 to 13 gives the summarised form with inferences.

Table 1.Source of procurement of products by organised retailers.

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
(S1) Own production/ Backward linkages	20	μ=2	μ≠2	2.3000	1.38031	.30865	2	.972	19	.343	.30000	-.3460	.9460	p>0.05 retain Ho
(S2) Through contract farming	20	μ=2	μ≠2	2.7500	1.06992	.23924	2	3.135	19	.065	.75000	.2493	1.2507	p>0.05 retain Ho
(S3) Procure from Agribusiness groups	20	μ=2	μ≠2	2.3500	.98809	.22094	2	1.584	19	.001	.35000	-.1124	.8124	p<0.05 reject Ho
(S4) Markets/ Agents	20	μ=2	μ≠2	2.6500	1.18210	.26433	2	2.459	19	.024	.65000	.0968	1.2032	p<0.05 reject Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

Table 2 Purchase criteria of organised retailers.

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
(S1) Quality of product	20	μ=2	μ≠2	2.9500	1.09904	.24575	2	3.866	19	.071	.95000	.4356	1.4644	p>0.05 retain Ho
(S2) Quantity of product	20	μ=2	μ≠2	2.4500	.99868	.22331	2	2.015	19	.058	.45000	-.0174	.9174	p>0.05 retain Ho
(S3) Replishment lead time	20	μ=2	μ≠2	2.6500	1.13671	.25418	2	2.557	19	.019	.65000	.1180	1.1820	p<0.05 reject Ho
(S4) Price of the product	20	μ=2	μ≠2	3.0500	1.19097	.26631	2	3.943	19	.068	1.05000	.4926	1.6074	p>0.05 retain Ho
(S5)On time delivery of support/ services	20	μ=2	μ≠2	2.4000	1.18766	.26557	2	1.506	19	.148	.40000	-.1558	.9558	p>0.05 retain Ho
(S6)Supplier flexibility	20	μ=2	μ≠2	2.8000	1.05631	.23620	2	3.387	19	.003	.80000	.3056	1.2944	p<0.05 reject Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

Table3 Percentage of products organised retailers purchase from contract farmer, through agent, agribusiness group and market.

Statements	Number of respondents	Mean	Standard Error	Median	Mode	Standard Deviation	Sample Variance	Kurtosis	Skewness
Contract farmer	20	2.5	0.1849	2.5	3	0.8271	0.6842	-0.2601	9.7387
Through agent	20	2.95	0.2562	3	2	1.1459	1.3131	-0.4737	0.1066
Agribusiness group	20	1.5	0.1701	1	1	0.7608	0.5789	-0.0369	1.1947
Market	20	3.2	0.2772	3	4	1.2396	1.5368	-0.8139	9.3346

Table 4 Organised retailers have done business with agribusiness group.

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
Whether organised retailers have done business with agribusiness group	20	$\mu=2$	$\mu\neq2$	1.9167	.80857	.10971	2	-.726	19	.010	-.08333	-.3149	.1482	p<0.05 reject Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

Table 5 Rating of the statements on the basis of having successful supplier relationship.

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
(S1) Trust is vital element between buyer and seller for good relationship	20	$\mu=2$	$\mu\neq2$	2.8000	1.00525	.22478	2	3.559	19	.052	.80000	.3295	1.2705	p>0.05 retain Ho
(S2) Fairness is important in doing business	20	$\mu=2$	$\mu\neq2$	2.8000	1.10501	.24709	2	3.238	19	.064	.80000	.2828	1.3172	p>0.05 retain Ho
(S3) Reliability between two parties is very important	20	$\mu=2$	$\mu\neq2$	2.8500	.81273	.18173	2	4.677	19	.051	.85000	.4696	1.2304	p>0.05 retain Ho
(S4) Communication is must between buyer and seller	20	$\mu=2$	$\mu\neq2$	2.8000	1.05631	.23620	2	3.387	19	.063	.80000	.3056	1.2944	p>0.05 retain Ho
(S5) Coordination is very essential in doing business	20	$\mu=2$	$\mu\neq2$	3.3000	1.12858	.25236	2	5.151	19	.000	1.30000	.7718	1.8282	p<0.05 reject Ho
(S6) Consistency plays vital role in doing business	20	$\mu=2$	$\mu\neq2$	3.7500	.96655	.21613	2	8.097	19	.064	1.75000	1.2976	2.2024	p>0.05 retain Ho
(S7) Activities performed are important between both parties	20	$\mu=2$	$\mu\neq2$	4.0000	1.29777	.29019	2	6.892	19	.000	2.00000	1.3926	2.6074	p<0.05 reject Ho
(S8) Equitable profit distribution is must for maintaining long term relationships	20	$\mu=2$	$\mu\neq2$	2.0500	.88704	.19835	2	.252	19	.804	.05000	-.3651	.4651	p>0.05 retain Ho
(S9) Marketing support is very important	20	$\mu=2$	$\mu\neq2$	2.9500	1.19097	.26631	2	3.567	19	.002	.95000	.3926	1.5074	p<0.05 reject Ho
(S10) Timeliness of payment is must	20	$\mu=2$	$\mu\neq2$	2.8000	1.50787	.33717	2	2.373	19	.068	.80000	.0943	1.5057	p>0.05 retain Ho
(S11) Inventory planning is very crucial in times of shortage	20	$\mu=2$	$\mu\neq2$	3.0000	1.02598	.22942	2	4.359	19	.070	1.00000	.5198	1.4802	p>0.05 retain Ho
(S12) Management practices need to be up to date	20	$\mu=2$	$\mu\neq2$	3.2000	1.32188	.29558	2	4.060	19	.001	1.20000	.5813	1.8187	p<0.05 reject Ho
(S13) Technical support is must	20	$\mu=2$	$\mu\neq2$	2.9500	.82558	.18460	2	5.146	19	.060	.95000	.5636	1.3364	p>0.05 retain Ho
(S14) On time delivery is must	20	$\mu=2$	$\mu\neq2$	2.5000	1.19208	.26656	2	1.876	19	.076	.50000	-.0579	1.0579	p>0.05 retain Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

Table 6 Challenges faced by organised retailers while dealing with agribusiness groups.

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
(S1) Traceability of producer	20	μ=2	μ≠2	2.2500	1.11803	.25000	2	1.000	19	.330	.25000	-.2733	.7733	p>0.05 retain Ho
(S2) Quality of product	20	μ=2	μ≠2	2.4500	.75915	.16975	2	2.651	19	.076	.45000	.0947	.8053	p>0.05 retain Ho
(S3) Agribusiness groups has low finance	20	μ=2	μ≠2	2.5000	1.10024	.24602	2	2.032	19	.056	.50000	-.0149	1.0149	p<0.05 reject Ho
(S4) Agribusiness groups do not have latest information regarding products	20	μ=2	μ≠2	1.7500	.85070	.19022	2	-1.314	19	.204	-.25000	-.6481	.1481	p>0.05 retain Ho
(S5) Standardization	20	μ=2	μ≠2	2.6500	1.08942	.24360	2	2.668	19	.065	.65000	.1401	1.1599	p>0.05 retain Ho
(S6)Continuous supply	20	μ=2	μ≠2	3.3500	1.22582	.27410	2	4.925	19	.053	1.35000	.7763	1.9237	p>0.05 retain Ho
(S7)Traceability of product	20	μ=2	μ≠2	3.0000	1.25656	.28098	2	3.559	19	.072	1.00000	.4119	1.5881	p>0.05 retain Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

Table7 Opportunities for organised retailers while dealing with agribusiness groups.

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
(S1) Products at less price	20	μ=2	μ≠2	2.3500	.87509	.19568	2	1.789	19	.090	.35000	-.0596	.7596	p>0.05 retain Ho
(S2) Getting fresh things	20	μ=2	μ≠2	2.5000	.94591	.21151	2	2.364	19	.029	.50000	.0573	.9427	p<0.05 reject Ho
(S3) On time delivery of small orders	20	μ=2	μ≠2	3.1000	1.29371	.28928	2	3.803	19	.051	1.10000	.4945	1.7055	p>0.05 retain Ho
(S4) Direct contact with producer	20	μ=2	μ≠2	3.5500	1.23438	.27601	2	5.616	19	.060	1.55000	.9723	2.1277	p>0.05 retain Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

Table8 Parameters that organised retailers keep in trading contract with procurement partners.

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
(S1) Quality	20	μ=2	μ≠2	2.3500	.93330	.20869	2	1.677	19	.110	.35000	-.0868	.7868	p>0.05 retain Ho
(S2) Period of keeping the same quality	20	μ=2	μ≠2	2.5500	1.14593	.25624	2	2.146	19	.055	.55000	.0137	1.0863	p>0.05 retain Ho
(S3) Traceability	20	μ=2	μ≠2	2.1000	.96791	.21643	2	.462	19	.049	.10000	-.3530	.5530	p<0.05 reject Ho
(S4) Transport frequency and refrigeration	20	μ=2	μ≠2	2.9000	.96791	.21643	2	4.158	19	.001	.90000	.4470	1.3530	p<0.05 reject Ho
(S5) Regarding methods and units of packaging	20	μ=2	μ≠2	3.1500	1.30888	.29267	2	3.929	19	.001	1.15000	.5374	1.7626	p<0.05 reject Ho
(S6) Form of communication like fax, email etc	20	μ=2	μ≠2	3.0000	1.21395	.27145	2	3.684	19	.052	1.00000	.4319	1.5681	p>0.05 retain Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

Table 9 Assistance organised retailers provide to their procurement partners.

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
(S1) Provide training on regular intervals regarding latest technology	20	μ=2	μ≠2	3.6000	.99472	.22243	2	7.193	19	.060	1.60000	1.1345	2.0655	p>0.05 retain Ho
(S2) Quality control methods	20	μ=2	μ≠2	2.3000	.92338	.20647	2	.7322	.7322	.7322	.7322	.7322	.7322	p>0.05 retain Ho
(S3) Handling assistance on regular intervals to partners	20	μ=2	μ≠2	3.0000	.85840	.19194	2	5.210	19	.000	1.00000	.5983	1.4017	p<0.05 reject Ho
(S4) Financial support to the partners	20	μ=2	μ≠2	2.9000	1.25237	.28004	2	3.214	19	.005	.90000	.3139	1.4861	p>0.05 retain Ho
(S5) Transport assistance on regular basis	20	μ=2	μ≠2	2.8500	1.38697	.31014	2	2.741	19	.013	.85000	.2009	1.4991	p<0.05 reject Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

Table10 Pricing method adopted by organised retailers for contract farmers, agents, agribusiness groups and markets

Statements	Number of respondents	Mean	Standard Error	Median	Mode	Standard Deviation	Sample Variance	Kurtosis	Skewness
Contract farmers	20	2.4210	0.1588	2	2	0.6924	0.4795	0.2722	0.3138
Agents	20	2.35	0.15	2	3	0.6708	0.45	0.7361	0.6131
Agribusiness groups	20	3	0.2051	3	4	0.9176	0.8421	-0.6868	0.4540
Markets	20	1.6	0.2102	1	1	0.9403	0.8842	0.7539	1.3673

Table 11Promotion activities adopted by organised retailers in relation with contract farmers, agents, agribusiness groups and markets

Statements	Number of respondents	Mean	Standard Error	Median	Mode	Standard Deviation	Sample Variance	Kurtosis	Skewness
Contract farmers	20	3.1	0.1905	3	2	0.8522	0.7263	-0.3028	0.3627
Agents	20	2.9	0.1432	3	2	0.6407	0.4105	-0.2498	0.0800
Agribusiness groups	20	3.6	0.1123	4	4	0.5026	0.2526	-2.0179	-0.4421
Markets	20	1.75	0.2798	1	1	1.2513	1.5657	1.4518	1.6005

Table 12 Whether organised retailers want to integrate with agribusiness groups.

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
Whether organised retailers want to integrate with agribusiness groups	20	μ=2	μ≠2	2.2500	1.16416	.26031	2	.960	19	.349	.25000	-.2948	.7948	p>0.05 retain Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

Table 13 Important issues for integration

Statement	N	Ho	H_1	Mean	Std Deviation	Std Error Mean	Test value	t	df	Sig. (2-tailed) {p value}	Mean difference	95% Confidence Interval of the Difference		Inference
												Lower	Upper	
(S1) Quality of the products is essential	20	μ=2	μ≠2	2.8000	1.05631	.23620	2	3.387	19	.053	.80000	.3056	1.2944	p>0.05 retain Ho
(S2) Packaging of the products should be good	20	μ=2	μ≠2	3.1000	1.07115	.23952	2	4.593	19	.060	1.10000	.5987	1.6013	p>0.05 retain Ho
(S3) Communication between two parties is important	20	μ=2	μ≠2	3.1000	1.07115	.23952	2	4.593	19	.062	1.10000	.5987	1.6013	p>0.05 retain Ho
(S4) Bar coding is necessity	20	μ=2	μ≠2	2.8500	.93330	.20869	2	4.073	19	.101	.85000	.4132	1.2868	p>0.05 retain Ho
(S5) Training regarding handling, sorting, quality management and skills building of products should be there	20	μ=2	μ≠2	3.0500	.88704	.19835	2	5.294	19	.070	1.05000	.6349	1.4651	p>0.05 retain Ho
(S6) Up gradation of production system is must	20	μ=2	μ≠2	2.8000	1.15166	.25752	2	3.107	19	.561	.80000	.2610	1.3390	p>0.05 retain Ho
(S7) Market information regarding price, quality delivery time, design, quantity, reliability, flexibility of products and trends in market is must	20	μ=2	μ≠2	2.8000	.83351	.18638	2	4.292	19	.052	.80000	.4099	1.1901	p>0.05 retain Ho
(S8) Storage of products is very important	20	μ=2	μ≠2	2.7000	1.03110	.23056	2	3.036	19	.067	.70000	.2174	1.1826	p>0.05 retain Ho
(S9) Proper knowledge of risk management skills is must	20	μ=2	μ≠2	2.5000	1.14708	.25649	2	1.949	19	.066	.50000	-.0368	1.0368	p>0.05 retain Ho
(S10) Social relationships are very important	20	μ=2	μ≠2	2.6500	.81273	.18173	2	3.577	19	.002	.65000	.2696	1.0304	p<0.05 reject Ho
(S11) Knowledge of organization and analytical skills is needed	20	μ=2	μ≠2	2.9000	.96791	.21643	2	4.158	19	.001	.90000	.4470	1.3530	p<0.05 reject Ho
(S12) Production contract is must	20	μ=2	μ≠2	2.6000	1.18766	.26557	2	2.259	19	.056	.60000	.0442	1.1558	p>0.05 retain Ho
(S13) Penalities for not fulfillment of contract	20	μ=2	μ≠2	2.7000	1.12858	.25236	2	2.774	19	.012	.70000	.1718	1.2282	p<0.05 reject Ho

N = Number of respondents, Ho= Null hypothesis, H1 = Alternate hypothesis, t = t value, df = degrees of freedom= N-1.

VI. CONCLUSIONS

- Organised retailers procure the product from own production/ backward linkages, and through contract farming, organised retailers do not procure their product from agribusiness groups and markets/ agents.

- Quality of product, quantity of product, on time delivery of support/ services and supplier flexibility are the purchase criteria of organised retailers.Replishment lead time and price of the product is not the purchase criteria of organised retailers.

- Organised retailers purchase 51-75 % of their products from contract farmers, 26- 50 % of their products through agents,0- 25 % of their products from agribusiness groups.Some organised retail procures76 - 100% of their products from themarket.

- Trust is vital element between buyer and seller for good relationship, reliability between two parties is very important, consistency plays vital role in doing business, equitable profit distribution is must, timeliness of payment is must, inventory planning is very crucial in times of shortage, on time delivery is must, fairness is not important in doing business, communication is not must between buyer and seller, coordination is not very essential in doing business, activities performed are not important between both parties, marketing support is not very important, management practices need not to be up to date and technical support is not must for having successful supplier relationship

- Traceability of producer, quality of product,agribusiness groups do not have latest information regarding products, standardization and continuous supply are challenges faced by organised retailers while dealing with agribusiness groups, agribusiness groups has low finance.

- Products at fewer prices, on time delivery of small orders, direct contact with producer are opportunities for organised retailers while dealing with agribusiness groups, getting fresh things is not an opportunity for organised retailers.

- Period of keeping the same quality, communication like fax, email are parameters that organised retailers keep in trading contract with procurement partners. Traceability, transport frequency and refrigeration and quality are not parameters that organised retailers keep in trading contract with procurement partners

- Provide training on regular intervals regarding latest technology, quality control methods and financial support to the partners are assistance organised retailers provide to their procurement partners. Organised retailers does not providehandling assistance and transport assistance on regular intervals to partners /procurement partners

- Organised retailers adopt demand based pricing method for markets, organised retailers also adopt competition based pricing method for contract farmers, organised retailers adopt product line pricing method for agents.Organised retailers also adopt cost based pricing method for agribusiness groups.

- For contract farmers organised retailers adopt newspapers/magazines as promotional activity, for markets organised retailers adopt online marketing as promotional activity and for agribusiness group's organised retailers adopt poster/ bulletin board as promotional activity.

- Organised retailers want to integrate with agribusiness groups

- Qualityof the packaging material, quality of the products, bar coding, training regarding handling, sorting, quality management, skills building.up gradation of production system, market information regarding price, quantity, quality, delivery time, reliability, flexibility of products and trends in market, storage of products,proper knowledge of risk management skills, knowledge of organization and analytical skills, production contract and penaltiesfor not fulfilment of contract are important issues for integration between organised retailers agribusiness groups.

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