



## **Problems Faced By Retailers in A Tourist Spot at Kanyakumari**

**T. Barathi<sup>1</sup> and Dr .T. Alexandria Jeyamathy<sup>2</sup>**

<sup>1</sup>Research Scholar, Department of Commerce,

<sup>2</sup>Research Supervisor, Assistant Professor of Commerce,  
Reg. No. 18123161012056

<sup>1&2</sup> Scott Christian College (Autonomous), Nagercoil, India

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India)

E-Mail: [batathithangam@gmail.com](mailto:batathithangam@gmail.com)

<sup>2</sup>[alexandriajeyamathi@gmail.com](mailto:alexandriajeyamathi@gmail.com)

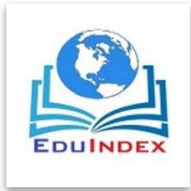
### **Abstract:**

Tourism offers to a nation an opportunity for earning foreign exchange at a low social cost. It not only stimulates the rate of growth of the overall economy because of its immense growth potential, but under certain situation can also be rightly regarded as an important industry for diversification of the industrial structure as well as regional development of backward area. Kanyakumari is one of the most beautiful places in South India with special characteristics. For earning foreign exchange at a lower social cost retailing industry plays a vital role in tourism sector. Retailer part is an important part in tourism sector. Without retail industry the tourists cannot satisfy the urgent needs. For Retailing the product retailer faces lots of problems. The purpose of the study is to know what are the problems faced by retailer in a tourist spot at Kanyakumari. The object of the study is to know the problems faced by the retailers and their earning capacities in the study area. For knowing that convenience sampling techniques are used. A well-structured interview schedule was used to collect the primary data from 60 retailers in Kanyakumari tourist spot.

**Keywords:** Tourism, Kanyakumari, Retail Sectors, Retailers, Problems

### **Introduction**

One of the striking features of the present century is the emergence of tourism, as an industry in quite a few developing countries. Tourism originated from the inherent human propensity to travel for pleasure, business, education or even religion. Naturally, it attracted the attention of the scholars of different fields like historians, economists, sociologists, anthropologists, and geographers particularly the environmentalists. Tourist spot is a common place where



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people are engaged to visit and relax their mind. Tourism may include short trips during the week, weekend breaks or longer journeys during holidays. Kanyakumari is one of the most beautiful tourist spot which is situated at the southernmost point of peninsular India and the meeting point of three oceans the Bay of Bengal, the Arabian sea and the Indian ocean. Besides its importance as a Hindu pilgrim centre, it is famous for its beautiful view of sunrise and sunset over the water. And also very famous for its great variety of sea shells, conches, straw hats and clips made of coconut shells, spices etc. Here, retailers plays a vital role. Retail business is necessary in tourist spots specially to satisfy the urgent needs of the tourists. Most of the products available in the tourist spots are local products of the particular areas.

**Statement of the problem :**

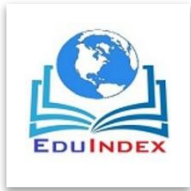
There are many Retailers who have installed shops in Kanyakumari. They fully depend on the business through their shops. They have huge sales during the peak seasons like April, May, December and January during this months they earn handsome money as profit but during off season months it is difficult to earn more. During those season the sales proceeds is not even sufficient to meet their daily requiring expenses and the rent of the shop, moreover they are unable to pay interest for the loans and feel difficult to remit the loan instalments. In addition, they have been encountering the problems like hard restrictions imposed by the township, police, misunderstanding with the neighbouring shop, understanding of different language spoken, huge competition, victimization of natural calamities and theft and so on. The research gives importance for this study because this is the problem of bread and butter of few thousand families.

**Objective of the study:**

- To know the problem faced by the retailers in the study area
- To know the earning capacity of the retailer in the study area

**Research methodologies**

For the sake of convenience, convenience sampling techniques are used. The sample size was 60 respondents who installed shop in Kanyakumari tourist spots. Interview schedule has been

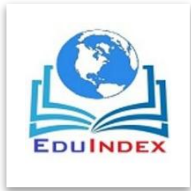


used to collect the relevant information. Other techniques like observation are also adapted. The data have been collected not only through personal interview but through informal talks with respondents. Secondary data have been taken from different agencies like directorate of statistics and some information is also collected from various reports, journals, thesis and publications. Garret ranking and percentage techniques were used to analyse the data.

### Analysis and inference of the data

**Table 1: General demographic profile of respondent**

Characteristics	No. of respondents	Percentage
<b>Gender</b>		
Male	48	80
Female	12	20
<b>Total</b>	<b>60</b>	<b>100</b>
<b>Age</b>		
Below 25	8	13
26 – 35	15	25
36 – 45	32	54
Above 45	5	8
<b>Total</b>	<b>60</b>	<b>100</b>
<b>Education Qualification</b>		
Upto Higher Secondary	23	39
ITI, Diploma	12	20
UG	20	33
PG	5	8
<b>Total</b>	<b>60</b>	<b>100</b>
<b>Marital Status</b>		
Married	42	70
Unmarried	18	30



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<b>Total</b>	<b>60</b>	<b>100</b>
<b>Family type</b>		
Nuclear	36	60
Joint Family	24	40
<b>Total</b>	<b>60</b>	<b>100</b>
<b>Family Business</b>		
Yes	39	65
No	21	35
<b>Total</b>	<b>60</b>	<b>100</b>
<b>Service year</b>		
Less than 2 years	8	13
2-5 years	22	37
5-10 years	18	30
More than 5 years	12	20
<b>Total</b>	<b>60</b>	<b>100</b>

The above table shows demographic characteristics of the respondents. The majority of respondents 80% are married. It is further revealed that most of the respondents 54% belong to 36-45. A majority of the respondent 39% studied up to Higher Secondary only. Most of the respondents are involved in family business. A majority of the respondents 70% are married. Most of the respondents 60% belong to nuclear family and majority of the respondents 37% are running the business for 2-5 years.

Their demographic profile shows male members are the majority retailers involved in the business and also most of them studied up to higher Secondary level. This shows they have lack of creative ideas to handle the business. Majority of the retailers belong to nuclear families and are married. This shows that they must earn to run the family.

**Table 2: Products available in the shops**

Type of products	No. of respondents	Percentage
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Apparels	6	10
Toys	12	20
Sea shells & Handicrafts	20	33
House Holds	4	7
Spices	13	22
Others	5	8
<b>Total</b>	<b>60</b>	<b>100</b>

The above table shows that majority of the respondents 33% are involved in sea shells and handicrafts products. This shows most of the retailers in the tourist spots involved in local available product. i.e. sea shells are the raw materials available in Kanyakumari.

**Table 3: Profit Position of the Retailer**

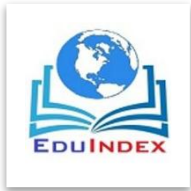
<b>Profit Position</b>	<b>No. of respondents</b>	<b>Percentage</b>
Low	12	20
Medium	30	50
High	18	30
<b>Total</b>	<b>60</b>	<b>100</b>

The above table shows the majority of the respondents 50% are getting only medium level of profit. This shows their below-par life.

**Table 4: Income level of the Retailer**

<b>Income Level</b>	<b>No. of respondents</b>	<b>percentage</b>
Seasonal Income	48	80
Regular Income	12	20
<b>Total</b>	<b>60</b>	<b>100</b>

The above table shows that the majority of the respondents 80% are getting seasonal income here. The seasonal income is obtained only for 4-5 months.



**Table 5: Problem faced by Retailers**

<b>Problems</b>	<b>Mean Score</b>	<b>Rank</b>
Seasonal Market	52.73	II
High township tax	48.47	IV
Lack of government support	51.67	III
Fear of natural calamities	58.85	I
Lack of loan facilities	48.37	V
Competitions among retailers	47.43	VI
Language problems	46.43	VII
High rental problems	45.05	VIII

The above table shows the problem faced by the retailer. Garret ranking is used to rank the problems of the respondents. Fear of natural calamities got the I Rank, Mean score: 58.85 and high rental charges got the VIII Rank, Mean score: 45.05.

## CONCLUSION

This study is undertaken by the researcher to know the major problems faced by the retailers in the Kanyakumari tourist spots. The prime objective of the study is to know the problem and their earning capacity of the respondent of the study area. This study indicates that fear of natural calamities is the most problematic to the retailer in the study area because future is not predictable and no one can change the reality of the nature and also it was observed that most of the respondents were getting only a poor profit and also they did not get it regularly. This shows most of the respondents are under the poverty line.

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