A Case Study On The Problems Faced By Book Retailers With Special Reference To Kerala

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Abstract: Retail Industry in India is among the fastest growing industry in the world. Business are being more and more influenced by challenging forces like globalization De regulation convergence of industries and it has been several years since a new commer has appeared in almost every Marketplace All Around The World e-Commerce. Book retailers main aim is to bring all the books that are published by various publishers under one roof. In this contact some traditional Industries like the book Retail Industry could feel threatened by the changes in buying behavior of customers who have become bold and aggressive in their demands not only for superior quality but also for responsive service.
Keywords: Retail book industry, Kerala book Industry, business in Kerala customer perception, retailing problems, book sellers issues ,e-marketing

1 INTRODUCTION

Retailing is refers to sales of goods and services to the end uses. The term retailing comes from the French term retailer which meaning breaking of bulks. Retail sector consist of both organized and unorganized retailers. A major share of Indian Retail Industry lies with the unorganized retails. It refers to those retailers who run their own small and medium level shops in their locality to earn a livelihood. Due to heavy competition and many other factors this small another retailers find it difficult to prosper in their business. Book Stores maybe either part of a chain or local independent Book Stores. Retailing generally occurs in BC streets roadside shopping malls or shopping street. The Indian Retail Industry is growing at a faster face. Retailing and also be referred to us selling small quantities of goods and services to large number of customers instead of a small number of customers ordering by quantities of products.

2 OBJECTIVES.

1.To identify the problems faced by book retailers in kerala
2.To suggest solutions for the development of book retailers in kerala

3 PURPOSE

The purpose of this study is to find out the new challenges with the field of e-commerce for the book Retail Industry in terms of market approach and customer relationship management by new challenges is meant the further adaptation that need to be made to their present process in order to Adobe to there customer recruitment

4 BOOK RETAIL INDUSTRY

In Rome toward the end of the republic it became the fashion to have a library and Roman booksellers carried on a flushing trade. The spread of Christianity naturally created a great demand for copies of the glossals Other scared books and later on for missels and other devotional volume for both search and private uses. The modern system of book selling dates from soon after the introduction of printing. In the course of 16th and 17th centuries the law countries for a time became the chief centre of the book selling world. Modern book selling has changed dramatically with the advent of the internet. Book Stores often cell other printed matters besides books such as newspapers magazines and maps. Colleges and Universities often have Book Stores on campus that focus on providing course textbook and scholarly books and Orphan also sell other supplies and logo merchandise.

Another common type of book store is the used Book Store or second hand books shop which buys and cells used and out of print books in a variety of conditions a range of titles are available in used Book Stores including a print and out of print books.

5 RESEARCH METHODOLOGY

Research means search for knowledge. It aims at discovering the truth. It is an essential and powerful tool in leading men towards progress. It is an original contribution to the existing stock of knowledge. It is under taken to discover answers to questions by applying scientific method. It is the search for knowledge through objectives and systematic method of finding solution to problems. Therefore research is a process of systematic and in depth study or search of any particular topic, subject or area of investigation backed by collection, computation, presentation and interpretation of relevant data.

According to Clifford Woody, "Research comprises of defining and redefining problems, formulating hypothesis, collecting, organizing and evaluating data, making deductions and research conclusions and at last carefully testing conclusions to determine whether they fit the formulation of hypothesis ".

Qualitative research design has been adopted for the study about book retailers in Kerala. The secondary data has been collected from various sources such as websites articles and published sources.

6 REVIEW OF LITERATURE

It was during the fifteenth century that the invention of the printing press provided the technical precondition for a wide dispersal of the written word. But it did not happen until the eighteenth century when the aristocracy's privilege of education came to an end. The reading public developed at first through the publication of newspapers and magazines, but there was not special interest at that time in books, since their high price remained a high barrier to widespread reading. Even though in the middle of the nineteenth century novelreading raised rapidly from 65% to 90% in Western countries (Leavis, 1932). Reading became very soon an accepted

part of daily life for upper classes and possession of books was taken for granted, but not among the lower class (Gedin, 1975). During the eighteenth and nineteenth century, main actors in the book market were the following: publishing houses, book-sellers, newspapers and magazines, bookshop, independent writer and the reading public (Gedin, 1975). The great improvements in communication during the nineteenth century saw the rise of a need for a wider geographical dispersal of booksellers, and the industrialized countries of the West a system of book merchandising was instituted that remains much the same to this day. Booksellers received their stocks from publishers on a commission basis, on approval, with full return rights since it was impossible for them to know all the latest books published, and because the consigned books could take weeks to arrive. In return, the publisher required the bookseller to accept the book sent (Gedin, 1975).

By the beginning of the 20th century in the publishing world the pattern of almost a hundred years gradually changed and American methods appeared in the form of cheap editions and the launching of bestsellers; and marketing through mass media, such as radio, the weekly press and in films. S. Fischer (a famous German publisher of the beginning of the 20th century) in 1911 wrote: "the book is now an object that can be most easily dispended with in our daily life (…) the lost war and the American wave of culture have transformed our way of life, changed, our taste". According to this author, radical changes were taking place in society and the book market was about to change accordingly. The majority of the older publishing houses not only survived between the wars but grew larger owing to the strength gained through their former development. They were in possession of valuable copyrights and the new dynamic market gave them an opportunity to reach new readers through books clubs, cheap editions, and collected works. Great changes occurred in the 50s and 60s. These changes that had started between the wars and which reflected the deep transformation taking place in the whole of western society: This society has turned into 3 post-industrial line, the service society of today has brought fundamental changes in every aspect of the book trade among writers, publishers, booksellers, and of course the reading public (Gedin, 1975).

7   PROBLEMS FACED BY BOOK RETAILERS

Progressing into the digital Era has led to a radical change in the way books are published we have seen paper packs and hard bound transition into ebooks and kindly with the increasing popularity of ebooks the sales of physical books are reducing one thing is defined publishers using traditional tools cannot survive the digital disruption. Publishing industry has evolved considerably in the last decade to deal with digital description piracy change in the reading habits rise of audio books extreme competition production problems and excessive promotion they have changed their strategist to prevent from becoming obsolete. To make a significant impact publishers have developed into digital layouts and online Publications.

Online piracy has changed the way condenly shade and consumed by the radius it has led to a tremendous increase in the Lost faced by the population when readers have the option to download the book for free that tend to prevent it.

They are not big on experimentation and tend to read books by a d batch order if it is available for free when promoting the books at conferences workshops and webinars mention where your book will be solved online and ensure the link to purchase the book is EC available.

Technology advancements like the internet Smart Box tablets and irriders have received that reading and learning habits to quit a large exchange the use of search engine has made finding specific information about a subject extremely convenient however predest may face fatic due to consistency reading a book on a screen publishers can offer additional services to the readers to truly experience the books.

The Indian market is highly price sensitive readers often purchase books on a budget some book publishers focus on the need to reduce the cost which affects the quality of the books however readers often judge a book by its cover the material and printing altitude match International standards quality comes at the price ensure that our book is price committeely with a focus on a cover that has good quality

Extreme competition

In the current era of competition with the excessive available of current which is easily accessible over the internet it is a challenge for book publishers to ensure their books is to the spotlight as a result book publishers must select a minus cribs that has a unique writing style and conduct to come back the competition faced by the others and publishers it is complex for publishers to device a plan to be revend in the digital space increasing the visibility of the books is not easy task secondary rights are an interesting space to explore unique content always stands out over writers must and hands changes capitals on the latest trend and opportunity to respected and use the best promotion method to answer their books getting a minus crips with several obstacles missing out on the last could be a big set back

When publishing a book writer must be aware of new ways to increase reader ship.

8   SUGGESIONS FOR IMPROVING BOOK RETAILS IN KERALA

The government should support the small book retail is by providing the finance at lower interest rates. They can also make provision to ensure that exploitation does not occur in this field

There should be system to ensure that only healthy competition occur in this sector. They should also see that quality of goods is not sacrificed in order to which stand competition

Maintaining better relationship with book customers helps to increase loyal customers to store and their by improve it sale a small chit chat with the customers door delivery of product in case of emergency offering small discounts to regular customers stocking of product based on customer demand etc are few techniques to improve customer loyalty.

9   CONCLUSIONS

In the study the other has shown that the customer who buy online pursue the internet as a complimentary source of product and not as a substitute for their traditional source.

The main challenge for online companies is this to deliver customers with the highest quality of service in order to give their villain us to come back while for traditional book shows the which challenge is morched developed person to person exchanges.

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