

**PROJECT REPORT ON
RETAIL REVOLUTION IN DAKSHINA KANNADA: A PREDICTIVE ANALYSIS
OF HYPERMARKET AND SUPERMARKET DOMINANCE OVER TRADITIONAL
RETAIL OUTLETS**

**Submitted by
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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

**In partial fulfilment of the requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

INTERNAL GUIDE

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HOD

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Date: 09/09/2024

CERTIFICATE

This is to certify that **Pranava Swaroopa** bearing **USN 4AL22BA061**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on **"Retail Revolution in Dakshina Kannada: A Predictive Analysis of Hypermarket and Supermarket Dominance over Traditional Retail Outlets"**, is prepared by him under the guidance of Mrs. Priya Sequeira, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I **Pranava Swaroopa**, USN: **4AL22BA061**, hereby declare that the Project report titled **"Retail Revolution in Dakshina Kannada: A Predictive Analysis of Hypermarket and Supermarket Dominance over Traditional Retail Outlets"** prepared by me under the guidance of **Mrs. Priya Sequeira**, HOD, PG Dept. of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

Place: *Mijar*

Date: *20/09/2024*



Signature of the Student

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With Sincere Regards,

Pranava Swaroopa

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Executive Summary

This project analyses the growing dominance of supermarkets and hypermarkets over traditional retail outlets in Dakshina Kannada. The study employs a linear regression approach, supported by quantitative data from surveys of 300 consumers. The research aims to identify key factors influencing customer behaviour, including convenience, product variety, pricing, and technological advancements. These factors not only attract customers to modern retail formats but also contribute to the decline in footfalls at traditional outlets.

The analysis of this report reveals that supermarkets and hypermarkets are increasingly favoured due to their ability to offer a one-stop shopping experience, competitive pricing, and a broader range of products. Data shows that 72% of respondents agree that supermarkets prioritize customer satisfaction, while only a small percentage believe that traditional outlets can compete effectively on these fronts. Predictive modelling indicates that the market share of supermarkets is expected to continue growing by approximately 5% annually, potentially reaching 80% by 2033, driven by younger, tech-savvy consumers who prefer a seamless integration of online and offline shopping.

This project exemplifies that traditional outlets face significant challenges but can remain relevant by adapting to changing consumer preferences. Strategies such as embracing digital tools, expanding product offerings, and enhancing personalized customer service can help these outlets carve out a niche. However, without substantial innovation, many traditional shops may continue to lose market share, particularly in urban and suburban areas. The findings underscore the importance of leveraging technology and customer experience enhancements for all retailers to meet evolving consumer needs in a competitive market landscape.