

Effects of Supermarket on Small Retail Business

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ABSTRACT

This study assessed the effects of Waltermart Supermarket on small retail businesses in Candelaria, Quezon, Philippines. Using the adapted standardized questionnaire of Cantuba et al. (2015), retailers assessed the effects of Waltermart on their sales and revenue, product movement, and customer attraction and retention using the 5-scale Likert style. The adapted standardized questionnaire of Lee et al. (2008) was also used to assess the strategic response of the retailers to maintain sustainable operation using marketing practices, merchandising practices, customer service practices, and business operation practices using 5-scale Likert style. A total of sixty registered retailers were used as the sample. Findings revealed that retailers are moderately affected by the presence of Waltermart with 'customer attraction and retention' ranked the highest, and 'sales and revenue' as the lowest. In terms of strategic practices used by retailers to maintain sustainable operation in the presence of Waltermart, findings revealed that 'business operation practices' ranked the highest, and 'merchandising practices' as the lowest. For this, retailers need to continue an effective business operation and enhance the quality, competitiveness, and availability of the product through good inventory quality control management. Selling products at a competitive price, offering bundled and discounted products, re-organizing store layout, and providing good store ventilation with a hygienic environment are good practices that attract customers. As the study offers an assessment of the effects of Waltermart on retailers, the results suggest an in-depth analysis of the impact of supermarkets on the retailer's performance through financial ratios.

Keywords: Waltermart Supermarket, small retailers, sustainable operation, business operation, inventory quality control management

About the presenters:

Ms. Katrin I. De Villa is a Bachelor of Science in Accountancy graduate at Tayabas Western Academy, in Candelaria, Quezon, Philippines. She is also a professional licensed teacher and a Master in Business Administration graduate at San Pablo Colleges, San Pablo City, Laguna. A certified bookkeeper, and currently employed by the Department of Education as Teacher III for Senior High School at Recto Memorial National High School, Tiaong, Quezon. As an Accounting and Business Management (ABM) Teacher, she teaches subjects like Fundamentals of Accounting 1 and 2, Entrepreneurship, Finance and Marketing, and other major business subjects. As a business researcher, her mission is to contribute and share her knowledge with the research community that will help in the nation's building and sustenance.



Darlene U. Banaera is an avid lover of pursuing academic excellence and has always dreamed of earning acknowledgment with her works and writings. She was born on the 27th of January 2000 and took up a Bachelor of Science in Accountancy at Tayabas Western Academy. Usually aloof, she spends her time reading books, scribbling thoughts, playing board games, and gardening. A breadwinner to her family - that is why she's highly ambitious, determined, and strong. She has always been fervent about writing and doing research. Her passion, energy, and enthusiasm for writing a research study are true, real, and undeniable – a lifelong learner with an ongoing curiosity to learn new things.

