

(126)

**Retail Trends and Urban Regeneration in Jaffna Peninsula**

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**Abstract**

Retail markets and shops have a very ancient history, dating back to antiquity. Some of the earliest retailers were itinerant peddlers. Over the centuries, retail shops were transformed from little more than “rude booths” to the sophisticated shopping malls of the modern era. The article discusses the factors which have influenced retail change in Jaffna and the impact of these changes on the logistical support to retails. Case study approach along with field observations, in-depth interviews with retail owners, consumers and elderly retailers of the Jaffna Peninsula were instrumental to collect the primary data. Sample consists with food retails (Annai Naga Food City, Jegan Kalamchiam, Daily Food City, Northway, Sunway, Kugan Store), Bakery and confectionary (Rolex Bakery, Thinesh Bakery, Everest Cake Shop, Ambal Bakery), ice cream parlors and snack stores (Rio, Lingam, Rajah, Nayaki), Restaurants (Malayan Café, Valampuri, Mangos, Thinnai, US Hotel, Cosy Hotel), Street food (Achee Maravalli Poriyal, Mushroom Street Food, Peanut Street Food, Lakshmi Paalakam), Food factories (Sesame Oil T.K.T Mart, Anna Coffee Store, Jachufi Jam, Vesta Food and Beverages pvt Ltd, VSP Gingelly Oil). Retail business structure, management style, product portfolio, interior and exterior features, gender participation and service offerings were the key variables considered among various retail types. Retailing revolution in other parts of the country moved slowly to the Jaffna Peninsula and rapid changes were observed during last decade mainly within the city limits compared to the other parts of the region. Consumers have become more affluent, discerning and mobile, and retailers have responded to consumer needs by offering a range of formats in city center and out of town locations. A major part of this retailing revolution has occurred in the field of logistics where Jaffna retailers have gained control over the supply chain, reducing lead times from the manufacturing to the store. Moreover, female participation is prominent in service oriented employment in retail formats while male domination is common in retail management. Both young females, especially war widows were able to find employment in recent retail developments in the region.

**Keywords:** Food retailing, Retail trends, Urban regeneration