

**INFLUENTIAL FACTORS IDENTIFICATION AND ANALYSIS ON SELECTIVE  
LEAN MARKETING COMPONENTS OF E GROCERY RETAILERS IN  
TELANGANA**

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**Abstract**

Lean marketing emphasizes efficiency, agility, and continuous improvement within the marketing process. This approach is particularly relevant in today's fast-paced, data-driven marketplace, where businesses must adapt quickly to meet changing consumer demands. The study focuses on the key factors which are influencing the Lean marketing and measures weights of their individual variables to recognize, what is leading to a successful decision making in terms of awareness and perception. The researcher has adopted the CFA model by defining the exploratory factor analysis to identify the communalities of each variable as a good indicator, measured the Eigen values, used rotated component matrix which displays the factor loadings to represent how strongly each variable correlates to the components in Lean marketing to assess and measure the impact of variables on Retailers awareness and perception on E groceries from the five components. To assess and explore the more potential factors, through composite, convergent and Discriminant validity. The research been led to many of the worthwhile insights. Perceptions and awareness is crucial when E grocery retailers takes decision on lean readiness and Implementation. From the 30 sub-factors in the selected five criteria's, the most important factors include study on Internal, External influences, Awareness, Perception and Readiness of E grocery retailers, clearly defined the importance and benefits of lean marketing practices, organizational readiness and commitment, to internal support and preparedness for lean marketing, Measures the level of awareness and understanding, Captures external pressures. The results could be utilized by the E grocery retailers to improve their awareness and knowledge when implementing the Lean marketing practices.

**KEYWORDS:** E Groceries, Factors, perception, Awareness, Readiness (confirmatory factor analysis).

**Introduction**

Retail refers to the activity of selling goods or services directly to consumers or end-users, The Retail businesses are one of the fast-growing sectors in Telangana. Even

though that sector is fast-growing, they have to compete for a small consumer base. Those retailers should be able to attract their consumers and communicate with them. According to the E groceries Retailers Association, there are subcategories of retails in Telangana like FMCG (Supermarket, Food, and Beverages), Clothing, Fashion and Jewellery (Apparel, Fashion stores, jewellery, and accessories), Shelter and Housing (housing, real Estate, Apartments), Household and Consumer Durables (Household Appliances and Electronics, Furniture.), Footwear and Accessories (Footwear, Leather Handbag, and During the past year, Telangana corporate sector faced so many unexpected issues, including the COVID-19 pandemic. With the development of technology, culture, requirements, consumers; interest areas are rapidly changing. Businesses have to adapt to those changes to survive. Retail businesses also should be able to adapt to those changes and satisfy their consumers. In that case, marketing is the best way to address their consumers. Companies should be able to identify the value-adding parts and develop marketing plans. However, it is very challenging to change the plans with unexpected challenges and rebuild their marketing activities according to the available resources. Adopting lean practices in marketing activities will help organizations to improve the effectiveness of their marketing activities while reducing wastages of their marketing plans. (Elias and Harrison 2015) explained the impact of the lean concept on the sales growth of an organization. According to Elias and Harrison (2015), with the lean effect cost of sales will reduce, and average sales growth will increase. When considering the adoption of lean practices for marketing activities first, those retail businesses should be able to adapt their organizational culture according to the relevant requirements. In that case, identifying the factors which affect lean marketing readiness would be helpful for responsible persons. This study is focusing about identifying readiness factors.

#### Literature survey

Lean is defined as a collection of practices that work together synergistically to create a high quality, streamlined system that produces finished products at the rate of customer demand with little waste (Shah & Ward, 2003). Practices commonly associated with Lean include the capability to create flow including set-up time reduction and pull (Cagliano, Caniato, & Spina, 2006), quality control (Narasimhan, Swink, & Kim, 2006) and human resource development (Sakakibara, Flynn, Schroeder, & Morris, 1997), ultimately to improve firm performance (Eroglu & Hofer, 2011) due to process improvement in retailers perception and awareness, to the extent of which an organisation effectively meets its customer needs (Patel, Azadegan, & Ellram, 2013). Indeed, This inconsistency is partly explained by pointing out that there are various mediating factors in the relationship between Lean and marketing performance. Scholars also noticed that Lean is not an unambiguously universal concept (Sousa & Voss, 2001) that can be easily implemented as a standard off-the-shelf method (Lewis, 2000); instead it must be adapted and tailored to the specific organisational context to gain full benefits (e.g. Chavez et al., 2015; Mackelprang & Nair, 2010; Marodin & Saurin, 2015) as Lean works different in different contexts. As a consequence, contextual variables, and the way Lean is implemented accordingly, moderate the relationship between Lean and performance. Indeed, Zhang, Linderman, and Schroeder (2012) showed that the impact of various practices on performance is moderated by various contextual variables such as perceived environmental (un)certainty. This can be explained with contingency theory suggesting that organisations

create fit between operations management practices and perceived organisational context (Sousa & Voss, 2001, 2008). E grocery retailers operating in stable environments, in which standardisation is deemed important, are likely to adapt Lean mainly to this aim (i.e. reduce waste, variability and complexity as much as possible), while organisations operating in environments in which customer effectiveness are deemed important, tailor Lean to increase retailers perception and -focused awareness by adapting customer-related variability and complexity. Several studies have been conducted around the world, and it has been discovered that E-commerce is widely used in retail stores and supermarkets. However, in Telangana, what reasons cause retailers to make such decisions is a less investigated topic. There hasn't been any in-depth research on the impact of lean marketing factors on retailers. As a result, the goal of this research is to understand the perception of retailers of E groceries with respect to lean benefits and lean challenges and to identify the important factors that influence retailers perception and awareness and readiness towards lean marketing . Further, an overall influence of lean marketing on E grocery retailers are to be analyzed and their readiness and also focusses on advantages and disadvantages of Lean marketing implementation from retailers' point of view are indicated.

### Methodology

Internal, External, Awareness, perception and readiness factors are defined as Lean is a practical approach to improve processes by identifying and eliminating non-value-adding activities from a retailers and customer perspective (Schonberger, 2007) resulting in higher customer-focused performance such as quick response to customer inquiries, speed of complaint handling and customer satisfaction through the improvement of business processes, though this has never been empirically validated (Jasti & Kodali, 2015; Negrão, Filho, & Marodin, 2017). Lean's performance contribution reported in the literature varies: some studies found that Lean has a positive impact on operational, financial and marketing performance (Claycomb, Germain, & Dröge, 1999; Fullerton, McWatters, & Fawson, 2003) while others found no impact (Prasadula, N., Vickery, & Droge, 2023). A detailed examination of the references cited in the very last papers was also done. The material was then analyzed from a number of angles. First, the elements of overall change management—awareness, perception, and readiness—were emphasized and explained. Second, in order to identify additional factors that are essential to being prepared for lean implementation, the lean literature was reviewed. Third, every article was carefully examined to determine which ones addressed the preparedness of lean to the unique setting of online grocery retailers. After an assessment of the included publications, the researcher reached a consensus regarding the pertinent lean ready elements in retail establishments. The researcher have used the Cronbach Alpha to check the relationships of various variables and conducted exploratory factor analysis in this KMO and Rotated Component Matrix displays the factor loadings of each variable on the extracted components, through this research the researcher wanted to represent how strongly each variable correlates with the respective factor (component). A loading greater than 0.5 is considered significant and indicates that the variable is strongly associated with that factor.

Table: 1.1 Factors Impacting e-grocery retailer's awareness and perception towards Lean Marketing readiness in Telangana
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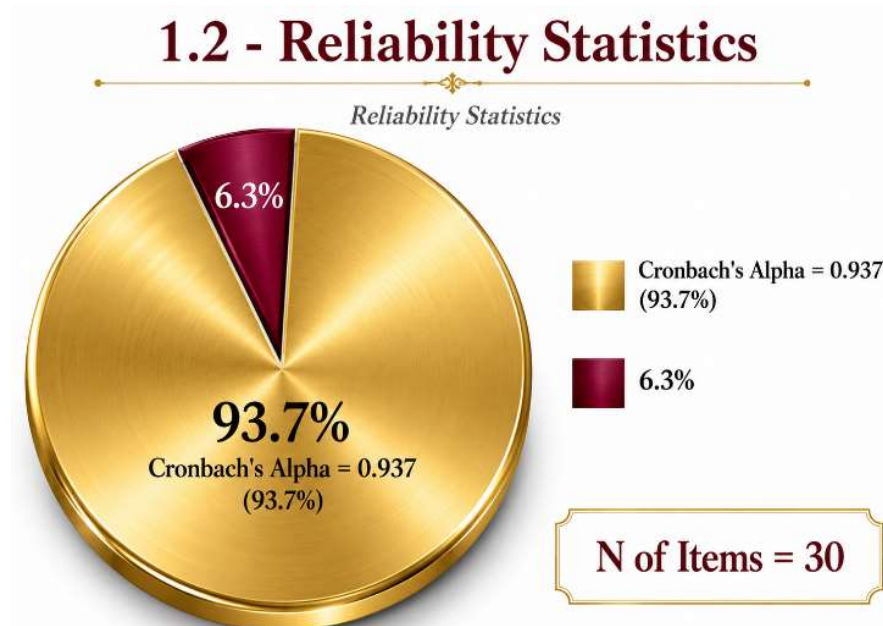
Internal Factors (IF)		External Factors (EF)		Awareness of e-grocery retailers		Perceptions of e-grocery retailer's		Readiness for Lean Marketing Implementation:	
IF1	Our senior management actively supports the implementation of lean marketing practices.	EF1	The competitive environment in the e-grocery market motivates us to adopt lean marketing practices.	AW1	I am aware of the basic concepts and principles of lean marketing.	PE1	Lean marketing is essential for the growth and sustainability of e-grocery businesses.	RE1	Our management is committed to implementing lean marketing practices.
IF2	Our employees have adequate training and skills to effectively implement lean marketing strategies.	EF2	Increasing customer demands for better service drive us to implement lean marketing strategies.	AW2	I understand how lean marketing principles can be applied to our e-grocery business.	PE2	The principles of lean marketing align well with our business goals.	RE2	We have allocated sufficient resources for the implementation of lean marketing.
IF3	Our organizational culture supports continuous improvement and the adoption of lean marketing practices.	EF3	Industry regulations and standards influence our decision to adopt lean marketing practices.	AW3	I am knowledgeable about the ways lean marketing can help in minimizing marketing waste.	PE3	Lean marketing can enhance our customer experience and satisfaction.	RE3	Our organization is ready to make the necessary changes for lean marketing implementation.
IF4	We have sufficient resources (financial, technological, human) to implement and sustain lean marketing practices.	EF4	Current economic conditions affect our ability to invest in and implement lean marketing practices.	AW4	I am familiar with the concept of continuous improvement as part of lean marketing.	PE4	The adoption of lean marketing practices can lead to more efficient use of resources.	RE4	We have a clear understanding of the steps required to implement lean marketing.
IF	Our current processes and	EF	Advancements in technology	AW	I am aware of the	PE	Lean marketing	RE	Our decision-making process

5	systems are flexible and supportive of lean marketing implementation .	5	facilitate the adoption of lean marketing practices in our business.	5	importance of customer feedback in lean marketing.	5	can improve our ability to respond quickly to market changes.	5	supports the adoption of innovative practices like lean marketing.
				A W 6	I understand how lean marketing can improve the efficiency of our marketing strategies.	P E 6	I believe that lean marketing can significantly reduce operational costs.	R E 6	We have the necessary skills and expertise within our team to implement lean marketing.
						P E 7	Implementing lean marketing can help us better understand and meet customer needs.	R E 7	Our organization is willing to invest in training and development for lean marketing.

The above table is representing the proposed factors related to internal, external awareness perception and readiness towards remarketing implementations at Grocery Marts in Telangana. These factors were selected based on the different reviews that were considered, filtered and taken, during research and conducted reliability statistics. The researcher has designed this questionnaire based on several reviews that was gone through during review of literature and found the elements which are suitable for the factor analysis and tested the significance through different statistical measures. Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy. The KMO value is 0.943, which is excellent. A KMO value closer to 1 indicates that the sample is adequate for conducting factor analysis. Typically, values above 0.8 are considered good, and your value suggests that your data is highly suitable for factor analysis.

The consistency of the variables that represent the various study constructs is revealed by the reliability tests. Cronbach's Alpha, which gauges a scale's internal consistency or dependability, is the main metric used here. An acceptable Cronbach's Alpha value is often 0.7, a good one is 0.8, and an exceptional one is 0.9. This is the interpretation for every reliability test that was carried out.

Table : 1.2 -Reliability Statistics	
Cronbach's Alpha	N of Items
.937	30



### Significance of Communalities and its interpretation

The communalities in the table show how much of the variance in each variable is accounted for by the extracted factors in the exploratory factor analysis (EFA). The table provides two values for each variable:

- Initial: Always set to 1.000, indicating that each variable starts with all of its variance before extraction.
- Extraction: This represents the proportion of variance in each variable that is explained by the extracted factors after factor analysis. Higher values indicate that the variable is well

represented by the factors, while lower values suggest less representation.

Here's an interpretation of the communalities for each variable:

#### 1. Internal Factors (IF):

- IF1: Senior management support for lean marketing practices has a communalities value of 0.779, meaning that 77.9% of its variance is explained by the factors.
- IF2: Employee training and skills for lean marketing have a value of 0.654, indicating that 65.4% of its variance is explained by the

factors.

- IF3: Organizational culture supporting lean marketing has a value of 0.724, meaning that 72.4% of its variance is captured.
- IF4: Availability of resources for lean marketing has a value of 0.743, suggesting 74.3% of its variance is explained.
- IF5: Flexibility of processes and systems for lean marketing has a value of 0.788, indicating strong representation (78.8%) in the factors.

## 2. External Factors (EF):

- EF1: Competitive environment motivating lean marketing has a value of 0.696, meaning 69.6% of its variance is explained.
- EF2: Customer demands for better service have a value of 0.541, indicating 54.1% of its variance is captured.
- EF3: Influence of industry regulations has a value of 0.653, meaning 65.3% of its variance is explained.
- EF4: Economic conditions impacting lean marketing have a value of 0.652, suggesting that 65.2% of the variance is captured.
- EF5: Technology advancements facilitating lean marketing have a value of 0.627, indicating that 62.7% of the variance is explained by the factors.

## 3. Awareness of Lean Marketing (AW):

- AW1: Awareness of lean marketing concepts has a strong communalities value of 0.726 (72.6% of the variance is captured).
- AW2: Understanding of lean marketing application has a value of 0.605, meaning that 60.5% of its variance is explained by the factors.
- AW3: Knowledge of how lean marketing minimizes waste has a value of 0.612, meaning 61.2% is explained.
- AW4: Familiarity with continuous improvement in lean marketing has a value of 0.550, suggesting 55.0% of the variance is captured.
- AW5: Awareness of the importance of customer feedback has a value of 0.569, indicating 56.9% of its variance is explained.
- AW6: Understanding how lean marketing improves efficiency has a value of 0.679, suggesting strong representation with 67.9% explained variance.

## 4. Perception of Lean Marketing (PE):

- PE1: Lean marketing's essential role in business growth has a value of 0.638, indicating that 63.8% of its variance is explained by the factors.
- PE2: Alignment of lean marketing principles with business goals has a lower communalities value of 0.519 (51.9% variance explained).
- PE3: Enhancing customer experience through lean marketing has a value of 0.619, meaning 61.9% of the variance is captured.
- PE4: Efficiency in resource use with lean marketing has a value of 0.525, indicating 52.5% explained variance.

- PE5: Ability to respond to market changes through lean marketing has a value of 0.626, meaning that 62.6% of the variance is explained.
- PE6: Reduction of operational costs through lean marketing has a value of 0.679, indicating strong representation (67.9%).
- PE7: Understanding and meeting customer needs through lean marketing has a value of 0.734, meaning 73.4% of its variance is explained by the factors.

5. Readiness for Lean Marketing (RE):

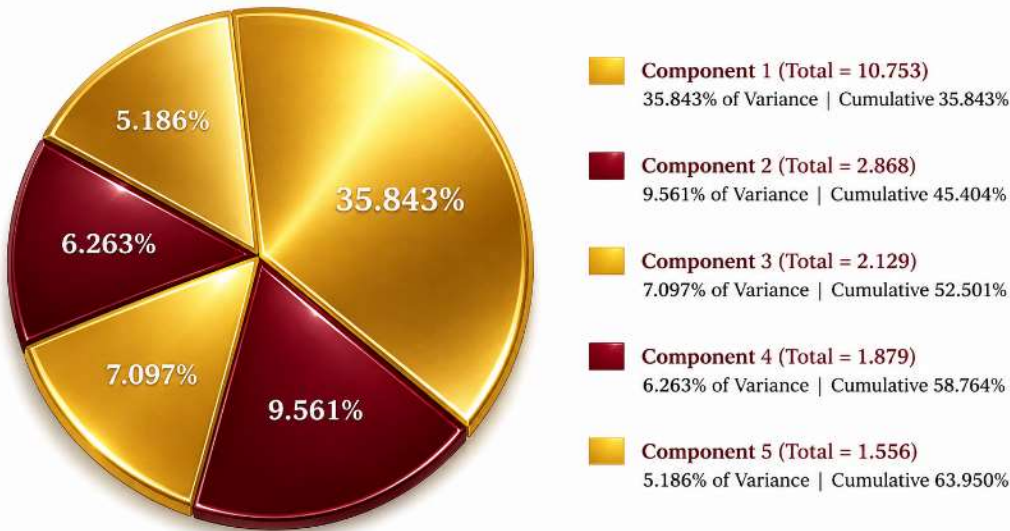
- RE1: Growth and sustainability through lean marketing have a value of 0.669, indicating that 66.9% of its variance is explained.
  - RE2: Alignment with business goals has a communalities value of 0.561 (56.1% variance explained).
  - RE3: Enhancing customer experience through lean marketing has a value of 0.624, meaning 62.4% of its variance is captured.
  - RE4: Efficient use of resources with lean marketing has a value of 0.586, indicating 58.6% explained variance.
  - RE5: Ability to respond quickly to market changes has a value of 0.635, meaning 63.5% variance explained.
  - RE6: Reducing operational costs has a value of 0.595, meaning 59.5% of the variance is captured.
  - RE7: Understanding customer needs through lean marketing has a strong communalities value of 0.677, indicating 67.7% variance explained.
- All variables have strong communalities, with many exceeding 0.5, which is considered a good indicator that the variables are well explained by the extracted factors.
  - Overall, the communalities indicate that most of the variables are adequately explained by the factors extracted in the EFA.
  - The first five factors explain a substantial portion of the variance in the data, which means they capture the most important underlying relationships among the variables. These five factors will likely be used for further analysis (such as Confirmatory Factor Analysis or

Structural Equation Modelling), as they are the most significant contributors to explaining the variance in your dataset.

Table 1.3-Total Variance Explained			
Initial Eigenvalues			
Total	% of Variance	Cumulative %	Total
10.753	35.843	35.843	10.753
2.868	9.561	45.404	2.868

2.129	7.097	52.501	2.129
1.879	6.263	58.764	1.879
1.556	5.186	63.950	1.556

### Total Variance Explained (Initial Eigenvalues)



(Values represent % of Variance Explained)

#### Interpretation of the "Total Variance Explained" Table

This table provides important information about the factors that were extracted through the Exploratory Factor Analysis (EFA). The two main columns of interest are the Initial Eigenvalues and the Extraction Sums of Squared Loadings. Here's how to interpret this table:

1. Eigenvalues:

- Each component or factor has an associated eigenvalue. Eigenvalues represent the amount of variance in the data that is explained by each factor.

Factors with eigenvalues greater than 1 are typically considered significant, while those with eigenvalues less than 1 are usually considered too weak to retain

Rotated Component Matrix					
	Component				
	1	2	3	4	5

IF1: Our senior management actively supports the implementation of lean marketing practices.	.122	.208	.819	.165	.152
IF2: Our employees have adequate training and skills to effectively implement lean marketing strategies.	.077	.157	.771	.112	.128
IF3: Our organizational culture supports continuous improvement and the adoption of lean marketing practices.	.039	.135	.806	.196	.126
IF4: We have sufficient resources (financial, technological, human) to implement and sustain lean marketing practices.	.067	.156	.816	.207	.071
IF5: Our current processes and systems are flexible and supportive of lean marketing implementation.	.147	.166	.844	.143	.080
EF1: The competitive environment in the e-grocery market motivates us to adopt lean marketing practices.	.202	.201	.185	.163	.744
EF2: Increasing customer demands for better service drive us to implement lean marketing strategies.	.116	.129	.080	.074	.707
EF3: Industry regulations and standards influence our decision to adopt lean marketing practices.	.186	.081	.155	.148	.752

EF4: Current economic conditions affect our ability to invest in and implement lean marketing practices.	.132	.070	.049	.155	.777
EF5: Advancements in technology facilitate the adoption of lean marketing practices in our business.	.101	.145	.081	.143	.754
AW1: I am aware of the basic concepts and principles of lean marketing.	.289	.275	.214	.686	.223
AW2: I understand how lean marketing principles can be applied to our e-grocery business.	.193	.170	.108	.709	.156
AW3: I am knowledgeable about the ways lean marketing can help in minimizing marketing waste.	.257	.271	.132	.653	.172
AW5: I am aware of the importance of customer feedback in lean marketing.	.215	.189	.181	.668	.087
AW4: I am familiar with the concept of continuous improvement as part of lean marketing.	.124	.231	.209	.651	.116
AW6: I understand how lean marketing can improve the efficiency of our marketing strategies.	.204	.151	.194	.745	.148
PE1: Lean marketing is essential for the growth and sustainability of e-grocery businesses.	.751	.226	.059	.132	.054

PE2: The principles of lean marketing align well with our business goals.	.654	.125	.061	.245	.110
PE3: Lean marketing can enhance our customer experience and satisfaction.	.717	.234	.110	.105	.161
PE4: The adoption of lean marketing practices can lead to more efficient use of resources.	.667	.070	.141	.160	.172
PE5: Lean marketing can improve our ability to respond quickly to market changes.	.745	.123	.033	.201	.121
PE6: I believe that lean marketing can significantly reduce operational costs.	.786	.136	.057	.135	.146
PE7: Implementing lean marketing can help us better understand and meet customer needs.	.818	.153	.063	.160	.114
RE1: Lean marketing is essential for the growth and sustainability of e-grocery businesses.	.210	.752	.160	.152	.100
RE2: The principles of lean marketing align well with our business goals.	.009	.694	.199	.173	.095
RE3: Lean marketing can enhance our customer experience and satisfaction.	.129	.736	.121	.209	.092

RE4: The adoption of lean marketing practices can lead to more efficient use of resources.	.064	.583	.032	.354	.129
RE5: Lean marketing can improve our ability to respond quickly to market changes.	.294	.691	.162	.168	.127
RE6: I believe that lean marketing can significantly reduce operational costs.	.277	.664	.187	.190	.076
RE7: Implementing lean marketing can help us better understand and meet customer needs.	.302	.700	.168	.093	.242

### Interpretation of the Rotated Component Matrix Table

This Rotated Component Matrix displays the factor loadings of each variable on the extracted components. Factor loadings represent how strongly each variable correlates with the respective factor (component). A loading greater than 0.5 is considered significant and indicates that the variable is strongly associated with that factor.

The matrix presents the following five factors (components) based on the grouping of variables. Here’s the interpretation of each component:

#### Component 1: Perception of Lean Marketing

This factor is strongly associated with variables related to perceptions of lean marketing:

- PE1 ("Lean marketing is essential for business growth") – loading 0.751
- PE2 ("The principles of lean marketing align with business goals") – loading 0.654
- PE3 ("Lean marketing enhances customer experience") – loading 0.717
- PE4 ("Lean marketing improves resource use efficiency") – loading 0.667
- PE5 ("Lean marketing helps respond quickly to market changes") – loading 0.745
- PE6 ("Lean marketing reduces operational costs") – loading 0.786
- PE7 ("Lean marketing helps understand and meet customer needs") – loading 0.818

Interpretation:

- This component is focused on the perception of lean marketing, particularly how businesses perceive lean marketing in terms of its importance,

efficiency, customer satisfaction, cost reduction, and adaptability.

### Component 2: Readiness for Lean Marketing Implementation

This factor is associated with variables related to readiness to implement lean marketing:

- RE1 ("Management commitment to lean marketing") – loading 0.752
- RE2 ("Lean marketing aligns with business goals") – loading 0.694
- RE3 ("Lean marketing enhances customer experience") – loading 0.736
- RE4 ("Lean marketing improves resource use efficiency") – loading 0.583
- RE5 ("Lean marketing helps respond to market changes") – loading 0.691
- RE6 ("Lean marketing reduces operational costs") – loading 0.664
- RE7 ("Lean marketing helps meet customer needs") –

loading 0.700 Interpretation:

- This component captures the readiness of businesses to implement lean marketing practices, focusing on factors such as commitment from management, alignment with business goals, and the ability to improve efficiency and customer satisfaction.

### Component 3: Internal Organizational Factors

This factor is associated with internal organizational factors related to lean marketing:

- IF1 ("Senior management supports lean marketing") – loading 0.819
- IF2 ("Employees are adequately trained for lean marketing") – loading 0.771
- IF3 ("Organizational culture supports continuous improvement") – loading 0.806
- IF4 ("Sufficient resources for lean marketing implementation") – loading 0.816
- IF5 ("Processes and systems support lean marketing") –

loading 0.844 Interpretation:

- This component represents internal factors within the organization that are essential for lean marketing, such as senior management support, employee training, organizational culture, and the availability of resources. It reflects how well the internal structure of the organization is prepared to adopt lean marketing practices.

### Component 4: Awareness of Lean Marketing

This component relates to awareness of lean marketing principles:

- AW1 ("Awareness of basic lean marketing concepts") – loading 0.686
- AW2 ("Understanding lean marketing application in business") – loading 0.709
- AW3 ("Knowledge of lean marketing's role in minimizing waste") – loading 0.653
- AW5 ("Awareness of customer feedback importance in lean marketing") – loading 0.668
- AW4 ("Familiarity with continuous improvement in lean marketing") – loading 0.651
- AW6 ("Understanding how lean marketing improves efficiency") –

loading 0.745 Interpretation:

- This component focuses on the awareness and understanding of lean marketing among the retailers. It measures how knowledgeable they are about lean marketing principles, its benefits in terms of waste reduction, continuous improvement, and the role of customer

feedback.

#### Component 5: External Environmental Factors

This factor is related to external factors affecting the implementation of lean marketing:

- EF1 ("Competitive environment motivates lean marketing adoption") – loading 0.744
- EF2 ("Customer demands drive lean marketing") – loading 0.707
- EF3 ("Industry regulations influence lean marketing adoption") – loading 0.752
- EF4 ("Economic conditions impact lean marketing investment") – loading 0.777
- EF5 ("Technology advancements facilitate lean marketing") –

loading 0.754 Interpretation:

- This component captures the external market and environmental pressures that motivate businesses to adopt lean marketing practices, such as competition, customer demands, regulatory influences, economic conditions, and technological advancements.

#### Summary and conclusions of the study

- Component 1 (Perception of Lean Marketing): Reflects businesses' views on the importance and benefits of lean marketing practices.
- Component 2 (Readiness for Lean Marketing Implementation): Focuses on organizational readiness and commitment to implementing lean marketing.
- Component 3 (Internal Organizational Factors): Relates to internal support and preparedness for lean marketing, such as management support, training, and resources.
- Component 4 (Awareness of Lean Marketing): Measures the level of awareness and understanding of lean marketing concepts and principles.
- Component 5 (External Environmental Factors): Captures external pressures such as competition, customer demands, regulations, and technology that influence lean marketing adoption.

#### Discussion :

The organizational factors influencing lean marketing readiness in Telangana's retail industry were the main focus of this study. Numerous papers were consulted in order to identify the factors. Five components—thirty subfactors—were found and grouped under management and leadership; Lean tools, techniques, and understanding of Lean concepts; organizational resources; business processes and organizational culture; employee engagement and competencies; and communication management key constructs. Despite the fact that each component is crucial to organizational readiness, management and leadership are the most concerned, while organizational resource availability is the least concerning.

## Conclusion:

Cumulative Variance ; The first five factors explain a substantial portion of the variance in the data, which means they capture the most important underlying relationships among the variables. These five factors will likely be used for further analysis (such as Confirmatory Factor Analysis or Structural Equation Modelling), as they are the most significant contributors to explaining the variance in your dataset. The rotated component matrix clearly identifies five distinct dimensions that influence lean marketing readiness and implementation among e-grocery retailers. These components reflect the perception, readiness, internal factors, awareness, and external factors, which are crucial for understanding how lean marketing practices can be effectively adopted. These insights can be used for further analysis and model development, such as confirmatory factor analysis or structural equation modelling (SEM). This article reviews the literature on how retail organizations might adopt the lean approach to marketing and organizational readiness. Studies on lean readiness in other fields are also taken into account when determining organizational characteristics because there aren't many publications about the lean method in marketing. A small number of papers from the Sri Lankan setting and additional research from various global regions were located. The internal elements (organizational factors) are the primary focus of this study. The papers were identified and sorted using the Prisma framework. When taking into account the other aspects, management and leadership have an impact on organizational readiness, according to the factors that have been discovered.

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