



A STUDY ON THE IMPACT OF ONLINE SHOPPING OVER SMALL RETAILERS

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Abstract

In this paper an attempt has been made to highlight the impact of the increasing trend of online shopping over the various fixed shop retailers. A certain larger population is fully dependent upon these retailers. But the entry of e-stores with their attractive financial and non-financial rewards and other wide varieties has strongly impacted on small retailers and also bought a fear of uncertainty. Here we mainly study about how the retailers are affected with the advent of online-shopping the attempt is made to see an increasing trend of online shopping on profitability of retailers.

Keywords: E-stores, fixed retailers, profit-margin, online shopping.

Introduction

Online shopping system is very helpful for the customer; they can directly buy from their home, through the sources of internet connection on mobile or personal computer. And the transaction of money is completely on the real time bases. Through this online shopping goods are directly delivered to buyers house. Online shopping technique can help to manage products and services online by choosing the listed products from the online shopping website customer can choose different product based on categories, here it basically help to choose product faster and easier at one place. This technique saves time for travelling to the seller's place and products which are bought online will always be delivered to the footsteps of the buyer in short, An online store is a virtual store on the internet where users can browse the catalog and select product of interest. The selected item's may be collected and at the time of payment they will ask us to fill billing address and also shipping address and other payment information like credit card or debit card etc. E-store is a form of electronic commerce. Retailing this basically consists of selling products from a permanent location a retail store in small quantities directly to the consumers. These consumers may be individual buyers or a group. A retailer purchases goods or merchandise in bulk from manufacturers directly and then sells in small quantities are known as Retail stores .Shops may be located in residential areas, colony streets, community centers or in modern shopping forum/ malls. Any organization selling goods to final consumers whether a producer, wholesaler or a retailer - is doing retail business. It does not take into account how the product is being sold. While on the other hand, retail will have a consistence of product range, pricing, marketing and the way the items are displayed. A retail-format will be suitable for a retailer does not depend upon market practice but upon retailer's budget, merchandise and the need of the locality. A good format draws more footfalls and helps retailer a platform to succeed and earn name and fame.

Review of Literature

Effect of Online Reviews on Consumer Purchase Behavior Zan Mo, Yan-Fei Li, Peng Fan dated: 29-june-2015 In order to understand the effect of online reviews on consumer purchase behavior, more than 400 Taobao shops' online reviews are collected. Based on S-O-R model (Stimulus-Organism-Response Model), this paper studies the influence on consumer purchase behavior according to online



reviews of experience goods from a new perspective of consumer learning. Using SPSS 19.0 software for data analysis and assumptions, statistical results show that the positive reviews, describing rating, picture reviews, appended reviews and cumulative reviews have an effect on consumer purchase behaviour.

M. Rajeswari (2017) this investigation will show the significance of computerized media showcasing in display age focusing on the essential and optional information gathered. Advertising methods where associations can see how a campaign is performing continuously, for instance, what is being seen, how regularly, whatever degree; additionally bits of knowledge related to bargains transformation and procedures related with it are called progressed exhibiting. Reviews taken obviously demonstrate that individuals lean toward ads as a more powerful strategy for promoting an item. Indian clients require redress data about an item and they search for more information about quality, cost and look for customer reviews before acquiring a thing. Advancements make high impact on a making help in Indian customers. Indian purchasers have a tendency to go online for acquisition. They are pulled in to go online for electronic things and garments. Current examples in Indian youth and young Indians are seeing the T.V programs through online sections. The essential reason may be dull; they can watch programs which they had skipped due to a couple of reasons. Similar things occurring for the day by day paper moreover, people support online news doors as they don't need to sit tight for consistently day by day papers.

P.Sathya (2017) has studied the digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study.

Ahmad Bin Yamin (2017) This study shows the impact of digital marketing on behavioral prospect of consumers of Bangladesh. For conducting this study a sample of Bangladeshi consumers are surveyed to attain their behavioral pattern on digital marketing. Modern day marketing has been going through a radical change. Fast moving marketing trends based on the growth and innovation of new technologies as well as portable communication devices influencing the customer behavior significantly. A well designed marketing plan with specific digital marketing tools is the demand in the integrated marketing communication plan for this tech friendly environment. High speed internet connectivity brings massive number of young crowd in social media indicating marketer should be more focused and concentrated in digital marketing tools for effective and efficient targeting of market as well as to achieve other organizational goals.

Charles Gibson (2018) has explained in their article the rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to client-centered marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements. A literature review of the most effective digital marketing approaches, provide companies with valuable tools to target a larger audience, using a combination of emerging technologies and some aspects of traditional marketing. The present study provided individuals, companies, organizations, businesses and researchers, with digital marketing strategies to increase visibility to their target market.



Ivan Wibisurya (2018) this research sought the enhancement effect of timing in several features on the customer's attitude toward LBA and purchase intention. The features used were the content appeal, interactivity, control, attitude toward advertising in general, customization, and intrusiveness. This research was a conclusive study with descriptive design. Data collection was done by offline survey with 160 respondents who had ever received LBA in two different conditions. Meanwhile, data analysis was conducted using Structural Equation Modeling (SEM). The research shows several results. First, content appeal, control, and customization have significant and positive effects on attitude toward LBA. Second, attitude toward LBA has significant and positive effect on

Customer's purchase intention. Third, timing enhances the positive effect of customization on attitude toward LBA. Last, timing also enhances the positive effect of attitude toward LBA on customer's purchase intention.

Sanjay Bhayani&Nishant V. Vachhan (2018)The current paper recognizes the differences in consumer opinions by availing distinguished services of traditional as well as internet marketing strategies. Internet is changing ways to reach consumer fast and is a more convenient way than customary means of marketing. Internet offers 24x7, 365 days a year web facility. Which is more convenient for consumers these days. Consumers are becoming more Information Technology (IT) savvy in their searching as well as purchasing preferences. No doubt, ecommerce is not yet considered safe in India, but cyber has a highly vibrant and potential market in coming days to win eyeballs of Indians.

Consumer perceptions of privacy and security risks for online shopping, Anthony d. Miyazaki and, Ana Fernandez dated: JUNE 2001, Government and industry organizations have declared information privacy and security to be major obstacles in the development of consumer-related E-Commerce.

Risk perceptions regarding Internet privacy and security have been identified as issues for both new and experienced users of Internet technology. This paper explores risk perceptions among consumers of varying levels of Internet experience and how these perceptions relate to online shopping activity. Findings provide evidence of hypothesized relationships among consumers' levels of Internet experience, the use of alternate remote purchasing methods (such as telephone and mail-order shopping), the perceived risks of online shopping, and online purchasing activity. Implications for online commerce and consumer welfare are discussed.

Objectives of the Study

1. To study the emerging E-stores impacting on profitability of retail shops.
2. To study the changing pricing patterns of retailers to face the competition from E-Stores.
3. To study the changing business patterns of retailers to achieve customer retention.
4. To analyse the new business pattern for achieving their customer satisfaction.

Methodology of the study

The Research Methodology consists of sampling techniques and statistical tools for analysis, data interpretation etc.

Source of data

The data for this particular study is been collected through primary data. The sources for the primary data are direct and personal interview from the retail owners.



Sample Unit

For this study a sample of 20 retailer stores has been selected on the basis of convenient sampling for the purpose of the research.

Sampling Techniques

For this study convenient sampling technique method has been applied on the bases of availability of information in the market so as to give more accurate picture of the impact of online shopping.

Data representation tools

The data has been collected and classified and presented through bar diagram Importance of the problem shopping over the internet is becoming popular over shopping from physical stores, because of various reasons but we cannot close our eyes on seeing the pitiable conditions of physical retail stores due to the popularity of virtual shopping. The physical shops incurs heavy cost on storing and referring their product from the view of customer satisfaction and availability of services, online shopping has badly affected the physical retail stores.

Limitations

The detailed study has been conducted taking on 20 retail stores based upon convenient sampling. Time is also a limiting factor as the study is conducted in a very short span of time. The below study and analysis is basically made to understand that if there is any change is the customer behavior towards the retail store on the advent of online stores.

Findings

1. Turnover and profit margin of the retailers has considerably decreased in the past few years.
2. Retail stores are now-a-days more engaged in services related to customer satisfaction.
3. Although the retailers are not able to keep a wide variety in their stock, they attempt to keep the best of them so as to affect more sales.
4. Customers are seen to make window shopping at an alarming higher rate to have a physical look at the product and buy that product online at a reduced rate.
5. Retail stores are now starting up with home delivery services of their various products at the door step of their customers.
6. The consumers become more comfortable with the experience of purchasing online with the convenience and product range become relatively more important as a deciding factor for shopping online.

Suggestions

The retailers need to make substantial investment in acquiring some advanced expertise in developing more accurate and scientific demand forecasting models.

1. The existing small and medium independent retailers is to closely examine are taking place in their immediate vicinity.
2. The next effort should be to encourage retailers to make some investments in improving the interiors of their respective establishments to make shopping an enjoyable experience for the customer.
3. Retailers have to change the attitude towards customers and the market, fixing their priority as consumer satisfaction.
4. A retailer should be in the good books of customer by providing better quality products, fair price and friendly after sales services.



5. A loyal customer reduces the cost of retailer. All efforts should be put by retailers to build up the loyalty which in turn will bring a stable sale and stable customers like bonus points,
6. Free insurance, preferred customer status, cash back schemes and other special offers which satisfy the customer.
7. Purchase of electronic goods via E-shopping is more suitable and it also saves time.
8. Item should be available to most of the pin code as electronic items are available at limited pin code.
9. More warranty of the product should be provided.
10. Offer free shipping. Customers love free shipping.
11. Best and convenient way of shopping.
12. Online shopping should be encouraged amongst every class of the society.

Conclusion

The face of retail has changed. The advent of technology in recent period being the primary reason for it. Today, retailing means going into shopping centers, going online and going mobile. In all these, small retailers miss out somewhere. But the nearby store is always the most important concern for all reason and seasons. It needs to revive not just survive. The retail stores needs to simply uplift its pattern of business and face the competitive world with a more positive outlook. E-stores and retail stores both have to survive, none at the cost of the Other. It's not just about the livelihood it gives to the thousands of people but also the convenience and the steadfastness of a fixed retail store.

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