A Study on Impact of Online Shopping Upon Retail Trade Business

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Abstract

In this study an attempt has been made to highlight the impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of the population and a larger population is dependent upon these retailers. But the advent of e-stores with their attractive incentives and wide varieties has slapped on their face the fear of uncertainty and helplessness. This study looks into the various aspects about how retail businesses are being affected and also the various recovery mechanisms they are coming up with to counter those e-stores in their race of survival. This paper also unravels the effect upon the profitability of the various concerns due to increasing trend for online shopping. Although the periodicity of the study is less yet an effective attempt has been made to lighten the scenario along with concrete suggestions.

Keywords: *E-Stores, Fixed Retailers, Turnover, Profit-Margin, Window-Shopping, Online Shopping.*

1. INTRODUCTION

The Purchasing product or service over the internet, online shopping has attained immense popularity in recent mainly because people find it convenient and easy to shop from the comfort of their home or office and also eased from the trouble of moving from shop to shop in search of the good of choice. Online shopping (or e- tail from electronic retail or e-shopping) is a form of e-commerce which allows consumers to directly buy goods and service over the internet through a virtual shop. Some of the leading online stores currently in India are Amazon, Flipkart, Snapdeal, Homeshop18, Myntra etc. Retail is a process of selling goods and service to customers through multiple channel of distribution. Retail stores may be small or big but they mostly operate in the same line as" purchasing to sale".

Retail from of business is as old as civilization and is the most basic from of business. Online shopping has come as a shelter for purchasers in India, there is a flip side to it to the

extend the retailers are concerned. Presently, in addition to the fact that they need to contend with different retailers, they have to rival the web based business sites which has a positive edge over the retail location proprietors. According to an ongoing report, the turnover of undertakings has gone somewhere around 80% in the course of the last a few years. This is an extremely irritating pattern and is additionally disheartening for the neighborhood retailers. The retailers have additionally consented to the way that their overall revenue has gone down as they have to give more limits with the end goal to pull in their clients. This has likewise brought about individuals losing position. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction life cycle although it may also use other technologies such as e-mail. People are not only using the websites to book the air tickets and movie tickets but also place orders for mobiles, laptops and their consumers electronic and home appliances.

2. OBJECTIVES OF THE STUDY

The objectives of the study are to review the following.
- ➤ Understand the Impact of online shopping upon retail trade business.
- ➤ Know the variation in the sales turnover in the past two years.
- ➤ Study the effect on profitability of retail stores due to the advent of e-stores.
- ➤ Analyze the effect upon pricing patterns of retail stores in recent times.
- ➤ The change in business pattern to achieve customer satisfaction.

3. REVIEW OF THE LITREATURE

Amitsaha (2015) the impact of online shopping upon retail trade business". The impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of the population and a large population is dependent upon the retailers. But the advent of e-stores with their attractive incentives and wide verities has slapped on their face the fear of uncertainty and helplessness. This study looks into the various aspects about how retail businesses are being affected and also various recovery mechanisms they are coming up

with to counter those e-stores in their race of survival.

Patel Priyalben J. (2021) online shopping, shopping malls, retailers etc. are discussed in detail. Shopping malls are developing in Gujarat due to the development of big cities. Now on the day the internet is grabbing the attention of the retail market. The study focuses on consumer choice to shop online and in retail stores. The internet makes life very simple and creative. People conduct business online and trading activities are much faster and easier with the help of the internet.

B.Karthikeyan (2017) Indians users rank 2 globally in online shopping through mobile devices and this shows that today's busy people are looking for value shopping that saves their money as well as time india's online shopping is currently registering a phenomenal growth of 100 per cent, many retail chains and consumer durable companies are joining the web bandwagon to tap the e-shopping market.at present the online market is estimated at Rs.46000 crore and is growing at 100per cent per year. The growing online potential is not just vested with the large brands but even general retail chains are upgrading their sites for ecommerce, making it more convenient for customers to place online purchase orders. The customer behavior is changing dramatically and the retail trade businesses are facing a greater challenge in upgrading themselves for their survival.

C.Prakash et.al., (2019) The most recent from incline among the buyers in India is web based shopping or e-shopping. Rather than bouncing from shop to shop purchase their most loved items in the most ideal rate, buyers have begun jumping from site to site at the comfort of their home. With regards to shoppers, it is the best thing that could have transpired. No need of setting aside our opportunity to go shopping. There are no settled timings.

4. RESEARCH METHODOLOGY
- ➤ Data Collection: The research based on primary data. This data was collected through questionnaire distributed via college students. This survey is used to measure online shopping retail business.
- ➤ Sample Size: Sample is selected on the basis of online shopping retail shopping. A total of

25 respondents at the college students for this study. Samples are collected from the consumers in college students. These samples are picked out through convenience sampling method.

➢ Tool of Analysis: Sample percentage analysis using descriptive statistics.

5. PERSONAL DETAILS OF THE RESPONDENTS

The personal details of the respondents include factors such as Gender, Age, Education; the following

Table-1: presents the personal details of the respondents.

Particulars		Total users	
		Respondents	percentage
Gender	Male	7	28.0
	Female	18	72.0
	Total	**25**	**100.0**
Age	Below 20 years	3	12.0
	20-30 years	21	84.0
	Above 40 years	1	4.0
	Total	**25**	**100.0**
Education	School level	5	20.0
	Under graduate	2	8.0
	Post graduate	16	64.0
	Professionals	2	8.0
	Total	**25**	**100.0**
Occupational	House wife	2	8.0
	Employed	5	20.0
	Business	1	4.0
	Profession	2	8.0
	Student	14	56.0
	Others	1	4.0
	Total	25	100.0
Maritial status	Married	1	4.0
	Unmarried	24	96.0
	Total	**25**	**100.0**

Source: Primary data

from the above table 1.1 is clear that out of 25 respondents,18(72.0 percent)respondents are female,21(84 percent)come under the middle age group of below 20-30 years,16(64 percent) respondent have PG qualification,14(56 percent) respondent is students,24(96 percent)respondent are unmarried respondent.

6. FAMILY DETAILS OF THE RESPONDENTS

Family details of the respondent include the factors such as family monthly income, family size, family income; these are presented table-2

Table-2: Family Details of the Respondents

Particulars		Total users	
		Respondents	**percentage**
Family native	Joint family	7	28.0
	Nuclear family	18	72.0
	Total	**25**	**100.0**
Family size	Up to 3	10	40.0
	4-6	15	60.0
	Total	**25**	**100.0**
Family income	Below 20000	7	28.0
	20000-30000	13	52.0
	30000-40000	3	12.0
	Above 40000	2	8.0
	Total	**25**	**100.0**
Family expenditure	Below 10000	15	60.0
	10000-20000	6	24.0
	20000-30000	3	12.0
	Above 30000	1	4.0
	Total	**25**	**100.0**

Source: Primary Data

it is divulged from the above table 1.2 that 25 respondents,18(72 .0 percent)respondent family native is nuclear family,15(60.0 percent)respondent families consists of 4-6 members.13(52.0 percent) respondent family income is between 20000-30000,15(60.0 percent) respondent family expenditure is below 10000 expenditure.

7. ONLINE SHOPPING BEHAVIOUR

Table-3: Online Shopping Behaviour

Particulars		Total Users	
		No. of. Respondents	**Percentage**
What type of products purchase online	Clothing & accessories	16	64.0
	Groseries	6	24.0
	Beauty product	3	12.0
	Total	**25**	**100.0**
Shop high level in online market	Yes	11	44.0
	No	14	56.0
	Total	**25**	**100.0**
Often do you shop online	Daily	4	16.0
	Weekly	3	12.0
	Fortnight	3	12.0
	Monthly	15	60.0
	Total	**25**	**100.0**
First hear about our service	Television	3	12.0
	Newspaper	5	20.0
	Internet	12	48.0
	Other	5	20.0
	Total	**25**	**100.0**
Online shopping	Price	5	20.0

decision the most	Quality	9	36.0
	Delivery speed	8	32.0
	Discounts	3	12.0
	Total	**25**	**100.0**
Any delivery charge for online shopping	Yes	17	68.0
	No	8	32.0
	Total	**25**	**100.0**
How much of	50	11	44.0
	50-100	10	40.0
	100-150	4	16.0
	Total	**25**	**100.0**
Which device use for online shopping	Smartphone	22	88.0
	Laptop	1	4.0
	Other	2	8.0
	Total	**25**	**100.0**
Challenges face when online shopping	Delayed delivery	8	32.0
	Product mismatch	9	36.0
	Payment issue	4	16.0
	Poor customer service	4	16.0
	Total	**25**	**100.0**

Source: Primary data

From the above table 1.3 it is clear that out of 25 respondents,16(64.0 percent) respondents is purchase clothing & accessories,14(56.0 percent) respondent answering (NO) for shop high level in online market,15(60.0 percent) respondents are often purchase(monthly)in online shop,12(48.0 percent)respondent first hear our service in (internet)9(36.0 percent) respondents are decision the most for(quality) in online shopping,17(68.0 percent) respondents answering(yes) paying delivery charge for online shopping,11(44.0 percent) paying delivery charge rupees(50),22(88.0 percent) respondent using (smartphone) for shopping online,9(36.0 percent) respondents facing challenges for (product mismatch)in online shopping

8. FACTOR ANALYSIS

Table-4: Online Shopping Behaviour

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.616
Bartlett's Test of Sphericity	Approx. Chi-Square	125.994
	df	45
	Sig.	.000

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1.	3.193	31.933	31.933	3.193	31.933	31.933
2.	2.553	25.528	57.461	2.553	25.528	57.461
3.	1.666	16.661	74.122	1.666	16.661	74.122
4.	.865	8.651	82.772			
5.	.652	6.523	89.295			
6.	.325	3.254	92.550			
7.	.297	2.974	95.523			
8.	.245	2.452	97.975			
9.	.127	1.271	99.246			
10.	.075	.754	100.000			

9. PROBLEMS OF ONLINE SHOPPING

Table-5: Problems of Online Shopping

Particulars		Total users	
		Respondent	**Particulars**
Limited Supply	Strongly agree	8	32.0
	Agree	7	28.0
	Neutral	2	8.0
	Disagree	5	20.0
	Strongly disagree	3	12.0
	Total	**25**	**100.0**
Awareness	Strongly agree	6	24.0
	Agree	5	20.0
	Neutral	7	28.0
	Disagree	4	16.0
	Strongly agree	3	12.0
	Total	**25**	**100.0**
Risk to Door Delivery	Strongly agree	9	36.0
	Agree	6	24.0
	Neutral	4	16.0
	Disagree	1	4.0
	Strongly disagree	5	20.0
	Total	**25**	**100.0**
Where to find it	Strongly agree	14	56.0
	Agree	5	20.0
	Neutral	1	4.0
	Disagree	3	12.0
	Strongly disagree	2	8.0
	Total	**25**	**100.0**
Speed and Performance of our Website or Mobile App	Strongly agree	7	28.0
	Agree	12	48.0
	Neutral	4	16.0

	Disagree	1	4.0
	Strongly disagree	1	4.0
	Total	**25**	**100.0**

Source: Primary data

from the above table 1.5 it is clear that out of 25 respondents, problems faced by online shopping retail business, 8 (32.0 percent)respondent are strongly agree for limited supply from the product, 7 (28.0 percent) respondent are neutral from this product from the awareness, 9 (36.0 percent) respondent are strongly agree for risk to door delivery, 14 (56.0 percent) respondent are strongly agree to not to know where to find it,12(48.0 percent) respondent are agree to speed and performance of our website nor mobile app for satisfaction, if costs mo.

8. RANK ANALYSIS

It is observed that analysis of the overall opinion of the respondents regarding problem online shopping retail business, "limited supply" has score of 8 (32%)holds a first mark, "lack of awareness "has score of 7 (28%) holds a second rank, " risk to door delivery "has score of 9 (36%) holds third rank, "where to find it" has score 14 (56%) holds fourth rank, " the speed and reference of our website or mobile app" has score 12 (48%) holding the fifth rank with total score of respondents.

9. SUGGESTIONS

➢ Provide early access or exclusive discounts to members or loyal customers. For example, a VIP program where members get priority access to limited edition items.
➢ Regularly post product highlights, behind-the-scenes content, and customer reviews to build brand presence
➢ Use reliable courier services with clear tracking systems and estimated delivery windows. Provide customers with real-time tracking and regular updates.
➢ Implement advanced search filters that allow customers to easily narrow down their options based on product categories, price ranges, brands, or other attributes.
➢ Regularly test different version of your website or app to identify and eliminate performance issues.

10. CONCLUSION

Development of retailing area primarily relies upon purchase consumption the utilization of innovation in both for settled bazaars and online shops is extremely basic to grow their piece of the overall industry.it is important to every one of the divisions of retailers to think about their difficult to develop in the market. this study looks into the various aspects about how retail businesses are being affected and also the various recovery mechanism they are coming up with to counter those e-stores in their race of survival. According to an ongoing report, the turnover of undertakings has gone somewhere around 80% in the course of the last a few years. This is an extremely irritating pattern and is additionally disheartening for the neighborhood retailers.

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