

IMPACT OF ONLINE SHOPPING: IN THANJAVUR

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ABSTRACT

Nowadays most of the people are turning to online shopping. It is a noticeable one. This study aimed to identify the impact of online shopping on the selected retail shops of Thanjavur city. This study was conducted over five retail shops in Thanjavur. The results of this study have shown that there is no impact of online shops over the retail shops. The study also revealed that the retail shop owners adapted new strategies, started home deliveries to attract the customers towards the retail shop.

Keywords: Impact, online shopping, retail shops, new strategies, home deliveries.

1.Introduction

The growth of online shopping is an important reason behind the failure of the retail shops. So it is necessary to identify whether the retail shops are affected by the online shops. This study is to identify the impact of online shopping in Thanjavur retail stores and to identify the techniques which were adapted by the retail shops to overcome the failure.

2. Literature Review

Karthikeyan (2017) found that most of the retailers are feeling that most of the customers like window shopping because they want to take a physical look of the product.

Cattell (2015) concluded that the convenience of the online shopping is the reason why the consumers are attracted towards it. They also suggested that the retail owners have to follow new strategies to attract the customers.

AmitSaha (2015) identified that profit of the retail shops are decreased nowadays.

The retail stores are also started to home deliveries. Even though the more people are comfortable with online shopping.

Rizwana Bashir and Irsa Mehboob, Waqas Khaliq Bhatti (2015) identified that the mostly youngsters are moving towards the online shopping and most of the customers like shopping by staying in the home.

Saad Akbar and Paul TJ James (2014) indicated that some factors lead the people towards online shopping and they also suggested the retail shop owners to adapt some techniques to improve their business.

3.Research Methodology

- The total sample size is 40
- The sampling technique used here is simple random sampling.
- The area of research is randomly selected five retail stores in Thanjavur.
- The primary data was collected from the retail stores in Thanjavur.
- Secondary data was collected from journals and articles.

3.1. HYPOTHESIS

H0: There is no impact of online shops over retail stores.

H1: There is an impact of online shops over retail shops.

4. Data Analysis

TABLE 4.1

MEAN TABLE

Variables	Mean
Strategies adapted by retail shops	4
Home delivery services	3.95
Discounts	3.9
Improved shop interiors	3.875
Variety of products	3.825
Physical look of product	3.8
Increased selling cost	3.775
Influences retail stores	3.575
Falling trend of retail shops	3.4
Teenagers moving to online shopping	3.325

The table 4.1 shows that the mean value of the factor ‘**strategies adapted by retail shops**’ have the highest mean of 4.0. The table also shows that home delivery services (3.95) and providing discounts (3.9) attract the customers towards the retail shops.

TABLE 4.2
ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	13.92	9	1.55	1.55	0.13	1.90
Within Groups	389.48	390	1.00			
Total	403.40	399				

In the table 4.2 we have obtained the calculated F value as 1.55 and the table value of F is 1.90. This shows that the calculated value of F is less than the table value of F at 5% level. The P-value is more than 0.05.

From this we can accept the null hypothesis (**H0**) and reject the alternate hypothesis.

5. CONCLUSION:

This study reveals that the online shopping does not affect the retail shop in any ways. Even though the people are moving towards the online shopping, the retail shops are getting developed to gain the customers. The retail shop owners adapt new techniques and they also provide some services and discounts to compete with the online market. Improving shop interiors will also attract the customers towards the retail shop.

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