

# A STUDY ON “THE IMPACT OF ONLINE SHOPPING”

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## **ABSTRACT:**

In this paper an encounter has been made to highlight the impact of the increasing trend of E-shopping over the various fixed shop retailers. Retailers comprise of a huge section of the population and a higher population is dependent upon these retailers. But the advent of E-web-store with their attractive incentives and wide varieties has slapped on their face the fear of insecurity and helplessness. This study stares into the various aspects about how retail businesses are being affected and also the various recovery instruments they are coming up with to counter those E-web-store in their race of survival. This paper also unravels the effect upon the usefulness of the various concerns due to increasing movement for online shopping.

**Keywords:** E-shopping, E-web-store, population, retail, businesses, online shopping.

## **INTRODUCTION OF THE STUDY:**

Online shopping is a form of e-commerce which allows customers to directly purchase goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the stores directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-stores. As of 2016, customers can shop online using a range of different computers and devices like, desktop computers, laptops, tablet computers, smartphones. Buying products or services over the Internet, online shopping has attained huge popularity in recent mainly because people find it convenient to shop from the comfort of their home or workplace and also eased from the concern of moving from shop to shop in search of the good of choice. Some of the leading online supplies currently in India are Amazon, Flipkart, Snapdeal, Homeshop, Myntra etc. Retail is a process of selling goods and services to consumers through several channel of distribution. Retail stores may be small or big but they mostly work in the same line as “purchasing to sale”. Retail form of business is as old as cultivation and is the most basic form of trade. Types of Retail Stores are like Departmental Stores - A department store is a retail store which offers wide-ranging of products to the end-users under one rooftop. In a department store, the consumers can get nearly all the products they want to shop at one place only Discount Stores - Discount stores also offer a wide-ranging of products to the consumers but at a discounted rate. The discount stores generally offer a precise range and the quality in certain circumstances might be a little substandard as compared to the department stores. Supermarket - A retail store which usually sells food products and domestic items, properly placed and arranged in specific departments is called a supermarket. A supermarket is an advanced form of the small grocery stores and outfits to the household needs of the consumer. For an e-commerce website, the costs of storing and cost of referencing a product represent a small

fraction of the cost as compared to the cost of storing and cost of referencing a product for "physical" stores. From the satisfaction and availability of services, online shopping is creating a main impact upon the retail stores.

## REVIEW OF LITERATURE:

**Nielsen Global Consumer Report, (2010)** found that books and clothing was at top of the list for planned online purchases in next six month which is followed by online airline tickets, hostel/tour reservation, other engaging product and services tagged for future online purchases include electronic equipment, cosmetics/nutrition supplies, computer hardware, videos/ DVDs/games and groceries. Globally one third of consumers prefer to do online shopping at retailers that have only an online presence (like amazon.com). 20% of customer prefers those site that also have traditional "brick and mortar" stores, 16% of customers globally indicate that they have never shopped online. Almost half (47%) of online consumers indicate they have never made online purchase. Shoppers considers online reviews and peer recommendations while researching future purchases of consumer electronics, cars and travel, and 40 percent of online shoppers would not even buy electronics without consulting online reviews first. 79% of online European consumers plan to purchase products or services via the Internet. Online reviews and opinions were most important when buying and researching cars, software and consumer electronics.

**Nielsen Report, (2014)** found that almost half of global respondents in an online survey intend to purchase clothing or make airline or hotel reservations using an online device in the next six months. Other categories growing in prominence for online shopping include e-books, event tickets, sporting goods and toys (to name a few). Spending intentions for each have risen at a double-digit or near double-digit percentage-point rates since 2011. The online market for buying groceries and other consumable products is comparatively smaller but is starting to show promise. While durables are the starting point of adoption, consumables are attractive due to the frequency of purchase. Aside from online purchasing, digital is an increasingly important research and engagement platform. Consumable categories are not likely reach the same level of online prominence as non-consumable categories due to the hands-on buying nature and perishability of the products, but the market is wide open and an eager audience is at the ready.

## IMPORTANCE OF THE STUDY:

This study is relevant to present times as this will make awareness about the impact of E-web-store upon retail stores. The sudden surge in online shopping and customers have adjusted to it to a more extent which it a real cause of concern for the thousands of retailers who have a small shop offering a small variety of products which are their source of income. This study wants to unpick the real situation and also look into the intimidation that looms over the various small scale retailers. In this study an attempt has been made so that retailers are cognisant of the upcoming that is expected to reveal over their business in the near future so that they can proper arrangements to face such challenges. Dynamism stands the base of the current consequence and as a result of that anything that remains stagnant will be surpassed by others. It's time the retailers start thinking deep into this aspect and come up with improved and advanced policies.

## OBJECTIVES OF STUDY:

- ✓ To study the effect on profitability of retail stores due to the advent of E-web-store
- ✓ To study the effect upon pricing patterns of retail stores in current times
- ✓ To study the change in business pattern to realise customer satisfaction.

## METHODOLOGY OF STUDY

The research methodology comprises of the sources of data collection, sampling techniques, statistical tools for analysis etc.

### ✓ Sources of Data:

The data has been collected from primary data. Primary data have been collected through Personal Interview method where interview took place with the possessors of different retail stores. Investigation through schedules at the various units for proper information.

### ✓ Sample Size:

For the study a sample of 30 retail stores has been selected.

### ✓ Sampling Techniques:

For the study convenient random sampling technique method has been applied on the basis of suitability for the availability of information and which has a substantial share in the marketplace so as to give further perfect picture of the impact of online shopping.

### ✓ Data Representation Tools

The data collected are classified, tabulated and represented through chart and diagram.

## LIMITATIONS OF THE STUDY:

- ✓ The study is conducted only Salem city.
- ✓ Besides that, the detailed study has been conducted taking on 30 retail stores.
- ✓ Time is also a limiting factor as the study is conducted in a very short time.

## PRESENTATION OF DATA, ANALYSIS AND INTERPRETATION OF DATA

Retail stores generally worked in the traditional positions of business except a few superstores that brought in certain alteration in their business forms, but the advent of online shopping in modern times has put an upon them because they had been losing on numerous ground. The study has been made on numerous grounds to recognize the aspects of effect upon the business of various retailers that to some level has led to a change in their policies.

List of Questions	Yes	No
Has there been any decrease in average turnover in the past three years	40	10
Is there any decrease in profit margin?	48	02
Do you offer after sale services of personalized nature to your customers?	36	14
Do you offer home delivery services to your customers?	12	38
Have you made any increase in discount rates offered to customer in current times?	37	13
Do customers ask for discount already making purchases?	45	05
Do you possess more variety of stock at your store now-a-days?	05	45
Do you advertise about you enterprise?	27	23
Is there a growth in window shopping in modern times?	40	10

## ANALYSIS AND INTERPRETATION TURNOVER:

**Profit margin:** An online shop has brought in a price fighting in the market and the main losses of this price fighting are the retailers. In order to survive, most of these retailers too has made an challenge to lower their prices but

seeing their high cost of operation these retailers has to sacrifice on their margin. **Discount:** The retailers are at an alarming rate increasing their discounts in order to stand with the online stores who despairs the customers with fantastic discounts. Although the retailers cannot participate with the online stores in terms of discount but it has to lower its prices to a relative extent to survive the market. **Variety of stocks:** Online stores retain a wide variety of stocks and retailers fail in this context to the e-web-stores by a wide margin but most of the retailers as found by the survey has no leaning to participate with the online stores in this regard. The setback is accepted. Retailers cannot maintain a large stock as that might have a destructive impact of unsold stock at the end of the year which in turn might bring in huge loses to the business concern. **Customer services:** More and more retailers are now opting for customer services to build upon constancy. Repair and maintenance to fitting and insurance, retailers are departure no stones unturned to specialize in areas in which online shops fail. Retailers are now initial up with home delivery services in the similar line of the online shops. Also after sale services are providing with a smile. **Window shopping:** There has been a fashion in recent years for customers to browse the goods in a physical store and buy it from an online store at a compact price. Retailers now have more potential customers than actual ones. **Advertisement:** The retailers now-a-days are more involved in advertisement operation than ever before in order to growth their sales. Retailers leave no instances to take advantage of the condition to advertise their concern.

### **SUGGESTIONS & CONCLUSION:**

The expression of retail has changed. The initiation of technology in recent period being the primary aim for it. Nowadays, retailing means going into shopping centers, going online and going mobile. In all these, small retailers failure out somewhere. But the nearby store is continually the most important concern for all reason and periods. It desires to revive not just survive. The retail stores desires to simply uplift its arrangement of business and face the competitive world with a more confident outlook. E-stores and retail stores both have to endure, none at the cost of the other. It's not just about the livelihood it gives to the thousands of people but also the suitability and the determination of a fixed retail store.

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