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A STUDY ON THE IMPACT OF ONLINE SHOPPING SITES ON LOCAL RETAILERS WITH SPECIAL REFERENCE TO KOLLAM DISTRICT

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ABSTRACT

Views abound on the impact of the Internet and e-commerce on traditional forms of retailing. Scenarios range from, on the one hand, the almost total devastation of existing physical retailing to, on the other, limited if any impact upon "real" retailing. Despite excessive hype, spectacular failures, and the myriad of conflicting views and crystal-ball gazing, e-commerce processes and procedures provide the potential for a fundamental reassessment of how retailing operates and how retailers behave. Without a doubt, the existing ways of operating and the associated cost structures within retailing will be reassessed under the onslaught of new technology and new retail structure (1) The e-commerce market is on the rise, but that doesn't mean the retail market has gone down significantly. You don't see shopping malls closing down every other month or the retail stores of your favourite brand shutting down because the same products are available online. Yes, there has been a paradigm shift from retail to online shopping, and it has put the private sector employers in a harsh and peculiar position.

KEYWORDS

consumers, e-commerce sites, online shopping, retail industry.

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1. INTRODUCTION

Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017. It accounts for over 10% of the country's gross domestic product (GDP) and around eight% of the employment. India is the world's fifth-largest global destination in the retail space.

India ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index 2019. India is the world's fifth-largest global destination in the retail space and ranked 63 in World Bank's Doing Business 2019.

India is the world's fifth-largest global destination in the retail space. In FDI Confidence Index, India ranked 16 (after US, Canada, Germany, United Kingdom, China, Japan, France, Australia, Switzerland, and Italy). (3) E-business focuses on both internal and external activities of a business. Ecommerce has a lot of good and bad impacts on different areas. The key to having successful e-commerce is to reduce the negative impacts and increase the benefits at the same time (4) E-Commerce has dramatically reduced locational importance. Retailers are now able to sell their products all over the world. This has the potential to increase their revenue and customer base dramatically. Recent innovations such as e-Books have further enhanced firm welfare by creating new revenue streams from existing products. However, this competition has the potential to overwhelm some conventional retailers leading to substantial business attrition. (5) This internet revolution has had both a positive and a negative impact on businesses. The businesses which embraced technology and incorporated e-commerce into their models early enough have reaped and continue reaping the benefits of e-commerce. On the other hand, those businesses which are lagging in embracing e-commerce, are reeling from the effects of their prosaic approach in business.

2. REVIEW OF LITERATURE

Anthony d. Miyazaki and Ana Fernandez prepared a report on "Consumer perceptions of privacy and security risks for online shopping" issued in "Journal of Consumer Affairs" volume 35, issue 1, pages 27– 44, summer 2001.

EunjuKo and Doris H Kincade prepared a report on "The impact of Quick Response Technologies on Retail Store Attributes" published in "International Journal of Retail & Distribution Management".

Shanthy & Kannaiah (2015) carried out a study titled 'Consumers Perception on Online shopping' found that consumer's perception of online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of proper connectivity and the exposure to the online shopping. The perception of the consumers also has similarities and difference based on their characteristics.

Argha (2014) in his study titled "Online Shopping: A Study of the Factors Influencing Online Purchase of Products in Kolkata" summarized that the internet as a medium of shopping is rapidly growing in India. The cost factor, convenience factor, product factor, and seller-related factor are the four important factors influencing the online purchase of products in Kolkata.

Sanjeev Prashar (2017) in his study "Effects of Online Shopping Values and Website Cues on Purchase Behaviour: A Study Using S-O-R Framework" summarized that this growth has been fuelled by the rapid adoption of technology, improving standards of living, an increasingly young population, and economically advancing middle class, besides increasing access to the Internet through broadband and use of smartphones and tablets. The entry of global e-commerce giants has intensified the competition for home-grown players.

Hirschman and Holbrook, (1982), suggest that "Motivations of Consumers to engage in online shopping include both utilitarian and hedonic dimension. Whereas some Internet shoppers can be described as "problem solvers" others can be termed seeking for 'fun, fantasy, arousal, sensory stimulation, and enjoyment'."

3. SIGNIFICANCE OF THE STUDY

This study attempts to focus on factors affecting The Impact of Ecommerce on Small Retailers with Special Reference to Kollam. The study is very significant because nowadays many people prefer purchasing through the e-commerce platform. E-Commerce has dramatically reduced locational importance. Retailers are

now able to sell their products all over the world. This has the potential to increase their revenue and customer base dramatically. Recent innovations such as e-Books have further enhanced firm welfare by creating new revenue streams from existing products. However, this competition has the potential to overwhelm some conventional retailers leading to substantial business attrition.

4. STATEMENT OF THE PROBLEM

Ecommerce has had both a positive and a negative impact on businesses worldwide. Some small businesses view e-commerce as a tool developed by the big established market leaders to help them reach an even wider audience and kill off competition from startups while other small businesses view e-commerce as a platform to show themselves to the world and put up a fight against the big established market leaders. The trends in the e-commerce industry play a pivotal role in changing the fate of the entire retail business. Ecommerce has a great impact on the retail industry influencing the latter to offer an equally engaging shopping experience. The E-commerce business in India has seen exponential growth over the last decade. This growth is due to many contributory factors, including the rapid adoption of technology by Indian consumers, large increases in the number of internet users, new enabling technologies, innovative business models, and alternative payment options offered by E-commerce companies.

5. SCOPE OF THE STUDY

The geographical scope of the study is confined with special reference to the Kollam district only and has been undertaken to analyze the impact of e-commerce on small retailers alone.

6. OBJECTIVES

1. To study online shopping and its effect on offline retail shopping sectors.
2. To Study the problem faced by the small retailers after introducing the local e-commerce applications.
3. To analysis the changes in customers buying pattern in the Covid 19 scenario.

7. RESEARCH METHODOLOGY

The validity of any research is based on a systematic method of data collection and proper analysis of the data collected. The methodology adopted for the proposed study is given below.

- **SOURCE OF DATA:** Both primary and secondary data sources were used for carrying out the study. Primary data were collected with the help of a structured questionnaire. While secondary data obtained from periodicals, journals, magazines, newspapers, websites, books, and other reference materials.
- **SAMPLING DESIGN:** The sampling technique followed in this study is convenient sampling which is the classification of the non-probability method. The total sample selected for the study is 100
- **TOOLS FOR ANALYSIS:** The data collected were classified and analyzed based on the objectives of the study. For analysis statistical techniques like percentages, tables, and chi-square test were used. The chi-square test was applied to examine the significance of variations in the opinion among the impact of e-commerce on small retailers.

8. HYPOTHESIS

- H01: The entrance of e-commerce platform has not affected the retailers
- H11: The entrance of e-commerce platforms has affected the retailers.
- H02: There is not at all any change in the consumer buying behavior in the covid-19 pandemic.
- H12: There is a change in the consumer buying behavior in the covid-19 pandemic.

9. LIMITATIONS OF THE STUDY

- The study has been only confined to the small retailers affecting the impact of e-commerce platforms.
- The study is based on the primary data collected from 300 small retailers in Kerala state and therefore the results of the study cannot be generalized.
- This study is purely an academic one and doesn't free from the constraints of time and money.

10. RESULTS AND DISCUSSION

TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Particulars		No. of Respondents	Percentage (%)
Type Of Shop	Grocery	12	12
	Textiles	14	14
	Restaurant	20	20
	Mobile Shop	24	24
	Bakery	30	30
Monthly Sales Turnover	Upto 150000	40	40
	150000-250000	42	42
	250000-350000	10	10
	Above 350000	8	8
Educational Qualification	SSLC	18	18
	HSS	28	28
	Graduate	32	32
	Post Graduate	10	10
	Others	12	12
Total		100	100

Source: Primary data

Interpretation: As regards the above table only 12% of respondents are running grocery stores. About 14% of individuals are textile owners. The percentage of people who are involved in restaurant and mobile shop are 20 & 24 respectively. 30% of respondents are concentrated in bakery businesses. In the case of monthly sales turnover, 40% of individuals having an income up to 150000 only. 42% of respondents' sales turnover is between 150000 & 250000. About 10% of respondents earn from 250000 to 350000 monthly. Only 8% of respondents can earn above 350000. In the case of educational qualification majority of the respondents that is 32% are graduated. About 28% of individuals completed their higher secondary education. 18% of respondents have matriculation as their higher qualification. Only 10% of individuals pursued their master's degrees. 12% constitute other categories.

TABLE 2: HOW HAS THE ENTRANCE OF E-COMMERCE GIANTS AFFECTED YOUR BUSINESS?

Type Of Retailer	Increase the sales		Decrease the sales		No Change	
	No	%	No	%	No	%
Grocery	4	4	6	6	2	2
Textiles	6	6	6	6	2	2
Restaurant	4	4	14	14	2	2
Mobile Shops	2	2	18	18	4	4
Bakery	2	2	26	26	2	2
Total	18	18	70	70	12	12

Source: Primary data

The admittance of e-commerce giants has a massive impact on different types of retailers in a different ways. Out of the 12 grocery retailers, 4% have an increase in their sales, 6% have a decline in their sales, 2% have no change in their sales. In the case of textile shops, 6% of retailers' sales were increased and the same 6% has a decrease in their sales. 2% have no change in the sales. 20 restaurants are respondents to the question. Among that 20, 14% have a decline in their sales volume, 4% have an increment in their sales quantity, 2% have no change in their sales. In the case of mobile shops, amidst the 24 respondents, only 2% have an increase in sales and 4% have not at all any change in their sales. For bakery retailers, only 2% have increased their sales. The 26% of respondent's sales is declined due to the entry of various e-commerce sites. 2% of individuals have no change in their sales volume.

TABLE 3: HAVE YOU EVER FELT THE NEED OF SWITCH ON YOUR BUSINESS TO ONLINE PLATFORM? IF SO WHAT ARE THE DIFFICULTIES THAT YOU MIGHT FACE?

Particulars	No. of Respondents	Percentage(%)
Higher Capital Intensive Cost	40	40
Low-Profit Margin	4	4
Competition	2	2
Lack Of Technical Knowhow	36	36
Fear Of Change	8	8
Have not any intention to switch the business into online	10	10
Total	100	100

Interpretation: In the opinion of the majority of retailers, that is 40% of respondents, the higher capital intensive cost is the restricting factor to switch their business online. About 36% of retailers acknowledged that lack of technical know-how was pulling them back while entering into an online platform. Only 8% have fear of change. 2% of total respondents consider competition as the restricting factor. In the perspective of 4% of retailers, the low-profit margin was confined to them to involve in online business. And the remaining 10% have not at all any intention to switch their business into the online platform.

TABLE 4: HAVE YOU EVER TRADED YOUR BUSINESS ONLINE? IF YES, WHAT WAS YOUR EXPERIENCE?

Particulars	No. of Respondents	Percentage(%)
Best	16	16
Better	10	10
Good	8	8
Bad	6	6
Not tried yet	60	60
Total	100	100

Source: Primary data

Interpretation: From the respondents, those who were traded their business at least once had the best experience. The 26% depicts that fact. 26% had better and best experience through online trading. 8% of respondents had good experience. 6% of individuals' experience was bad. And the vast majority 60% have not tried their business online.

TABLE 5: HOW THE OUTBREAK OF COVID-19 PANDEMIC HAS AFFECTED YOUR OFFLINE BUSINESS?

Type of Retailer	Increase the sales		Decrease the sales		No Change	
	No	%	No	%	No	%
Grocery	2	2	6	6	4	4
Textiles	2	2	9	9	3	3
Restaurant	3	3	14	14	3	3
Mobile Shops	0	0	7	7	17	17
Bakery	3	3	24	24	3	3
Total	10	10	60	60	30	30

Source: Primary data

The outburst of covid-19 has affected offline retailers very badly. The admittance of e-commerce giants has a massive impact on different types of retailers in a different way. Out of the 12 grocery retailers, 2% have increased their sales, 6% have a decline in their sales, 4% have no change in their sales. In the case of textile shops, 2% of retailers' sales were increased and 9% has a decrease in their sales. 3% have no change in the sales. 20 restaurants are respondents to the question. Among that 20, 14% have a decline in their sales volume, 3% have an increment in their sales quantity, 3% have no change in their sales. In the case of mobile shops, amidst the 24 respondents, no one has an increase in sales 7% has a decrease in sales and 17% have not at all any change in their sales. For bakery retailers, only 3% have an increase in their sales. The majority, that is 24% of respondents' sales is declined due to the entry of various e-commerce sites. 3% of individuals have no change in their sales.

CHI SQUARE TEST & TESTING OF HYPOTHESIS

H01: THE ENTRANCE OF E-COMMERCE PLATFORM HAVEN'T AFFECT THE RETAILERS

TABLE 6

Type Of Retailer	Increase the sales	Decrease the sales	No Change
Grocery	4	6	2
Textiles	6	6	2
Restaurant	4	14	2
Mobile Shops	2	18	4
Bakery	2	26	2
Total	18	70	12

Source: Primary data

Interpretation: By applying the Chi-Square test on the observed data the significance of the data found and tested hypothesis. The critical value of X^2 is $X^2_{0.05,8}=15.507$ where degree of freedom = (no of rows-1) * (no of columns-1) = 4 * 2 = 8. The calculated X^2 value for the above table is 16.08. At 95% confidence

level, the calculated X^2 value is more than the X^2 critical, therefore the null hypothesis is rejected and concluded that there is a significant relationship between the entrance of e-commerce sites and its effect on the retailers.

HO2: THERE IS NOT AT ALL ANY CHANGE IN THE CONSUMER BUYING BEHAVIOUR IN COVID-19 PANDEMIC

TABLE 7

Type Of Retailer	Increase the sales	Decrease the sales	No Change
Grocery	2	6	4
Textiles	2	9	3
Restaurant	3	14	3
Mobile Shops	0	7	17
Bakery	3	24	3
Total	10	60	30

Source: Primary data

Interpretation: By applying the Chi-Square test on the observed data the significance of the data found and tested hypothesis. The critical value of X^2 is $X^2_{0.05,8}=15.507$ where degree of freedom = (no of rows-1) * (no of columns-1) = 4 * 2 = 8. The calculated X^2 value for the above table is 29.25. At 95% confidence level, the calculated X^2 value is more than the X^2 critical, therefore the null hypothesis is rejected and concluded that there is a significant relationship between the change in consumer buying behavior and covid-19 pandemic

11. FINDINGS

- Majority of respondents that is 30 % are running bakery shops.
- 42% of respondents came under the turnover slab above 350000
- 32%, that is the vast majority are graduated.
- The wild majority,90% have felt the need to switch their business online, but 40% of the retailer have the problem of higher capital intensive cost. And lack of technical knowledge restricts the 36% of the retailers
- Among all the respondents only 40% were tried online business, and 16% have the best experience from it.
- It is also identified from the table that there is a significant relationship between the entrance of e-commerce sites and its effect on the retailers. By the entry of e-commerce sites, 70% of respondent's sales value decreased.
- The table depicts that there is a significant relationship between the change in consumer buying behavior and the covid-19 pandemic because 60% of shops have lost their offline business.

12. CONCLUSION

In a fast-moving world like ours, everything around us has a new face now. Even our daily life also has changed following it. Changing shopping style is one of the new reflected faces of our daily routine. Nowadays customers prefer online shopping to offline. The advent of technology in the recent period being the primary reason for it. Today, retailing means without going into shopping centers, just add everything you want into your cart with one click. In all these effects the local retailers lost their positions in the market. They can't compete with the large e-commerce giants but the nearby stores in our locality always there in our difficulties, even during pandemic times or floods and other natural calamity challenges. It needs to revive not just survive. The retail stores need to simply uplift their 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. Retailers have to change their attitude towards the market. Today's is a consumer market and as a result, the priority is consumer satisfaction. The firm has to be in the good books of the consumer. Better quality products, fair price, and friendly after-sale services are the basic areas in which the business has to concentrate to a remarkable extent. Additional services should be provided to the consumers to woo them and build upon loyalty which in turn would ensure stable sales in the years to come.

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