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A STUDY ON THE IMPACT OF E TAILERS ON UNORGANISED AND ORGANISED RETAILERS WITH REFERENCE TO ELECTRONIC GOODS

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ABSTRACT

The proliferation of internet shopping has attracted a lot of attention and has spawned a heated debate about its impact on traditional retailing. Internet has changed the methods of retailing as well as the purchasing habits of consumers. E commerce has put a significant amount of control in the hands of shoppers, who have become habituated to both the speed and convenience of purchasing online. The internet provides consumers with the capabilities to shop around the clock, from any location, as well as easily access research about products' attributes and competitive pricing. This article makes an attempt to explore the impact on both organized and unorganized retailers. It was found that the impact of e tailers on organized retailers is considerable when compared to unorganized retailers.

KEYWORDS

internet shopping, E Commerce, organized retailers, unorganized retailers.

INTRODUCTION

Retail is the sale of goods and services from individuals or businesses to the end-user. Retail comes from the Old French word *tailleur*, which means "to cut off, clip, pare, divide" in terms of tailoring (1365). It was first recorded as a noun with the meaning of a "Sale in small quantities" in 1433 (from the Middle French retail, "piece cut off, shred, scrap, paring"). Like in French, the word retail in both Dutch and German also refers to the sale of small quantities of items. Retailers are part of an integrated system called the supply chain. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesale, and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations like stores or markets, door-to-door or by delivery. Retailing includes subordinated services, such as delivery. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public. Shops may be on residential streets, streets with few or no houses or in a shopping mall. Online retailing, a type of electronic commerce used for business-to-consumer (B2C) transactions and mail order, are forms of non-shop retailing. Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase.

THREE CATEGORIES OF RETAILERS

UNORGANIZED/TRADITIONAL RETAILER

Traditional retail refers to these thousands of small, mostly family-owned retail businesses. They are also referred to as the "unorganized" retail sector. The "organized" sector refers to large, modern regional and national retail stores.

Through the centuries, Indians have purchased goods from small local vendors, entrenching this style throughout the country. Unorganized retailing refers to the traditional formats of low-cost retailing, for example, the local corner shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

ORGANIZED/MODERN RETAILERS

Organized retailing comprises mainly of modern retailing with busy shopping malls, multi-storied malls and huge complexes that offer a large variety of products in terms of quality, value for money and makes shopping a memorable experience.

Modern retail sector is at the crossroads where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. It is undergoing a major transformation as entry of global players and watchful expansion by major Indian retailers has opened new vistas of joint ventures, tie-ups and franchise offering new formats, services, private labels, locations and recently to diverge from metros to smaller towns, Arvind Singhal Chairman Technopak Advisors has rightly said that, "A lot of international retailers and brands are most likely to look at India, as global markets have stabilized and the Indian economy has proved to be better than most other countries. In India the Wal-Mart model is a 20th century concept that is fast becoming obsolete in the 21st century. Internet now threatens the hyper market which may survive in small towns with low land prices, but looks doomed to becoming a minority player.

E-TAILERS/E-RETAILERS

Retailing through online domain is known as E-tailing. E-tailing can describe food retailing or service retailing or goods retailing. An online selling system can make opportunity for the organization to introduce its goods and services, advertise its new items, sell easily and quickly, and receive money online. Also, the company reaches customers in remote places and this can extend the area of its business. Four dimensions including Privacy, Fulfillment, System Availability and Efficiency are identified as the main criteria for judging e-service quality.

E-tailing offers unique advantages to the consumer that no other form of retailing can match. The hypertext nature of the medium allows for more flexible forms of transactions (growth of C2B and C2C) to flourish. It allows for easier comparisons across broad product categories with the evolution of shopping bots and similar mechanisms. The medium also offers flexible/dynamic pricing mechanisms to the consumer. These evolutions reduce any friction in the online market place and stimulate the use of the web as a retail environment. In the long-run, this will benefit the marketers as well as the consumers. Further, this will penalize the marketers who thrived in market places that had entry barriers in the form of a lack of freely available information. Earlier, such a situation restricted the customers in making informed choices and led to inefficient pricing and localized monopolies.

THE FUTURE OF INTERNET RETAILING

Whilst it may not be possible to predict with any degree of certainty how the internet will shape the design of markets, the practice of marketing or the behavior of online shoppers, in the future, it is clear that the market-share and influence of online retailing will continue to rise. For example, in the UK, it has been estimated that the number of customers being served by the UK online and catalogue retail industry, which currently stands at 26.9 million active online

consumers, will rise to around 30 million by the year 2013, representing over half of the UK population. In similar vein, statistics for the USA also provide evidence of the rapid growth of internet retailing. In recent years, and a strong expectation that this growth will continue, well into the future. The role of online retail is changing in India too. There are almost 120 million internet users in India and looking at the 2020 vision it could reach to 1 billion if it continues to grow at this rate. This continuing expansion of online retailing will inevitably draw renewed attention to its likely effect on the high street. Moreover, given the customers' desire to use the internet as a flexible tool for researching products and locating stores, as well as purchasing merchandise, it would also seem likely that the multi-channel format will be the preferred design. The established retailers will inevitably continue to face stiff competition from successful and high profile "virtual merchants" and "disintermediators", such as amazon.com, apple.com and dell.com

COMPARISON OF WEB AND TRADITIONAL RETAIL MARKET

Compared to the traditional market, the Web market differs along three main dimensions:

i) technology infrastructure; ii) channel integration; and iii) information intensity. This discussion is not meant to be complete and comprehensive, but rather a summary of some important characteristics that retailers should understand about the Web market.

1. TECHNOLOGY INFRASTRUCTURE

Advances in technology have provided useful supportive tools in the conventional market. For example, television and radio have greatly facilitated one-way communication. Various information systems can be used to process transactions, collect and analyze data. Technology-based tools have helped marketers perform their marketing strategies more efficiently and effectively in the traditional marketplace. The Web-based marketplace serves as a platform for advanced technology and applications. Marketers who pioneer new Web-based technology and commercial applications can gain substantial competitive advantage.

2. CHANNEL INTEGRATION

The powerful integrated environment of the Web can affect the marketplace in many ways. Many business models, such as those similar to TV and catalog shopping, can be implemented readily online. Different business tools and functions can be integrated. Consumer orders can be automatically processed and routed to suppliers. Information channels are integrated, with information flowing both ways between vendors and customers. This facilitates the gathering and sharing of market knowledge. For consumers, competitors are just a click away, allowing easy combined communication medium and distribution/transaction channel, which is quite different from traditional marketplaces.

3. INFORMATION INTENSITY

Information availability is limited in the traditional market. While electronic techniques, such as POS, have been used to collect information for inventory management and customer analysis, they have limited potential. First, the information collected through these systems does not tend to be extensive, since it simply includes merchandise descriptions and quantities sold. While some stores also collect customer account data, valuable information generated through personal interaction with customers, such as their preferences, is typically lost.

Surveys and analysis by stores and brand manufacturers are generally conducted, if at all, on a limited sample basis. Second, information collection and analysis in the traditional market is primarily performed from the marketer's point of view and for the marketer's use and purpose. Information that directly facilitates consumers' information searching or market evaluation is not as easily available. Electronic techniques used in the traditional retail market tend to be supportive tools, and do not emphasize the customers' views, roles or power.

The Web is a truly information-intensive environment. Vast amounts of information can be collected, integrated, processed, presented, and accessed through the Web by both marketers and consumers. Marketers now can track detailed information for all e-tailing consumer interactions, not just select samples. However, soft market features, such as reputation and reliability, may be more difficult to gather and evaluate. Consumers can gain more market knowledge for criteria comparison, however potential problems of information overload may increase perceived searching costs (Head et al. 2000). Marketers may provide tools to facilitate consumer information collection, but may have to redesign their marketing strategies since competitors can also accumulate market knowledge and match price differences.

REVIEW OF LITERATURE

RETAIL IN INDIA

India's growing retail boom is a triumph story. With strong essentials developing in the Indian economy in the liberalized environment since 1991 with changes in income levels, lifestyles, taste & habits of consumers with preference for superior quality and branded products, vast domestic market with a very competitive manufacturing base, India has also observed a major retail boom in recent years. Being encouraged by India's growing retail boom many multinational companies also started making beeline to enter India's retail market. Investment from abroad has also been hailed by Indian industry, by and large, as the same has been considered to be very vital for adding to domestic investment, addition to capacity, higher growth in manufacturing, trade, business, employment, demand, consumption and income with multiplier effects. (Amisha Gupta, 2010)

GROWTH OF RETAIL IN INDIA

Till recently, Government of India allowed 51% FDI in single brand retail and 100% in cash & carry only. One of the major steps taken by the Government recently to encourage the organized retailing in the country was the recent decision of the cabinet to allow 51% FDI in multi brand retail and 100% in single brand retail in Nov 2011. The decision was delayed and held back for some time because of the absence of political consensus. As a result of the liberalized policies & reform measures taken by the government since 1991, Indian Economy has achieved commendable growth rates over the last few years with many success stories in many fronts. India's growing retail boom is one such success story. With strong fundamentals developing in the economy with changes in income levels, lifestyles, taste & habits reflecting in strong consumerism with preference for superior quality and branded products, vast domestic market with a very competitive manufacturing base, India also observed a major retail boom in recent years (Dube, Arindrajit, Lester, T. William and Eidlin, Barry, 2007).

In the hindsight, many of the original predictions made at the dawn of the interest era have not become a reality. Retailers are not cannibalizing their own custom, virtual merchants do not dominate the market place, and the high street has not been put out of business. By contrast, other predictions have come to pass electronic intermediaries are playing an increasingly important role, "one to one" marketing has become a reality, prices are most competitive, and, perhaps most importantly, the consumer has become more powerful (Neil F Doherty And Fiona Ellis-Chadwick, 2010).

As online retailing expands on the back of customer incentives and product discounts, brick and mortar chain stores such as Shoppers Stop Ltd, Lifestyle International (P). Ltd and The Bombay Store are reworking their Internet strategies to compete with e-tailers such as flipkart.com. The retail chains are seeking to tap an e-tailing sector that is heating up. According to a November report by Avendus Capital Pvt. Ltd on the digital consumer industry, e-tailing is set to become a Rs 53,000 crore market by 2015 from the current Rs 3,600 crore, but still accounting for just around 1.4% of the Rs 36 trillion retail markets in India. (Sapna Agarwal, 2012) "Online retail will hit a \$1 billion (around Rs 4,910 crore at today's exchange rate) turnover this financial year. The one category that is getting a boost online is books, followed by electronics," said Govind Shrikhande, managing director and chief executive officer, Shoppers Stop, which runs the book retail store—Crossword. In 2011, the sales of books and electronic items in physical stores slowed as e-tailing sites grabbed market share, Shrikhande said. Towards this end, Crossword launched cross word in five months back. It has also tweaked the strategy for its book retail chain of 80 stores to grow through the franchisee route. (Livemint and Wallstreet Journal, Feb 03 2012).

"Three things important for a future bazaar consumer is price, access and convenience," said Kashyap Deorah, President of futurebazaar.com. "For every consumer who goes online and shops, there are four who go offline and buy at stores," said Deorah, who expects online sales to contribute 10-15% of the group's retail revenue in the next couple of years. (Livemint and Wallstreet Journal, Feb 03 2012) "Internet retail is going to grow. It is an important channel of distribution," said Kabir Lumba, managing director, Lifestyle. (Livemint and Wallstreet Journal, Feb 03 2012) "We are tying up almost every other day with an online retailer," said Asim Dalal, managing director, Bombay Swadeshi Stores Ltd, which runs The Bombay Store. He expects 20-25% of sales to come from its online presence in the next three years versus 10% now for the new venture. (Livemint and Wallstreet Journal, Feb 03 2012) "Retail takes time to warm up to

the online medium due to two reasons—the lack of touch and feel (resulting in a different user experience compared with physical retail) and the need to develop an ecosystem, which sometimes does not exist,” said the Aventus report, adding that savings inherent to the e-tailing model—the reduction of inventory and high-cost retail space—provides e-tailers the margins to enable such incentives for consumers. (Livemint and Wallstreet Journal, Feb 03 2012).

“Brick and mortar stores have to reinvent. Some of them are already doing it and have relaunched their websites,” said Binny Bansal, chief operations officer and co-founder of Flipkart Online Services Pvt. Ltd. (Livemint and Wallstreet Journal, Feb 03 2012) “One of the big draws to shop online is the prices. Retailers can’t compete with pure-play e-commerce companies who have lower cost of operations and a dedicated logistics support. Even if they get the pricing right, they would cannibalize their own sales further, stressing the already stretched margins,” said Arvind Singhal, chairman, Technopak Advisors Pvt Ltd, a retail consultancy firm. (Livemint and Wallstreet Journal, Feb 03, 2012)

“Last year, close to 500 e-commerce portals were launched in India of which at least a half-a-dozen odd players would have revenues of over Rs 100 crore in the next fiscal,” said Mukul Singhal, senior associate at SAIF Partners Ltd, a private equity firm which has made early stage investments in Zovi.com, Inkfruit.com and Firstcry.com. (Livemint and Wallstreet Journal, Feb 03 2012)

EMERGENCE OF E-TAILING

E-tailing is a market practice that is still in its infancy. Viewing the web as a marketing tool, marketer incorporates the web into their traditional strategies. Viewing the web as a new market place, business emerges with new product/service designs, targeted customers, and strategies. Traditional methods to evaluate the success of a business seem insufficient in the new economy. Despite increasing sales, many e-businesses are not profiting. In this developing market, many businesses aim to build a brand name and customer base, while leaving profitability a long-term consideration. (F. Wang, M. Head, N. Archer, 2002).

The proliferation of internet shopping as a viable retail format has attracted a great deal of media attention about its potential impacts on place-based shopping. Specifically, the growing estimates of online retail sales have caused the real estate industry to become increasingly, concerned about the ability of internet shopping to replace shopping at bricks-and-mortar stores. However, the current research and literature lacks a systematic assessment of the potential impacts of this emerging retail format on the traditional models of shopping. Without such an assessment planners and real estate professionals will find it difficult to navigate the various claims in the media and are faced with great uncertainty about their traditional practices. (M. K. Massagli, 2000)

Mass-customization is producing fundamental change, revolutionizing attitudes to choice, with a key role for agents (human and online) in helping people choose. Consumer power will grow and brands will be under pressure from rising consumer expectations. While retailers fight back with targeted marketing and special offers, brands will need to serve consumer needs as much as suppliers. Online shopping could transform consumer behavior, driven by cost saving and convenience and spurred on by competition. Will retailers protect their traditional channels or go online because they are afraid not to? ‘E-tailing’ will need to create consumer trust, so regulation will be critical, possibly leading to legal responsibilities for quality on Internet service providers (ISPs) and portals and with systems to help new entrants build a track record of reliability, thereby increasing competition, choice and consumer power. (Henry Stewart Publications, 2002) The online information disclosed by electronic retailers (e-tailers) is expected to play a role in building customer relationships. The level of online information disclosure relies on the e-tailer's discretion while unethical online information disclosure practices, such as disclosure of misleading information, may harm the entire electronic retailing industry. Information disclosure is explained significantly by the country in which an e-tailer is located, whether the business is confined to the internet, and the number of payment methods. However, no effect is found for the price level of the major product line and whether products are shipped to international customers. (Kim, Daekwan, Cavusgil, S. Tamer, 2006)

The effects of electronic Word-of-Mouth (eWOM) in the form of online customer-to customer recommendations on attitudes about the recommended product and confidence in the choice decision - the amount of eWOM has a significant impact on buyer confidence in product choice. In addition, for buyers less motivated to process information, the effect of eWOM on their choice confidence is mediated by their attitude towards the recommended product, suggesting that the amount of eWOM functions as a purchase cue. (Harris, J. Gupta, Pranjal, 2008)

Indian Retail Industry is ranked among the ten largest retail markets in the world. The attitudinal shift of the Indian consumer and the emergence of organized retail formats have transformed the face of Retailing in India. With the sign of reemergence of economic growth in India, consumer buying in retail sector is being projected as a key opportunity area. As a consequence, Indian corporate houses are refocusing its strategic perspective in retail marketing with the idea to use resources optimally in order to create core competence and gain competitive advantage. (Dr.S. Akhter, I. Equbal, 2012).

Online shopping is now an everyday part of most peoples’ lives. From the perspective of the here and now, and looking forward, there is plenty of evidence to suggest that this internet-enabled revolution has much more life in it yet. The revolution has moved from a phase in which the innovation and ideas were primarily flowing from the supply-side to one in which the innovation and ideas were primarily flowing from the supply-side to one in which the consumer, from the demand-side, is empowered to direct the way in which the revolution unfolds. (Neil F Doherty And Fiona Ellis-Chadwick, 2010).

The Indian Online Retail is a rich segment waiting to be exploited. Internet is a potent medium that can serve as a unique platform for the growth of retail brands in India. The medium holds many virtues favorable for the retail industry including a higher customer penetration, increased visibility, and convenient operations. The current web-based models for e-tailing are part of an embryonic phase preceding an era of rapid transformation, challenge, and opportunity in Indian retail market. The Indian retail market is witnessing a revolution. The growth of internet has enabled the new retail format of the virtual retailer to emerge and forced the existing retailers to consider e-tailing model of retailing as well. Online retailing or e-tailing is described as transactions that are conducted through interactive online computer systems, which link consumers with sellers electronically, where the buyer and merchant are not at the same physical location. In a short space of time, internet retailing or e-tailing has firmly established itself as a viable alternative to store based shopping. (S. Suri, P. Vij, S. Singh, 2012) FDI in multi branding retail welcomes more entrants and more competition in E-world of retail in India. E-tailing, as now, would change with the flow of time and become the most essential weapon for all retailers to stay in the competition and sustain their business. For all organized players this decision will create more challenges in the future. For unorganized the scenario will less comparatively than the organized players. (Ramakrishna H., 2013)

STATEMENT OF THE PROBLEM

The study is undertaken with the intention to understand the impact of E tailers on the unorganized and organized retailers with reference to purchase of electronic products in Bangalore .Retail sector is one of the contributing factors for the growth of our economy. The transition from unorganized to organized to E retail describes the fast growth of the retail sector. With its fast growth ,the consumer is also looking for avenues where marketing services becomes a matter of convenience .In this regard, introduction of retail with maintenance of e quality standards have attracted the consumers towards it. Due to this the consumer is slowly shifting its focus from unorganized/organized retail towards e-retail. High literacy rate in Bangalore compounded with the boom in IT sector has resulted in the consumers becoming tech savvy .Consumers are influenced to shop online, which in turn has impacted the sales of brick and mortar stores. In light of these developments the study –“A study on the impact of E tailers on traditional and organized retailers with reference to electronic goods” has become imperative.

OBJECTIVE OF THE STUDY

The main objective of the research is to study the impact of E tailers on the sale of organized and unorganized retailers with specific reference to electronic goods.

METHODOLOGY

The data was collected through both primary and secondary sources. Primary data was collected through a questionnaire and secondary data was collected through journals, books and news papers. Respondents for the survey were selected through judgmental sampling. Chi square method was used for statistical analysis.

DATA ANALYSIS

The data collected from the questionnaire has been analysed and represented in the tables given below.

TABLE 1: SHOWING THE NUMBER OF TRADITIONAL AND MODERN RETAILERS

RETAILERS	FREQUENCY	PERCENTAGE
UNORGANISED	55	51
ORGANISED	52	49
TOTAL	107	100

INTERPRETATION

Out of 107 retailers studied, 51% retailers are organised and the remaining 49% are unorganized.

UNORGANISED RETAILERS**TABLE 2: AREA OF THE RETAILERS**

AREA	FREQUENCY	PERCENTAGE
KR MARKET	20	36
NATIONAL MARKET	20	36
AGARA	5	10
J.C ROAD	10	18

Out of 55 unorganized retailers, studied, 36% of retailers are from KR Market, 36% are from National Market, 10% from Agara and 18% from J.C Road. National market and rest 50% from KR market.

Most of the respondents were chosen from K.R.Market and National market as it is the hub of unorganized market.

TABLE 3: IMPACT OF E-TAILERS ON SALES OF THEIR ELECTRONIC PRODUCTS

ANSWER	FREQUENCY	PERCENTAGE
YES	5	9
NO	44	80
NOT SURE	6	11

Out of 55 unorganised retailers, 80% of retailers disagree to the impact of e-tailers on their sales, 9% of retailers agree the fact that e-tailers have an impact on their sales and rest 9% are unsure about the impact. Most of the traditional retailers believe that e-tailers do not have any impact on their sales since they sell products at a very reasonable price.

TABLE 4: VARIETY OF ELECTRONIC PRODUCTS THE STORE HAS

ELECTRONIC PRODUCTS	FREQUENCY	PERCENTAGE OF RETAILERS
STORAGE DEVICES	33	63
HOME APPLIANCES	52	100
LAPTOP AND COMPONENTS	33	63
PHONE/TABLET AND ATTACHMENTS	39	75
SOFTWARE AND GAME DVDs	33	63
GAMING DEVICES	21	41
MOVIE AND MUSIC DVDs/CDs	12	24
CAR ELECTRONIC ACCESSORIES	9	17
PERSONAL COSMETIC GADGETS	52	100

Out of 52 stores, all stores have personal electronic gadgets and home appliances, 75% have phone and tablets, 63% have laptops, storage devices and software DVDs/CDs. 41% have gaming devices and 17% retailers have car electronic accessories.

Personal gadgets and home appliances are available in all the retail outlets as majority of consumers are in need of these products.

TABLE 5: ELECTRONIC ITEMS THAT HAVE THE MOST SALES IN A YEAR

ELECTRONIC PRODUCTS	FREQUENCY	PERCENTAGE OF RETAILERS
STORAGE DEVICES	0	0
HOME APPLIANCES	37	71
LAPTOP AND COMPONENTS	6	12
PHONE/TABLET AND ATTACHMENTS	9	17
SOFTWARE AND GAME DVDs	0	0
GAMING DEVICES	0	0
MOVIE AND MUSIC DVDs/CDs	0	0
CAR ELECTRONIC ACCESSORIES	0	0
PERSONAL COSMETIC GADGETS	0	0

Among the sale of electronic goods, the sale of home appliances with 71% forms the major product category to be sold, followed by 17% of phone/tablet and attachments and 12% of laptop and components.

TABLE 6: IMPACT OF E TAILERS ON THE SALES OF ELECTRONIC PRODUCTS OF ORGANISED RETAILERS.

OPINION	FREQUENCY	PERCENTAGE
YES	12	71
NO	0	0
PARTIALLY	5	29

71% of organized retailers are of the opinion that e-tailers have an impact on their sales and 29 % partially agree to it. Most of the organized retailers agree that e-tailers have a considerable impact on the sale of their products as the target market of both are the same.

TABLE 7: IMPACT OF E-TAILERS ON THE CATEGORY OF ELECTRONIC GOODS OF ORGANISED RETAILERS

ELECTRONIC PRODUCTS	FREQUENCY	PERCENTAGE
STORAGE DEVICES	52	100
HOME APPLIANCES	18	35
LAPTOP AND COMPONENTS	39	76
PHONE/TABLET AND ATTACHMENTS	45	88
SOFTWARE AND GAME DVDs	39	76
GAMING DEVICES	21	41
MOVIE AND MUSIC DVDs/CDs	33	64
CAR ELECTRONIC ACCESSORIES	0	0
PERSONAL COSMETIC GADGETS	27	52

100% organized retailers are of the opinion that E tailers have an impact on storage devices, 88% on mobile and tablet, 76% on laptops, components, software and game DVDs, 65% on movie and music DVDs/CDs, 52% on personal cosmetic gadgets, 41% on gaming devices and 35% on home appliances. The sale of storage devices and laptop components of organized retailers have the most impact as they are the most frequently purchased products.

TABLE 8: IMPACT OF E RETAILERS ON NATURE OF RETAIL OUTLET

NATURE OF RETAIL OUTLET	YES	NO	PARTIALLY AGREE	TOTAL
ORGANISED	37	0	15	52
UNORGANISED	5	44	6	55
TOTAL	42	44	21	107

H0: The impact of E tailers does not depend on the nature of retail outlet.

H1: The impact of E tailers depends on the nature of retail outlet.

Using chi square analysis it was found that the calculated value 71 is greater than table value.

Hence we reject the null hypothesis and accept the alternate hypothesis. From the above analysis it is found that the impact of E tailers depend on nature of retail outlet. From the study it was found that E tailers have more impact on organized retailers.

FINDINGS

UNORGANISED RETAILERS' DIMENSION

In unorganized retail shops 50-70% of foot falls get converted into actual sales of products. Most of the unorganized retailers believe that e-tailers do not have any impact on their sales as their products are reasonably priced than e-tailers and their target customers are different from modern retailers.

ORGANIZED RETAILERS' DIMENSION

In organized retail shops 10-30% of foot falls get converted into actual sales of products. Majority of organized retailers agree that e-tailers have a considerable impact on the sales of their products since most of the electronic items and gadgets are comparatively less on e-tailers sites. According to organized retailers, storage devices are the most salable products in e-market rather than any other product. Home appliances are least salable products in e-market since people prefer a touch and feel experience when purchasing home appliances. Organized retailers perceive that e-tailers have great impact on consumer buying process since the web sites enable them to gather information about the products and analyse the same with the help of product reviews in various social sites.

CONCLUSION

Thanks to cheap labor, small shops can provide home delivery at low cost. Many shopkeepers know their customers personally and extend them credit. For all these reasons, the am bania will easily compete with hyper markets in most locations .If India continues to grow rapidly, after some decades labor will become too expensive for small shopkeepers to offer home delivery. Other developments like goods and service tax may also reduce their ability to evade sales tax and income tax.

But long before these developments reduce the shopkeepers' edge over hypermarkets, E commerce will swamp both. E Commerce is still constrained today by limited credit card usage ,but this is expanding very fast.E tailing has become an important part of consumer shopping behavior and is here to stay in times to come. Though it might not replace brick and mortar stores completely, its impact can be significant. Hence it is important for retailers to redefine their strategies to sustain their business in the future. Fifty million small shop keepers went on strike to skotch hyper markets.But neither they nor Mamta Banerjee can stop E commerce.That's no disaster. The traditional Bania is ready to stand in his shop 12 hours a day, but not his educated children.Just as the children of educated farmers want to get out of farming ,the children of shop keepers want to get out of retail.We need economic reforms to bring in foreign hyper markets .

SUGGESTIONS**FOR ORGANIZED RETAILERS**

- Since E tailers have more impact on organized retailers than unorganized retailers, organized retailer should come up with strategies to counter the impact.
- Organised retailers should look at E tailing as an opportunity to reach out to a larger population across the market. They can do it by launching their own online sales portals or making their products available through other portals.
- The biggest crowd puller for online stores is the discounted prices as compared to physical stores. This should be kept in mind while devising the pricing strategy for brick and mortar stores.
- Retailers must extend more benefits to their consumers like free home delivery and more promotional offers.

FOR E-TAILERS

- Online retailers should make significant investment in technology to replicate the physical store experience for consumers. One such example is virtual trial rooms-Virtual Try-on -introduced by Fashionista.com and Tobi.com-an online fashion boutique in the USA which helps consumers try apparel in the virtual world.
- Delivery time for electronic products like pendrives and storage devices are very fast. Same speed should be maintained while delivering high end electronic goods as well.
- E tailers should continuously upgrade their existing security solutions in order to avoid fraudulent activities which can compromise the security of E tailing websites.

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