

A STUDY ON RETAILERS PERCEPTION ON THE EFFECT OF ONLINE SHOPPING PLATFORMS

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **V.YASWIK (38280091)** who carried out the project entitled "**A STUDY ON RETAILERS PERCEPTION ON THE EFFECT OF ONLINE SHOPPING PLATFORMS**" under my supervision from 6th January 2020 to 6th March 2020.

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Submitted for Viva voce Examination held on _____

Internal Examiner

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DECLARATION

I **V.YASWIK(38280091)** hereby declare that the Project Report entitled **“A STUDY ON RETAILERS PERCEPTION ON THE EFFECT OF ONLINE SHOPPING PLATFORMS”** done by me under the guidance of Dr. ILANKADHIR M. at Sathyabama Institute of Science and Technology, Chennai is submitted in partial fulfillment of the requirements for the award of bachelor of business administration degree.

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DATE: 04-03-2021

PLACE: CHENNAI

V.YASWIK

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ABSTRACT

Internet plays an important role in our daily life. We use internet daily almost for every single work. Before e-commerce buying and selling were done without internet physically in the markets but after the arrival of e-commerce in India our life has become more convenient because of its number of advantages. Online shopping is a part of e-commerce which is done mostly by the users due to e-commerce websites in India which allows us to buy and sell the products according to our choice at affordable price. E-commerce website has a lot of impacts on different markets and retailers. In this paper we will discuss about the different markets and retailers and impacts of e-commerce on them.

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CHAPTER 1

1.1 INTRODUCTION

E-commerce is buying and selling of goods and services over the internet. Before e-commerce buying and selling were done without internet physically in the markets but after the arrival of e-commerce in India our life has become more convenient because of its number of advantages. The advantages offered by e-commerce are online shopping of anything at any time and at any place, customers can find the products on e-commerce websites which is no available in physical markets, it reduces cost and time, without stepping out from home we can get our product at home [1]. Along with e-commerce there is also a popular term called e-business due to which the business of enterprises has increased electronically with the help of internet by which they can reach to many customers which increases their sales. There is no specific definition of the terms E-commerce and E-business, they are used interchangeably. In fact, E-commerce is a part of E-business which focuses on external activities while E-business focuses on both internal and external activities of a business. E-commerce has a lot of good and bad impacts on different areas [2]. The key of having a successful e-commerce is to reduce the negative impacts and increase the benefits at the same time.

Increasing numbers of people are gravitating towards more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. Obvious capabilities of the Internet include avenues for gathering information, purchasing a product, or rendering a service. These advances in Internet technology allow for the expansion of shopping options beyond traditional methods that may be more time consuming. Issues with having to physically gather information with offline shopping methods are alleviated, and customers are better able to efficiently use their time. For instance, instead of having to physically visit different stores to compare prices or rely on circular pamphlets in newspapers, a consumer is able to search and retrieve needed information through the

Internet. The Internet explosion has opened the doors to a new electronic world. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, and even shopping. With such advantages, the Internet

is rapidly becoming the main method of communication and of conducting business conveniently. With a growing number of households turning towards the Internet and the world of e-commerce to shop, invest, make payments, and do online banking, new technological advancements will have to come about to make these transactions secure. However, not all consumers are participating in online transactions as part of the Internet boom. As more and more businesses continue to establish an online presence, they are finding that some consumers are still reluctant to shift in that same direction. For various consumers there are still concerns with security and passing personal data over the Internet. There is a disparity between the number of consumers who visit a site and the number of actual purchases being made.

1.2 INDUSTRY PROFILE

Technically, the first eCommerce company was Boston Computer Exchange, which launched all the way back in 1982. It was primarily an online market that served people who wanted to sell their used computers. With the arrival of the Internet, another, more familiar kind of store debuted.

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, live-streaming platform and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest Internet company by revenue in the world.[24] It is the second largest private employer in the United States and one of the world's most valuable companies. As of 2020, Amazon has the highest global brand valuation.

Amazon distributes downloads and streaming of video, music, and audiobooks through its Prime Video, Amazon Music, Twitch, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. Its acquisitions over the years include Ring, Twitch, Whole Foods Market, and IMDb.

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Amazon has been criticized for practices including technological surveillance overreach, a hyper-competitive and demanding work culture, tax avoidance, and anti-competitive behavior.

Jeff Bezos founded Amazon in July 1994. He chose Seattle because of technical talent as Microsoft is located there. In May 1997, Amazon went public. It began selling music and videos in 1998, at which time it began operations internationally by acquiring online sellers of books in United Kingdom and Germany. The following year, Amazon began selling items including video games, consumer electronics, home improvement items, software, games, and toys.

In 2002, Amazon launched Amazon Web Services (AWS), which provided data on website popularity, Internet traffic patterns and other statistics for marketers and developers. In 2006, Amazon grew its AWS portfolio when Elastic Compute Cloud , which rents computer processing power as well as Simple Storage Service , that rents data storage via the Internet, were made available. That same year, Amazon started Fulfillment by Amazon which managed the inventory of individuals and small companies selling their belongings through the company internet site. In 2012, Amazon bought Kiva Systems to automate its inventory-management business, purchasing Whole Foods Market supermarket chain five years later in 2017.

In January 2021, Amazon invested with over \$278 million by opening two new centers in Italy (Novara and Modena) and creating over 1100 jobs.

On February 2, 2021, Amazon announced that Jeff Bezos would be stepping down as CEO and transition to Executive Chair of Amazon's board in of 2021. Andy Jassy, who is currently CEO of AWS, will replace Bezos as CEO of the company.

FLIPKART:



Flipkart is an e-commerce company headquartered in Bangalore, Karnataka, India, and registered in Singapore. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns PhonePe, a mobile payments service based on the Unified Payments Interface.

In August 2018, U.S.-based retail chain Walmart acquired an 81% controlling stake in Flipkart for US\$16 billion, valuing Flipkart at around \$20 billion

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the Indian Institute of Technology Delhi and former Amazon employees. The company initially focused on online book sales with country-wide shipping. Flipkart slowly

grew in prominence and was receiving 100 orders per day by 2008. In 2010, Flipkart acquired the Bangalore-based social book discovery service WeRead from Lulu.com.

In February 2014, Flipkart partnered with Motorola Mobility to be the exclusive Indian retailer of its Moto G smartphone. Motorola also partnered with Flipkart on the Moto E, a phone targeted primarily towards emerging markets such as India. High demand for the phone following its midnight launch on 14 May caused the Flipkart website to crash. Flipkart subsequently held exclusive Indian launches for other smartphones, including the Xiaomi Mi 3 in July 2014 (whose initial release of 10,000 devices sold out in around 5 seconds), the Redmi 1S and Redmi Note in late 2014, and Micromax's Yu Yunique 2 in 2017. Flipkart held a 51% share of all Indian smartphone shipments in 2017, overtaking Amazon India (33%).

On 6 October 2014, in honor of the company's anniversary and the Diwali season, Flipkart held a major sale that it promoted as "Big Billion Day". The event generated a surge of traffic, selling \$100 million worth of goods in 10 hours. The event received criticism via social media over technical issues the site experienced during the event and stock shortages.

In October 2015, Flipkart reprised the Big Billion Day event as a multi-day event exclusive to the Flipkart app. Flipkart bolstered its supply chain and introduced more fulfillment centers to meet customer demand. Flipkart achieved a gross merchandise volume of \$300 million during the event, with the largest volumes coming from fashion sales and the largest value coming from mobiles. In 2017, Flipkart sold 1.3 million phones in 20 hours on 21 September in its Big Billion Days promotion, doubling the number sold on the first day of the same event in 2016.

In March 2015, Flipkart blocked access to its website on mobile devices and began requiring that users download the site's mobile app instead. The following month, Myntra went further and discontinued its website on all platforms, operating exclusively through its app. The "app-only" model, however, proved to be unsuccessful for Myntra, reducing its sales by 10%, and its main website was reinstated in February 2016. The experiment with Myntra led to rumors that Flipkart itself would perform a similar move, but the company did not follow suit. In November 2015, Flipkart launched a new

mobile website branded as "Flipkart Lite" that provides an experience inspired by Flipkart's app and runs in smartphone web browsers.

MYNTRA:



Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena; Myntra sold on-demand personalized gift items. It mainly operated on the B2B (business-to-business) model during its initial years. Between 2007 and 2010, the site allowed customers to personalize products such as T-shirts, mugs, mouse pads, and others.

In 2011, Myntra began selling fashion and lifestyle products and moved away from personalisation. By 2012 Myntra offered products from 350 Indian and International brands. The website launched the brands Fastrack Watches and Being Human.

In 2014 Myntra was acquired by Flipkart in a deal valued at ₹2,000 crore (US\$280 million). The purchase was influenced by two large common shareholders Tiger Global and Accel Partners. Myntra functions and operates independently. Myntra continues to operate as a standalone brand under Flipkart ownership, focusing primarily on "fashion- conscious" consumers.

In 2014, Myntra's portfolio included about 1,50,000 products of over 1000 brands, with a distribution area of around 9000 pincodes in India. In 2015, Ananth Narayanan became the Chief Executive Officer of Myntra.

On 10 May 2015, Myntra announced that it would shut down its website, and serve customers exclusively through its mobile app beginning 15 May. The service had already

discontinued its mobile website in favour of the app. Myntra justified its decision by stating that 95% of traffic on its website came via mobile devices, and that 70% of its purchases were performed on smartphones. The move received mixed reception, and resulted in a 10% decline in sales. In February 2016, acknowledging the failure of the "app-only" model, Myntra announced that it would revive its website.

In September 2017, Myntra negotiated the rights to manage Esprit Holdings's 15 offline stores in India. Myntra reported a net loss of ₹151.20 crore in the financial year 2017-18.

In January 2021, Myntra changed its logo, after a police complaint was registered that the logo resembles a naked woman. The complaint was filed by a woman named Naaz Patel, who runs an NGO called Avesta Foundation.

TATA CLIQ:



TataCliq (stylized as Tata CLiQ) is an Indian e-commerce company based in Mumbai, India. It is owned by Tata UniStore Limited, of Tata Group. TataCLiQ operates in categories such as Electronics, Fashion, Footwear and Accessories. Tata Group's E-commerce platform TataCLiQ also launched a premium and luxury fashion and lifestyle destination, Tata CLiQ Luxury and It have house a wide range of apparel and accessories for men and women by luxury and bridge-to-luxury brands.

Tata Cliq was launched on 27 May 2016. It tied up with Genesis Luxury Fashion on to sell international luxury brands, and partnered with Adobe, for digital shopping. It launched Tata CLiQ Luxury, a luxury fashion and lifestyle venture, on December 2016.

PAYTM:



Paytm (a partial abbreviation for "pay through mobile") is an Indian e-commerce payment system and financial technology company, based in Noida, Uttar Pradesh, India. Paytm is currently available in 11 Indian languages and offers online use-cases like mobile recharges, utility bill payments, travel, movies, and events bookings as well as in-store payments at grocery stores, fruits and vegetable shops, restaurants, parking, tolls, pharmacies and educational institutions with the Paytm QR code. California- based PayPal filed a case against Paytm in the Indian trademark office for using a logo with a similar color combination to its own on 18 November 2016. As of January 2018, Paytm is valued at \$10 billion.

As per the company, over 7 million merchants across India use their QR code payment system to accept payments directly into their bank account. The company also uses advertisements and paid promotional content to generate revenues.

Paytm was founded in August 2010 with an initial investment of \$2 million by its founder Vijay Shekhar Sharma in Noida, a region adjacent to India's capital New Delhi. It started off as a prepaid mobile and DTH recharge platform, and later added data card, postpaid mobile and landline bill payments in 2013.

By January 2014, the company had launched the Paytm Wallet, which the Indian Railways and Uber added as a payment option. It launched into e-commerce with online deals and bus ticketing. In 2015, it unveiled more use-cases like education fees,

metro recharges, electricity, gas, and water bill payments. It also started powering the payment gateway for Indian Railways.

In 2016, Paytm launched movies, events and amusement parks ticketing[12] as well as flight ticket bookings and Paytm QR. Later that year, it launched rail bookings[14] and gift cards.

Paytm's registered user base grew from 11.8 million in August 2014 to 104 million in August 2015. Its travel business crossed \$500 million in annualised GMV run rate, with 2 million tickets booked per month.

In 2017, Paytm became India's first payment app to cross over 100 million app downloads.[16] The same year, it launched Paytm Gold, a product that allowed users to buy as little as ₹1 of pure gold online. It also launched Paytm Payments Bank and 'Inbox', a messaging platform with in-chat payments among other products. By 2018, it started allowing merchants to accept Paytm, UPI and card payments directly into their bank accounts at 0% charge. It also launched the 'Paytm for Business' app which is now called Business with Paytm App, allowing merchants to track their payments and day-to-day settlements instantly. This led its merchant base to grow to more than 7 million by March 2018.

The company launched two new wealth management products - Paytm Gold Savings Plan and Gold Gifting to simplify long-term savings.

In January 2018, Paytm entered into a joint venture with Alibaba Group-owned gaming company AGTech Holdings to launch Gamepind, a mobile gaming platform. Gamepind was later rebranded as Paytm First Games in June 2019.

In March 2018, Paytm Money was setup with an investment of ₹9 crore to bring investment and wealth management products for Indians.

In March 2019, Paytm launched a subscription based loyalty program called Paytm First.

In May 2019, Paytm partnered with Citibank to launch Paytm First credit card

In July 2020, Tata Starbucks partnered with Paytm allowing its customers to order food online during a coronavirus (COVID-19) pandemic.

CHAPTER 2

2. REVIEW OF LITERATURE

The studies on consumer's perception on online shopping and other related topic in the Indian context are limited as the online shopping has entered into the market only a few years only. The literatures so far reviewed relates to the studies conducted outside India especially in the United States where the online shopping is a big hit. As taken the case of Indian scenario where the online shopping has just entered into the market and already it has climbing the ladder. Though there are certain literature reviews by the context of Indian consumers.

Benedict et al (2001) study reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping. A Commerce Net/Nielson Media Research Survey found out that 73% users used the Net to window shop, 53% used the Net to make purchase decision, but only 15% bought online.

According to a NFO Interactive (1999) study released in May 1999 by online market research firm NFO Interactive, 24.1% of online consumers believe that their internet/online shopping use will decrease the amount they spend on products and services at walk-in type neighborhood or regional retail stores, by the end of 1999. The survey also found that 23.8 % of online shoppers said their internet/online purchasing has increased to the total amount of money they have typically spent in a year on products & services.

An OFT Market Study (2007) study establishes the scale and growth of internet shopping is impressive. In 2005, the most recent year for which reliable figures are available, sales to households were over £21bn – a fourfold increase during the previous three years. It is benefiting millions of people and thousands of businesses. Over 20 million UK adults shopped online in 2005, with 56 per cent of internet shoppers we surveyed having spent over £500 each during the year. In the same year, an estimated 62,000 UK businesses were selling online to households. We found that people shopped

online because they find it convenient, it increases their choice and helps them to hunt for lower prices. Retailers sell online to reach more customers, to sell around the clock and in reaction to competition from rivals.

Susan Rose, Neil Hair and Moira Clark (2011) identified online purchase in particular continues to rise, as adoption and penetration levels of Internet technology continuously increase. By 2007, European Internet penetration stood at 43% of the population with a 231% usage growth year on year. In North America, penetration was at 71% of the population with 120% growth (Internet World Stats 2007). This is also evidenced by increasing levels of online sales, which in the US reached US\$128.1bn in 2007 and were projected to reach US\$165.9bn by 2009 (source: US Census Bureau 2009).

Peterson et al. (1997) commented that it is an early stage in Internet development in terms of building an appropriate dedicated model of consumer buying behavior. Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior. Haver (2008) identified Today's younger, more 'green' shoppers aren't going to waste precious money and gas going from store to store looking for just the right item. They shop online whenever they can, narrowing their choices to one or two items then go to the store to touch, feel, bounce and check out the actual product to see if it looks the way it was represented online. Kodandarama Setty (2013) stated that "We are facing some threat from online stores in these electronics categories, however, in the big market of consumer durables we are safe for now".

K.Vaitheesewaran (2013) examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

CHAPTER 3

3. RESEARCH OF METHODOLOGY

The study is explorative as well as comparative in nature. It intends to explore the consumer's perception on online shopping. This chapter focuses on research design and methodology adopted for the study. The data for the study was gathered through a structured questionnaire. A direct survey was used to collect the data for this study. The survey was done mostly on the students of Madras University and Madras Christian College.

All variables were operationalised using the literature on online shopping. The first part of the questionnaire included questions about Internet usage habits of the respondents such as how frequent they browse Internet, how much time they spent, purposes for Internet use, what type of products the respondents purchase online and how frequent the respondents buy products through online. The second part consisted of questions measuring all the variables including some questions which are used to measure the online shopping. All the questions were utilizing on a Likert scale ranging from 1= strongly disagree to 6 =strongly agree. The third part consisted of their demographic profile like gender, age, education and income

The research methodology comprises of the sources of data, methods adopted to collect such data, sampling techniques, statistical tools for analysis, data interpretation etc. Sources Of Data- The data for the study have been collected from primary sources. Primary data have been collected through- Direct Personal Interview method where interview took place with the owners of different retail stores. Investigation through schedules at the various units for appropriate information. Universe of the Study-

The universe consists of all the retailers situated in the Guwahati city from which a 50 retailers are selected at random for the purpose of the study. Sample Size And Sample Unit- For the study a sample of 50 retail stores has been selected on the basis of convenient sampling for the purpose of the research. Sampling Techniques- For the study convenient sampling technique method has been applied on the basis of suitability for the availability of information and which has a substantial share in the market so as to give more accurate picture of the impact of online shopping.

Data Collection Techniques- The data for the study has been collected through applying the following techniques: Direct Personal Interview and Investigation through schedules

Data Representation Tools- The data collected are classified, tabulated and represented through chart and bar diagram.

3.1 NEED OF STUDY

This study is very much relevant to present times as this will make awareness about the impact of e-stores upon retail stores. The sudden surge in online shopping and customers have adjusted to it to a greater 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 livelihood. This study wants to unravel the real scenario and also look into the threat that looms over the various small scale retailers. In this study an attempt has been made so that retailers are aware of the upcoming that is expected to loom over their business in the near future so that they can appropriate arrangements to face such challenges. Dynamism stands the base of the current scenario 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 better and advanced strategies.

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Although online shopping is expected to increase, it is also becoming more integrated with instore (offline) purchasing. Consumers expect retailers to be found both offline and online. U.S. consumers recently indicated that:

- 96% use both channels (store website and physical location) for shopping with a given retailer;
- 75% of those who complete an online transaction said it was “Somewhat” to “Extremely Important” they be able to pick up their order in a store;
- 39% reported using a smartphone or wireless device while shopping in a store at least half the time. They reported the following activities:
 - 6% compare prices against other retailers;
 - 51% compare prices against the store’s advertised online price;
 - 51% browse reviews and recommendations.

Given these consumer trends, brick and mortar retailers are moving online to support their offline sales, and online retailers are opening brick and mortar stores to support online sales. This is usually referred to as a multi-channel or omni-channel approach. Research indicates that those who adopt this approach early will be rewarded.

BDC reports that asserts that “a web presence appears to have a direct positive impact on sales”, and Accenture found that “[f]or every dollar of digital sales generated by digital spend for retailers, they were seeing \$10 of brick and mortar sales⁹ .” Large retailers are recognizing that omni-channel strategies that support online and offline paths to purchase will be key to engaging consumers.

Newer retailers and formerly online-only retailers are taking an integrated online and offline approach (e.g., Frank & Oak, Bonobos, Clearly Contacts, Warby Parker) by opening that smaller format brick and mortar retail stores that support their ecommerce. In B.C., online success Clearly Contacts (now Clearly) operated exclusively online from 1999 until 2013 when they launched retail stores, partly to support their new line of Vancouver-made eyeglasses.

They now have three stores - two in Vancouver and one in Toronto.¹⁰ Small and large retailers can take advantage of this approach. Kelowna's Portia-Ella is a three year-old online retailer of ethical beauty, makeup and skincare products manufactured in Canada. The company has just finalized a brick and mortar franchise deal with an owner in Kelowna and has plans to expand to Vancouver, Calgary and Edmonton in the near future. "Online used to represent 95-100% of sales, but now that we have the store it represents 70% versus 30% online. We expect that online will increase though, and that the stores will drive interest in our brand and that online presence will grow." Online food retailer Sustainable Produce Urban Delivery (SPUD) has also opened two brick and mortar locations.

The stores support grocery sales in store, offer meal delivery, a cafe, and pick-up of online orders. As consumer shopping habits change, smart retailers will no longer try to appeal to a singular online or offline shopper, since each mode supports and enhances the other. In fact, as the number of channels shoppers use increases, so does retail brand loyalty and spend per shopping instance. According to Verde, "The average spend of 3-channel shoppers is over twice that of mono-channel shoppers." ¹¹ To understand the impact of these shopping trends within their own business, retailers need to look at their digital and traditional marketing metrics as they relate to sales more holistically, and think from a multi-channel perspective. To address these new shopping habits strategically, retailers should focus on how digital and offline marketing and sales support each other.

3.2 OBJECTIVES OF STUDY

The research has been conducted with the following objectives:

- To study the impact of online shopping upon retail trade business
- To study the effect on profitability of retail stores due to the advent of e-stores
- To analyze the effect upon pricing patterns of retail stores in recent times

3.3 Periodicity of the study

The study has been conducted over a period of 3 months from January, 2021 to March, 2021. · For certain historic based data it covers a period of three years from 2017 to 2021. However, the impact factor has been taken from data based on examination of retailers over a long period of time.

3.4 Limitations of the study

In spite of all sincere efforts, the study is not foolproof in nature. It suffers from variety of limitations due to the following reasons: · The study is limited to Chennai and Nellore city's only. · Besides that, the detailed study has been conducted taking on 50 retail stores based upon convenient sampling.

- Data pertaining to the study has been collected for a period of only 3years.
- Time is also a limiting factor as the study is conducted in a very short span of time.

3.5 Sampling Technique

3.5.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION.

4.1 Percentage analysis

Table 4.1.1 Age of the respondents

S.No	Particulars in Age	No of Respondents	Percentage
1	20 to 28	23	15.33
2	28 to 38	71	47.33
3	38 to 50	51	34.0
4	Above 50	5	3.33
Total		150	100%

Source: Primary data

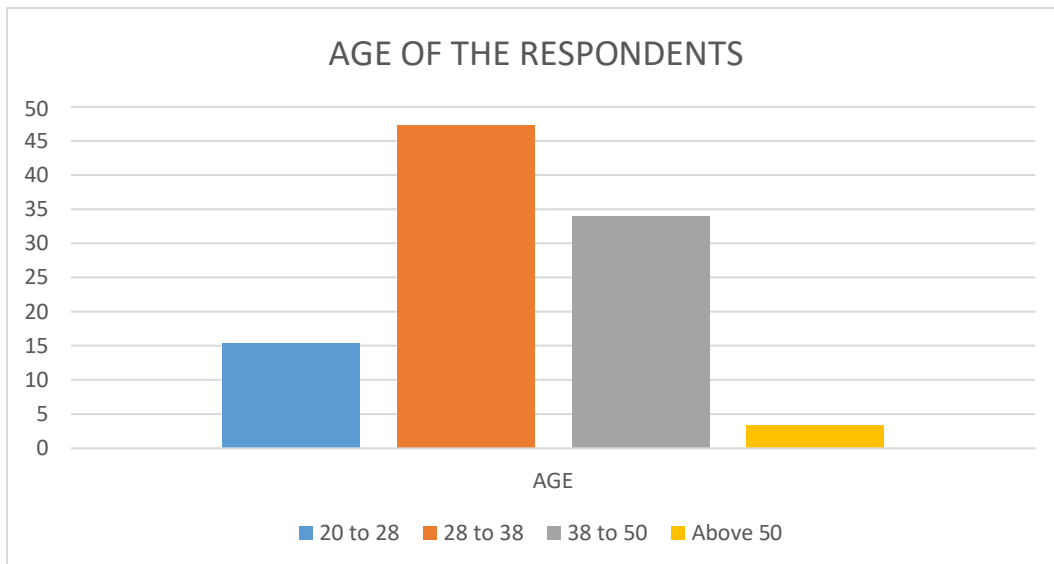


Table 4.1.1 Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between 20 to 28 age of respondents are 15.33%, between 28 to 38 age of respondents are 47.33%, between 38 to 48 age of respondents are 34.00%, 50 above age of respondents are 3.33%.

Inference

Majority (47.33%) of the respondents are age between 28 to 38 years.

Table4.1.2: Gender of the respondents

S.No	Particulars	No of Respondents	Percentage
1	Female	85	56%
2	Male	65	44%

Source: Primary data.

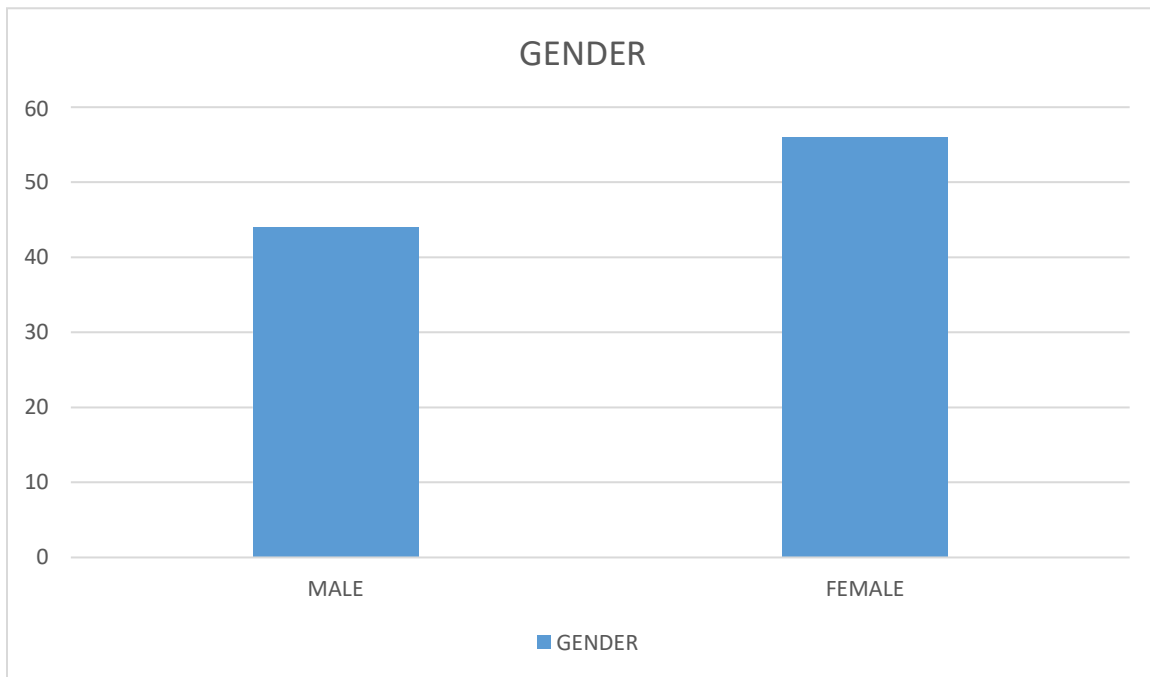


Chart 4.1.2: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondent is 44% and female respondent is 56%.

Inference

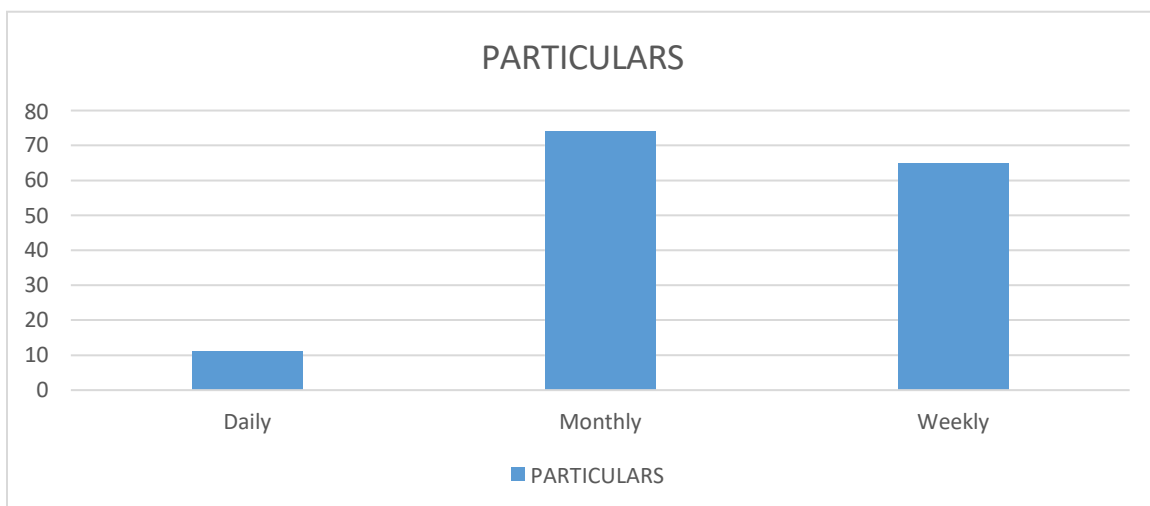
Majority (56%) of the respondents are Female.

Table 4.1.3: Qualification of the respondents

Preference of online shopping

S.No	Particulars	No of Respondents	Percentage
1	Daily	11	7%
2	Monthly	74	49%
3	Weekly	65	44%
Total		150	100%

Source: Primary data.



Interpretation

From the above table it is interpreted that the number of respondents daily is 7.00%, Monthly is 49%, Weekly is 44%.

Inference

Majority (49%) of the respondents are more on Monthly.

Table 4.1.4: Preference of online business VS Retail trade business

S.No	Particulars	No of Respondents	Percentage
1	Online shopping	120	86%
2	Retail shopping	30	14%
Total		150	100%

Source: Primary data.



Interpretation

From the above table it is interpreted that the number of respondents Online shopping is 86.00% and Retail shopping is 14%.

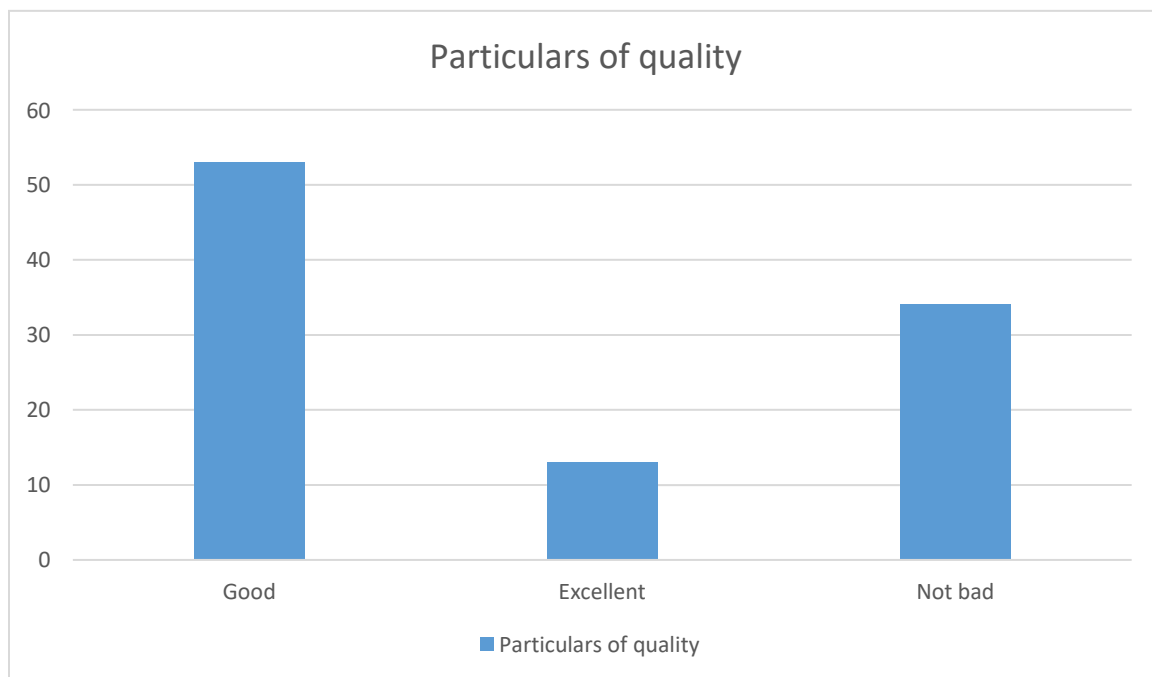
Inference

Majority (86%) of the respondents are more on Online shopping.

Table 4.1.5: Preference of online quality of online shopping

S.No	Particulars	No of Respondents	Percentage
1	Good	80	53%
2	Excellent	20	13%
3	Not Bad	50	34%
Total		150	100%

Source: Primary data.



Interpretation

From the above table it is interpreted that the number of respondents good is 53.00%, Excellent is 13% and Not bad is 34%.

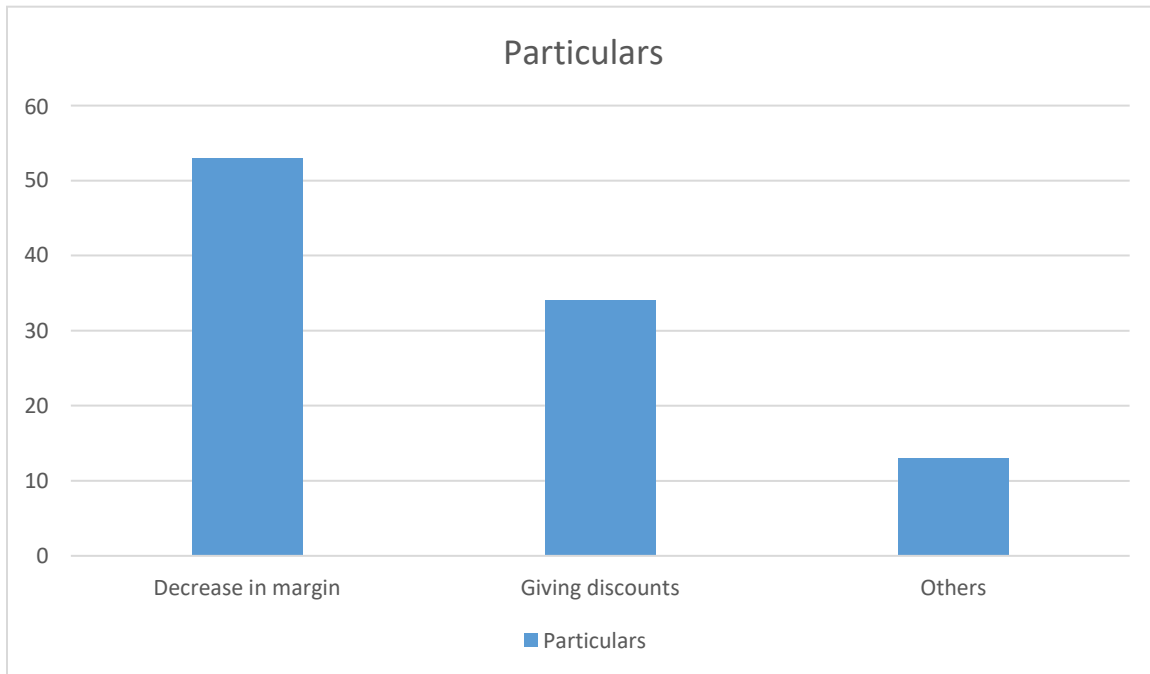
Inference

Majority (53%) of the respondents are more on Good opinion.

Table 4.1.6: Type of issue faced by the Online sellers

S.No	Particulars	No of Respondents	Percentage
1	Decrease in margin	80	53%
2	Giving discounts	50	34%
3	Others	20	13%
Total		150	100%

Source: Primary data.



Interpretation

From the above table it is interpreted that the number of respondents Decrease in margin is 53.00%, Giving discounts is 34% and others is 13%.

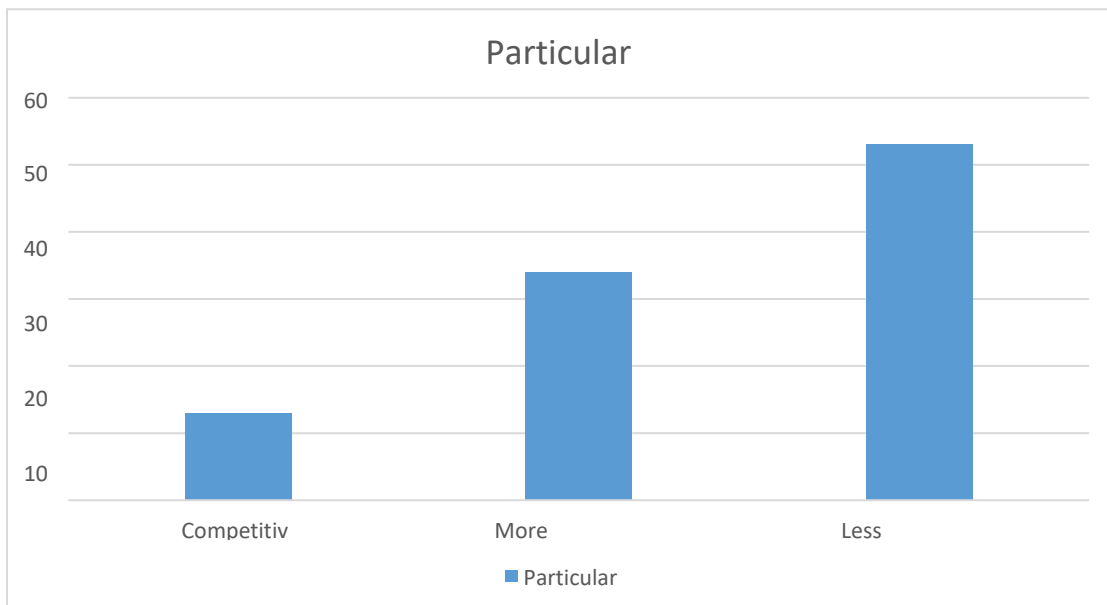
Inference

Majority (53%) of the respondents are more on Decrease in margin.

Table 4.1.7: Competition of Retail trade business

S.No	Particulars	No of Respondents	Percentage
1	Competitive	20	13%
2	More Competitive	50	34%
3	Less Competitive	80	53%
Total		150	100%

Source: Primary data.



Interpretation

From the above table it is interpreted that the number of respondents competitive is 13.00%, More competitive is 34% and Less competitive is 53%.

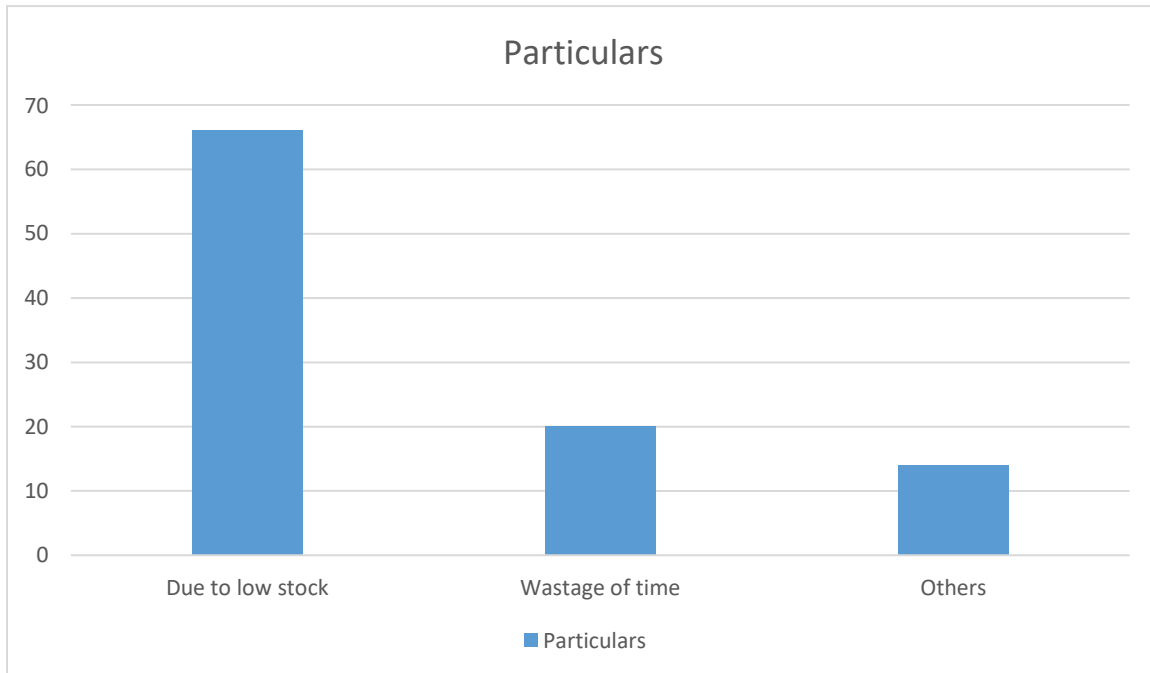
Inference

Majority (53%) of the respondents are more on less competitive.

Table 4.1.8: Why people referring online shopping instead of retail trade business

S.No	Particulars	No of Respondents	Percentage
1	Due to low stock	100	66%
2	Wastage of time	30	20%
3	others	20	14%
Total		150	100%

Source: Primary data.



Interpretation

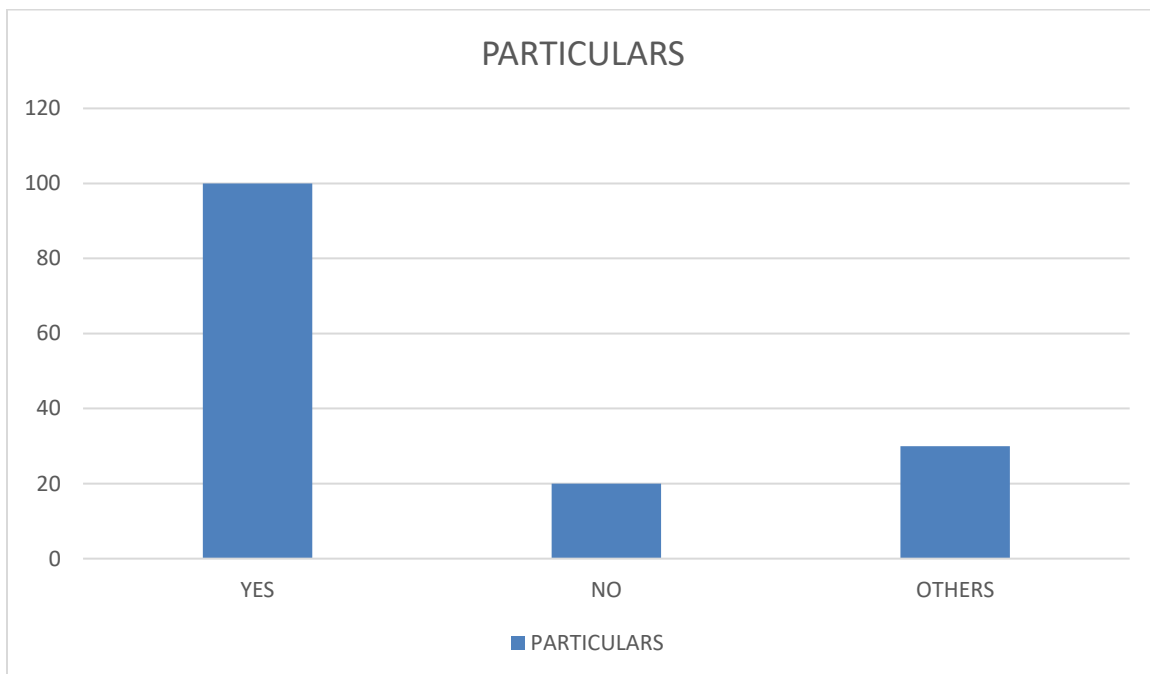
From the above table it is interpreted that the number of respondents Due to low stock is 66.00%, Wastage of time is 20% and others is 14%.

Inference

Majority (66%) of the respondents are more on due to low in stock.

Table 4.1.9 : Are you receiving your product at shipping address

S.No	Particulars	No of Respondents	Percentage
1	YES	100	66%
2	NO	20	14%
3	others	30	20%
Total		150	100%



Interpretation

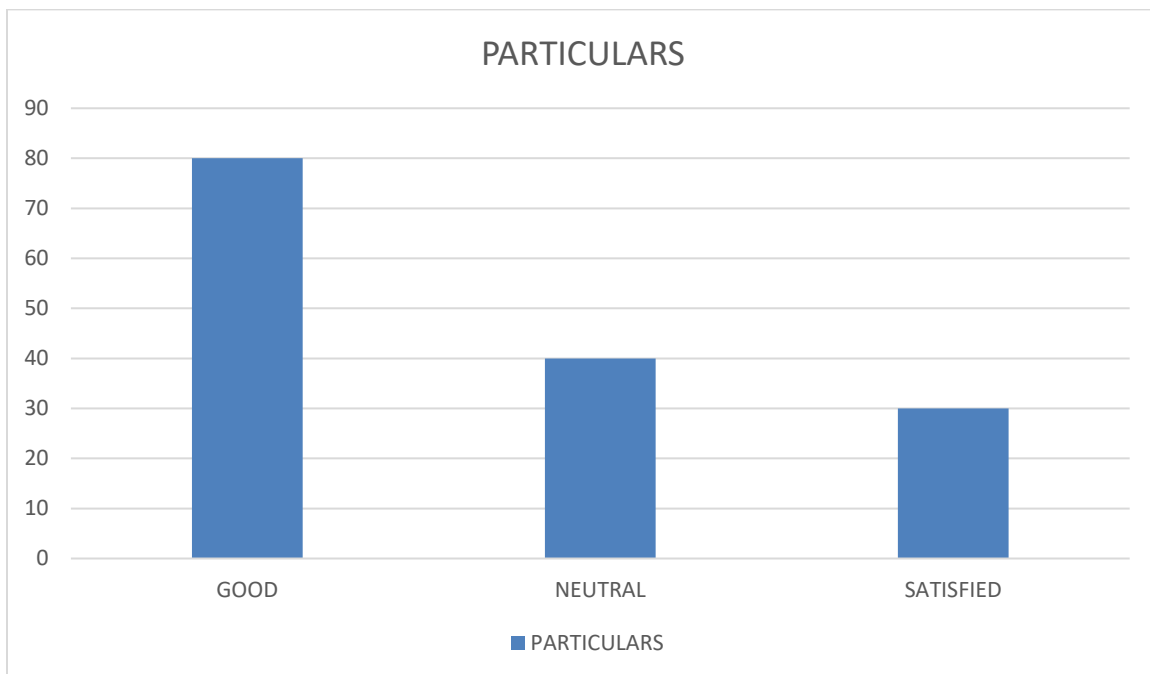
From the above table it is interpreted that the number of respondents receiving product at shipping address is 66.00%, Not receiving is 14% and others is 20%.

Inference

Majority (66%) of the respondents are receiving product at shipping address.

Table 4.1.10 : Are you satisfied with overall checkout experience.

S.No	Particulars	No of Respondents	Percentage
1	GOOD	80	53%
2	NEUTRAL	40	27%
3	SATISFIED	30	20%
Total		150	100%



Interpretation

From the above table it is interpreted that the number of respondents checkout experience GOOD is 53.00%, NEUTRAL is 27% and SATISFIED is 20%.

Inference

Majority (53%) of the respondents checkout experience is GOOD.

CHAPTER 5

5.1 FINDINGS

- 1) Majority (47.33%) are responded age between 28 to 38 years
- 2) Majority (56%) of the respondents are female
- 3) Majority (49%) of the respondents are monthly wise
- 4) Majority (86%) of the respondents are more on online shopping
- 5) Majority (53%) of the respondents are more on good opinion
- 6) Majority (53%) of the respondents are more in decrease in the margin
- 7) Majority (53%) of the respondents are more on the less competitive
- 8) Majority (66%) of the respondents are more on low in stock
- 9) Majority (66%) are receiving at their shipping address
- 10) Majority (53%) checkout experience is good

5.2 SUGGESTION

- The overall experience index from the study reveals that the online shopping is performing the good experience than retail trade business
- Some of the customers are preferring mostly online shopping due to lack of time and low in stock and for the discounts so people are preferring mostly offers deals in the prices so mostly as gender wise females are preferring online shopping
- Retailers have to change their attitude towards the market. Today's is a consumer market and as a result the priority is the 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 a loyalty which in turn would ensure a stable sales in the years to come.

CHAPTER 6

6.1 CONCLUSION

The face of retail has changed. The advent of technology in recent period being the primary reason for it. Today, retailing means going into shopping centers, going online and going mobile. In all these, small retailers miss out somewhere. But the nearby store is always the most important concern for all reason and seasons. It needs to revive not just survive. The retail stores needs to simply uplift its 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.

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QUESTIONNAIRE

1.Name -

2.Age -

3. How did you learn about our website?

- TV
- Newspaper
- Social Media
- Search Engine
- Recommendation from a friend
- Other

4. Who are your shopping for?

- Friend
- Parent
- Boss
- Colleague
- Other

5. Is it easy to navigate through the site?

- A. Yes
- B. No

6. How helpful do you find ratings while making a purchase decision?

- A. Yes
- B. No

7. Did you find enough range of products?

- A. Yes
- B. No

8. Did you find enough product details?

- A. Yes

B. No

9. Do you generally find various alternatives for the same product?

A. Yes

B. No