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A Study on the Impact of Online Shopping Over Small Retailers

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Abstract: *The impact of the growing trend of online shopping over the different fixed shop retailers has been attempted to be highlighted in this research. These retailers are the only source of income for a certain larger demographic. However, small merchants have been greatly influenced by the emergence of e-stores with their alluring financial and non-financial benefits and other huge variations, as well as a fear of the unknown. Here, our primary focus is on how the emergence of online shopping has affected shops. The goal is to determine how the growing trend of internet purchasing affects retailers' profitability.*

Keywords: a study on the impact of online shopping over small retailers

I. INTRODUCTION

Customers benefit greatly from online shopping since it allows them to make purchases straight from the comfort of their own homes using a computer or mobile device with an internet connection. Additionally, all financial transactions take place in real time. Products purchased online are shipped straight to the customer's home. By selecting the products listed on the online shopping website, customers may choose from a variety of products based on categories. In this case, it essentially helps to choose products more quickly and conveniently in one location. This method eliminates the need to travel to the seller's location, and online purchases will always be delivered right to your door. of the purchaser in brief, A virtual store on the internet where customers can peruse the catalog and choose the products they want is called an online store. The chosen items may be picked up, and when we pay, they will ask for our shipping and billing addresses as well as additional payment details like our credit or debit card number. One type of electronic commerce is an e-store. Retailing is essentially the practice of selling goods to customers directly in small quantities from a fixed location, such as a retail store. These customers could be a group or a person. Retail stores are businesses that buy products or items in large quantities straight from producers and then resell them in smaller quantities.

Shops can be found in contemporary shopping malls, community centers, colony streets, or residential neighborhoods. Retail business is any company that sells products to end users, whether they are manufacturers, distributors, or retailers. It doesn't consider how the product is being marketed. The product selection, pricing, promotion, and display of the things, however, will all be consistent in retail. The retailer's budget, inventory, and local needs will determine whether a retail model is appropriate for them rather than market trends. A well-designed format increases foot traffic and gives retailers a platform to thrive and get recognition.

II. REVIEW OF LITERATURE

TOPIC: How Online Reviews Affect Consumer Buying Patterns
Yan-Fei Li, Peng Fan, and Zan Mo

DATE: June 29, 2015

More than 400 Taobao stores' online reviews are gathered in order to comprehend how online reviews affect customer purchasing decisions. This study examines the impact of online reviews of experience items on customer purchasing behavior from a fresh angle of consumer learning, based on the S-O-R model (Stimulus-Organism-Response Model). The statistical results, which were obtained using SPSS 19.0 program for data analysis and assumptions, indicate that customer buying behavior is influenced by positive reviews, description ratings, photo reviews, appended reviews, and cumulative reviews.

TOPIC: How do consumers view the privacy and security risks associated with internet shopping?

DATE: June 2001

Information security and privacy have been identified by business and government organizations as key barriers to the growth of consumer-related e-commerce. Both novice and seasoned Internet technology users have been found to exhibit concerns about risk perceptions related to Internet privacy and security. This study examines how customers with different levels of Internet experience perceive risk and how it relates to their online buying behavior. The results support the expected connections between customers' perceived dangers of online shopping, their usage of alternative distant purchase methods (including phone and mail-order shopping), their degree of Internet experience, and their online purchasing behavior. There is discussion on the implications for consumer welfare and internet commerce.

III. OBJECTIVES

1. One of the objectives is to investigate how the profitability of retail enterprises is impacted by new online sellers.
2. To investigate how stores are responding to internet retailers' competition by changing their pricing methods.
3. To investigate how businesses are changing their methods to keep customers.
4. To assess the new company plan in order to satisfy customers

Study Methodology: The research methodology includes statistical tools for analysis, data interpretation, and sampling strategies.

Data Source: Primary data was used to gather the information for this specific investigation. Direct and in-person interviews with retail owners serve as the key data sources.

The retailers in Bangalore city are the subjects of the study. Additionally, the merchants have selected in a random manner for this study.

Unit of Sample: Based on convenient sampling for the research, a sample of 20 retailer stores has been chosen for this investigation.

Methods of Sampling: To provide a more realistic image of the effects of online shopping, the convenient sampling technique method has been used for this study based on the information that is currently available in the market.

Tools for data Representation: The information has been gathered, categorized, and shown using a bar diagram.

The significance of the issue

For a variety of reasons, online buying is growing more popular than in-store shopping. Despite this, we cannot ignore the appalling conditions of physical retail establishments. Online shopping has negatively impacted physical retail businesses due to the high costs associated with goods storage and referrals from the perspective of customer happiness and service availability.

Limitations: Based on convenient sampling, a thorough analysis of 20 retail locations was carried out. Due to the study's brief duration, time is another constraint.

The purpose of the aforementioned study and analysis is to determine whether customer behavior toward retail businesses has changed since the emergence of internet stores.

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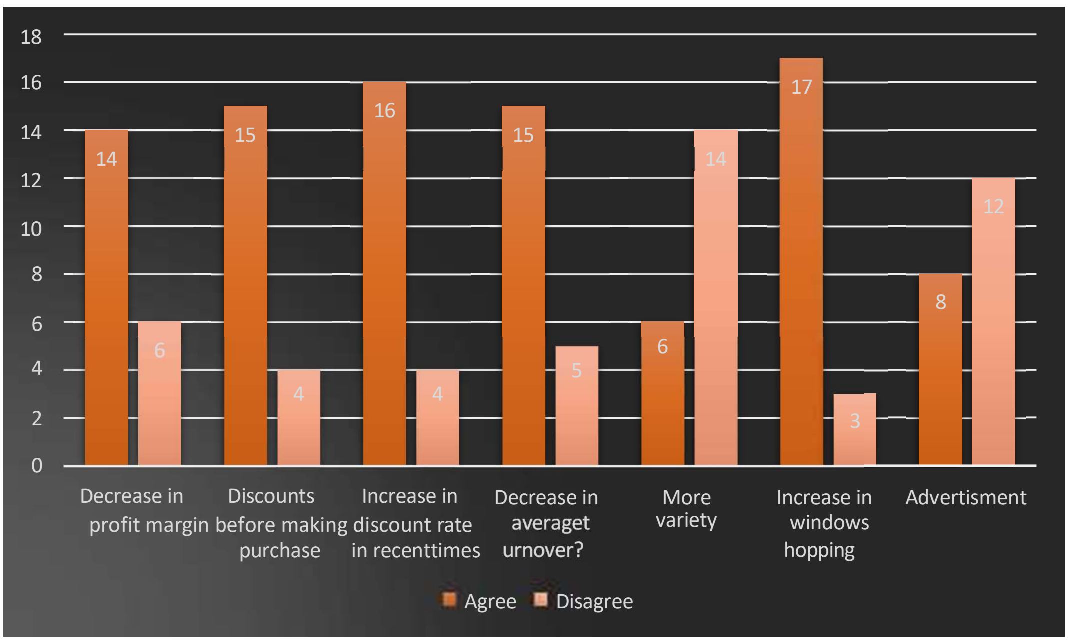
IV. DATA PRESENTATION

Table: 1

List Of Question	Yes	No
Is there any decrease in profit margin?	14	06
Do customers ask for discount before making purchases?	15	05
Have you made any increase in discount rates offered to customer in recent times?	16	04
Has there been any decrease in average turnover?	15	05
Do you keep more variety of stock at your store now-a- days?	06	14
Is there an increase in window shopping in recent times?	17	03
Do you advertise about you enterprise?	08	12



Interpretation: Most of the retailor they have been faced very poor profit margin since there is a significant number of discount is been allotted through that sight .And as there is various deals prevalent in the online website the buyer seek for discount before moving with the purchase. the retailer has to They must create specific offers for the product in order to keep the customer. With a figure as high as 80%, the table shows that turnover has decreased in the majority of the businesses. retailors are maintain a few variety of stocks so that this would suit the requirement of the customers.as of 85% retailer are pointing out that there is a surge in the window shopping

V. FINDINGS

1. Over the past few years, merchants' turnover and profit margin have significantly declined.
2. These days, retail establishments are more involved in customer satisfaction-related services.
3. Although the retailers are not able to have a large range in their stock, they aim to keep the best of them so as to impact more sales.

4. It is observed that customers window shop at a startlingly greater rate in order to physically inspect the product and then purchase it online at a lower cost.
5. Retail businesses are now coming up with home delivery services of their varied products at the door step of their clients.
6. As consumers grow more accustomed to making purchases online, convenience and Product selection become comparatively more significant factors in their decision to shop online.

Suggestions: In order to create more precise and scientific demand forecasting models, the retailers must invest a significant amount of money in gaining some advanced skills.
The existing small and medium independent retailers is to closely study are taking place in their near vicinity.
The next attempt should be to encourage retailers to make some efforts in improving the interiors of their various establishments to make shopping a delightful experience for the customer.
Retailers need to shift their perspective on the market and customers, making customer happiness their top priority.
A shop should be in the good books of client by giving superior quality products, fair price and helpful after sales services.
A loyal consumer minimizes the cost of retailer. Retailers should make every effort to increase client loyalty, as this will lead to steady sales and stable customers. Examples of this include bonus points, free insurance, preferred customer status, cash back programs, and other customer-pleasing special incentives.

Conclusion: The face of retail has shifted. The emergence of technology in recent period being the primary reason behind it. These days, retailing entails going online, mobile, and into shopping centers. Small retailers lose out on something in each of these. But the nearest store is always the most crucial issue for every cause and seasons. It needs to revive not just endure. The retail stores only need to improve their business practices and adopt a more optimistic perspective in the face of competition. E-businesses and retail stores both have to exist, none at the cost of the other. The ease and stability of an established retail business are just as important as the livelihood it provides for thousands of people.

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