

To Study Changing Dynamics of New Supply Chain Models

Miss. Puja Umesh Sukale

Assistant Professor

Hirwal Education Trust's College of Computer Science and Information Technology, Mahad, Raigad
sukalep51@gmail.com

Abstract: *The aim of this research work is to find out changing dynamics of new supply chain model. Now a days supply chain models are different for different products. Majority area of Mahad taluka is covered for this research. This research has undertaken to know the change in supply chain for different product means from offline shopping to online shopping like perishable goods, grocery and stationary, Branded goods (i.e. Head phones, pen drive, Memory card, cloths, bags, cosmetics, sunglasses, watch etc.).*

Keywords: Supply chain, Management

I. INTRODUCTION

The concept supply chain management means supply chain plus management. A supply chain starts with the acquiring of raw material from the supplier and its deliver to manufacturer and end with the delivery of the goods and services to final consumer. There may be different supply chain for different product. Management means manage all activities like planning, organizing, directing and controlling for distribution of goods and services to minimize the cost of product & services and maximize profit. Supply chain management is the Management of flow of goods and services it includes all the activities that convert raw material to finished goods.

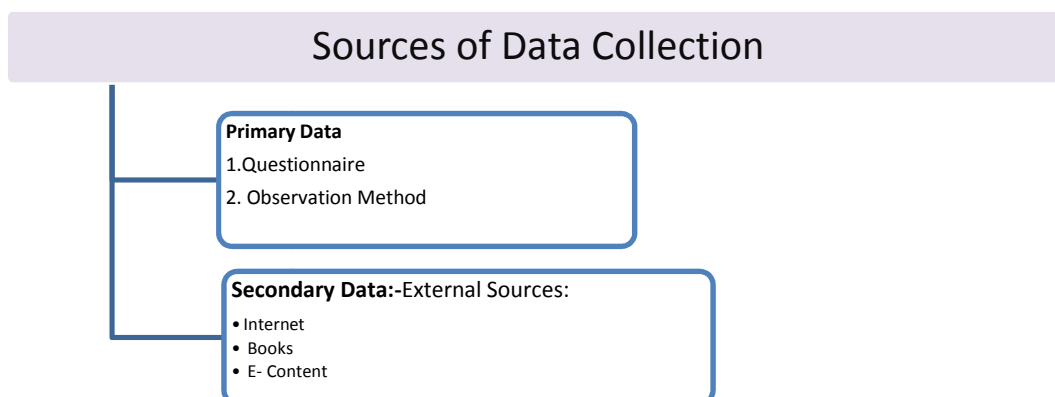
1.1 Objectives

1. To study supply chain & importance of supply chain.
2. To study traditional & modern supply chain management.
3. To study change in supply chain for different goods.
4. To study reasons for change in supply chain.

II. REVIEW OF LITERATURE

Oliver and webber (1982) "Supply chain management (SCM) is the process of planning implementing and controlling the operations of the supply chain with the purpose to satisfy customer requirements as efficiently as possible. Keith oliver is a british logistician and consultant known for coining the terms 'supply chain and supply chain management'.

III. RESEARCH METHODOLOGY



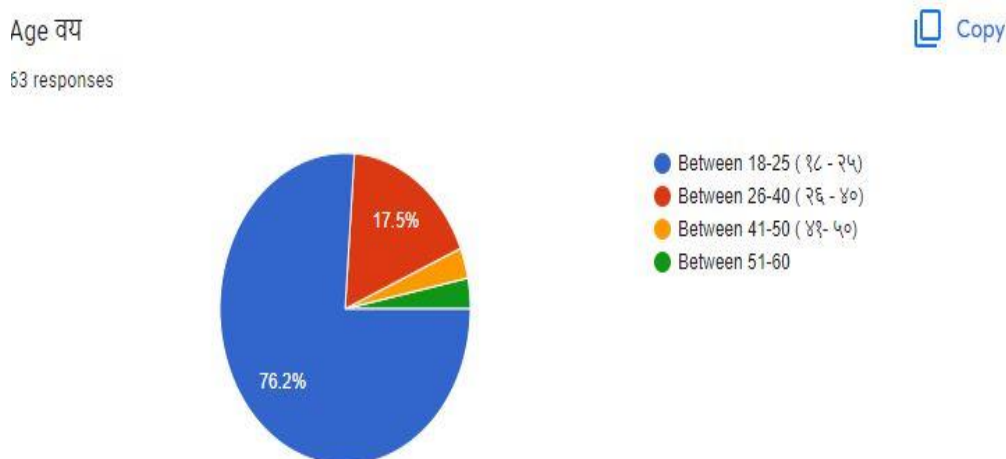
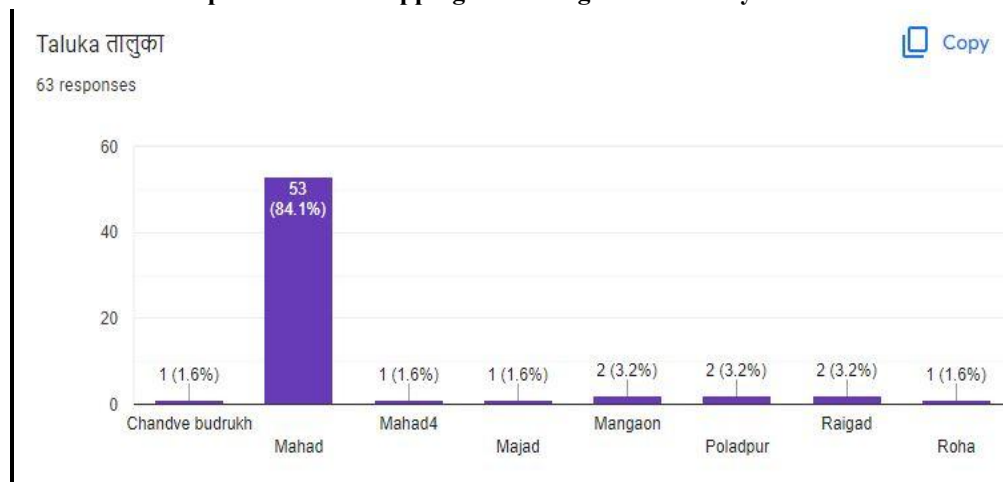
Sample Size: Data are collected from 69 respondents which include customers & seller.

Data Analysis:

Traditional Supply chain:

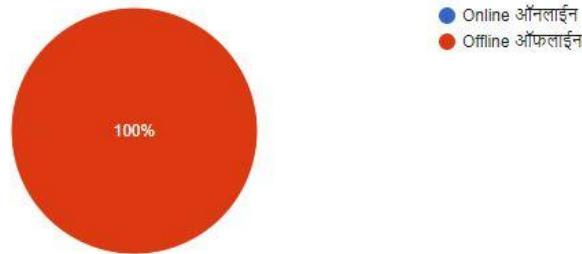
Manufacturer Wholesaler Retailer Consumer.

In modern era customers are prefer online shopping for some goods the analysis is as follows:



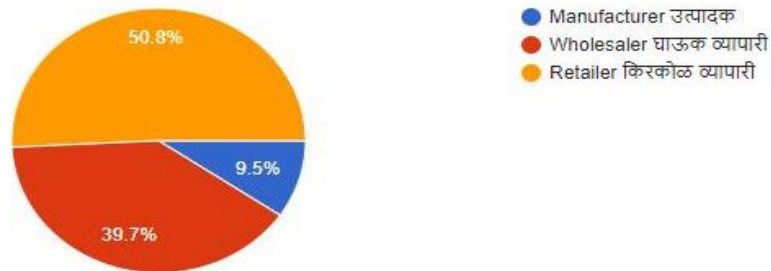
Which type of shopping are you prefer to purchase perishable goods (i.e. Bread, Eggs, Vegetables, Milk) नाशिवंत माल (ब्रेड, अंडी, भाज्या, दूध) तुम्ही कसा खरेदी करता ? [Copy](#)

63 responses



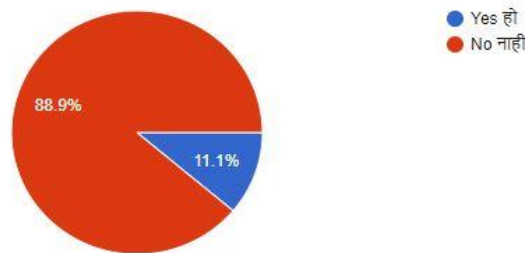
From where are you prefer to purchase goods offline? ऑफलाईन वस्तु तुम्ही कोणाकडून खरेदी करता ?

63 responses



Are you prefer to purchase grocery and stationary online? किराणा आणि स्टेशनरी तुम्ही ऑनलाईन खरेदी करता का ? [Copy](#)

63 responses



If, yes give your reason to buy grocery and stationary online? जर तुम्ही किराणा आणि स्टेशनरी ऑनलाईन खरेदी करत असाल तर का ? [Copy](#)

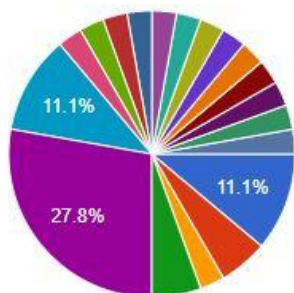
36 responses



If, yes give your reason to buy grocery and stationary online? जर तुम्ही किराणा आणि स्टेशनरी ऑनलाईन खरेदी करत असाल तर का ?

[Copy](#)

36 responses



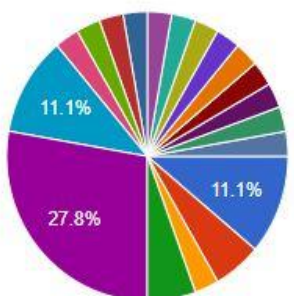
- No I don't
- I would not buy this kind of goods online...
- I am not preferring grocery online
- To Check the quantity
- Physical handling of goods is necessary
- None
- I cannot purchase grocery products fr...
- Offline

▲ 2/3 ▼

If, yes give your reason to buy grocery and stationary online? जर तुम्ही किराणा आणि स्टेशनरी ऑनलाईन खरेदी करत असाल तर का ?

[Copy](#)

36 responses



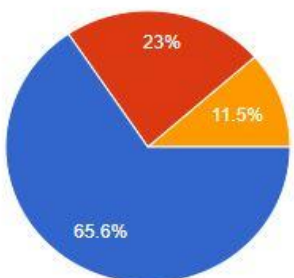
- No am not use online shopping
- करतच नाही
- Sorry but i cannot use online shopping way

▲ 3/3 ▼

If No,why offline shopping is prefer for grocery and stationary? तुम्ही किराणा आणि स्टेशनरी ऑफलाईन खरेदी करण का पसंत करता ?

[Copy](#)

61 responses

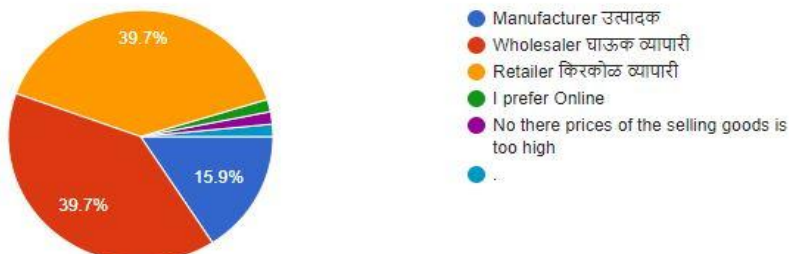


- Need to check goods वस्तू तपासून पाहण्याची गरज
- Physical handling of goods is necessary वस्तू हाताळणी करणे आवश्यक वाटते
- Not interested in online shopping ऑनलाईन खरेदी आवडत नाही

Are you prefer to buy branded goods offline, from where are you prefer to buy branded goods? दर्जेदार वस्तु तुम्ही ऑफलाइन खरेदी करत असाल तर कोणाकडून करता?

 Copy

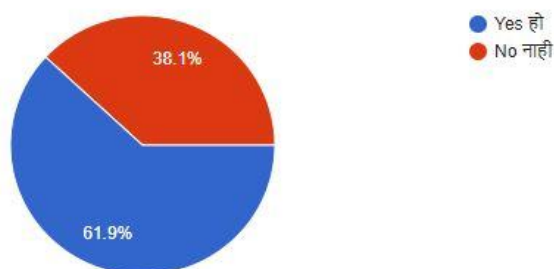
63 responses



Are you prefer online shopping for branded goods (i . e. Mobile, Bluetooth , Headphones, Pen drive, Memory Card, Cloths, Bags, Cosmetic, Sunglasses, Watch etc.)? तुम्ही दर्जेदार वस्तु ऑनलाइन खरेदी करता का ?

 Copy

63 responses



If No, Why offline shopping is prefer for Branded goods ?

 Copy

दर्जेदार माल तुम्ही ऑफलाईन का खरेदी करता ?

48 responses



IV. FINDINGS

1. Consumers prefer Amazon, Flipkart, Meesho websites for online shopping.
2. For perishable goods 100 % offline buying prefer by customer.
3. For grocery and stationary 89.9 % customers prefer offline shopping, reasons for offline shopping are need to check goods, physical handling of goods is necessary and not interested for online shopping. Offline goods are mostly purchase from retailer.
4. For Branded goods 61.9% customers are prefer to buy online shopping, the reason for online shopping is For Qualitative goods, Discounted price ,Buy goods from all over the nation at your door step.

V. CONCLUSION

1. Studied supply chain & importance of supply chain.
2. Studied traditional & modern supply chain management.
3. Studied change in supply chain for different goods.
4. Studied reasons for change in supply chain.

REFERENCES

- [1]. Logistic & Supply chain Management T.Y.BMS Sem V by sheth publication.
- [2]. Chandralokprakashan marketing management .
- [3]. www.google.com