The growing scope of online shopping and its impact

(From the point of view of local shopkeepers and customers)

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Preface - **The present time is of increasing technology and such an extended information system, where a person gets all the information at his home. He has the skill to travel the world in the form of a mobile in his own hands. To know other people, groups, products, cultures etc. he does not have to go to them, rather they all come easily to him now. Producer always wants to bring innovation in his marketing methods with the aim of getting maximum profit. After the advent of internet, its focus shifted from print media to marketing activities through internet. Whatever may be the quality of the mobile phone, but the various apps and internet power found in it are sufficient for the mobile holder. By taking support of these, the producer has started adopting the formula that even if many of your wishes are not fulfilled at once. Possible, but you can fulfill small requirements as much as possible. Producers have started influencing consumer behavior a lot through various apps and the internet. In the past, customers preferred their local shopkeepers, as a result of which their buying area was limited to their nearby area or city. Only in the case of special purchase, he used to think of buying separately from the local seller. But in today's scenario many things have changed now, the habit of online purchasing has changed the outlook of both the buyer and the seller. In this research paper, an attempt has been made to find out whether the effect of online purchasing is actually Is it lying on the local shopkeepers? Is the consumer also getting satisfaction on purchase through this method?**

Many consumers have given such information system a special place in their daily life. This class has its own separate group, who exchange a lot of information among themselves without knowing each other. The producer works considering such groups as his biggest target group.

The first online transaction was done by Michael Aldrich in 1979, at that time it meant only online payment. Under this, two-way messages were exchanged through video text. He started the online transaction between consumer and business and between business and business. In the year 1999, Rediff.com started online shopping in India. After this, in the year 2000, India Times and Baji.com started this type of customer service. Actually e-commerce in India happened with the establishment of IRCTC in the year 2000, which got unexpected success. Keeping this in mind, in the year 2003, Air India and Air Deccan started selling online air travel tickets. In the same year, America made a big jump in online shopping. In the next two to three years, e-commerce converted into social commerce. Companies started promoting their products with the help of Facebook and Twitter. In the year 2005, MakeMyTrip started selling air tickets online and promoted its holiday packages using social media. In the year 2006, Yatra.com and in the year 2007, Flipkart and Book My Show entered the world of online shopping. From this year, many online shopping websites started expanding their business in India as well, although even before this e-commerce had gained inroads among consumers in India. By the year 2013, many e-commerce websites came up. Some of which could not stand the competition and came back and some registered their presence mainly and even at present they are an important part of e-commerce and social media.

I.   SURVEY TECHNIQUE

After the Corona epidemic, the use of e-commerce is being seen in a different way than before. Through this paper, an attempt has been made to find out what kind of impact online shopping has had on local shopkeepers and consumers. For this, panel technique of marketing research was used. Panel sample is a form of survey, under which personal behavior and interests are studied, which is obtained from a group of respondents. This is a group that has agreed to give information to the researcher for a certain period of time. In this technique, the group is

maintained for a long period of time and is used for general screening.

For this work, 50 shopkeepers and 50 consumers of Raipur Chhattisgarh were selected. Random sampling method was used for the selection of shopkeepers, whereas in the selection of consumers, those specific consumers were selected who have smart phones and have some knowledge of online shopping. A questionnaire with open questions for shopkeepers and multiple choice, limited choice and specific information for consumers was created.

Open questions for shopkeepers included customership before and after the Corona epidemic, purchasing behavior of customers, cash and credit transactions, cashless behavior, sales of brand and non-brand products. While questions based on different levels and behavior were prepared for consumers, in which priority was given to questions focused on consumer behavior.

II.   DATA ANALYSIS

On the basis of the data obtained in the context of interviews and questions asked of local shopkeepers and consumers, the following analysis of the data is displayed: -

Analysis received from local shopkeepers :-

(1) Are the local shopkeepers worried about the online purchasing system :-
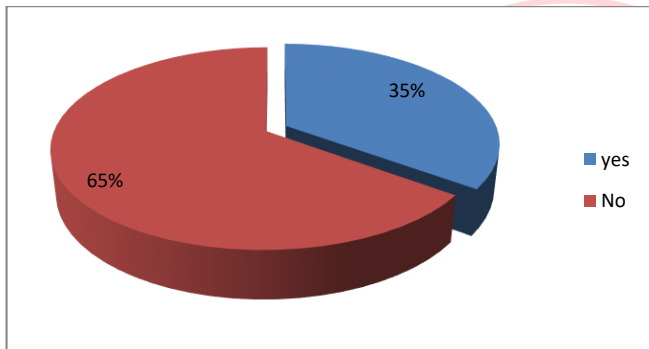

Through interview with local shopkeepers, information was gathered that 65% shopkeepers are not worried due to online purchases, especially those doing electronic, grain related business. While 35% of the traders were worried about this system, mainly cloth traders were involved in them.

(2) Whether any difference has been felt in the buying behavior of the customers after the corona pandemic :-
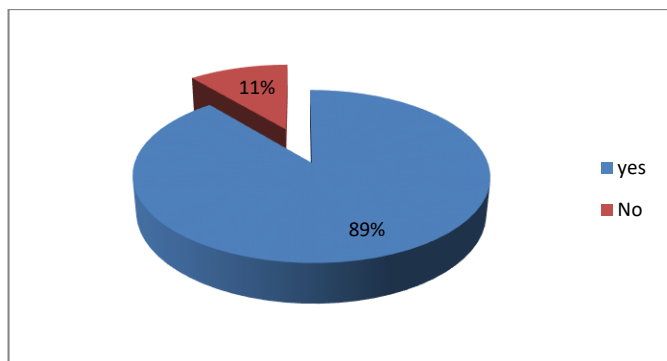

It was learned from the analysis that 89% of the shopkeepers felt a difference in the purchasing behavior of the customers after the Corona epidemic, while 11% of the shopkeepers believed that the purchasing behavior of the customers was the same as before.

(3) Whether work has been done on schemes like gift, discount for the customers to face the online purchase:-
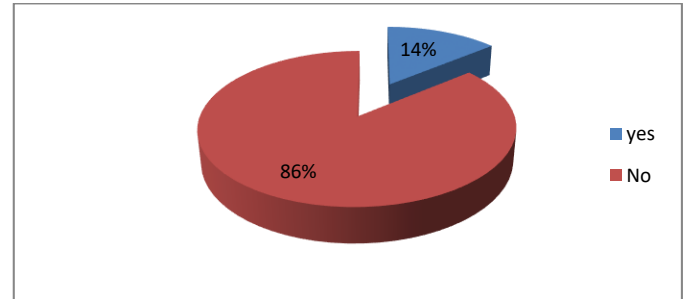
It was surprising to find out that 86% of shopkeepers said that they do not resort to any kind of gift/discount schemes to attract customers, while only 14% of shopkeepers said that they use different strategies for this have been taking support.

(4) Has online purchasing affected the festive season:-
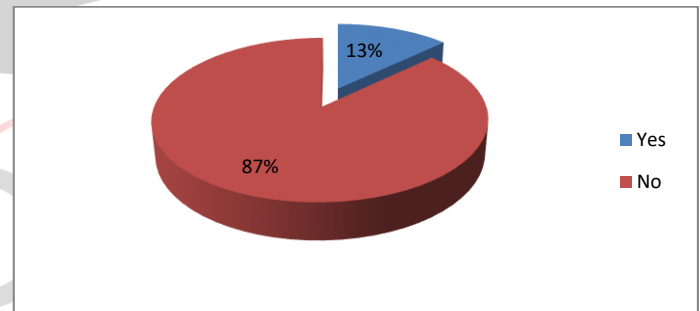
Festivals have always been important in Indian culture, that's why India is also called the country of festivals. Buying behavior always appears to increase on these occasions. 13% of shopkeepers agreed that online buying behavior has affected festive consumption, while 87% shopkeepers agreed that festive season consumption is still the same as it used to be.

III.   ANALYSIS RECEIVED FROM CUSTOMERS

The analysis of data obtained through interview and questionnaire from selected customers is as follows:

(1) Do you buy goods / services online :-
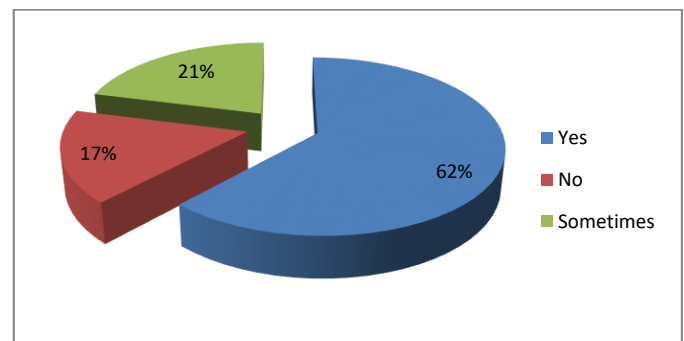
62% of the consumers were those who keep purchasing online, while 17% of the consumers who have a smart

phone also have information about online purchases, but they do not buy online, but buy from local shopkeepers. Earlier they collect information regarding that product or service through the internet, so that the bargain can be done. 21% of consumers are such, who buy online only when there is availability of good offers or discounts etc.

(2) If yes, which item do you like to buy :-
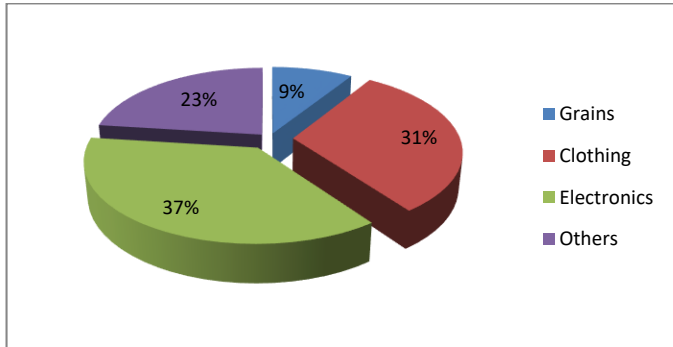
Maximum 37% of the consumers were willing to buy electronics products, while their local shopkeepers are not much concerned with this arrangement, they have their own separate set of elite customers due to after sales services. 31% in clothes and least 9% consumers expressed their interest in cereals. 23% of consumers were related to the purchase of different products, including hardware, cosmetics and other outdoor use items.

(3) Do you prefer online purchase over local purchase:-
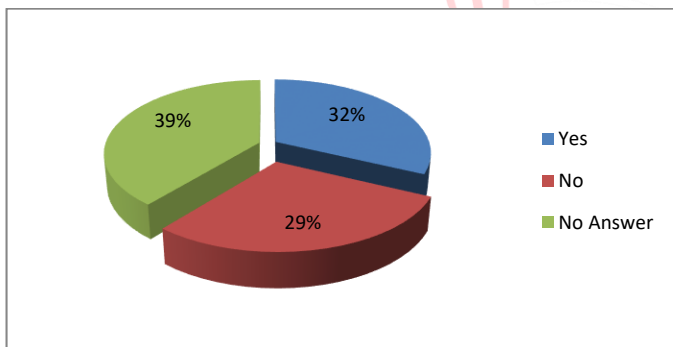
32% of consumers prefer online shopping, for which they have different reasons. 29% of consumers prefer to buy online, but they all seem to belong to different sectors. The same 39% consumers could not give a clear answer due to selection of products, online channels etc. that they showed their interest in both local and online purchases as per their need and time.

(4) Which element is lacking in online shopping:
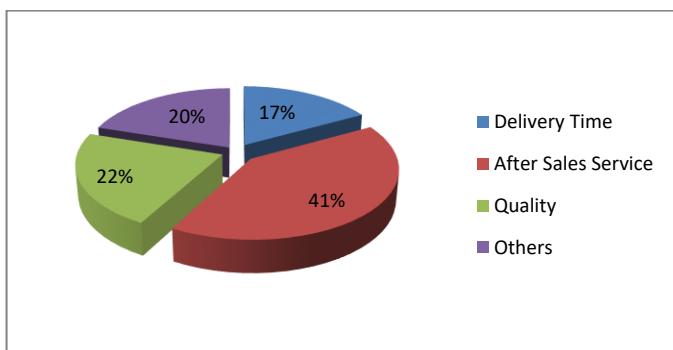
In the case of online purchases, 41% of customers perceived poor after-sales service in many purchases, 22% reported issues with product quality and 17% with delivery time, another 20% reported lack of other reasons.

(5) Lack of which element is seen in local purchase :-
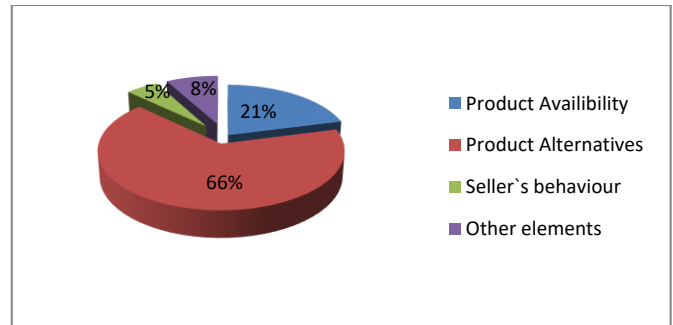
Seller behavior and other factors were not seen as important in purchasing from local vendors, with 21% of customers prioritizing the problem of proper product availability and 66% of customers prioritizing the problem of product choice. Apparently the customers accepted that the local shopkeepers have a limited choice of items to choose from, while online shopping offers a wide range of products to choose from.

IV.   CONCLUSION

Based on the analysis of data received from various shopkeepers and consumers and analysis of their behavior, the conclusion of this work was as follows:-

(1) The effect of online buying on local sales of all products has not been uniform, but some products have been reflected more and some less and some have been reflected very little.

(2) On talking to the local shopkeepers, a special thing was also found that they are more influenced by the mall culture growing at the local level than the online buying behavior, because big departmental stores like D-Mart, Reliance, Big Bazaar have opened. Due to its popularity, a large section of customers are getting attracted towards it. Since these stores are now infiltrating in the rural areas, due to which the consumers of rural areas have also started turning towards these departmental stores, while till now the rural consumers have been giving more importance to the local shopkeepers.

(3) Consumer behavior has been variable in the case of online purchases. Many times it depends on the offers given by the online buying platform, due to which the consumer keeps on changing his buying behavior.

(4) Even though a class preferring online purchasing has been doing this work permanently, but local shopkeepers also have a certain customer class, who have been registering their presence with them.

(5) On the lines of Metro City, now local shopkeepers have started adopting the medium of day special market like

Sunday market, Wednesday market etc. to woo the customers and increase their customer base.

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