

IMPACT OF E-COMMERCE ON RETAIL SECTOR

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ABSTRACT

The Electronic Commerce, or web based business, industry is a manager among the most unique segments of the economy. Electronic business, regularly known as E-business or web based business, is exchanging items or affiliations utilizing PC systems, for example, the Internet. Electronic trade draws on advances, for example, versatile business electronic, creation network the executives, web marketing, online exchange dealing with, electronic information exchange, stock association frameworks, and mechanized information gathering frameworks. Current electronic business generally utilizes the Internet for something like one a player in the exchange's life cycle, in spite of the way that it could likewise utilize different advancements, for example, email. Online business is the deal or purchase of items or affiliations led over PC organizes by techniques explicitly intended to receive or setting in of requests. Despite the way that merchandise or affiliations are requested electronically, the installment and a definitive conveyance of the items or affiliations needn't bother with to be directed on the web. In this paper we learn about the effect of E-business on Indian retail division.

KEYWORDS:

E-commerce, Retail, Business

INTRODUCTION

An internet business exchange can be between ventures, nuclear families, people, governments, and other open or private affiliations. Incorporated into these electronic exchanges are orders made over the web, extranet or electronic information trade. The kind of exchange made is characterized by the technique for setting in the request. Conventionally prohibited are orders made by phone calls, fax or really composed messages.

Internet assumes an essential part in our everyday routine. We use internet everyday nearly for every single work. Before e-commerce, exchanging were done without internet in the markets yet after the appearance of e-commerce in India our life has become more convenient because of its number of advantages. Online shopping is a piece of e-commerce which is done generally by the users due to e-commerce websites in India which permits us to trade the items according to our choice at affordable price. E-commerce website affects different markets and retailers.

E-commerce have great effect on markets like reduce the expense of advertisements as numerous customers can attract through internet, new brand can be developed, can keep a decent relationship with customers and can make customized items according to customer's needs. Be that as it would, e-commerce severely affects offline retailers because customers purchases on low price from online shops due to which they furthermore have to lower their price and does not get any benefit, retailers can't keep a large stock like online shops have stores because it will cost a huge misfortune to them.

India is one of the fastest developing economies on the planet. The retail market in India offers essential opportunities for retailers and brands across categories. This is driven by elements, for example, a large consumer base, rising incomes and open positions, increasing consumer awareness, etc. The Indian retail market is estimated to be US\$ 600 billion and one of the super five retail markets on the planet by economic value. India is one of the fastest developing retail markets on the planet, with 1.3 billion people.

Today, being a retailer doesn't require a genuine store; retail activities can be carried out even in computerized structure. Moreover, some of the best players in the sector, for example, Amazon, Flipkart etc., operate fundamentally online, giving that a genuine shop isn't essential to create a successful retail business. Genuinely, numerous businesses from enormous box retailers to little boutiques have a presence that is both physical and online. Subsequently, companies have the open entryway, through the internet, to reach altogether larger number of consumers and thereby, greater benefit. Consequently, the present concentrate on factors influencing ecommerce reception by retailers in India is very much needed and essential at present scenario.



Fig 1: E-commerce Retail Supply Chain (source: researchgate.in)

Affiliations today need to consistently lessen costs, present new and inventive items, and fulfill expanding client requests. Clients are requesting lower costs, more item choices and customization, enhanced dimension of affiliations and customized treatment. Considering everything, the web has helped affiliations acclimate to these requests. The genuine exchange of business archives and eye to eye correspondence by the business compel with the customers has declined fundamentally because of the Internet consequently helping affiliations lessen expenses and offer customized affiliations. Affiliations are progressively utilizing messages, visit and other online devices and furthermore cell phones like PDAs and cell phones to direct business.

E-commerce permits customers to overcome geographical barriers and permits them to purchase items anytime and from anywhere. Online and conventional markets have different

strategies for leading business. Conventional retailers offer fewer assortment of items because of shelf space where, online retailers often hold no inventory except for send customer orders directly to the manufacture. The esteeming strategies are likewise different for standard and online retailers. Standard retailers base their prices on store traffic and the expense to keep inventory. Online retailers base prices on the speed of delivery.

REVIEW OF RELATED LITERATURE

Jamal Hasan (2019) assumed that despite the ever expanding online exchange, the retail shops wouldn't disappear. Different surveys have shown that customers really prefer to shop in stores and the number of purchases is increasing. Currently, they essentially use mixes of ecommerce and retail stores. Before the last purchase in the store, customers prefer to figure out every one of the necessary information through the Internet. By virtue of online shopping, customers prefer to take a gander at the item in a retail shop and afterward purchase it through e-shop. In this paper, we decided to verify my hypothesis. The article aimed to determine the effect of e-commerce on retail stores.

Maheswara (2016) in his concentrate on "Effect of E-Commerce on Indian Retail Sector", The Electronic Commerce, or web based business, industry is a supervisor among the most powerful segments of the economy. Electronic business, regularly known as E-business or web based business, is exchanging items or affiliations utilizing PC systems, for example, the Internet. Electronic trade draws on advances, for example, versatile business electronic, creation network the executives, web marketing, online exchange dealing with, electronic information exchange, stock connection frameworks, and mechanized information gathering frameworks. Current electronic business as a rule utilizes the Internet for something like one a player in the exchange's life cycle, in spite of the way that it could likewise utilize different advancements, for example, email. Online business is the deal or purchase of items or affiliations led over PC organizes by techniques explicitly intended to receive or setting in of requests.

Satyendra Arya et al. (2015) described that the Information Technology has transformed the method of people to achieve the work and electronic commerce has unleashed yet another revolution which is affecting the manner in which businesses trade items . The internet gave

another lift to e-commerce. Internet marketing or online marketing refers to advertising and marketing efforts that use the Web and email to drive direct sales through electronic commerce. Internet is a great medium that can serve as a unique stage for the development of retail stamps in India. The current web-based models for e-retailing are huge for an embryonic phase preceding an era of speedy change, challenge, and opportunity in Indian retail market.

Menal Dahiya, (2017) Internet assumes a fundamental role in our every day life. We use internet step by step nearly for every single work. Before e-commerce exchanging were done without internet in the markets however after the appearance of e-commerce in India our life has become more convenient because of its number of advantages. Online shopping is a piece of ecommerce which is done generally by the users due to ecommerce websites in India which enables us to purchase and sell the items as indicated by our choice at affordable price. E-commerce website has a great deal of effects on different markets and retailers. In this paper we will examine about the different markets and retailers and effects of ecommerce on them.

Aparna Miglani, (2017) The purpose of this examination is to discover the influence and development of e-commerce and its effect on open and worldwide market. E-commerce is developing at a speedy pace over the world. Its development and its benefits are already visible from the studies of developed countries however it's creation a positive effect in terms of development of developing countries. Due of globalization and relaxation in imports and exports between countries, economies over the world will witness better knowledge and data technology development .E-commerce is likewise accepting a fundamental role in higher revenue generation, improved customer base, larger measure of employment creation in Information Technology sector in a developing country.

Dr. Naveen Kumar, (2014) E-Commerce is the future of shopping. E-commerce is likewise one of the business choices that one should explore in future. E-Commerce is developing with speedy pace in our country. Backed by increasing internet users' base and favorable demographics, Indian ECommerce Industry has registered impressive development over the latest couple of years. There are tremendous opportunities of development in E-Commerce in

future too. Be that as it would, there are certain challenges which need to be addressed properly. In the present paper an attempt has been made to contemplate the present status of E-Commerce in India, examine the challenges of ECommerce and talk about the future of ECommerce in India.

Dr Mahesh, (2016) Electronic commerce regularly known as e-commerce is exchanging items or services utilizing computer networks, for example, the internet. E-commerce draws on technologies, for example, mobile commerce, electronic store transfer, creation network management, internet marketing, online exchange processing, EDI, inventory management system and automated information collection systems. The business model of the conventional retailers and ecommerce providers differ altogether. The essence of e-retailing is in its capacity to transcend genuine boundaries and reach customers in a manner different from the standard retail stores to their very entryway steps. The developing e-commerce in India affects the conventional retailers. To remain in the game, they have been dealing with their internet strategies. The fundamental objective of the investigation is to understand the emerging trends of e-commerce and its development in Indian perspective. The effect of the e-commerce on physical or standard retail arranges. e-Commerce having the positive and negative influence on standard retail business.

Dr. V. V. Ravi Kumar, (2015) Online Retail in India is developing at a very fast in India. Even as it is developing it is beginning to cause disturbance to the conventional genuine retail outlets and moreover making uneasiness established brands. This conceptual paper takes a gander at how online retail is steadily becoming a disruptive force in India. It threatens to upstage the standard retail likewise hurt a few best brands. These changes happening in respect of Online Retail in India are highlighted through a series of disruptive incidents.

DISCUSSION

There are two different ways for marketers to direct business through e-commerce: completely online or online alongside a real store. Online marketers can offer lower prices, greater item selection, and high efficiency rates. Numerous customers prefer online markets in case the items can be delivered quickly at relatively low price. However, online retailers can't offer the genuine encounter that conventional retailers would be able. It very well might

be difficult to judge the nature of an item without the genuine encounter, which could cause customers to experience item or seller uncertainty. Another issue regarding the online market is concerns about the security of online exchanges. Numerous customers remain dedicated to well-known retailers because of this issue.

E-commerce fundamentally affects the retail business in a variety of ways. Retailers have needed to change in accordance with new technological demands from users to permit them to participate in the e-business world. It has revolutionized the way companies, regardless of size, continue with work. The consequences was that the retail business was in decline as e-commerce dominated.

Online retail is presently emerging as a powerful force in India. Their method for operations has taken the Indian customers by pleasant surprise as it comes with huge endpoints. Standard retailers are attempting to battle them out through different methods. A few of them are furthermore joining the online fleeting trend as perhaps they see it equivalently as the street ahead. To amount to the entire retail industry is expected to witness unexpected disturbances and perhaps blend.

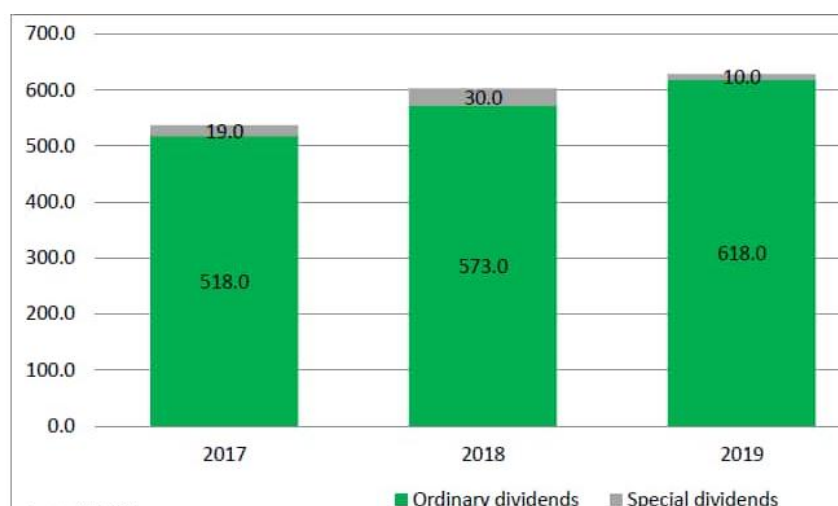


Fig 2: E-commerce and Retail Sales Growth (Source: HIS Market)

E-commerce websites can run consistently. As indicated by the retailers' perspective, this increases the number of orders they receive. As indicated by the customer's perspective, an 'consistently open' store is more convenient. Buyers and sellers of niche items can find it challenging to locate each other in reality. Subsequently, ecommerce is essentially a question of the customer searching for the item in a search engine. The data gathered reveals that retailers are very much aware about the e commerce business and they compare different items with different channels of purchase.

The essential services like competitive estimating, wide range of item accessibility and deliveries in time coupled with trust and reliability factors are the fundamental role which changes the perception of retailers as well as changes their buying behavior. E commerce companies should understand the cerebrum science and buying behavior of retailers before sending off any new items, new mission and schemes etc. Likewise clear in case estimating and related notices in time are sent the retailers, can be a decent effective media for conveying the message to other fellow retailers. Finally e commerce firms are suggested to zero in on the simple design of the application/webs for faster and easier understanding of the retailers separated from the item, esteeming and strategies. Further the research would be more interesting if it very well may be extended to different sectors with a blend of both metropolitan and nation areas.

Regardless, internet business affects disconnected retailers since clients purchases on negligible expense from online shops because of which they furthermore need to slice down their expense and does not get any benefit, retailers can't keep up a huge stock like online shops have stores since it will cost an immense misfortune to them. They need to spend more money in disconnected commercials to draw in clients. Alongside the effects internet business likewise offers some restriction regarding markets and retailers that is site cost, to make and keep up a site a great deal of money is required; framework cost, to satisfy the requests online retailers need to keep up a fundamental stock in a huge stockroom which costs a ton; security and extortion, because of universality of online shops criminal components are furthermore pulled in to them who can hack the specific data and can abuse them; client trust, it is troublesome for clients to confide in another brand without looking, reaching and eye to eye correspondence.

CONCLUSION

This paper infers that web based business is beneficial, everything considered who gives us wide assortment of items and relationship with heaps of data and appealing pictures at a reasonable expense close to home. It gives convenience to clients and enables the venture to extend their business over web. Online business have great effect on business sectors like decrease the expense of commercials the same number of clients can draw in through web, new brand can be created, can keep up a decent relationship with clients and can make altered items as required.

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