

A Study of Impact on Retailers In E-Commerce In India

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Abstract

A web based business is profitable for us which gives us a wide assortment of items and administrations with lots of data and attractive pictures at our doorsteps at reasonable prices. It provides accommodation to the customers and enables the enterprise to grow their business on the web. Online business has a great impact on business areas such as reducing advertising costs, reducing the number of customers through the web, creating new brands, maintaining a decent relationship with customers, and making customized products according to customer needs. In any case, internet business has a terrible effect on disconnected retailers as customers buy from online shops at lower prices, which forces them to lower their prices and give them no profit, as retailers cannot keep as large a stock as online. Shops have stores because this will cause them a huge loss. They need to spend more cash on disconnected advertising to attract customers. Along with the results the internet business offers some restrictions on the market and retailers which is the cost of the site, a large amount of cash is required to build and maintain the site; The cost of the framework requires online retailers to keep substantial stock in large stockrooms that cost a ton to fulfill requests; Security and extortion, the ubiquity of online shops also attracts criminal elements who can hack and misuse personal data; Client trust, trusting another brand without seeing, contacting and communicating eye to eye with the client is difficult.

Introduction

E-commerce is the buying and selling of products and services over the Internet. Earlier e-commerce, buying and selling was done directly in the markets, but with the introduction of e-commerce in India, our life has become more comfortable due to various benefits. The benefits of e-commerce include shopping online at any time and from any place; Buyers can find items on e-commerce websites that are not accessible in physical markets; It saves money and time; And we can get our product without leaving home. Along with e-commerce, there is also a general term known as e-business, which refers to how businesses have expanded electronically with the help of the Internet, giving them a large. The terms e-commerce and e-business are used interchangeably and have no precise definition. In reality, e-commerce is a subset of e-business that focuses on external activities, while e-business focuses on internal and external activities of a company. Ecommerce has a variety of positive and negative impacts in many sectors. The key to establishing a successful e-commerce is to limit the negative effects while maximizing the benefits.

History of Ecommerce in India. The concept of electronic commerce was first introduced in 1991, when internet was not available in India. However, in the late 90s, more and more people became aware of the Internet and realized that transactions could be done through it.

Objective of study

1. To study the impact of e-commerce in retailer sector
2. To analysis affect of E-commerce in various retailer sector in india

Research Methodology

The primary data and Secondary data has gathered from annual reports of banks, committee reports, magazines, books, articles, thesis and web sites.

Impact on Retailers in e commerce in India

E-commerce markets are growing at a significant rate. The online market is expected to grow by 56% in 2015-2020. In 2017, worldwide retail e-commerce sales amounted to US\$2.3 trillion, and e-retail revenue is projected to grow to US\$4.891 trillion in 2021. At the same time the conventional market is expected to grow by only 2%. Brick and mortar retailers are struggling due to the low prices and high efficiency of online retailers. Many large retailers are able to maintain an offline and online presence by combining physical and online offerings. E-commerce allows consumers to overcome geographical barriers and allows them to purchase products anytime and from anywhere. Online and traditional markets have different strategies for doing business. Traditional retailers offer less assortment of products due to shelf space whereas, online retailers usually do not keep any inventory but send customer orders directly to the product. Pricing strategies are also different for traditional and online retailers. Traditional retailers base their prices on store traffic and inventory holding costs. Online retailers base prices on delivery speed.

There are two ways for marketers to do business through e-commerce: completely online or online with brick and mortar stores. Online sellers can offer lower prices, more product selection, and higher efficiency rates. Many consumers prefer online markets if products can be delivered quickly at a relatively low cost. However, online retailers cannot provide the physical experience that traditional retailers can. It can be difficult to judge the quality of a product without physical experience, which can cause consumers to experience product or vendor uncertainty. Another issue related to the online market is the concern about the security of online transactions. Because of this problem, many customers remain loyal to well-known retailers.

Security is a primary concern for e-commerce in both developed and developing countries. E-commerce security protects businesses' websites and customers from unauthorized access, use, alteration or destruction. Types of threats include: malicious code, unwanted programs (adware, spyware), phishing, hacking and cyber vandalism. E-commerce websites use various tools to avoid security threats. These tools include firewalls, encryption software, digital certificates, and passwords.

- 1. Customer Service-** Offline businesses provide various services that internet stores do not offer. Examples of such services are repair and service goods, home delivery and after-sales services, as well as online stores.
- 2. Window shopping-** Because of the low prices offered by internet retailers, people visit physical locations to window shop before buying a product online. As a result, they have more potential customers than actual customers
- 3. Advertising-** Offline shops focus exclusively on advertising to attract customers and improve sales. They don't miss any marketing opportunity.
- 4. Discounts-** Offline merchants sell their goods at lower prices because online stores offer substantial discounts to customers and they must sell their products at lower prices to remain competitive and attract customers.
- 5. Variety of Stocks-** Online stores provide a wide variety of items which offline merchants cannot compete with as overstocking at the end of the year can result in significant losses for the retailer.

6. Turnover- As a result of e-commerce, the turnover of offline shops has decreased, which is a warning indicator for the business.

7. Profit Margin- With the arrival of internet stores in the market, traditional businesses have been plagued with cost issues. To stay in business, businesses must offer their products at legal rates that only cover their operating costs, without a profit margin.

Conclusions

This paper predicts that a web based business is profitable for us which gives us a wide assortment of items and administrations with lots of data and attractive pictures at our doorsteps at reasonable prices. It provides accommodation to the customers and enables the enterprise to grow their business on the web. Online business has a great impact on business areas such as reducing advertising costs, reducing the number of customers through the web, creating new brands, maintaining a decent relationship with customers, and making customized products according to customer needs. In any case, internet business has a terrible effect on disconnected retailers as customers buy from online shops at lower prices, which forces them to lower their prices and give them no profit, as retailers cannot keep as large a stock as online. Shops have stores because this will cause them a huge loss. They need to spend more cash on disconnected advertising to attract customers. Along with the results the internet business offers some restrictions on the market and retailers which is the cost of the site, a large amount of cash is required to build and maintain the site; The cost of the framework requires online retailers to keep substantial stock in large stockrooms that cost a ton to fulfill requests; Security and extortion, the ubiquity of online shops also attracts criminal elements who can hack and misuse personal data; Client trust, trusting another brand without seeing, contacting and communicating eye to eye with the client is difficult.

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