

“Impact of E-Business in Retail Business at Chennai City (West)”K. Malarventhan¹, Dr. J. Suresh²¹PG Scholar, Christ College of Arts and Science, Kilachery.²Assistant Professor, Christ College of Arts and Science, Kilachery.**ABSTRACT**

Online shopping is growing in popularity significantly by acquiring sales rate of 24.8%, 25%, and 24%. Even, retail experts expects that online shopping will soon undertake the traditional shopping in all monetary terms. Retail business may expected to be small or big but it works with the slogan ‘purchasing to sale’. India, the 5th world’s largest destination in retail space by accounting 8% employment of Indians. The research paper has done with objectives of analyzing the lucrateness of retailers owing to the dawn of the e- business, modifications taken place in the process of customer satisfaction, and prosperity of retailers in current times. Based on convenient sampling from the demographic of Chennai City (West) 150 samplings had made to participated in this research. This study found from the F test shows that there is significant difference towards Offers and EMI system with respect to number of dependents. And there is major difference towards Advertisement with reverence to Online Shopping.

1. INTRODUCTION

In 1960’s, the 1st from of trade conducted online was IBM’s online transaction processing (OLTP) which handled the fiscal transaction in real-time. Online shopping (sometime known as e-tail or e-shopping) is a system of e-commerce where wanted customer buy goods and services from the retailer over internet using a network browser or software apps. In other view, the term does not only include buying things through online but also searching the product’s price, features, offers, etc., on online. It is almost twenty-five years after establishment, where online shopping is growing in popularity significantly by acquiring sales rate of 24.8% in 2017, 25% in 2018 and 24% in 2019. Even, retail experts expects that online shopping will soon undertake the traditional shopping in all monetary terms. Retail form of business is a basic of all business as like as civilization. It is the business process of selling goods and services to customers through different form of distribution channels. Retail business may expected to be small or big but it works with the slogan ‘purchasing to sale’. India, the 5th world’s largest destination in retail space acquired the growth rate up to 4.6% in 2018 and it has been accounted 8% employment of Indians. Some of the practices of Retail are: **Mom and Pop Stores**: These stores are located in the small sector of society, which is owned and retained by small family, where they deal some collection of small goods. **Kiosks**: These rations looks very conversant in every street of a city and satisfy primarily to local residents. It was celebrated for its name called ‘petty shop’ because of its box like shape. **Category Killers**: It is a kind of store which is acquainted for one category of service and products, where they are the expert in that specific field alone. **Discount Stores**: These stores seems very busy at the end of every session, where they offers their additional left over stocks to their shoppers at rebate and sells it in lesser bill than its MRP. **Malls**: In India the most visited and most popular form of retail stores is mall. It is the largest of all retail forms, where it fulfills every yearnings of the person from pin to plane under single roof. Some others forms of retails are Departmental Store, Super Market, Hyper Market etc. In today’s world, internet has made abundant quantity of benefits to the retail stores. Mainly in picks, in those days a bookstore or a attire shop at the crook of the street can

barely offers 5,000 reference of books or 50 variety of attires, but now through internet, we can get approximately 10 times, even 1000 times supplementary goods then an typical dealer can feasibly dream of.

2. OBJECTIVES OF THE STUDY

1. To analyze the profitability of retailers owing to the dawn of the e- business.
2. To spot the modifications taken place in the business pattern in given that upgraded customer satisfaction.
3. To gauge the prosperity and reserves pattern of retailers in current times.

3. SCOPE OF THE STUDY

The study concentrate on providing alertness to the retailers about the forthcoming menace which is expected to reveal over them. The study covers the area of which will be the coping tactics for retailers to elevate their business outlines.

4. LIMITATIONS OF THE STUDY

1. The study is narrow to West Chennai City only.
2. The detailed study has over and done with taking 150 retailers as convenient sampling.
3. Time is one of the limiting element, as the study has been piloted in very short period of time.

5. BACKGROUNG OF THE STUDY

This research paper is very much pertinent to present-day time to alert the retailers about the impact of E-business upon them. Due to the rapid flow of the E-business, many of the retailers are winding-up their stores, specifically the minor retailers who bargains a variety of small services and products for their habitual livelihood. And it has been cooperatively showed that dynamism is the base in the present-day scenario, and being immobile will outshined by others. It's the phase of the merchants to look profound into the traits then they have to take up their business outline to the succeeding level of marketing.

SAMPLE SIZE

On the basis of convenient sampling, 10 areas in West Chennai City has been selected as the demographical sampling within that first 15 retailers in each area has been taken into account as a samples with a aim of getting 150 data sampling in total.

6. REVIEW OF LITERATURE

Purchase Consumption of shoppers is the key to upsurge the level of retail business, where modernism is there for E-business (**C. Prakash & M Muni Jyothish Kumar - 2019**) and through modernism, internet has broaden the marketplace by providing abundant volume of information in reasonable price along with multiplicity of products and services (**Menal Dahiya - 2017**). At beside of that only a great level of system and information feature can hearten the shoppers to have shopping through social networking sites (**M. Nick Hajli - 2014**) and even though the today's generation feels E-business is appropriate out of all, they like to pass some

free times by visiting malls and other stores (Archana Singh, Jyoti Namdeorao Meshram - 2016). As the result of execution of technology, every single company is in the necessity of E-business for a purpose of publicize their products in this competitive world (Nidhi Purohit, Dr. Kavya Saini - 2015). Yet still there is a remarkable growth in E-business, it is facing some kind of shortcomings like lack of reliance, absence of bodily observation, diffident payment, etc. (Mandavi Sahu - 2018). Now by making use of these shortcoming, it's time for the retailers to switch their topmost primacy as the customer satisfaction (Dr. Shipra Agarwal, Parichay Durga - 2016) and they has to have confidence of making some simple uplifts in their business outline can give more optimistic viewpoint to them (M. Jayalakshmi, Dr. C. Subramanian - 2017).

7. RESULT AND DISCUSSION

ONE WAY ANOVA ANALYSIS SHOWS MEAN DIFFERENCE TOWARDS OFFERS AND EMI SYSTEM BASED ON NUMBER OF DEPENDENTS OF E-BUSINESS

VARIABLE	NUMBER OF DEPENDENTS	N	MEAN	SD	F	P
Offers and EMI system	2 to 3 persons	78	3.75	1.203	1.417	0.244
	4 to 5 persons	15	4.04	1.241		
	6 to 8 persons	57	4.02	1.270		
	Total	150	3.92	1.244		

Source: Primary data

TABLE NO 1

The one way ANOVA analysis is conducted for the sample of 150 E-Business, to validate the significant difference towards Offers and EMI system with respect to Number of Dependents of the E-Business. Independent variable Number of Dependents is classified into three groups such as 2 to 3 persons, 4 to 5 persons and 6 to 8 persons. Frequency distribution, mean, standard deviation, F ratio and p values are calculated and following hypotheses are framed.

Null hypothesis H_0 : There is no significant difference towards Offers and EMI system with respect to Number of Dependents.

Offers and EMI system obtained F value is 15.872 with a corresponding significant level $p = 0.001$. Hence, it can be concluded that the opinion on the Offers and EMI system differ significantly among the different Number of Dependents. It is clearly found from the F test shows that there is significant difference towards Offers and EMI system with respect to Number of Dependents. 6 to 8 persons are highly rated towards Offers and EMI system when compared 6 to 8 persons and 2 to 3 persons.

ONE WAY ANOVA ANALYSIS SHOWS MEAN DIFFERENCE TOWARDS OFFERS AND EMI SYSTEM BASED ON NUMBER OF DEPENDENTS OF RETAIL BUSINESS

VARIABLE	NUMBER OF DEPENDENTS	N	MEAN	SD	F	P
Offers and EMI system	2 to 3 persons	78	3.06	0.810	15.872	0.001
	4 to 5 persons	15	3.72	1.308		

	6 to 8 persons	57	3.89	1.234		
	Total	150	3.56	1.164		

Source: Primary data

TABLE NO 2

The one way ANOVA analysis is conducted for the sample of 150 Retail Business, to validate the significant difference towards Offers and EMI system with respect to Number of Dependents of the Retail Business. Independent variable Number of Dependents is classified into three groups such as 2 to 3 persons, 4 to 5 persons and 6 to 8 persons. Frequency distribution, mean, standard deviation, F ratio and p values are calculated and following hypotheses are framed.

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ONE WAY ANOVA ANALYSIS SHOWS MEAN DIFFERENCE TOWARDS ADVERTISEMENT BASED ON ONLINE SHOPPING

VARIABLE	ONLINE SHOPPING	N	MEAN	SD	F	P
Advertisement	Price	26	4.29	1.232	27.091	0.001
	Available of products and Variety of designs	49	2.65	0.935		
	Door step Delivery	54	3.10	0.646		
	EMI's	21	3.34	0.997		
	Total	150	3.56	1.164		

Source: Primary data

TABLE NO 2

The one way ANOVA analysis is conducted for the sample of 150 Online Business, to validate the significant difference towards Advertisement with respect to Online Shopping. Independent variable Online Shopping is classified into four groups such as Price, Available of products and Variety of designs, Door step Delivery and EMI's. Frequency distribution, mean, standard deviation, F ratio and p values are calculated and following hypotheses are framed.

Null hypothesis H_0 : There is no significant difference towards Advertisement with respect to Online Shopping. Advertisement obtained F value is 27.091 with a corresponding significant level $p = 0.001$. Hence, it can be concluded that the opinion on the Advertisement differ

significantly among the different Online Shopping. It is clearly found from the F test shows that there is significant difference towards Advertisement with respect to Online Shopping. Price is highly rated towards Advertisement when compared respective categories.

**ONE WAY ANOVA ANALYSIS SHOWS MEAN DIFFERENCE TOWARDS
ADVERTISEMENT BASED ON OFFLINE SHOPPING**

VARIABLE	OFFLINE SHOPPING	N	MEAN	SD	F	P
Advertisement	Saving of Time and Money	26	4.27	1.265	6.373	0.001
	Delivery at your Door-step	49	3.22	1.347		
	Available of Global Products	54	3.95	1.179		
	Variety of Choices	21	3.66	1.101		
	Total	150	3.92	1.244		

Source: Primary data

TABLE NO 3

The one way ANOVA analysis is conducted for the sample of 150 offline Business, to validate the significant difference towards Advertisement with respect to offline Shopping. Independent variable Online Shopping is classified into four groups such as Saving of Time and Money, Delivery at your Door-step, Available of Global Products and Variety of Choices. Frequency distribution, mean, standard deviation, F ratio and p values are calculated and following hypotheses are framed.

Null hypothesis H_0 : There is no significant difference towards Advertisement with respect to Offline Shopping. Advertisement obtained F value is 27.091 with a corresponding significant level $p = 0.001$. Hence, it can be concluded that the opinion on the Advertisement differ significantly among the different Offline Shopping. It is clearly found from the F test shows that there is significant difference towards Advertisement with respect to offline Shopping. Saving of Time and Money are highly rated towards Advertisement when compared respective categories.

**INDEPENDENT SAMPLE T TEST SHOWS MEAN DIFFERENCE TOWARDS
ADVERTISEMENT BASED ON GENDER GROUP**

VARIABLE	GENDER	N	MEAN	SD	T	P
Advertisement	Male	69	3.11	1.090	-2.436	0.017
	Female	81	3.82	1.435		

Source: Primary data

TABLE NO 4

The independent sample t test is conducted for the sample of 150 customers, to validate the significant difference towards Advertisement with respect to gender group. Independent variable medium of instruction is classified into two groups such as male and female. Frequency distribution, mean, standard deviation, t ratio and p values are calculated and following hypotheses are framed.

Null hypothesis H_0 : There is no significant difference towards Advertisement with respect to gender group. Advertisement obtained t value is -2.436 with a corresponding significant level $p = 0.017$. Hence, it can be concluded that the opinion on the Advertisement differ significantly among the different gender. It is clearly found from the t test shows that there is significant difference towards Advertisement with respect to gender. Female customers are highly rated towards Advertisement when compared male customer.

**INDEPENDENT SAMPLE T TEST SHOWS MEAN DIFFERENCE TOWARDS
ADVERTISEMENT BASED ON FAMILY TYPE**

VARIABLE	FAMILY TYPE	N	MEAN	SD	T	P
Advertisement	Joint Family	30	3.56	1.270	-4.30	0.001
	Nuclear Family	120	3.10	1.729		

Source: Primary data

TABLE NO 5

The independent sample t test is conducted for the sample of 150 customers, to validate the significant difference towards Advertisement with respect to family type. Independent variable family type is classified into two groups such as nuclear family and joint family. Frequency distribution, mean, standard deviation, t ratio and p values are calculated and following hypotheses are framed.

Null hypothesis H_0 : There is no significant difference towards Advertisement with respect to family type. Advertisement obtained t value is -4.30 with a corresponding significant level $p = 0.001$. Hence, it can be concluded that the opinion on the Advertisement differ significantly among the different family type. It is clearly found from the t test shows that there is significant difference towards Advertisement with respect to family type. Family type of joint family customers are highly rated towards Advertisement when compared family type of nuclear family customers.

8. CONCLUSION

The research clearly says that, any form of retail business can be successful if it satisfies the customer's desires in upgraded version of understandings. As the result of modernization in all field people are very much attracted to the fasted way of shopping through E-business. Yet still some of them like to spend their time in shopping along with their families. The research reveals that the retailer has to upgrade his business to the next level of satisfaction to compete with in this modern society. Finally, Internet has been ruled its place in almost all the sector, the only thing we have to do is to have a positive control over it.

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