
Impact Of Online Shopping On Retail Trading Of Garments: A Study Among The Retail Outlets In Fancy Bazaar Area Of Guwahati City.**Priyanka Sharma**PhD Research Scholar, Department of Economics, Gauhati University
(ORCID: 0000-0002-7264-5030)**Article History:** Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 16 April 2021

Abstract: Online shopping means shopping through internet. It is an electronic commerce facilitating consumers to purchase directly from sellers all over the world through internet using web browser. It means establishing a virtual store, which provides all types of goods to the consumer for 24x7 just by a click from phone or desktop. Some of the leading online stores currently in India are Amazon, Flipkart, Snapdeal, Myntra etc. The present paper tries to highlight the impact of online shopping in retail trading of garments: A Study among the Retail Outlets on Fancy Bazaar area of Guwahati city and for analysis the researcher has conducted a primary study through a well framed questionnaire meant for retail traders of garments in the study area and the secondary sources includes journals ,books, websites etc.

Keywords: Online shopping, Retail trading, Consumer's satisfaction etc

Introduction

Online shopping means shopping through internet. It is an electronic commerce facilitating consumers to purchase directly from sellers all over the world through internet using web browser. It means establishing a virtual store, which provides all types of goods to the consumer for 24x7 just by a click from phone or desktop. Some of leading online stores currently in India are Amazon, Flipkart, Snapdeal, Myntra etc. It is associated with the sale of goods to the ultimate consumer. The retailer buys the goods from the wholesaler or sometimes directly from the producers in bulk quantities at a discounted price. It serves as a link between the manufacturers and the ultimate consumer. Online shopping has many advantages over retail stores. Firstly, the customers can purchase items from the comfort of their own homes or work place. Secondly, online shopping saves time, the online service is available 365x24x7, Thirdly ,online tracking is possible. Fourthly, it saves money etc. Shopping for garments over the internet provides with many facilities such as home delivery, attractive discounts etc. And therefore due to all of these reasons the customers nowadays are more inclined towards the online shopping.

In the current state where customer satisfaction is one of the most important factors for any business, these attractive deals and facilities provided by the online shopkeepers are gaining more popularity over the period of time. Though many of the people still like to go out to retail shops for buying their clothes as they can be well assured of their quality of products as difference in a quality of the product is a major drawback of online shopping. However, online shopping is rising in the whole world due to the convenience provided by it and therefore it is considered as a tough competition for the retailers.

Objective of the Study

- To analyze the change in pattern of business of retail shops.
- To analyze the effect of pricing patterns of retail shops in recent times
- To find out the problems faced by the retail outlets due to the increased popularity of online shopping
- To study the effect of popularity of E-store on the profitability of retail shops.

Review of Literature

- According to Ernest and Young(2012), Internet shopping has had a significant impact on many categories in bricks-and-mortar stores. Shoppers prefer internet shopping and ordering and reordering of bulkier items, to be delivered to their doorstep, often at a better price. Mobile shopping has enabled retailers to find new places to sell beyond stores, such as virtual stores in subway stations and airports. Shoppers can view images of products, scan a QR code to add to their baskets and buy through their phones. The product is delivered to their home with no need to go to physical store. Digital technology has extended the retailer's reach by eliminating the need for shoppers to enter a brick-and-mortar environment.
- Anil Kokilkar(2016) mentions the research done by PWC in which 65% of customer buy online because of the convenience, 31% purchase online for better price. The online retail sector is growing. Unconventional product categories like furniture, grocery and jewellery are also finding customers through the online

channel. Shoppers are now demanding an in-store experience that is service focused and are interested in interacting with a knowledgeable store employee.

- Saha (2015) in his paper on the topic “The impact of online shopping upon retail trade business” highlighted the impact of the increasing trend of online shopping over various fixed shop retailers. The study found several driving which influence consumers to shop online e.g. price, convenience in shopping and wide range of available products available online.
- Ashok Kumar Chandra (2013) highlighted that online shopping is becoming a trending new retail shop. In his article, “Factor affecting the online shopping behavior”. The article was put forth to analyse the factors of online purchasing which promotes consumers for online shopping. Attitude of apparel online shopping showed that different groups are significantly different in their attitude about online shopping. The article suggested that government should have awareness programs for online shopping.

Methodology

The present study is descriptive in nature. The researcher has collected the data from primary sources as well as secondary sources..The primary data is collected through a well framed questionnaire meant for 30 retail traders in Fancy Bazaar area of Guwahati city. The secondary data is collected from journals, websites, books etc and the researcher has made use of convenience sampling technique in this regard.

Data Analysis and Interpretation

Table 1. Annual income of the retailers

Options	Response	Response (in %)
Less than Rs 100000	4	13.33%
Rs 100000-Rs 500000	23	76.67%
Rs 500000 and above	3	10%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 13.33% respondents have an annual income less than Rs 100000, 76.67% respondents have an annual income in between Rs 100000 to Rs 500000 and 10% respondents have an annual income more than Rs 500000.

Table 2. Increase or Decrease in sales in the recent years

Options	Response	Response(in %)
Increase	12	40%
Decrease	18	60%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 40% i.e. (12 out of 30) respondents have an increase in sales in the recent years while 60% i.e. (18 out of 30) respondents have a decrease in sales in the recent years

Table 3. Increase or decrease in the profit of the retailers

Options	Response	Response(in %)
Increase	12	40%
Decrease	18	60%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 40% i.e. (12 out of 30) respondents have an increase in profit in the recent years while 60% i.e. (18 out of 30) respondents have a decrease in profit in the recent years.

Table 4. Retailers view on online shopping being the reason behind their decrease in profit and sales

Options	Response	Response (in %)
Yes	21	70%
No	9	30%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 70% i.e. (21 out of 30) respondents think that online shopping is the reason behind decrease in their profits and sales while 30% i.e. (9 out of 30) respondent think that online shopping is not the reason behind it.

Table 5. Customer’s demand for discount

Options	Response	Response (in %)
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Yes	22	73.33%
No	8	26.67%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 73.33% i.e.(22 out of 30) respondents think that there have been increase in the customer’s demand for discount while 26.67% i.e. (8 out of 30) respondents think that the customer’s does not demand for discount nowadays.

Table 6.Increase of discount rates to customer

Options	Response	Response (in %)
Yes	12	40%
No	18	60%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 40% i.e. (12 out of 30) retailers have increased discount rates to their customers while 60% i.e. (18 out of 30) retailers have not increased their discount rates for the demand of the customers.

Table 7.Home delivery service to customers

Options	Response	Response (in %)
Yes	1	3.33%
No	29	96.67%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 3.33% of the respondent i.e. (1 out of 30) respondent provide home delivery facility while 96.67% of the respondent i.e. (29 out of 30) respondents does not provide home delivery facility to the customers.

Table 8.Customers demand for product variety

Options	Response	Response (in %)
Yes	30	100%
No	0	0%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 100% i.e. (30 out 30) respondents have the opinion that the customers demand for product variety

Table 9. Retailers keeping more variety in stock

Options	Response	Response (in %)
Yes	27	90%
No	3	10%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 90% i.e. (27 out of 30) respondents keep more varieties in their stock now while 10% i.e. (3 out of 30) respondents does not keep more varieties in stock now.

Table 10.Retailers who advertise about their shop

Options	Response	Response (in %)
Yes	4	13.33%
No	26	86.67%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 13.33% i.e. (4 out of 30) respondents advertise about their shop while other 86.67% i.e. (26 out of 30) respondent does not advertise about their shop.

Table 11.Cash on delivery facility for the customers

Options	Response	Response (in %)
Yes	3	10%
No	27	90%
Total	30	100%

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Source: Field Survey

Data Interpretation: The above table interprets that 10% i.e. (3 out of 30) respondents does provide cash on delivery facility to their customers while 90% i.e. (27 out of 30) respondents does not provide cash on delivery facility to their customers.

Table 12. Credit facility to increase sales

Options	Response	Response (in %)
Yes	9	30%
No	21	70%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 30% of the respondents i.e. (9 out of 30) provide credit facility to increase their sales while 70% of the respondents i.e. (21 out of 30) does not provide credit facility to increase their sales.

Table 13. Return policy to customers

Options	Response	Response (in %)
Yes	23	76.67%
No	7	23.33%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 76.67% i.e. (23 out of 30) respondents does provide return policy to their customers while (7 out of 30) i.e. 23.33% respondents does not provide return policy to their customers.

Table 14. Increase of window shopping in the recent times

Options	Response	Response (in %)
Yes	25	83.33%
No	5	16.67%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 83.33% i.e. (25 out of 30) respondents find that there has been an increase of window shopping in the recent times while 16.67% i.e. (5 out of 30) respondents find that there has not been an increase of window shopping in the recent times.

Table 15. Future strategy for business

Options	Response	Response (in %)
Yes	24	80%
No	6	20%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 80% i.e. (24 out of 30) respondents have future strategy for their business while 20% i.e. (6 out of 30) respondents does not have future strategy for business.

Table 16. Retailers offering season sale

Options	Response	Response (in %)
Yes	19	63.33%
No	11	36.67%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 63.33% i.e. (19 out of 30) respondents provide season sale to attract their customers while 36.67% i.e. (11 out of 30) respondents does not provide season sale.

Table 17. Special service to retain old customers

Options	Response	Response (in %)
Yes	21	70%
No	9	30%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 70% i.e. (21 out of 30) respondents provide special service to retain old customers while 30% i.e. (9 out of 30) respondents does not provide special service to retain their old customers.

Table 18. Shift in purchasing behavior of loyal customers

Options	Response	Response (in %)
Yes	17	56.67%
No	13	43.33%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 56.67% i.e. (17 out of 30) respondents have realized a shift in the purchasing behavior of loyal customers while 43.33% i.e. (13 out of 30) respondents have not seen a shift in the purchasing behavior of loyal customers.

Table 19. Retailers view on online shopping being more preferred by the customer

Options	Response	Response (in %)
Yes	18	60%
No	12	40%
Total	30	100%

Source: Field Survey

Data Interpretation: The above table interprets that 60% i.e. (18 out of 30) respondents says that online shopping is more preferred by the retailers while 40% i.e. (12 out of 30) respondents does not think that online shopping is most preferred by the customers.

Findings

- 13.33% respondents have an annual income less than 1,00,000, 76.67% have an annual income in the range 1,00,000- 5,00,000 and 10% respondents have an annual income more than 5,00,000.
- 40% of the respondents have an increase in sales in the recent years and 60% of the respondents experiences decrease in sales in the recent years.
- 40 % of the respondents have an increase in profits in the recent years and 60% experienced decrease in profits.
- 70% of the respondents think that online shopping is the reason behind decrease in their profits and sales while 30 % respondents think online shopping is not the reason behind it.
- 73.33 % of the respondents think that there has been an increase in the customer’s demand for discount while the rest did not.
- 40% of the retailers have increased their discount rates to the customers and the rest have not.
- 3.33% of the respondents provide home delivery facility while the rest do not.
- 100% of the respondents opine that the customer’s demand product variety.
- 90% of the respondents keep more varieties in their stock while the rest did not.
- 13.33 % respondents advertise about their shops and the rest do not.
- 70 % respondents adopt various strategies in the form of provision of special services to retain old customers while the rest adopted no such strategies.
- 10 % and 30 % respondents provides cash and credit facilities respectively to the customers while the rest do not.
- 60 % of the respondents said that online shopping is more preferred by the customer while the rest do not think.

Conclusion

Technology has resulted in a tremendous progress in the recent years to provide consumers a better online shopping experience. It has been speculated that online shopping is preferred to retail stores due to the various advantages of the former. But still there exists some people who prefer to buy the products within the four walls of the stores rather than buying virtually as in retail stores one need not wait for delivery and moreover there is a possibility of quick return if the product turns out to be damaged one. The retail stores must face the stiff competition from online shopping with a positive outlook. Both must survive none at the cost of the other.

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