



IMPACT OF ONLINE STORE ON THE TURNOVER OF ELECTRONIC GADGETS RETAILERS OF NAGPUR CITY

Mr. Kalpak A. Dabre* Dr. SurendraJichkar**

*Research scholar R.T. M Nagpur University, Nagpur.

**Associate professor Dhanwate National College, Nagpur.

Abstract

Recently it is observed that in India Online marketing has become very much in demand. The paper has made the major focus on various reasons behind it and how to tackle the same issues connected to it. It is found that various researches have gone in detail study in several countries to explore the real reason behind too much of online shopping trend and its problems related to it. This research paper has made major focus in this regard, where it was observed that online marketers i.e retailers are growing drastically and on the other hand offline retailers are facing the tough competition due to growth and innovations by these online retailers. The study was organized among 113 Indian shoppers in respect to their online market. The behavior was analyzed by use of various tools in line with the topic of investigation.

Keyword: Online Marketing, Online Shopping Trend, Online Retailers.

Introduction

‘Online shopping is a form of electronic commerce which permit consumers to directly buy goods or services from a seller over the Internet using a web browser’. The alternative names for online shopping are enlisted as e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, and online storefront and virtual store. In this century, the birth and development of internet is the biggest and useful event.

Research Methodology

This research is designed to study the Impact of online store on the turnover of electronic gadgets retailers of Nagpur City.

Objectives of the study:

1. To identify the buying behavior of customer towards online & offline shopping
2. To analyze the customer preference for online shopping & offline shopping
3. To assess the impact of online stores on turnover of electronic gadgets retailers of Nagpur City
4. To predict the ways with which reduction in cost is possible for offline electronic retailer

Hypothesis

Hypothesis for the study are given as under:

H1. Online stores have not reduced the turnover of electronic retailers

Hypothesis Testing

To test the hypothesis “There is no significant impact on turnover of electronic retailers due to online shopping, one way ANVOA test is applied taking reduction in turnover as fixed factor and impact of online shopping as dependent factor, where following results were obtained:

		N	Mean	Std. Deviation
My business is impacted by online stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.3137	.67794
	Neither Agree nor Disagree	31	3.7419	1.56988
	Agree	27	3.1481	.98854
	Strongly Agree	6	5.0000	0.00000
	Total	140	2.6714	1.40114
My business is positively impacted by online stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.6667	.79162
	Neither Agree nor Disagree	31	4.5806	.50161
	Agree	27	3.2963	1.63648
	Strongly Agree	6	3.0000	0.00000
	Total	140	2.9286	1.45257



My business is negatively impacted by online stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.0000	0.00000
	Neither Agree nor Disagree	31	3.1613	.73470
	Agree	27	4.4444	.50637
	Strongly Agree	6	5.0000	0.00000
	Total	140	2.6786	1.31547
Customers prefer online stores purchase	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.0392	.19604
	Neither Agree nor Disagree	31	3.8065	.40161
	Agree	27	4.8148	.39585
	Strongly Agree	6	5.0000	0.00000
	Total	140	2.9071	1.44390
Customers prefer offline store purchase	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.5882	.80440
	Neither Agree nor Disagree	31	4.0000	0.00000
	Agree	27	4.8148	.39585
	Strongly Agree	6	5.0000	0.00000
	Total	140	3.1500	1.43404
Electronic gadgets are cheaper on online stores than offline stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.1961	.40098
	Neither Agree nor Disagree	31	3.8065	.40161
	Agree	27	4.8148	.39585
	Strongly Agree	6	4.0000	0.00000
	Total	140	2.9214	1.37850
There are more product varieties on online stores than offline stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.0392	.19604
	Neither Agree nor Disagree	31	3.5161	.50800
	Agree	27	4.4444	.50637
	Strongly Agree	6	5.0000	0.00000
	Total	140	2.7714	1.32677
More brands are available on online stores than offline stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.2353	.51335
	Neither Agree nor Disagree	31	4.0000	0.00000
	Agree	27	3.4815	1.39698
	Strongly Agree	6	2.6667	1.03280
	Total	140	2.6643	1.26156
More information of electronic gadgets are available on online stores than offline stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.0392	.19604
	Neither Agree nor Disagree	31	3.2258	.42502



	Agree	27	4.0370	.19245
	Strongly Agree	6	5.0000	0.00000
	Total	140	2.6286	1.17126
Discounts and Cash back facilities are available on online stores than offline stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.0392	.19604
	Neither Agree nor Disagree	31	3.2258	.42502
	Agree	27	4.0370	.19245
	Strongly Agree	6	5.0000	0.00000
	Total	140	2.6286	1.17126
Product return policies are simpler in online stores than offline stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.3529	.55941
	Neither Agree nor Disagree	31	4.0000	0.00000
	Agree	27	4.9259	.26688
	Strongly Agree	6	2.0000	0.00000
	Total	140	2.9571	1.40846
Convenience is more in online stores than offline stores	Strongly Disagree	25	1.0000	0.00000
	Disagree	51	2.1961	.40098
	Neither Agree nor Disagree	31	3.8065	.40161
	Agree	27	4.8148	.39585
	Strongly Agree	6	4.0000	0.00000
	Total	140	2.9214	1.37850

The above table shows that the average mean of most of the factors representing impact of online shopping ranges between 2 – 4, which shows that. Average number of respondents agrees that online shopping has not affected their business.

Conclusion

India is a big market for electronic gadget. It has got Hugh middle-class and young demography to support to electronic gadget sales. India has got 90% and more market unorganized. The retail sector of electronic gadgets is also full of unorganized retailers. There are lot of retailers in Nagpur who are dealing with electronic products like TV, Refrigerator, Home Theater, Mobile, Computer, Laptops and so on. These retailers have used traditional techniques of businesses since their establishments. These traditional techniques got them the desired results also, in terms of sales, manpower retention, branding etc. However, the scene has changed since the introduction of online stores in India.

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