

"RETAILERS PERSPECTIVE FOR CONSUMER'S BEHAVIOUR DUE TO ONLINE SHOPPING"

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Abstract

In today's world, there is a dynamic change happening in every single minute. We can see each and every thing is converted into digitalisation. In competitive world when people don't have enough time to wait, automation concept of shopping still exists but with many drawbacks, these drawbacks can become a positive aspect for Indian retailers. Online shopping has caused a great impact

on retailers. Retailers face a great competition due to digitalization of shopping. Consumers day by day are getting attracted towards online shopping. At this peak hour our technology can effectively help urban retailers to compete against this digital competition. We joined the nearest retail stores into a network. This will help consumers to reach their nearest retailer within a fraction of seconds. This will even boost the sales of the retailers. This application will also

have features like quicker feedback, replacement, bargain, quicker delivery, collective delivery of material etc. This study looks into the various aspects about how retail businesses are being affected and also the various recovery mechanisms they can use to counter those e-stores in their race of survival. Although the periodicity of the study is less yet an effective attempt has been made to enlighten the scenario along with concrete suggestions.

Key words

Applications: a program or piece of software designed to fulfil a particular purpose.

Automation: the use or introduction of automatic equipment in a manufacturing or other process or facility.

Introduction

This is an application in which we can introduce the technology of connecting smaller urban and nearest retailers into a network like stationary stores, grocery stores, vegetable shops. This is an application which is way easier for the illiterate retailers and customers to use, as compared to online shopping applications.

Introduction of this technology may bring up effortless buying of required products. The customer has to call up the nearest retailer order the product required which will be delivered at his doorstep.

Literature review

o Miyazaki and Fernandez (2001) suggested in their study that the technology acceptance model should be applied to electronic commerce research with caution. In order to develop a successful and profitable web shop, understanding customer's needs is essential.

o Eunjuiko and Doris H Kincade- "In the competitive business environment, retailers can obtain profit by strategic planning and delivering consumer's satisfaction."

Results

o Toll free number will enable customers to call the nearest retail store to order the required product, it will be time saving, easy and will allow them to bargain.

o Whereas this application will give a power to the customers to rate the quality of the products, give a feedback to customer care services, search for best and nearest retail shop.

Future scope

o In coming future this application can be made better by interviewing retailers and asking them questions on one to one basis.

o We can also issue an offline survey with more numbers of questionnaire related to consumer behaviour.

References

- o 'Retail Management' book by Arif Sheikh and Kaneez Fatima, Himalaya Publishing House.
- o Anthony d. Miyazaki and Ana Fernandez prepared a report on "Consumer perceptions of privacy and security risks for online shopping" issued in "Journal of consumer affairs" volume 35, issue 1, and page 27-44, summer 2001.
- o Eunjuko and Doris H Kincade prepared a report on "The impact of quick response technologies on retail store attributes" published in "International journal of retail and distribution management".

Appendix

<https://www.surveymonkey.com/r/T6GXWMF>
