

"IMPACT OF ONLINE SHOPPING ON RETAILER'S SALE"

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ABSTRACT

The technology is at its peak and the world is ready to accept it with all its heart. People have started to grow their trust on online market, just because they provide easy access to the goods with effective and efficient ways. Over the period of time retailers have lost their importance in consumer's life. Retailing bridges the gap between manufacturers and consumers. Till now market wasn't so much digitalized as it is now a days because of which retailers had a monopoly over the market. The advancement of online marketing is rather exponential thus, the retailers have to cope up with the digitalized world. Online shopping could be combine with small retailers in a network which would be beneficial for

both. In all the type like delivery of goods become easy, problem solving facilities improve and many more.

KEY WORDS

1. Combine: - Unite for a common purpose.
2. Delivery: - The action of delivering letters, parcels, or goods.
3. Digitalized: - The change associated with the application of digital technology in all aspects of human society.
4. Bridges: - Be or make a bridge over (something).

INTRODUCTION

Till now all the retailers are in direct contact with consumers. The consumers directly go to the shop and buy things but now the online companies are the big problem for this. All

people now prefer to do online shopping directly from sitting at home. So, we can combine both retailers with online companies. It is beneficial for both. The delivery of goods online companies takes 2-7 days. If these companies make contract with the retail shops in a particular area then the consumers can get delivery in very short time (max 1 day).

The chances of delivering damage good will reduce. Like some time by more work the damaged good can go for delivery, or the good can be damage while delivery.

There are many trust issues. People many times don't believe that the product they see online and the product they get are same. This problem can be solved by this problem.

RESEARCH METHODOLOGY SECONDARY DATA

For reference we used books, magazines and journals.

We also referred many research papers and theses.

RESULTS

These are the following problems can be solved:

The time taken in delivery can be lessened. The shopkeeper will be near to consumer's house and will be able to deliver the goods faster as compare to the online companies.

The chances of goods damage will reduce drastically because the goods have not travelled a long distance this time. Because this time the good is not coming from far distance.

Maximum time people trust on those who they can meet, see directly if they have any problem in the product they can directly go to the showroom. This will also increase the sales and demand of retailers.

FUTURE SCOPE

In coming future we can connect more and more retailers to this ideology. This will also increase the quality of service and decrease the time required.

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