

A Study On Psychology Of Retailers For Use Of E-Commerce And Its Impact On Retail Business In Kachchh Region

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Abstract:

The research paper involves study of emerging trends of retail business over a period of time. This paper highlights the changes which has totally changed the face of retail business with introduction of electronic commerce. E-business is a way of leading business over the Internet. However, it is a moderately new idea, it can probably alter the conventional type of retailing business. As of now it effects such huge areas as communication, financing and retail exchange and holds guarantees in regions like schooling, wellbeing and government. The linking of Electronic Commerce and Business will acquire a revival showcasing capacity. As its present freedoms to draw near to the consumers to bring the them inside the firm, to investigate new item thoughts and pertest them against genuine consumers of the firm. The paper also focuses on how much retailers are affected with E-business. The research aims at finding both pros and cons of E-commerce on retailers.

In the time of Globalization, huge advancement in science and innovation has attained changes to the world of business, commerce, banking and showcasing. Electronic trade extends the commercial center to public what's more worldwide business sectors. It lessens the expense of making handling, dispersing and recovering paper-based data. The Importance of E-Commerce is exceptionally wide on the grounds that it diminishes the exchange cost. Decreased exchange cost prompts purchaser strengthening. In short E-Commerce is achieving an exceptionally huge change in business and promoting.

Keywords: Retail Industry, Innovation and Changes, E-Commerce, Web-business

1. Introduction

Online business basically affects business expenses and usefulness. Online business has a prospect to be broadly embraced because of its basic applications. Accordingly, it has a huge financial influence. Electronic Commerce gives the ability of trading items and data on the internet and other online platform. Electronic trade or web-based business indicates to a wide scope of online business exercises for goods and services. Electronic trade is changing the commercial center by changing firms' plans of action, by shaping relations among market entertainers, and by adding to changes in market structure. It is hard to single out the impact of electronic trade. A few organizations tend to three subjects associated with electronic trade and the authoritative changes it involves: changes in business models, changes in market construction and openings for financial development made by authoritative change.

2. Review of Literature

Gunasekaran, Marri, McGaughey, & Nebhwani (2002) give a broad view of electronic commerce

within organizational systems in "E-commerce and its impact on operations management", describing it with reference to E-trading and expanding- how it has pervaded every field of business. The paper identifies the new role played by earlier internet applications like e-mail and electronic data interchange and details the revolutionary changes brought by the internet technologies in manufacturing, marketing, purchasing, design, production, selling and distribution, warehousing and human resource management. Internet based technologies have enabled businesses to contract development, purchase and procurement cycles, maintain up to date product and market information, significantly increase the speed of communications and increase the quality of customer relationships by facilitating close contact and constant communication. The paper studies in detail, the importance of web-based technologies in different business operations, thus improving their efficiency through effective B2B E-commerce.

Mishra & Kotkar (2015) touched the development of B2C e-commerce in "A Study on Current Status of E-Commerce in India: A Comparative Analysis

of Flipkart and Amazon” with its inception in the mid-1990s through the arrival of matrimonial and job portals. Though, due to limited internet accessibility, weak online payment systems and lack of awareness, the progress was very slow. The Indian B2C e-commerce industry got a major boost in mid 2000s with the expansion of online services to travel and hotel bookings which continue to be major contributors even today.

Nitika goyal and Deepam Goyal (2016) in their paper “Impact of E-Commerce in India: Issues & Challenges” lighted an important aspect of E-commerce which prevails in every retailer’s mind before starting their business on digital platform.

In the beginning, new Internet customers would be reluctant to coordinate any kind of business on web, alluding to security reasons as their essential concerns. With a particular ultimate objective to fabricate client allocation of web-based business benefits, the buyer perplexity, stress and peril ought to be recognized, understood and alleviated. E-business gives gigantic advantages in different ranges anyway it requires careful consideration for assurance of shopper rights simultaneously.

Improvement of online business would in like manner depend, taking everything into account, on fruitful IT security systems for which essential innovative and authentic plans ought to be set up and strengthened consistently. Web based business is the inevitable destiny of shopping

Dr. (Smt.) Rajeshwari M. Shettar (2016) in her paper “Emerging Trends of E-Commerce In India: An Empirical Study” had following findings. I) In the realm of E-business, the presence of the wholesalers is at the most serious hazard in light of the fact that the maker can without much of a stretch overlook them and offer their items to the retailers and the purchasers. Wholesalers can exploit E-business in setting up contracts with presumed makers and connecting their business with the on the web. II) The retailer can spare his reality by connecting his business with the online dissemination. The retailer can give extra data about different things to the shoppers, meet electronic requests and be in contact with the purchasers constantly. Along these lines, E-trade is a decent chance. III) Makers can take the upsides of E-trade by connecting themselves with the on the web, by giving data about their items to different connections in the business chain and by having a brand character. IV) Web based business gives the different kinds of chances to the Wholesalers, Retailers, Producers and the People.

Retailers meet electronic requests and ought to be in contact with the purchasers constantly. V) Individuals know about the accessibility of different items in the business sectors through the assistance of TV, paper, site and so on the accessibility of another item and its cost and different highlights can be known without any problem.

D Mahipal, K Shankaraiah, (2018) in their paper “E-Commerce Growth in India: A Study Of Segments Contribution” studied growth of Indian E-commerce in last several years and it showed tremendous change. The size of web-based business showcase has developed from INR 26,263 Crores to INR 168.891 Crores with the Compounded Annual Growth Rate (CAGR) of 36.3%. A nearby perception of straightforward development rates figured based on the former year uncovers that the development rate rates differ from 12.5% to 54.2%, speaking to a critical development in e-business in all the years, notwithstanding the year 2013. The development is higher in 2014 and 2015, due to the way that India's internet business showcase declared its appearance in 2014 and there was Flipkart's 'Huge Billion Day Sale' trailed by Google's 'three-day web-based shopping celebration'. On the whole, there has an emotional ascent in number of one-of-a-kind guests and vendors and quick development in item classifications on offer including occasion bundles, cruisers and even homes. The year 2014 saw valuation of a portion of the bigger players contacted a billion-dollar mark.

3. Objectives and Hypotheses of the Study

3.1 Objectives of the Study

The main objectives of this study are:

- To study the emerging trend of E-commerce in Kachchh region of Gujarat through different modes of online business.
- To study the impact of demographic factors of retailers on usage E-business in Kachchh region of Gujarat.

3.2 Hypothesis of the Study

Hypothesis 1:

There is no significant relationship between the adoption of E-commerce and demographic factor

Hypothesis 2:

The distribution is the same in the gender, age, educational qualification, different retailers, and mode of selling of the respondents.

4. Research Methodology

Empirical research was done to find retailer's ways of using E-commerce business services in Kachchh region of Gujarat state.

The population consists of Kachchh retailers who conduct their business online through various modes of online selling. The study is based on the convenience sampling method. The sample size is 530. The crucial information has been collected from the retailers located in the Kachchh region of Gujarat. A structured questionnaire was developed with the help of a Google form, through which the data collection has been done. Data was examined using SPSS through the use of frequencies, percentages, and Chi-square, and Kruskal-Wallis test.

5. Data Analysis and Interpretation

Table 1: Demographic Profile of Respondents

Measure	Item	Frequency	Percentage
Location	Bhuj	69	13.8
	Anjar	79	15.8
	Adipur	97	19.4
	Gandhidham	112	22.4
	Mandvi	71	14.2
	Mundra	72	14.4
Gender	Male	240	48
	Female	260	52
Age in years	20 and below	50	10
	21 to 30	208	41.6
	31 to 40	165	33
	41 to 50	58	11.6
	Above 50	19	3.8
	Schooling	111	22.2
Highest Education Qualification	SSC	19	3.8
	HSC	122	24.4
	Diploma	104	20.8
	Graduate	85	17.0
	Post Graduate	28	5.6
	Professional	31	6.2
	Clothing	106	21.2
	Electronics	84	16.8
Type of business	Mobile & Related items	67	13.4
	Footwears	127	25.4
	Departmental Stores	51	10.2
	Others	65	13
	WhatsApp	99	19.8
	Instagram	117	23.4
Modes of selling	Facebook	176	35.4
	Own Mobile app	27	5.4
	E-commerce website	81	16.2

Source: Authors' own calculation

Table 1 shows the demographic profile of respondents. The investigation was carried out on 500 respondents, of whom 240 (48%) were male and 260 (52%) were female. Out of total 500 respondents taken for final sample testing and survey. 112 (112%) were from Gandhidham and 97 (19.4) were from Adipur being more modest cities of all, 72 (14.4%) were from Mundra, 71 (14.2%) from Mandvi, 79 (15.8%) from Anjar and 69 (13.8%) from Bhuj city. All the retailers were surveyed about their viewpoint or experience about E-Commerce business or online selling Age group of the respondents are important factor to know the impact of E-Commerce as young people are more receptive to E-business. Method of snowball

sampling was used for this. Out of 500 respondents 208 were between age of 21 to 30 being adult youth. And 165 were from age group of 31 to 40. 50 respondents were below 20, 58 were between 41 to 50 and least were above 50 being less inclined towards online business. It can be seen that majority of online business is done by youth retailers so as to grab the new opportunities of changing market.

Retail business generally does not need any specific qualification. But in this modern era of business needs basic understanding of internet and its related terms. This demographic detail was based on random sampling as survey was done so as to know if higher education is more receptive to E-commerce or not. Out of 500 respondents 111 had just done schooling and 122 had just cleared HSC. This figure shows that high qualified people are not much inclined towards business.

In the survey 25% retailers had footwear business, 21% belonged to clothing retail business, 17% belonged to electronic business, 14% had retailing of mobiles and related items, 13% had other businesses and 10% had departmental stores.

5.1 Impact of Various Modes of selling on online business.

Table 2: Impact of various modes of online selling

Mode of Selling	Impact on sales					Total
	Very low	Low	Moderate	High	Very high	
WhatsApp	9	27	30	18	15	99
Instagram	2	12	50	32	21	117
Facebook	7	40	70	36	23	176
Own mobile app	0	0	4	4	19	27
E-commerce website	2	8	28	13	30	81
Total	20	87	182	103	108	500

Source: Authors' own calculation

Table 2 shows 99 (19.8%) retailers out of 500 also prefers WhatsApp as it gives feature of direct selling with business account and recently it as also started with payment mechanism. But Facebook (35.2%) and Instagram (23.4%) are widely used modes of online selling by the retailers and also both the modes being widely used by the customers have positively increased the sales of retailers.

5.2 Impact of online business on sales of various retail businesses

H_{01} : There is no significant difference between the impact of online business on sales and types of retail businesses.

Table 3: Impact of online business on sales of various retail businesses

Type of Retailers	Impact of online retailing on sale					Total
	Very low	Low	Moderate	High	Very high	
Clothing	6	19	45	16	20	106
Electronics	3	18	25	23	15	84
Mobiles & Related items	3	17	24	14	9	67
Footwears	5	17	45	26	34	127
Departmental Store	2	7	19	11	12	51
Others	1	9	24	13	18	65
Total	20	87	182	103	108	500

Source: Authors' own calculation

Table 4: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.746a	20	.028

Source: Authors' own calculation

The result of table 4 obtained from 500 respondents had been thoroughly analyzed and the output of result has been clearly explained in this section. It shown that the p value is 0.028, which is less than 0.05 (alpha value) at a 95% level of confidence. So, the Null hypothesis is failed rejected so it is clear that there is significant difference between between the impact of online business on sales and types of retail businesses.

5.3 Age Wise Respondents using different modes of online selling.

H₀₂: There is no significant relationship between modes of online selling and age group of retailers

Table 5: Age Wise Respondents Using different modes of online selling

Mode of online selling	Age group (In years)					Total
	20 and below	21 to 30	31 to 40	41 to 50	Above 50	
WhatsApp	11	35	34	12	7	99
Instagram	12	67	32	6	0	117
Facebook	25	80	51	18	2	176
Own mobile app	0	5	11	6	5	27
E-commerce website	2	21	37	16	5	81
Total	50	208	165	58	19	500

Source: Authors' own calculation

Table 6: Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi square	72.633 ^a	16	0.000

Source: Authors' own calculation

Table 6 shown that the p value is 0.000 which is less than 0.05 (alpha value) at a 95% level of confidence. So, the Null hypothesis is rejected and the alternative hypothesis is accepted and concluded that there is a significant difference between modes of online selling and age group of retailers.

5.4 Educational Qualification Wise Respondents Using different modes of online business

H₀₃: There is no significant relationship between modes of online selling and educational qualification

Table 7: Educational Qualification Wise Respondents Using different modes of online business

Mode of Selling	Educational qualification							Total
	Schooling	SSC	HSC	Diploma	Graduate	Post Graduate	Professional	
Whatsaap	43	1	29	17	7	2	0	99
Instagram	20	3	29	33	29	3	0	117
Facebook	43	5	51	44	27	4	2	176
Own mobile app	2	2	3	1	3	4	12	27
E-commerce website	3	8	10	9	19	15	17	81
Total	111	19	122	104	85	28	31	500

Source: Authors' own calculation

Table 8: Chi-Square Test

	Value	df	Asymp. Sig
Pearson Chi square	232.236 ^a	24	0.000

Source: Authors' own calculation

Table 8 shown that the p value is 0.000 which is less than 0.05 (alpha value) at 95% level of confidence. So, the Null hypothesis is rejected and the alternate hypothesis is accepted and concluded that there is a significant difference between modes of online selling and educational qualification of the retailers.

5.5 Gender wise respondents using different modes of online selling

H₀₄: There is no significant relationship between modes of online selling and gender

Table 9: Gender wise respondents using different modes of online selling

Mode of Selling	Gender		Total
	Female	Male	
WhatsApp	45	54	99
Instagram	72	45	117
Facebook	76	100	176
Own mobile app	8	19	27
E-commerce website	39	42	81
Total	240	260	500

Source: Authors' own calculation

Table 10: Chi-Square Test

	Value	df	Asymp. Sig
Pearson Chi square	14.942 ^a	5	0.004

Source: Authors' own calculation

Table 10 shown that the p value is 0.004 which is less than 0.05 (alpha value) at a 95% level of confidence. So, the Null hypothesis is rejected and the alternative hypothesis is accepted and concluded that there is a significant difference between modes of online selling and gender.

5.6 Types of retailers using different modes of online business

H₀₅: There is no significant relationship between modes of online selling and type of retail business

Table 11: Types of retailers using different modes of online business

Mode of online selling	Type of retail businesses						Total
	Clothing	Electronics	Mobiles & Related items	Footwears	Departmental Store	Others	
WhatsApp	26	20	16	18	5	14	99
Instagram	25	14	8	40	11	19	117
Facebook	33	32	36	35	24	16	176
Own mobile app	7	3	1	6	3	7	27
E-commerce website	15	15	6	28	8	9	81
Total	106	84	67	127	51	65	500

Source: Authors' own calculation

Table 12: Chi-Square Test

	Value	df	Asymp. Sig.
Pearson Chi square	42.355 ^a	20	0.002

Source: Authors' own calculation

Table 12 shown that the p value is 0.002, which is less than 0.05 (alpha value) at a 95% level of confidence. So, the Null hypothesis rejected & it is clear that there is significant difference between modes of online selling and type of retail business

5.7 Impact of advantages of online business on different retail businesses.

H₀₆: The distribution is the same in all the types of retail business.

Table 13: Kruskal Wallis Test on advantages

	Chi-Square	df	Asymp. Sig.
Low advertisement cost	18.523	5	0.002
Global reach	24.268	5	0.000
Fixed price	12.613	5	0.027
Low Set up & running cost	7.206	5	0.206
High margin for profit	4.035	5	0.544
Reduced staff	22.814	5	0.000
Speedy customer support	9.636	5	0.086
Multiple payment option	7.649	5	0.177
Offer special promotions	4.954	5	0.421
Quality images & Product descriptions	20.211	5	0.001

Source: Authors' own calculation

Table 13 shows that in the case of getting Low Set up & running cost, High margin for profit, Multiple payment option, and Offer special promotions, the P-value is greater than 0.05 so the null hypothesis is failed to be rejected and it is concluded that as far as the case of Low advertisement cost, Global reach, Fixed price, Reduced staff, Speedy customer support and Quality images & Product descriptions advantages are concerned, there is no significant difference between the age group of respondents, P-value is less than 0.05 so the null

hypothesis is rejected and in that case, there is a significant difference between view of the different types of retail businesses on advantages of online business.

5.8 Impact of disadvantages of online business on different retail businesses

H₀₇: The distribution is the same in all the types of retail businesses.

Table 14: Kruskal Wallis Test on disadvantages

	Chi-Square	df	Asymp. Sig.
Lack of personal communication	4.150	5	0.528
Rules and Guidelines of websites	19.009	5	0.002
Coping or Duplication of your product	20.714	5	0.001
Threat in online payment	15.202	5	0.010
Difficulty in delivering products	27.213	5	0.000
Increased competition	11.355	5	0.045
Lack of shop assistance	9.686	5	0.085
Lack of customer confidence	4.171	5	0.525
Additional shipping cost	20.764	5	0.001
High investment in developing and maintaining website	15.212	5	0.009

Source: Authors' own calculation

Table 14 shown that in case of Lack of personal communication & Lack of customer confidence P-value is greater than 0.05 so null hypothesis is failed to be rejected and it is concluded that as far as the case of Rules and Guidelines of websites, Coping or Duplication of your product, Threat in online payment, Difficulty in delivering products, Increased competition, Lack of shop assistance, Additional shipping cost & High investment in developing and maintaining website, P-value is less than 0.05 so the null hypothesis is rejected and in that case, there is a significant difference between the view of different retailers on disadvantages of online selling.

5.9 Impact of advantages of online selling on age group of retailers.

H₀₈: The view related to advantages of online selling is same among all the age group.

Table 15: Kruskal Wallis Test

	Chi-Square	df	Asymp. Sig.
Low advertisement cost	6.366	4	0.173
Global reach	4.240	4	0.374
Fixed price	5.965	4	0.202
Low Set up running cost	33.213	4	0.000
High margin for profit	6.242	4	0.182
Reduced staff	7.593	4	0.108
Speedy customer support	.479	4	0.975
Multiple payment option	5.461	4	0.243
Offer special promotions	5.766	4	0.217
Quality images Product descriptions	2.596	4	0.628

Source: Authors' own calculation

Table 15 shown that P-value is greater than 0.05 in all cases except low set up running cost the null hypothesis is failed to be rejected and it is

concluded that as far as the case various advantages are concerned in respect of different age group of retailers, there is significant difference on view advantages between the age group of retailers.

5.10 Impact of disadvantages of online selling age group of retailers

H₀₉: The view related to disadvantages of online selling is same among all the age group.

Table 16: Kruskal Wallis Test

	Chi-Square	df	Asymp. Sig.
Lack of personal communication	1.591	4	0.810
Rules and Guidelines of websites	6.620	4	0.157
Coping or Duplication of your product	7.215	4	0.125
Threat in online payment	8.318	4	0.081
Difficulty in delivering products	10.203	4	0.037
Increased competition	1.803	4	0.772
Lack of shop assistance	3.609	4	0.461
Lack of customer confidence	2.548	4	0.636
Additional shipping cost	10.854	4	0.028
High investment in developing and maintaining website	1.702	4	0.790

Source: Authors' own calculation

Table 16 shows that P-value is greater than 0.05 in case of lack of personal communication, Rules and Guidelines of websites, Coping or Duplication of your product, Threat in online payment, Increased competition, Lack of shop assistance, Lack of customer confidence & High investment in developing and maintaining website the null hypothesis is failed to be rejected and it is concluded that as far as the case of Threat in online payment & Additional shipping cost advantages are concerned in respect of different age group of retailers, there is significant difference between the age group of retailers as P-value is less than 0.05 in these disadvantages

5.11 Impact of mode of selling on advantages of online selling

H₀₁₀: The impact of advantages is the same in all the modes of online selling.

Table 17: Kruskal Wallis Test

	Chi-Square	df	Asymp. Sig.
Low advertisement cost	23.153	4	0.000
Global reach	61.390	4	0.000
Fixed price	11.270	4	0.024
Low Set up running cost	36.361	4	0.000
High margin for profit	25.460	4	0.000
Reduced staff	17.998	4	0.001
Speedy customer support	8.207	4	0.084
Multiple payment option	15.033	4	0.005
Offer special promotions	3.142	4	0.534
Quality images Product descriptions	10.078	4	0.039

Source: Authors' own calculation

Table 17 shows that in case of Offer special promotions, P-value is greater than 0.05 so the null

hypothesis is fails to be rejected and it is concluded that as far as all other advantages are concerned, P-value is less than 0.05 so the null hypothesis is rejected and, in that case, there is a significant difference between various modes of selling and advantages of online selling.

5.12 Impact of disadvantages of online selling on mode of selling.

H₀₁₁: The impact of disadvantages is the same in all the modes of online selling

Table 18: Kruskal Wallis Test

	Chi-Square	df	Asymp. Sig.
Lack of personal communication	6.109	4	0.191
Rules and Guidelines of websites	2.339	4	0.674
Coping or Duplication of your product	6.961	4	0.138
Threat in online payment	6.956	4	0.138
Difficulty in delivering products	21.782	4	0.000
Increased competition	13.237	4	0.010
Lack of shop assistance	6.971	4	0.137
Lack of customer confidence	3.392	4	0.494
Additional shipping cost	2.889	4	0.577
High investment in developing and maintaining website	1.983	4	0.739

Source: Authors' own calculation

Table 18 shows that P-value is greater than 0.05 in case of lack of personal communication, Rules and Guidelines of websites, Coping or Duplication of your product, Threat in online payment, , Lack of shop assistance, Lack of customer confidence, Additional shipping cost & High investment in developing and maintaining website the null hypothesis is failed to be rejected and it is concluded that as far as the case of Difficulty in delivering products & Increased competition disadvantages are concerned in respect of different modes of selling online, there is significant difference between the modes of online selling as P-value is less than 0.05 in these disadvantages.

6. Findings

In comparison between various modes of online selling is done with the retailers providing offers and discounts on sales like other E-Commerce websites. And it is noted that more of the retailers have positive review that sales have increased averagely.

99 out of 500 retailers use WhatsApp as mode of online selling and 27.3% among them agree that their sales have increased on moderate level after providing various online offers, 14.1% retailers have their sales increased on high level, 6.1% find it increased at very high level. 19.2% among them had very low increase in sale and 33.3% have low level of increase in sale. This shows that WhatsApp

has not much positively increased the online sales of retailers.

117 out of 500 retailers use Instagram as mode of online selling and 29.9% among them agree that their sales have increased on moderate level after providing various online offers, 27.4% retailers have their sales increased on high level, 19.7% find it increased at very high level. 6% among them had very low increase in sale and 17.1% have low level of increase in sale. This shows that Instagram being more popular among young generation and widely used by everyone has positively increased online sale of the retailers.

176 out of 500 retailers use Facebook as mode of online selling and 32.4% among them agree that their sales have increased on moderate level after providing various online offers, 19.9% retailers have their sales increased on high level, 13.7% find it increased at very high level. 9.1% among them had very low increase in sale and 25.6% have low level of increase in sale. This shows that Facebook is extensively being used by both retailers and consumers and has positively increased online sale of the retailers.

27 out of 500 retailers use own mobile app as mode of online selling and 25.9% among them agree that their sales have increased on moderate level after providing various online offers, 18.5% retailers have their sales increased on high level, 48.1% find it increased at very high level. 3.7% among them had very low increase in sale and 3.7% have low level of increase in sale. Though this mode is not much used by the retailers but majority of retailers among them have their sales increased which shows the positive trend.

81 out of 500 retailers use own mobile app as mode of online selling and 23.5% among them agree that their sales have increased on moderate level after providing various online offers, 30.9% retailers have their sales increased on high level, 30.9% find it increased at very high level. 2.5% among them had very low increase in sale and 12.3% have low level of increase in sale. E-Commerce websites are widely used by the consumers and also being more trusted source of online shopping, it shows positive impact on the sales.

The test and comparison show mode of online selling preferred by the retailers for online selling in this majority of the retailers prefer Facebook for selling their product online as it connects the people all over the world but in recent studies it is seen that Instagram is now widely used as mode of

online selling as it gives separate options for small businesses and also business account. It also gives global reach to the retailers with its various features. 99 retailers out of 500 also prefers WhatsApp as it gives feature of direct selling with business account and recently it as also started with payment mechanism.

But Facebook and Instagram are widely used modes of online selling by the retailers and also both the modes being widely used by the customers have positively increased the sales of retailers

7. Conclusion

Retail business has gone through a change. Because of power-driven progressions in the late years. In the present retail climate, people might shop in-store, online, or in a hurry. In these, private ventures are passing up a major prospect. In any case, regardless of what the situation or season, finding a nearby shop is generally a main concern. The retail business simply needs to further advance its strategic approaches and take on a more hopeful outlook to contend in the present market. E-stores and physical shops must both flourish, yet not to the detriment of the other. Nonetheless giving a kind of revenue to great many people, a retail business gives comfort and security. It's the supreme opportunity for retailers to reevaluate their way to deal with the market. The present market is a purchaser situated one, and consequently, client joy is the most significant thought. The client's assessment of the organization is vital. The firm undisputable necessity put a lot of exertion into working on the nature of its merchandise, as well as its evaluating and client support. To keep clients blissful and faithful, more administrations ought to be made accessible to them. This will guarantee consistent deals from here on out.

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