Perception of Retailers One-Tailing

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Abstract: Traditionally retailing is the process of selling goods to the ultimate consumer, whereas in modern era the concept was modified a lot and E-tailing plays a prominent role where the goods and services are sold through online. Businesses like snap deal, flipchart, Amazon.com etc. are offering a wide variety of goods and services to customers which can satisfy utmost. Online business provides wide range of benefits when compared with retailing business like easy shopping, time saving, updated information, cash on delivery and easy comparison etc. The benefits of online business are influencing the traditional retailing. This paper provides an insight on the perception of retailers regarding the influence of E-tailing over retailing business.

Keywords: E-tailing, Retailing, Retailers, Perception, easy information, reducing stress, cash on delivery.

I. INTRODUCTION

In the present internet market era customers are more focusing on ebusiness rather than traditional business. The emergence of internet has changed the entire market scenario. It not only changed the mind of buyers but also the mind set of sellers. The advent of internet and smart phones made it easy for the buyers to purchase the products from anywhere in the world. This had also provided them the scope of searching the required product from their place. This concept of selling goods and services through online is called E-Tailing. Now-a-days it plays an important and prominent role in retailing sector. This has totally changed the scenario of marketing and had also influenced the traditional retailing business. Before the advent of E-Tailing concept there is a physical relationship between the customer and the retailer but nowadays customers are least bothered about the traditional retailing and they don't want to make any such relationships. The E – Tailing had also removed barriers between the customer and the company and gives the customer a lot of scope in selecting the product. It is also helping them to get it at an effective price with less effort and with more comfort. In this scenario it is necessary to know what is happening to the traditional retailing business and the perception of the retailers on the E-Tailing business and to study the above impact a study was conducted in Bhimavaram area.

II. OBJECTIVES OF THE STUDY

1. To study the impact of e-tailing business on retailing business

2. To study the impact of various factors influencing the retailing business

III. RESEARCH METHODOLOGY

Area of study: The study was conducted in Bhimavaram town, West Godavari district, Andhra Pradesh.

Sample Size: The sample was selected randomly and analyzed basing on the basis of responses of the 110 respondents.

Research Instrument and Method:

A structured questionnaire was developed to collect the data from the lecturers of both intermediate and engineering colleges in Bhimavaram. Convenience sampling was been used for the purpose of collecting the data. For the purpose of the study 110 respondents were interviewed and the data was collected. The sample was taken from Bhimavaram town and surrounding villages.

Hypotheses of the Study:

H0a: There is no impact of E-Tailing on Retailing business

H0b:There is no significant association between factors influencing the retailing business

IV. REVIEW OF LITERATURE

Guttman (1998) describes several unique elements make online shopping different from the traditional in- store retail model. Besides offering convenience and expanded product variety, the online model also makes it easy for consumers to access and compare data from multiple sources.

Rao (1999), E-commerce offers increased market activity for retailers in the form of growing market access and information and decreased operating and procurement costs.

Ratchford (2001) have told that through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost.

Murphy et al. 2001, new retail models, increased sales, and enhanced consumer relationships increases the e-tail business.

Wang (2002) has provided a broad definition of e-tailing by defining it as the selling of goods and services to the consumer market via the internet.

According to Turban (2006), e-tailing is defined as retailing conducted online, over the internet.

V. ANALYSIS AND INTERPRETATION

In order to identify the various factors influencing the traditional retailing business a structured questionnaire was circulated and data was collected from the retailers. The data was then examined through excel to identify the most influencing factors which influence the retailing business. For the purpose of this multiple regression analysis was conducted and the results were presented below.

Regression Statistics	
Multiple R	0.2960
R Square	0.0876
Adjusted R Square	-0.0055
Standard Error	1.3596
Observations	109

ANOVA					
	Df	*SS*	*MS*	*F*	*Significance F*
Regression	10	17.3929	1.7393	0.9409	0.4997
Residual	98	181.1576	1.8485		
Total	108	198.5505			

Since the calculated F value is more than critical F value i.e, Fcal: 0.9409 > Fcritical: 0.4997 then we can reject null hypothesis (H0a). Therefore we can conclude that there is an impact of E-Tailing business on Retailing business.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.5531	0.9236	2.7641	0.0068	0.7201	4.3860	0.7201	4.3860
wide range of offers and discounts	**0.1822**	0.0994	1.8342	0.0697	-0.0149	0.3794	-0.0149	0.3794
wide range of products	**0.0397**	0.0956	0.4159	0.6784	-0.1499	0.2294	-0.1499	0.2294
Mode of payment	-0.0488	0.0990	-0.4926	0.6234	-0.2452	0.1477	-0.2452	0.1477
Easy tracking status and safety modes of delivery	**0.0468**	0.0944	0.4956	0.6213	-0.1405	0.2341	-0.1405	0.2341
Cash on delivery, replacement of defective products with short period of time	-0.1589	0.0961	-1.6537	0.1014	-0.3497	0.0318	-0.3497	0.0318
Convenience in purchasing products from any place	-0.0212	0.0891	-0.2379	0.8125	-0.1980	0.1556	-0.1980	0.1556
updated information regarding the product	-0.0390	0.0990	-0.3936	0.6947	-0.2354	0.1575	-0.2354	0.1575
information regarding upcoming products	**0.0117**	0.0972	0.1205	0.9043	-0.1811	0.2046	-0.1811	0.2046
Reduction of physical stress in identifying the required product	**0.1707**	0.0991	1.7225	0.0881	-0.0260	0.3674	-0.0260	0.3674
Availability of reviews on product	-0.0124	0.1039	-0.1194	0.9052	-0.2185	0.1937	-0.2185	0.1937

From the regression analysis it was been identified that out of ten variables only five variables were influencing the traditional retailing business. The variables are availability of wide range of offers and discounts(X1), availability of wide range of products(X2), Easy tracking status of ordered products and safety modes of delivery(X3), Ease of information regarding upcoming products (X4), Reduction in physical stress in identifying the required product (X5). These variables are influencing more on the retailing business and the regression equation with intercept was given below:

$$Y = 0.1822X_1 + 0.0397X_2 + 0.0468X_3 + 0.0117X_4 + 0.1707X_5 + 2.5531$$

Further in order to find the interdependence of these influencing variables F- Test was conducted and the results were presented below.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Rows	211.5522936	108	1.958817533	0.9536	0.6101	1.2715
Columns	3.053211009	4	0.763302752	0.3716	0.8289	2.3926
Error	887.346789	432	2.054043493			
Total	1101.952294	544				

It is clear from the above ANOVA table that calculated F value is less than F critical value in both the cases hence we can accept the null hypotheses (H0b)i.e, there is no association between the factors influencing the retailing business.

VI. CONCLUSION

From the above multiple regression analysis and F test we can conclude that even though there is no association between the factors influencing the retailing business there is an impact of retailing business on E-Tailing business. Thus, we can say that E-Tailing business is influencing the traditional retailing business and it is changing the entire future business scenario.

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