



# RETAILER'S WILLINGNESS TO ADOPT E-RETAILING TECHNOLOGY IN TINDIVANAM TOWN

Deepan Edward Dasan M<sup>1</sup>, Dr. TR. Kalai Lakshmi <sup>2</sup>

<sup>1</sup>Student, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai-119

<sup>3</sup>Associate Professor, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai-119

<sup>1</sup>[deepanedwardmsd@gmail.com](mailto:deepanedwardmsd@gmail.com), <sup>3</sup>[kalailakshmip@gmail.com](mailto:kalailakshmip@gmail.com)

## ABSTRACT :

*The e-retailing market has a tremendous future in developing countries like India. As the number of internet users are increases day by day they are exposed to various selling platforms. The success of e-retailing lies in the adaption of the internet technology by traditional stores . Hence this study is concerned with a survey conducted on retailers in Tindivanam district who are using traditional methods of doing business and want to create an online presence to augment their brick- and-mortar outlets.*

## INTRODUCTION

Electronic retailing or E-retailing refers to the direct sale of products, information, and service through virtual stores on the web. In simple words, we can say that E-retailing is nothing but selling through the internet or other media. The success of internet buying and selling encouraged more traditional retailers to create an online presence to augment their brick-and-mortar outlets (the business that has a physical presence rather than virtual or online). Whether it is a conventional brick-and-mortar retail store or extension of the existing business or a new start-up, there are many advantages from E-retailing. E-retailing provides lots of opportunities to all types of retailers. E-retailing is a new concept in India and online retailing is a tedious task here. E-retailers face so many problems and challenges in this process. Due to high competition in the retail sector, it is very difficult to serve the customers with a single channel of retailing. Interestingly, Indian's generally do not shop online. They shop merchandise after touching, seeing, and after a price comparison. Many times they gather information on the internet. Customers do not use a single channel exclusively to complete their purchases anymore. Indian E-retailing websites are offering shopping along with price comparison. It is a different and challenging task. Some very important points should be kept in mind while deciding to go online for retail like the selection of appropriate platforms, integration with logistics partner and proper payment gateway, etc. This study is about how Tindivanam retailers are approaching E-retailing and their willingness to do Click and mortar.

## REVIEW OF LITERATURE

**Jogi and Rinju (2020)** state that after dealing with physical stores, retailers are now venturing into the arena of e-retailing, **Vandana (2016)**, states that retailing or online shopping has become part and parcel of the people in India. The new wave of consumerism coupled with urbanization with paradigm shifts in the demographic and psychographic dynamics have driven consumers frequently to use retail website to search for product information and make a purchase of products. **Jayakrishnan (2015)**, Indian retail sector is witnessing dynamic changes over the years. With a steady growth rate of 50- 60% online retail can make significant contribution to retail industry and economy of our country. But to capitalize on these growth trends we need to improve our physical infrastructure, policy framework and operational environment in our country. **Adil and Rajmohan (2015)**, In the past few years, a few retailing enterprises across the India have shown significant

changes in their business approach by successfully offering products and services online. While, customers who have access to Internet reaps the benefit of this changing dynamics, the non-users of Internet still remain out of the realm of e- Commerce revolution that is just picking up in Indian market. **Niranjnamurthy(2013) states that** retail firm can now sell its products globally, its marketing must be targeted towards a very well defined customer base. The Internet allows the retailer to identify its customers and produce advertisements that will appeal to their target audience

## RESEARCH METHODOLOGY

The researcher has conducted the study in Tindivanam town and has considered five different types of retail business like supermarket, restaurant, textile, pharmacy, vegetable shops to collect the data samples. The primary objective of the study is to understand retailers preference for online selling in Tindivanam district. The secondary objective of the study is to determine the perceptions of retailers towards online selling of their products in Tindivanam To study the present scenario on the online practices followed in these retailers and to understand their perception towards the challenges in the adaption of E-retailing in their business in Tindivanam. Descriptive research design is adopted by the researcher. The sample size considered for the study is 50. Data is collected from retail store owners in five different business. Respondents have been chosen for study

from the study area according to the convenience of the researcher, convenience sampling and Non parametric- Direct interview method is adopted to take the survey from 50 retailers. The researcher has used table and charts to present the data and has used SPSS software to analyze the data. Chi-square, and ANOVA WAS USED statistical tool was used to analyse the data and understand the willingness of Local retailers in Tindivanam to adapt E-retailing in their business.

## DATA ANALYSIS AND FINDINGS

**Table 1 showing retailers interest towards the adoption of E-retailing in their business .**

Interest	No. of Respondents	Percentage
Yes	44	88
No	6	12
Total	<b>50</b>	<b>100</b>

Findings :

From the above table it is interpreted that the number of respondent choose Yes is 88% and No is 12%. Hence it is inferred that majority (88%) of the respondents are aware of E-retailing.

**Table 2 showing retailers present status in the adoption of E-retailing in their business .**

Status of the business in the adoption of e – retailing	No of Respondents	Percentage
Already Started	14	28
Planning to start immediately	9	18
Interested and may start in future	15	30
Not interested	12	24
Total	<b>50</b>	<b>100</b>

**Findings**

From the above table it is interpreted that the 28% have already started , 18% are Planning to start 30 % is of the retailers are having planning to start in future and 24% are not having plans to go for e retailing. Hence more than 75% of the retailers are interested in e –retailing.

**Table 3 showing retailers perception towards the challenges faced by retailers in the adoption of E-retailing in their business .**

Challenges faced by retailers in online business	Very High	High	Neutral	Low	Very Low
Creating Website, App, social media	8.00	38.0	48.00	4.00	2.00
Gaining Customer Trust	16.0	58.00	20.00	4.00	2.00
Shifting existing customers to online	28.0	48.00	24.00	0.00	0.00
COD& Return Management system	26.0	42.0	30.0	2.00	0.00

**Findings and interpretations**

From the above table it is interpreted 48% of the respondents are neutral in considering that Creating website, App, social media management is one of the problems faced by retailers, 58% of the respondents agree that gaining customer trust while doing business in online is a challenge , 48% agree that shifting existing customers to online is a challenge, 42% agree towards the thought that cash on delivery and return management system is a challenge in shifting to online. Hence it is concluded that though retailers are interest in opting for online business yet they are facing challenges in making the customers to adopt to online system for local retail stores.

**Table 5 showing retailers willingness to avail digital services from external agencies**

All in one digital service	No. of Respondents	Percentage
I will accept	17	34
Not interested	14	28.
May b in future	19	38
total	50	100

**Findings**

From the above table it is interpreted that 34% of respondents are ready to accept the service 38% say that they may be accepting in future and 28% are not interested.

hence more that 75% f the retalers are ready to accept digital services by external agencies for their business.

**Table 5** showing the significant difference between the type of retail business and reatiler's willingness to adapt E- retailing.

Null Hypothesis (H0) – There is no significant difference between the type of retail business and reatiler's willingness to adapt E- retailing.

Alternative Hypothesis (H1) – There is significant difference between the type of retail business and reatiler's willingness to adapt E- retailing.

Chi-Square Tests			
	Value	Df	Asymptomatic significance
<b>Pearson Chi-Square</b>	32.262 <sup>a</sup>	12	.001
<b>Likelihood Ratio</b>	38.873	12	.000
<b>Linear-by-Linear Association</b>	.008	1	.931

<b>N of Valid Cases</b>	50		
a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .60			

Since P value **0.001** is less than 0.05, we accept the alternative hypothesis (H1) and reject the null hypothesis (H0). Therefore, there is significant difference between the type of business owned by the retailer and his willingness to do E-retailing.

**Table 6 showing significant difference between Age of retailers and willingness to do E-retailing**

Null Hypothesis (H0) – There is no significant difference between Age of retailers and willingness to do E-retailing

Alternative Hypothesis (H1) – There is significant difference between Age of retailers and willingness to do E-retailing

<b>i-Square Tests</b>			
	<b>Value</b>	<b>Df</b>	<b>Asymptotic significance</b>
<b>Pearson Chi-Square</b>	8.615 <sup>a</sup>	12	.800
<b>Likelihood Ratio</b>	10.176	12	.600
<b>Linear-by-Linear Association</b>	2.084	1	.154
<b>N of Valid Cases</b>	50		
a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .60			

Since P value **0.735** is greater than 0.05, we accept the null hypothesis (H0) and reject the Alternative hypothesis (H1). Therefore, there is no association between the age of retailers and the willingness to do E-retailing.

**Table showing the association between Age of retailers and willingness to do E-retailing**

Null Hypothesis (H0) – There is no association between the years of experience and the willingness to do E-retailing.

Alternative Hypothesis (H1) – There is association between the years of experience and the Willingness to do E-retailing.

<b>Chi-Square Tests</b>			
	<b>Value</b>	<b>Df</b>	<b>Asymptotic significance</b>
<b>Pearson Chi-Square</b>	10.938 <sup>a</sup>	9	.280
<b>Likelihood Ratio</b>	11.623	9	.235
<b>Linear-by-Linear Association</b>	1.439	1	.230
<b>N of Valid Cases</b>	50		
a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .60			

Since P value **0.735** is greater than 0.05, we accept the null hypothesis (H<sub>0</sub>) and reject the Alternative hypothesis (H<sub>1</sub>). Therefore, there is no association between the years of experience and the willingness to do E-retailing.

## CONCLUSION

Retailers have to change accordingly to the trend from Brick and mortar to brick and click approach which either by expanding their brick and mortar retail business to brick and click which is selling in online by having a retail store it's like dual advantage. Retailers in Tindivanam are very much aware about E-retailing but they think that E-retailing will be only suitable for cities they didn't know about selling all over India and some are also willing to start in future, while some are already started. Hence it is concluded that this study with there is prospect for a app which can create website, app, providing some basic marketing and editing support which is overall support to start E-retailing at minimum cost. If Tindivanam retailers adopt to E-retailing, then it will create a win-win situation for both retailers and E-commerce portals not only in Tindivanam town but in the whole country. .

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