GLOBUS

Cosmos An International Journal of Management
A Refereed Research Journal
Vol 10 / No 2 / Jan-Jun 2021 ISSN: 2278-1218

NEED OF E-COMMERCE IN INDIAN RETAIL SECTOR

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Paper Received: 15.06.2021 / **Paper Accepted**: 30.07.2021 / **Paper Published**: 01.08.2021

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Abstract

The world of business and marketing is going through a profound change on a worldwide scale in an era marked by digital innovation and changing consumer behaviours. India's bustling metropolises, which act as hubs of business activity, technological development, and cultural diversity, are where this transition is most noticeable. This study explores the dynamic environment of e-commerce and retail marketing inside these urban centres, concentrating on the plethora of problems and difficulties that both sectors face. The explosion of e-commerce has hastened the transformation of conventional retail models into digital platforms. Customers now have access to a wide range of goods and services with a level of convenience previously unheard of thanks to this change. This evolution is not without complexity, though. The deeply ingrained traditional retail industry in India struggles to adjust to the shifting preferences of customers who are increasingly using digital platforms. This study attempts to completely explore the numerous problems and difficulties that the Indian metropolis e-commerce and retail marketing industries confront.

Keywords: E-Commerce, Digital, Retail, Industry.

Introduction

The traditional retail environment has been greatly disrupted by the e-commerce industry's explosive growth and shifting consumer preferences. The primary goal of this study is to pinpoint the major roadblocks impeding the development of retail marketing and e-commerce while also considering viable solutions. Using a mixed-methods approach, the study combines quantitative surveys of customers and retailers with qualitative interviews with industry experts. Policymakers, companies, and other stakeholders trying to manage the changing environment of e-commerce and retail marketing in India's metropolises will find the findings to be of great value. Over the past few decades, the world of commerce and marketing has seen a significant transition, partly due to the growth of digital technology and shifting customer behaviour. This transition has been most noticeable in India, a nation known for its diversified culture, population, and socioeconomic dynamics, notably in its thriving metropolises. Metropolises like Mumbai, Delhi, Bangalore, and Chennai are not just economic behemoths but also centres of technical advancement and cross-cultural interaction. The development and explosive expansion of e-commerce have transformed how consumers and firms conduct business. A sizeable part of urban Indian consumers have adopted digital retail platforms due to the convenience of online shopping, as well as the large selection of goods and affordable prices.

Review of Literature

Xiao, (2013); This paper hopes to attract consideration for the expanding marvel of business to business (B2B) computerized content advertising. It also gives a range of experiences and comments on fantastic practice, and it contributes to a theoretical understanding of the role that advanced content plays in marketing. B2B automated content marketing is an example of an inbound marketing tactic, and as such, it provides a solution to the problem of traditional interruptive marketing techniques becoming less effective over time. 15 entry sources associated with B2B content showcasing in the United States of America, the United Kingdom, and France were invited to semi-organized meetings that were directed in five different industry categories. B2B digital content marketing is an inbound marketing strategy that is effected by site page, online life, and value-added material. It is regarded as a valuable instrument for achieving and maintaining a trusted brand standing. To make content that is valuable to B2B audiences, brands need to use a "distributing" approach, which includes developing an understanding of the data needs of the audience as well as their purchasing thinking cycle. It is commonly understood that profitable content possesses qualities such as being relevant, pertinent, compelling, and convenient. Content marketing demands a social shift from "moving" to "helping," which necessitates different marketing goals, techniques, metrics, and talents than those associated with increasingly

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conventional advertising methods. The findings from this study are placed into context by the conclusion of the article, which is a hypothetical discussion on the role that digital material plays in marketing. This places the findings from this study in the context of a more complete exploration of the role that digital content plays in marketing and social exchanges. This investigation is the primary research focus to investigate the utilization of advanced content advertising in B2B settings. It places automated content advertising with regard to earlier hypothesis, and it provides both a plan to further research as well as suggestions for training.

(2013) according to Henseler; The hopes of developing purchaser control in the advanced era that arose before to the turn of the century were fulfilled by the rise of the Internet, which was then reignited by web-based living. These expectations were first conceived before the turn of the century. This article investigates the intersection of consumer behavior and digital media by distinctly defining buyer power and strengthening in Internet and online life settings and by exhibiting a hypothetical structure of four distinct purchaser control sources. These purchaser control sources are known as request, data, organize, and swarm-based power. In addition, we highlight the revolutionary role that innovation has had in the development of these power sources and discuss the concept of shifting the balance of power from advertisements to purchasers with regard to each source. The framework organizes previous advertising writing on Internet-enabled consumer strengthening and identifies gaps in ebb and flow research. In the process of charting the plan for future study regions, explicit research questions are provided for each potential source of intensity.

Analysis

The rapid evolution of digital technologies and changing consumer behaviors have catalyzed a profound transformation in the way business is conducted, giving rise to the e-commerce revolution. In India, this transformation has been particularly pronounced, reshaping the dynamics of commerce and marketing across the country's vibrant metro cities. Over the past ten years, e-commerce in India has experienced exponential growth, going from a fledgling industry to a powerful economic force. The proliferation of smartphones, increased use of the internet, and the affordability of data plans have all contributed to the popularity of online shopping platforms. Metro areas have been in the forefront of this rise due to their dense populations and higher levels of digital literacy. Significant digital adoption and market expansion have been hallmarks of India's e-commerce revolution. Online shopping platforms have risen as a result of increased smartphone usage, quick internet adoption, and supportive governmental laws. Retail has been reimagined by major businesses like Flipkart, Amazon, and Paytm Mall, who provide a variety of goods at affordable pricing. Urban and rural communities have also been affected by the revolution, which has democratised access to products and services. Millions of customers have been attracted by cashless purchases, alluring discounts, and practical delivery alternatives. However, issues including regulatory uncertainty, competition, and logistical difficulties still exist. India is now an active player in the global e-commerce landscape thanks to the e-commerce revolution, which has changed consumer behaviour, sparked entrepreneurship, and accelerated economic progress. In India, the e-commerce revolution has experienced an unheard-of rise, revolutionising consumer behaviour and company practises. A competitive environment has been produced by the emergence of domestic competitors like Flipkart and Snapdeal as well as international behemoths like Amazon. Rural areas are now included in digital commerce thanks to the revolution, which has increased market accessibility and created chances for small enterprises to succeed online. Government programmes like Digital India and the need for electronic payments have accelerated this transition. The convenience of doorstep delivery, the variety of products available, and the emergence of innovative business models have firmly established e-commerce as an integral part of India's retail ecosystem, serving a rapidly expanding base of tech-savvy customers even though logistical challenges and regulatory complexities still exist.

1. Important Figures and Platforms

The ecosystem of companies in Indian e-commerce is broad, with firms ranging from well-established marketplaces to specialised platforms. International powerhouses like Amazon and Walmart-owned Flipkart face up against domestic rivals like Snapdeal and Paytm Mall. These platforms, which provide a huge selection of goods across several categories, have been crucial in introducing urban customers to the convenience of online shopping.

2. Driving Elements

The explosive growth of e-commerce in India's major cities has been fueled by a number of causes, including:

- Accessibility and Convenience: Online shopping offers consumers the unmatched convenience of browsing and making purchases from the comfort of their homes.
- Variety and Availability: E-commerce platforms give users access to a wide range of goods, frequently providing a

wider selection than conventional retail establishments.

- Online businesses usually provide competitive pricing, discounts, and special deals to draw customers who are concerned about prices.
- Digital Payments and the Cashless Economy: In tandem with the expansion of e-commerce, the move towards digital payments and the demonetization effort have made it easier to conduct online transactions.
- Urbanisation and demographics: Due to their aspirational consumer base and higher disposable means, metro areas have shown a willingness to embrace digital shopping.

3. Effects on Traditional Retail

Traditional retail enterprises have undergone radical change as a result of the e-commerce industry's explosive growth, particularly in major cities. The difficulty of adjusting to shifting consumer preferences and competing with online platforms is a concern facing traditional brick-and-mortar merchants. To keep their consumer base, some conventional businesses have experimented with omnichannel approaches. Due to technical improvements, changes in customer behaviour, and other economic considerations, traditional retail has undergone substantial changes and experienced a variety of repercussions. Here are some significant impacts on conventional retail:

4. Online Shopping and E-Commerce

A considerable change in consumer behaviour has resulted from the growth of e-commerce. The ease with which consumers may now browse and buy goods online has resulted in a decline in foot traffic for physical retailers. Online shopping and e-commerce have revolutionised the retail industry by bringing ease and a huge selection of products to everyone, everywhere. Through websites and mobile apps, customers may explore and buy products, with choices for home delivery or click-and-collect. E-commerce platforms include everything from specialised shops serving niche markets to large global marketplaces like Amazon. The digital storefront improves the purchasing experience by enabling personalised recommendations, client evaluations, and pricing comparisons. Retailers gain from lower overhead expenses, more accessibility, and data-driven consumer behaviour insights. However, difficulties include maintaining a seamless user experience, fierce rivalry, and cybersecurity worries. The e-commerce industry's explosive expansion highlights its position as a major player in contemporary trade, transforming consumer behaviour and corporate practises on a global scale.

5. Rise of Direct-to-Consumer (DTC) Brands

DTC brands, which sell their products directly to customers through online platforms, cut out the middlemen and frequently provide lower costs for high-quality products, have challenged traditional retail. The growth of Direct-to-Consumer (DTC) brands represents a fundamental change in the retail industry. E-commerce and digital marketing enable direct-to-consumer (DTC) firms to bypass conventional distribution channels and interact with customers directly. Better control over branding, customer interactions, and data analytics are just a few benefits of this strategy. DTC brands frequently put a premium on individualised shopping experiences, open pricing, and high-quality goods, which aligns with the desires of contemporary consumers. Their expansion is significantly aided by social media and internet advertising, which enables focused outreach and community development. DTC brands put up a fight against monopolies, spurring competition and innovation. However, they also encounter difficulties including high client acquisition expenses and supply chain management. Their success emphasises the strength of internet platforms and consumer-centric initiatives while highlighting the shifting realities of retail.

6. Focus on Local and Sustainable Products

To set themselves apart from internet behemoths and appeal to the preferences of conscientious consumers, some traditional shops have changed their focus to one that emphasises local products and sustainability. There has been a noticable trend towards local and sustainable products in the wake of outbreaks like COVID-19. Consumers are giving local firms more consideration as a result of supply chain interruptions that have exposed weaknesses. In addition to increasing community resilience, this movement also lessens the carbon footprints caused by long-distance travel. The popularity of sustainable products is growing as environmental awareness rises. People are drawn to products with low environmental impact, which motivates companies to use eco-friendly procedures. This movement is part of a larger shift towards thoughtful purchasing, where consumers give priority to goods that support local economies and protect the environment for future generations.

7. Impact of Epidemic

As a result of lockdowns and safety concerns brought on by the COVID-19 epidemic, several of these developments intensified. Traditional shops were forced to make swift adjustments to offer online options, put safety measures in place, and rethink their store designs. Epidemics, like the COVID-19 pandemic, have a significant and varied impact on cultures all across the world. Increased instances place a pressure on public health systems, leading to a greater mortality rate and a shortage of healthcare providers. When businesses close, supply chains are disrupted, and consumer spending declines, economies struggle and unemployment rates rise. Due to travel limitations and virus fear, the travel and tourist businesses suffer. School closings cause disruptions in education that call for quick adaptation to online learning. Feelings of loneliness and problems with one's mental health are brought on by social exclusion and isolation practises. Lockdowns and resource allocation are implemented by governments in response, changing public policy. In both research and health, science is advancing more quickly. Stigma and discrimination could exist. The epidemic highlights the need for international cooperation and various societal shifts, such as remote

Conclusion

Technological improvements, shifting consumer preferences, and the competitive environment have all contributed to considerable changes in e-commerce and retail practises in major cities throughout time. Here are some significant e-commerce and retail trends and patterns that are unique to metro areas:

Dominance of Online Shopping: Online shopping has significantly increased in popularity in metro areas. Numerous e-commerce platforms have expanded as a result of consumers' preference for the comfort of product browsing and purchases from the privacy of their homes.

Mobile Shopping: This has grown in popularity as a result of the widespread use of smartphones. To provide a seamless purchasing experience, retailers and e-commerce platforms have optimised their websites and apps for mobile devices.

Same-Day and Next-Day Delivery: Due to hectic lives, quick delivery solutions are now required in metro areas. The same-day or next-day delivery options are frequently offered by e-commerce businesses, and some have even begun experimenting with hyperlocal delivery options.

Personalization: To give customers personalised product recommendations and offers that improve their shopping experience and promote repeat purchases, e-commerce platforms use data analytics and artificial intelligence.

Retailers are implementing an omnichannel strategy by combining their online and offline sales channels. Customers can now seamlessly switch between shopping online and in-store, or vice versa.

Customers can order goods online and pick them up from a nearby store using the click-and-collect method, which combines the convenience of internet shopping with the speed of in-person pickup.

Pop-Up Stores: To generate excitement, engage customers, and offer a tactile shopping experience, brands frequently open transient pop-up stores in major cities.

Social networking networks have evolved into channels for online shopping, or social commerce. Retailers utilise social media sites like Instagram and Facebook to advertise their products and let customers buy them directly from the app.

Subscription-based e-commerce models, in which clients get goods on a regular basis, have grown in popularity. This is especially true for products that are meant to be consumed, such as food, clothing, and cosmetics.

Some e-commerce platforms are merging augmented reality (AR) and virtual reality (VR) technologies to let shoppers virtually try on apparel, accessories, or even furniture before making a purchase.

Sustainability and Ethical Shopping: Consumers in the metro area are becoming more aware of these topics. Retailers are responding by providing environmentally friendly goods and open disclosure of product origins and manufacturing.

Localised Marketing: To meet the varied preferences and cultures of various metro cities, e-commerce platforms and retailers frequently employ localised marketing methods.

The rise of D2C (Direct-to-Consumer): Many brands are selling directly to customers instead of through conventional distribution channels. More control over the consumer experience and data is possible with this strategy.

Retailers and E-Commerce Platforms: This utilise data analytics to learn more about the behaviour, preferences, and purchasing habits of their customers. Marketing tactics and inventory management are influenced by this information.

Secure Payment Options: Online security is a priority for Metro customers. Secure payment gateways and other security measures are used by e-commerce platforms to guarantee secure transactions.

The demand for convenience, personalisation, and seamless blending of online and offline experiences shapes e-commerce and retail practises in metro areas. These practises will probably continue to change as technology develops in order to satisfy the shifting needs of urban consumers.

Conflict of Interest

There is no conflict of interest between the authors in this manuscript.

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