A PROJECT REPORT ON

THE IMPACT OF E-BUSINESS ON ORGANIZED RETAIL SECTOR

Submitted for partial fulfillment of the requirements for the award of degree of

BACHELOR IN BUSINESS ADMINISTRATION

(Logistics, Retailing &E-commerce)

Submitted by

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SCHOOL OF MARITIME MANAGEMENT

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CERTIFICATE

This is to certify that, this project report titled **THE IMPACT OF E-BUSINESS ON ORGANIZED RETAIL SECTOR** submitted to School Of Maritime Management, Indian Maritime University, Cochin Campus by **KEVIN TONY** for the partial fulfilment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION IN LOGISTICS,RETAILING AND ECOMMERCE is a bona fide record of work carried out by him under my guidance.

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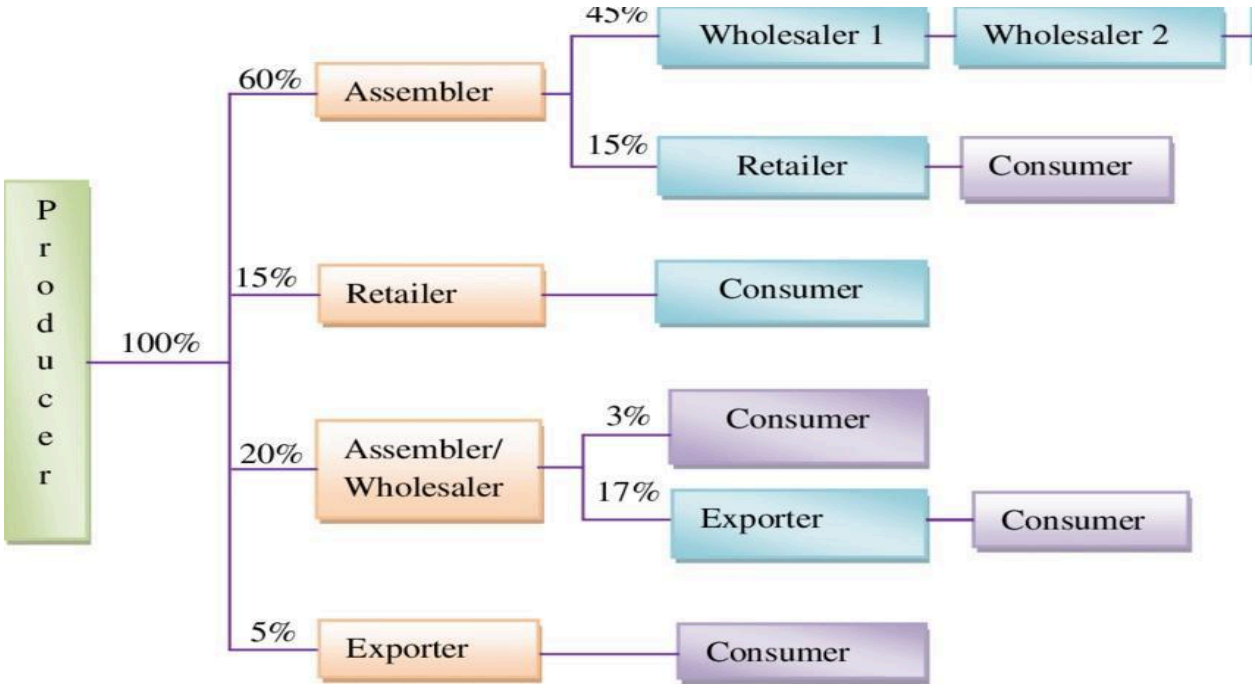
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CHAPTER 1: INTRODUCTION

1. INTRODUCTION

Retail Segment is one of the most important business sectors for any country from its economic strength perspective Based on various definition of the term Business the basic concept behind business may be summarized as an economic system or business organization in which either services or goods or both are exchanged for some consideration which may be the product of business or service of business or for money. Thus movement of goods or services from manufacturer / service provider to consumer is an important aspect here. Also every business requires an investment in some form or other and customers / consumers to whom its output can be sold on regular basis in order to generate profits. If we consider the product distribution cycle, there is one manufacturer of that product having its own manufacturing facility at one location from where he serves to many customers across locations through retail outlets. There are around 6-7 levels between manufacturer and end-customer which consists of retailer, wholesaler, dealer, distributor, C&F agents etc. and a big entity doing advertisement of a product which informs customer about the new product in market. In this distribution cycle, customer and manufacturer are most important entities but get least benefit from the transaction.

Figure 1.1 Current Product Distribution Cycle



Customer pays 100% of the MRP of the product. Some percent of this MRP goes to Other entities in distribution channel while manufacturer gets 100 – X %. This X varies product to product but it is significant percentage of the MRP. Thus manufacturer gets very less which includes his cost of manufacturing and his profit margin also. The amount which gets distributed between channel entities of the distribution cycle don't do any value add but they just add cost to product. In pursuit of profit maximization, considering the fact where in customers and Manufacturers are required entities but distribution channel can be shortened, there were two major trends evolved over period of time. First one was emergence of **Organized Retail Sector** and the latest one is **E-commerce.**

1.1 Conceptual Description Of The Topic

In last twenty years, Indian retail market has seen drastic changes. Looking at the potential size of market top three business houses also ventured in retail market with Reliance Fresh, Star Bazar, More along with major players like DMart and Future group with Big bazar venturing in retail sector, competing for some share of business from huge population of India. They have setup their outlets in huge malls primarily in metro cities and urban areas. The focus is to reduce the levels in distribution cycle by reaching close to manufacturer and providing many products under one roof at discounted rates. Also along with these big groups, manufacturers have started opening their own outlets in big cities. All these are part of **Organized retail.** With opening of Indian economy, India increased its foreign investment by changing foreign direct investment (FDI) policy. Key International players like Wal-Mart also aimed to enter India to share this larger potential retail segment.

Current trend in India is that of E-business and E-commerce which has started gradually shifting to M-commerce. Various social, political, technological environmental changes are helping this shift in positive way. Digital India is one of the revolutionary initiatives which can potentially change India into digitally strong culture. This program would be major components of e-commerce development in India.

The growth of e-commerce and e-business is considerable over last 5 to 7 years and expected to grow faster in coming years in terms of number of products & services, number of consumers trading on e-commerce platform and value of transactions they perform using e-commerce. Considering the speed of growth of e-business and trends there is perceived threat to organized retail in India which comprises of various forms of retail stores like retail shops in malls, Departmental Stores, Specialty Stores, Supermarkets, Convenience Stores and Discount Stores etc. This research is aimed to analyze the impact of e-commerce aspect of e-business on organized retail segment i.e. Reliance, Big Bazar and other retail shops and retail outlets in malls and other company owned retail outlets etc.

1.2 Theoretical Background

1.2.1 Important Definitions

1.2.1.1 Retail

In 2004, The High Court of Delhi defined the term '*retail*' as

'Sale of a product to the ultimate consumer in contrast to a sale for further sale Or processing (i.e. wholesale).'

1.2.1.2 Unorganized Retail Sector

National Commission for Enterprises in the Unorganized Sector' has derived the term Unorganized retail sector in Indian context. It is stated in their one of the Report on Work Conditions and Promotion of livelihood in the Unorganized Sector as… 'Consisting of all unincorporated private enterprises owned by individuals or Households engaged in the sale or production of goods and services operated on a Proprietary or partnership basis and with less than ten total workers.

1.2.1.3 Organized Retail Sector

There is no clear definition of Organized retail yet. Hence researcher has come up with The working definition of Organized retail sector based on definition of Unorganized Sector in section 1.2.1.2. Based on the data, it was observed that in case of most Of the retail outlets which are operated by private limited or limited organizations, the Number of workers were less than 10 in a specific retail shop. Hence for the purpose of the thesis the working definition of Organized retail is considered without number of employees limit as below

'All incorporated enterprises which are engaged in the sales or production of goods and services operated as private limited or limited organizations governed by Companies act.'

1.2.1.4 E-Business

The term Electronic Business or e-business was coined by IBM's marketing and Internet teams in 1996 and defined as,

E-Business refers to the application of information and communication technologies (ICT) in Support of all the activities of business.

1.2.1.5 E-commerce

According to Wikipedia

"E-commerce is the activity of buying or selling of products on online services or over the Internet."

According to Techtarget.com

'E-commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet'.

1.3 Gap In The Knowledge

Based on the literature review it was observed that most of the literature is with respect to growth of e-commerce as a platform for retail. Literature also talks about various enablers of e-commerce, challenges of e-commerce etc. Mobile which is key component of m-commerce. This being new technology various papers are published specifying the overall growth of mobile technology its growth with respect to smart phone users etc. Not much consideration given to Digital India and Smart Cities Initiatives from e-business perspective. Study on E-business and E-commerce / M-commerce growth is done along with some study on impact of Organized Retail on Unorganized retail but not much study done of impact of E-commerce aspect of E-business on Organized Retail in India.

1.4 Statement Of The Problem

When organized retail flourished, though it was thought that this would slow down the growth of unorganized retail but in reality there was no impact or very less impact of Organized Retail on Un-Organized Retail. But now considering the benefits of E-commerce, pace of internet penetration, growth of mobile / smart phones, there is Potential impact of e-business on organized retail. The sustained profitable survival of Organized retail and mall culture may be difficult in coming years.

1.5 Significance Of The Study

Considering the gap identified during literature review it is clear that all the study has been done on e-commerce, internet penetration, organized retail etc. but in isolation. There is no study done on impact of e-commerce on high investment Organized Retail. Considering the fast growth of e-commerce it is necessary to study in detail the customer sentiment, their preferences with respect to e-commerce and also Organized Retail sector so that both the systems can leverage strength of each other with less Impact on overall economy.

1.6 Scope Of The Research

The scope of the research is to study only the Business to Consumer (B-C) E-commerce aspects of E-business in product distribution domain in India and its impact on Organized Retail Sector in India. All other aspects of E-business including services aspect of E-business is out of scope. Impact of e-commerce on unorganized sector is also out of scope of the study.

1.7 Constraints Of the Research

This research has following constraints

This research is done with respect to Organized Retail Sector of India and Respondents considered are also from India with the random sampling method.

- Only e-commerce for product distribution aspect of e-business in India is Covered and the production and manufacturing aspects at OEM end is out of Scope of this study.

CHAPTER 2: LITERATURE REVIEW

LITERATURE REVIEW

In this chapter researcher attempts to summarize study done in area of e-commerce and related topics in allied subject areas based on the existing literature that is reviewed. The literature review is presented with sole objective of identifying the research gaps to validate undertaking the present research work by the researcher. Retail sector is among most important and largest sector helping the growth of any Economy.

Retail sector in India has transitioned through many changes over the period of time due to various factors. The major factors which has impacted the Indian retail directly or indirectly are globalization and technological advancements. From small vendors from Unorganized retail sector to emergence of Mall and Organized retail Sector, Indian customers are now enjoying the growth of e-commerce and benefits it brings in form of discounts, convenience etc.

With technological advancements, world has come closer and the game of retail has completely changed with the new wave of e-commerce. All these changes have also bought changes in various policy decisions of countries and India is no exception to same. The policies related to Foreign Direct Investment i.e. FDI, plans related to digital India, Make in India etc. will certainly have constructive impact on E-commerce in India and this potentially can have impact on retail sector both organize and unorganized. With globalization there is significant change in Indian consumer behavior which will have impact on retail. Thus while studying impact of e-commerce on organized retail, it is important to consider the literature review on all these factors.

2. Literature Review Across Subject Areas

2.1 Retail Industry

A detail research report 'Impact of Organized Retailing on the Unorganized Sector' for 'Indian Council for Research on International Economics Relations' on the retail industry, is

broad and thorough analysis related to the impact organized retail can have on different parts of the financial system. The conclusions are based on one of the comprehensive surveys of various stakeholders including retailers from unorganized sector, different manufacturers, various arbitrators, wide range of customers and farmers and retailers from organized sector .

Based on the study, retail trade in India as predicted by researchers is to grow at the rate of 13% per annum, unorganized retail at 10% annually while Organized retail 40-45% Annually.

Another observation is that low income consumers are saving more than others in Organized retail outlets taking benefit of offers and discounts. Farmers are also getting benefited due to direct sale to organized retailers.

The main findings are:

a) Unorganized retailers experienced a reduction in business volume and hence profit in the initial years when large organized retailers entered the market. This negative Impact has reduced over time
b) The competition for unorganized retailers is increasing from traditional retailers Using better business strategy and technology.
c) Most retailers in unorganized sector want to continue in the business
d) Small retailers are attracting and retaining customers by giving credit to customers.
e) Consumers have gained from organized retail on multiple counts.
f) Unorganized retailers do have significant competitive advantage which include consumer credit sales, goodwill, possibility of bargaining, possibility of selling loose items in smaller number, convenience of timings and home delivery due to nearby location and relationship with consumer.
g) Quite a large number of manufacturers are now starting to feel the impact of competition from organized retail in form of price and payment pressures.
h) To minimize this impact, manufacturers are focusing on building and leveraging their brand strength, getting into retailing themselves, setting up dedicated teams to deal with organized retailers and ‘adopting’ small retailers.

i) There is no significant impact on Small manufacturers of organized retail

In paper ‘Strategies Implemented In Organized Retail Sector’, authors Rijwan Ahmed, Mushtak Ahmed Shaikh And Dr. Dilip B. Shinde Deals with the Organized Retail and strategies to enhance the organized sale at shopping malls. Overall retail is growing very fast in India with major increase seen from Organized retail. Shopping malls are One of the most attractive channels for Organized retail which started with 3 malls in 1999 to 190 in 2010 and current scenario where number is around 570.

During boom time many developers entered the market with building malls without any Planning, market research, marketing strategy etc. which resulted into lower Performance than what was expected. The basic problems faced by most of the malls are vacant shops, low foot-fall, some malls are already closed down. On other hand some of the strongly positioned malls are performing well. This research paper is based on the study conducted about the positioning strategies. While describing the current retail scenario, authors have pointed out that overall, store-based retailing has grown by 81.2% in the period 2006-11. In same period of 2006 to 2011, sales from Non-store retail shoot-up by 200%. The retail sector as a whole reported growth of 82% in this period.

The retail purchase varies across location. Urban area marks the purchase of 65% in Organized retail while 28% in unorganized retail. Semi urban area marks 23% purchase In Organized while 53% in unorganized and in rural market, 13% purchase comes from Organized retail while 19% comes from unorganized.

Inspite of this organized retail has quite a few challenges to overcome as almost more than 95% retail is still unorganized, Indian people still prefer traditional mom & pop Shops. This paper has objectives to study upcoming new formats in retail industry, study growth trends of retail sector and challenges for organized retail sector in India. The various new retail formats which are growing in Indian market scenario, to name a few are Hyper / Super

Markets, Departmental Stores, Convenience Stores, Shopping Malls, e-tailers, Discount Store, Vending, Specialty Store.

Major challenges summarized for organized retail include

a) Lack of industry status
b) High real estate cost
c) High rate of stamp duty
d) Lack of infrastructure
e) Complex taxation
f) Supply chain issues
g) Human resource issues where in there is high training cost and at same time high Attrition rate
h) Global economic slowdown
i) Price war

2.2 FDI

The paper 'Foreign Direct Investment in Indian Retail Sector Pros and Cons' by K. R. Kaushik and Dr. Kapil Kumar Bansal focuses on background of retail industry and FDI policy with respect to retailing, overall investors concerns and also government View points. As highlighted in paper, there is feeling of insecurity in minds of most of the retailers. According to authors, there is divided opinion about the same where some say there would be economic growth, development of infrastructure, development in rural area etc. and there is exactly opposite view where in risk of loss of jobs.

Authors also mention than India is one of the founder member and signatory for GATS i.e. General agreement on trade in services. All members in this group are required to open up retail trade sector to foreign investments. In India though there was initial reluctance on same still government has slowly started opening the retail sector to Foreign Direct Investment (FDI) in India. Foreign capital inflow is the biggest Opportunity while Kirana and

retailers would be losing the business along with exploitation of farmers is the key threats perceived .

At the end authors have concluded that government has updated the policy to safeguard The interest of retailer and other benefits of growth for India by certain conditions where In 50% of the amount goes for infrastructure development within 3 years, 30% of Sourcing of material from small scale industry, entry in cities with 1 million population etc. are important conditions for investors. As concluded it is presumed that advantages outweighs disadvantages .

2.3 Collaborative commerce

In the paper 'Collaborative commerce and knowledge management 'authors have come up with the model and architecture for collaborative commerce. In this paper authors described collaborative commerce which mainly is combination of e-commerce, knowledge management and collaboration to carry out transactions and other activities within same organization or across organizations. Here authors have primarily focused on collaborative commerce. According to them Though all the three areas are evolved independently over the period of time, still for successful e-commerce, knowledge management is required and for knowledge management effective collaboration is required.

Further down the line authors have discussed these three building blocks of collaborative commerce in details. While discussing about e-commerce, they have explained it as a subset of e-business. Other than e-commerce, e-business consist of e-help desk, e-training/e-learning, e-health care, e-procurement and many more.

The paper also discusses about the two paradigm emerged in e-commerce as business – to – business and business – to – consumer e-commerce. In case of business-to-business it is quite clear that two businesses transact online. e.g. auto manufacturer purchases some part online from other manufacturer. Here both vendor and customer are business entities. In other case of business-to-consumer, primarily various end users purchase products online from retailers / distributor / manufacturer. Here one entity is business owner and other is

consumer .Next building block discussed is about the knowledge management. As described In the paper, knowledge management primarily means expertise sharing, evolving as a learning organization for which collaboration is the base. Now people involve here, basically work in collaborative mode than competitive mode. Three components of Knowledge management described in paper are Strategy, Process and Metrics The third and last building block defined by authors is about collaboration. Among few of the many companies / areas in which collaborative commerce has given benefits are Cisco got benefited by web based technology platform where they reduced inventory by 4% in 3 months. They connected all their suppliers, partners and customers through technology platform and made itself smaller and grew bigger financially. The important reasons of success for collaborative commerce as identified by author are low cost, larger market and C2C connect.

2.4 Digital India

The paper 'Digital Indian Economy: A Dream Far From Reality' by Mohd Sazid highlights the challenges in cashless / Digital economy which is a dream of our Honorable Prime minister and proposes some measure to promote the same.

Post demonetization due to unavailability of cash, need was felt more to have cashless Economy. But there are basic challenges in Indian scenario which needs to be addressed on priority. Basic requirement to have a digital economy free of cash is

1. Access device (internet, smart phone etc.)
2. Network connection – High speed internet connection at all the places
3. Secured connection
4. Literate people
5. Credit/debit card

The research was conducted based on the published secondary data collected from News papers, internet , website etc. Post comparing with the data of other cashless Countries – Singapore and Netherlands. .

2.5 E-commerce

The paper 'Several Considerations Regarding the Online Consumer In The 21St Century – A Theoretical Approach' is to see the impact of Knowledge-based and information society on 21st century customer, identify main Traits of the online consumers and identify online consumer behavior Organizations now operate in fast changing and competitive environment where in Information is key. At same time customers have also changed who are more Demanding. To attract such consumers companies have come up with online banners, popup, text links, discussion forums, online chats etc. to reach virtual consumers. While discussing 21st century customer, authors have pointed out many key characteristics .

a) New type of consumer – Customer is now more demanding, well informed, Interested in getting more and more options. With accessibility to wider base of Consumer, it has reflected into wider range of needs, values and lifestyle it has Resulted into wider verity of goods and services.
b) Gen Y – Gen Y is an important component of 21st century consumer base known By various names as Echo-Boomers, Internet generation, the Entitlement Generation, the Millennium generation, the MySpace/ Facebook, @ Generation or "Why" generation which has been under the big influence of the Internet and also as new technologies.
c) The online consumer – The information superhighway has triggered the appearance of a new type of consumer, the "online consumers". More than 1/3rd population In 2005 among online purchases was Generation X while in 2008 a Price Gabber Research shows that "Generation Y is most active and comfortable with online and Mobile activities".
d) Threats to the online consumer – Inspite of its growth, there are many issues faced by online shopping which are fueled by consumers' perception of Internet threats. From viruses, cookies, to identity theft and pop-ups, spam and other major security and privacy aspects, all are issues that frighten the online consumer and make him Seriously ponder about the actual cost of buying online.

2.6. Research Gap

The Indian retail has seen tremendous changes over couple of years. From barter System, small shops, departmental kind of stores, Organized retail to current e-business /

e-commerce & m-commerce based sale of products. There are various factors, direct And indirect, that has brought these changes. The factors like political environment, Globalization, government policy changes, competition, growth of IT, technological Improvements, growth of internet, growth of infrastructure, improved internet speed, Exposure to global environment, changes in consumer behavior are the key factors for this change. Various factors have been studied by many scholars and professionals. There are Articles and papers explaining various formats of retail stores which have been studied. There are some papers on Organized Retailing discussing about the Challenges. There are articles related to Policy with respect to Foreign Direct Investment, there are many Articles and papers presented. There are many paper by different authors talking about FDI, the Opportunities it brings and Challenges it can put forth of India.

One more important factor which potentially will be having huge impact on Indian Economy is Digital India Initiative. There are many papers which discuss various Aspects of digital India initiative, its potential impact on economy etc. The digital India Site itself gives details regarding its objective, vision, mission etc.

There has been study done on impact of Organized retail on un-organized retail. But there is no study done in area of impact of e-commerce on Organized retail. With potential benefit of e-commerce to consumers at large, it has already made its presence felt by all retail operators. They have already started feeling the impact on volume of Sale, profitability etc. With Wal-Mart working out strategic entry in Indian market and Organized retail has already made its presence felt by all consumers, this research work Focuses on linkages between these factors with respect to e-business growth and in turn Impact of e-business on Organized retail sector due to e-commerce which is missing Part in all the study done so far.

2.7. Justification Of The Study

Considering the gap identified above it is clear that all the study has been done on e-commerce, internet penetration, organized retail etc. but in isolation. There is no study Done on impact of e-commerce on high investment Organized Retail. Considering the Fast growth of e-commerce it is necessary to study in detail the customer sentiment, Their

preferences with respect to e-commerce and also Organized Retail sector so that Both the systems can leverage strength of each other with less impact on overall Economy. Hence this research aims to study the impact of e-business on Organized Retail Sector.

CHAPTER 3: ENVIRONMENT ANALYSIS

3. ENVIRONMENT ANALYSIS

3.1 Retail Sector

3.1.1 What is Retail?

The word “Retail” has been derived from the French word “Retaillier” which means to ‘To break bulk’ or ‘Cut a piece off’ As defined in section 1.2.1, in year 2004, The High Court of Delhi defined the term ‘retail’ as “Sale of a product to the ultimate consumer in contrast to a sale for further sale or Processing (i.e. wholesale)” Hence according to the definition, the ultimate sale to end user is treated as retail. Any Sale done by any organization to final consumer, even though he is manufacturer or Retailer or wholesaler according to Kotler and Keller (2006), he is doing retailing. It Also does not matter how actually the sale happens. The sale can be done in shop by Person, by email, by telephonic calling, through vending machine or using internet, the Sale to last actual consumer of the product is treated as retail sale.

3.1.2 History Of Retail World-Wide

Retail has come very long way changing its forms over centuries. From exchanging Animals to e-payment, retail has grown tremendously. The below time line representation is Based on same which clearly explains the transition.

9000-6000 BC – Barter System : Animals such as camel, sheep and cows were Exchanged as currency. This was the oldest form of currency.

3000 BC Currency : Mesopotamia (modern day Iraq) a new form of currency was Used : The Shekel which was a measurement of weight

800 BC Markets : In ancient Greece merchants swap goods in the market place called Agora

200 BC Accounting : Introduction of Abacus for accounting. This era is the earliest Known written documentation of the Chinese abacus .

1883 The First Cash Register is invented by James Ritty .

1890-1920 The Dawn Of Modern Day Department Stores: This period marks the Transition from mom & pop shops and general stores to departmental stores. Marshall Fields is established as a dry goods store in 1852, and is now known today as Macy's Inc.

1909 Selfridges Redefines Retail: From necessary errand to a form of entertainment, Shopping became an activity that appealed to every sense. "Excite the mind, and the Hand will reach for the pocket" – Harry Gordon Selfridge

1912 Tragedy Strikes: The Titanic sinks and owner and co-owner of R.H. Macy & Co. are among 1517 people who lose their lives.

1920 The Roots Of Plastic: "Credit Cards" or "Charge Cards" as they were called, Were provided as a convenience to customers who would normally have to travel to Bank for cash withdrawal.

1924 Holiday Fun: Macy's in New York City becomes the largest store in the world, Attracting over 10,000 people for their first Thanksgiving Day parade

1929 Groceries Under One Roof : Kroger established its own bakeries and lead the Way. This was the time around which very first supermarkets in America were Established.

1930 The First Shopping Mall: Opens in Highland Park shopping village in Dallas, Tx, and minimum wage laws are soon implemented (around 25c/hour) .

1937 The First Shopping Cart: Sylvan N. Goldman owner of Humpty Dumpty Supermarket in Oklahoma city invents the shopping cart .

1946 Convenient Hours: Open from 7am to 11pm, the first 7-Eleven convenience Store opens in Texas, impressing consumers with extended hours of operations which Were unprecedented at that time.

1950 The Birth Of Mall Culture: The first pedestrian mall, The Northgate shopping Center , opens in Seattle. Department store evolve into malls, and the first outdoor Regional mall, South dale Mall is opened in Edina, Minnesota .

1960 The First Electronic Cash registers are invented

1962 Big Box Retail: The first Wal-Mart opens, followed by Kmart and Target, who Follows suit and open their doors during 1960's.

1974 Bar Codes: Inventory tracking methods improved a lot during this period. Ba**r** Coding was developed in 1960's and the first scan of UPC barcode was on pack of Wringley company chewing gum in 1974

1985 Infomercial Emerge: TV and shopping come together with the very first season Of the Home Shopping Network.

1992 Super Size Retail: The mall of America, the country's largest mall, opens in Minnesota. It receives 40 million visitors annually. Today it outsized by the biggest Malls that are mostly located in Asia.

1994 Online Shopping Is Born: Pizza hut is the first to accept an online order – Mushroom, pepperoni with extra cheese.

1995 E-Com Pioneers: Amazon is established and sells its first book

1997 Mobile Payment Introduced: by Coca Cola in a limited number of vending Machines.

1999 Online Shopping Is Growing: Brick & Mortar brands double their online sales To a total of $20 billion, almost a 59% of retail sale made online

2001 First Apple Store: Apple's first store at the Tyson Corner Center mall in Virginia was opened in 2001.

2007 The Dawn Of Social Media: Facebook reaches 100,000 business pages allowing Companies to attract potential customers and tell about themselves This started as Group pages, but new concept called company pages is planned.

2011 The Pendulum Swings: Main street shopping makes its come back. Many Consumers tired of mall culture, prefers main street small and independent shops

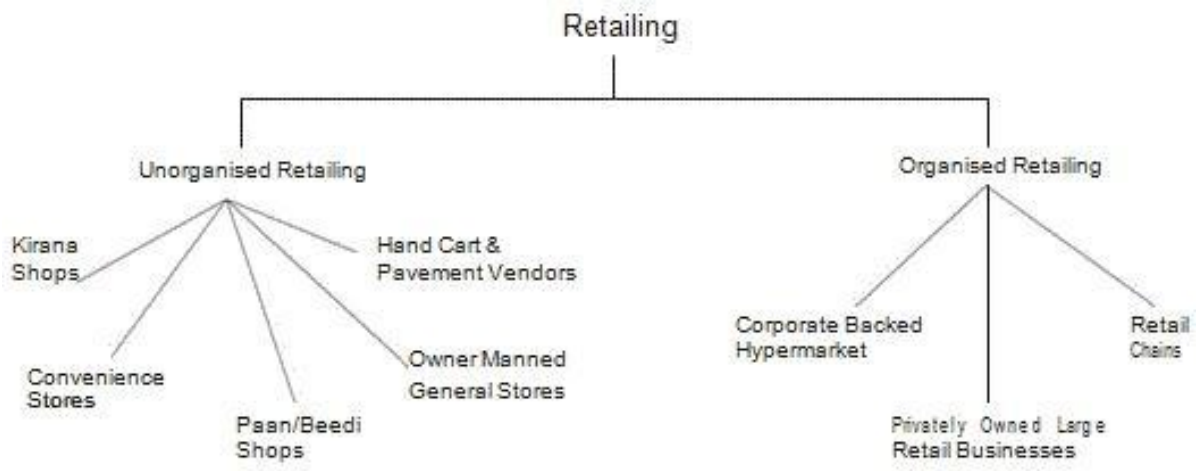
2013 New Technologies emerge to help retailers to collect data. Apple introduces iBeacon technology for example which can track the presence of a nearby shoppers iPhone. **2013 Omni Channel** becomes an everyday retail term, with Nordstrom leading the Way as one of the top Omni channel retailers.

2013-2015 E-Receipts: The retail industry and other urge merchants to 'go greens' and Save paper by making printed receipts optional.

3.1.3. Types Of Retail

As discussed earlier Retail can be divided in 2 types Organized Retail and Un-Organized retail As shown below in figure 3.1

Figure 3.1 : Types Of Retail



A) Unorganized Retail

When we see timeline history of retail, for first few thousand years, there was not much Growth / enhancement in the way retail was done. The focus was primarily on exchange of necessities. The needs were also very minimal and may be mostly catered within same village or locality produced by households. Around 800 BC, in Ancient Greece, a market place evolved, which was called 'Agora', From where the sale of goods started to happen. Individuals started to come to this place to sale there goods and may be since variety was available, customers started to come There for their required purchases. Still the individuals would sale the specific product or specific category of the products owned by themselves. Over the Though the appearance of the shop changed, still these kind of shops still Exists in form of mom & pop shops, all kind of street vendors, pan-beedi shops etc. as Unorganized retail shops.

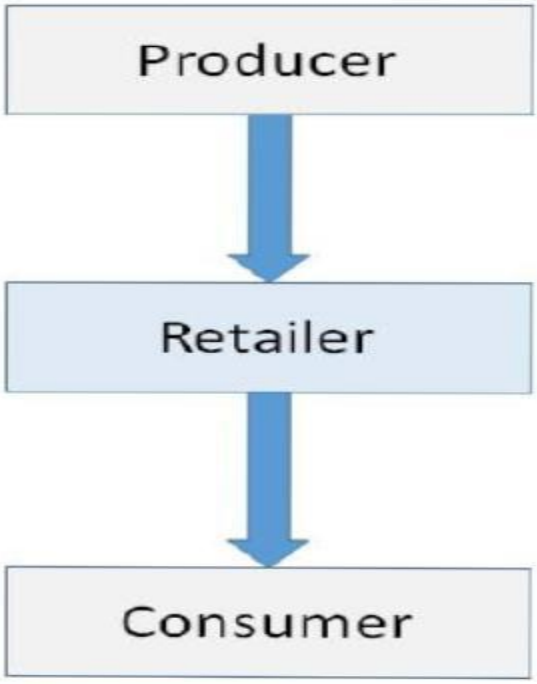
Thus as specified in section 1.2.1.2 the term unorganized retail sector is ….

‘Consisting of all unincorporated private enterprises owned by individuals or households engaged in the sale or production of goods and services operated on a Proprietary or partnership basis and with less than ten total worker.

B) Organized Retail

As defined in section 1.2.1.3 Organized retail consists of all incorporated enterprises which are engaged in the sales or production of goods and services operated as private Limited or limited organizations governed by Companies act. With this definition, Organized Retail Sector , mostly would cover company owned Retail setups where in part of the employees are on the direct payroll of the company Some would be on the contract basis. All these employees would be governed by Minimum wedges act . These outlets can be stand-alone company owned showroom or the retail space in any of the super market, mall etc.

Figure 3.2: Organized Retail Conceptual Representation



When we refer to period 1890 to 1920 above in retail timeline history, this was the period when retail saw a bigger transformation. This was period of evolution of modern day departmental store. This was transition from mom & pop shops to departmental store where in variety of products and product categories were available at single place. Marshall Fields was established as dry goods store in 1852 which is now well known as Macy's Inc. maybe was first store in organized retail. It is now becoming a preferred thought that from necessity buying, make the shopping as an experience / entertainment activity that is enjoyed by all. In 1924 Macy's in New York became largest store in world attracting 100,000 people in for Thanks giving day parade. First super market was established in 1929 by Kroger in America and first shopping mall in Dallas where in minimum wages law was implemented soon. 1950 started the mall culture and 1962 saw the opening of big outlets of Wal-Mart, Kmart and Target. In 1992 in Minnesota Super size retail, Mall of America opened which received 40 Million visitors annually. Till 1994 when online shopping was born and thereafter also, various forms of organized retail were evolved which are summarized below.

3.1.4. Forms Of Organized Retail Outlets

There are many different forms of Organized retail outlets as summarized below

a. Department Stores – A retail store which has many departments or sections, a different product line.
b. Specialty Stores – Merchandise in these stores are target to specific markets. The store specializes in a given type of merchandise like children's clothing, men's clothing, sporting goods, etc.
c. Supermarkets – departmentalized & self-service stores that specialize in food and some non-food items. E.g. Food bazaar
d. convenience Stores – Small scale supermarkets, carrying only a limited categories which are high-turnover convenience goods, generally found in residential areas and are open for long hours. E.g. Reliance Fresh, More, Big Bazaar
e. Discount Stores – e.g. Wal-Mart, Vishal Mega Mart, loot (closed down now)

f. Full-line discounters or mass merchandisers – These stores offer very limited Service and carry a broad assortment of well-known national brands.
g. Specialty discount stores or category killers – Category killers sell a single line like Electronics or sporting goods or office-supplies etc. and use self-service, discount Prices, high volume and high turnover.

3.2. Foreign Direct Investment – FDI

3.2.1. What Is FDI

Foreign Direct Investment (FDI) is a very important source of investment for any country for its economic development. Various companies or investors invest across countries to get the advantage of the economical situation in that country, to get benefit of cheap wages, technology etc. This generally is a win-win situation as country gets foreign funds available for investment and other company gets cost effective solutions for their company. There are many other aspects to the investment also and hence every government chalks down the policy very carefully and cautiously.

In India, economic liberation started way back in 1991 due to economic crisis. Then prime minister, P.V. Narsimha Rao and finance minister Dr.Manmohan Singh bought FDI to India. Along with liberalization, this also had positive impact that time, where India could slowly come out of economic downtrend. Since then the FDI in India is on steady increase path which according to Financial Times overtook China and US in 2015 as most preferred destination for FDI. Though there are many positives of FDI there are certainly some negatives perceived of FDI which were key factors of opposing FDI in Indian Retail Sector. Considering this and various other environmental changes like globalization, political environment changes in India, Department of Industrial Policy and Promotion Ministry of Commerce and Industry, Government of India, has amended FDI policy many a times.

3.2.2. Advantages Of FDI

i. Employment Generation

With FDI coming in, new companies would be formed. With new business coming in India, it is expected to generate huge employment. It is generally accepted in India that growth in manufacturing setup will certainly increase the number of jobs as government sector cannot be sufficient to provide jobs to huge young Indian population

ii. New Technology In-Flow

When foreign companies come, they will come with their advance technologies. This helps in two ways, making technology available for Indians and due to this improved quality of the products manufactured using this technology. It would also give boost to Industry and will increase the completion also.

iii. Improvement Of Agriculture Sector

Due to direct sourcing from the farmers, they are expected to get 10 to 30 % increase in income

iv. Increase In Government Revenue

The expected increase in the revenue earned by government is to the tune of 25-30 million dollars. With this huge increase will certainly help boosting the economy also which again will have overall positive impact

3.2.3. Disadvantages of FDI

i. Impact On Small Business

There is perceived threat to small businesses and cottage industry that they may Not be in a position to compete with the big players in the market.

ii. Trade Deficit

Intellectual property rights with respect to Trade and measures related to trade may Restrict the manufacturing of certain products in certain geographies.

iii. Inflation

There is one thought process that international companies have huge advertisement Budget and they spend quite a lot amount for same. This in turn is recovered from Customer by increasing the prices and hence customer needs to pay more to buy The product worth less amount and hence there is chance on unnecessary inflation.

iv. Limited Employment Generation

Due to technology and automation it is said that there is less possibility of job Increase but rather people from worker class will have to spare there jobs and will Be jobless.

v. Impact On Farmers

The view of critics on this point of farmers is that, due to size of the company, it is More likely that big players will try to dominate farmers and control them than Pass on the benefits to them.

vi. Corruption

It is very likely that big business houses will go to whatever extent needed to get the business which will tend to increase the corruption.

3.2.4. Routes To Invest In India For FDI

FDI can invest in India primarily by two routs

Automatic Route – Generally for any investment, it needs government or RBI Approval. But in case of automatic route, there is no need of taking approval from either Government or Reserve Bank of India.

Government Route – For some of the investments, as specified in FDI policy, Government approval is required for investment. Through Foreign investment Facilitation portal, which is single window clearance for FDI under application route, Investor needs to do application

for this route. Respective ministries will act on the Application as per the standard operating procedure once they receive it at next step. All The work relating to processing of applications for FDI and Government approval under The extant FDI Policy and FEMA, now will be handled by the concerned Ministries/Departments. They will consult with the Department of Industrial Policy & Promotion (DIPP) and/or Ministry of Commerce as the need be for applications and Decision of the Government under the extant FDI policy.

3.2.5. FDI For Retail

When it comes to retail, from FDI perspective, it would be primarily Organized retail sector. In organized retail sector also guidelines for FDI are differentiated for 2 types of retail organizations viz. organizations in retail of single brand and multi brand retails.

3.2.5.1.Single Brand Product Retail

For Single brand product retail like company show room of Adidas , Nike etc who Wants to set up the retail shop in India, it would come under single product retail where In from company owned showroom only shoes of Adidas would be sold. In such kind Of retail , FDI cap is 100% out of which 49% is automatic rout and if it is more than 49% it would go through government rout. FDI in single brand products focus mainly on investing in manufacturing and marketing Sectors, making such goods available to customers, increasing productivity in India and Enabling Indian industry's competitiveness by using global design, technology. Methods

FDI Guide Lines For Single Brand Retail Are As Below

1. It should be a single brand product

2. The product should be sold internationally under same brand name

3. Products which are branded at the time of manufacturing will be considered under

single brand product retail trading

4. The responsibility of legal compliance lies with the Indian entity carrying out the

trading activity of single brand retail.

5. In case the investment proposal is beyond 51% then there are further more guidelines for same to summarize few are as below

6. Goods required should be purchased from India to the minimum tune of 30% again these purchase should preferably from MSMEs, cottage industry and villages and craftsmen in all sectors

7. The company has to certify themselves the amount of sourcing which may be audited randomly.

8. The single brand retail entity which is selling through brick and mortar store can also trade through e-commerce platform

9. Indian brands traded as single brand should be owned and also controlled by Indian resident citizen or companies owned by resident Indian citizen.

10. There can be relaxation up to 3 years for the Sourcing norms on local sourcing based on technology and skills availability locally. A committee under the Chairmanship of Secretary, DIPP, will give approval for same.

3.2.5.2. Multi Brand Product Retail

Multi brand product retailing in context of FDI refers to the retail business by organized Retailer where he sales more than one brand products through his retail shop / mall e.g. Big Bazar, Central, Reliance digital etc. where you can purchase variety of products of Different retailers.

Unlike to single brand retailing, FDI cap for multi brand retail is approved to the tune of 51% through government route

FDI Guide Lines For Single Brand Retail Are As Below

The conditions applicable for multi brand retail from FDI perspective summarized at High level are as below.

1. In case of Fresh agricultural produce, which includes vegetables, fruits, flowers, Pulses, grains, fishery, fresh poultry and meat products, need not be branded.
2. There is Minimum investment requirement of US $100 million by the foreign Investor as FDI.
3. Minimum of US $50 million of total FDI, should be re-invested in 'back-end Infrastructure' within first three years. Note that the land cost expenditure or Rentals, if any, is excluded from the backend infrastructure.
4. At least 30% of the procurement must be done from Indian micro, SME, which Have a total investment in plant & machinery not exceeding US $ 2.00 million. The Company has to self certify the amount of sourcing but this may be audited any Time.
5. The criteria for the cities where retail sales outlets can be set up is a city which has Population according to 2011 Census of more than 10 lakh or any other city, Decision of which will be with respective State Governments
6. First right of procurement for agricultural products will be with Government
7. The policy stated is policy kind of guideline policy or is an enabling policy only. The State Governments/Union Territories will have freedom in regards to Implementation.

3.3.Digital India Initiative

3.3.1. Digital India Overview

Indian information technology scenario has transformed many folds since the journey of information technology started way back in 1985. Then prime minister of India Mr. Rajiv Gandhi, with the help of Mr.Sam Pitroda who is called as architect of India's Telecom revolution and was adviser on Public Information Infrastructure & Innovations, Resisted the pressure of Multinational Companies for giving up plans of spread of Telecom services in India.

In Mid 1990 e-Governance for citizen centric services started which could not make the Required impact then. In 2006, National e-Governance Plan (NeGP) was launched by Government of India. Under this plan 31 critical Projects across various domains were Initiated. Again except for few, many of these projects failed and could not meet the Objective.

The need was felt to give more push for success of e-Governance in the country, Promote the growth in electronic sector, in products and services domain with more job Opportunities.

With the objective to transform the entire public services ecosystem by using Information technology, the Government of India has launched the Digital India Program.

I. Digital India Vision

The vision statement of Digital India initiative is

'To transform India into a digitally empowered society and knowledge economy.'

There 3 key areas of Digital India Vision are

a. Availability of Digital Infrastructure to Every Citizen

b. On Demand Governance and Services

c. Citizen's Digital Empowerment

As a part of digital infrastructure as a core utility to every citizen, major need for e-business is being taken care, that of high speed internet availability. Cradle to grave digital identity will contribute to the traceability of individual along with stated vision ensures safe and secure digital environment. Mobile phone and bank account linking enables the citizen for digital payment.

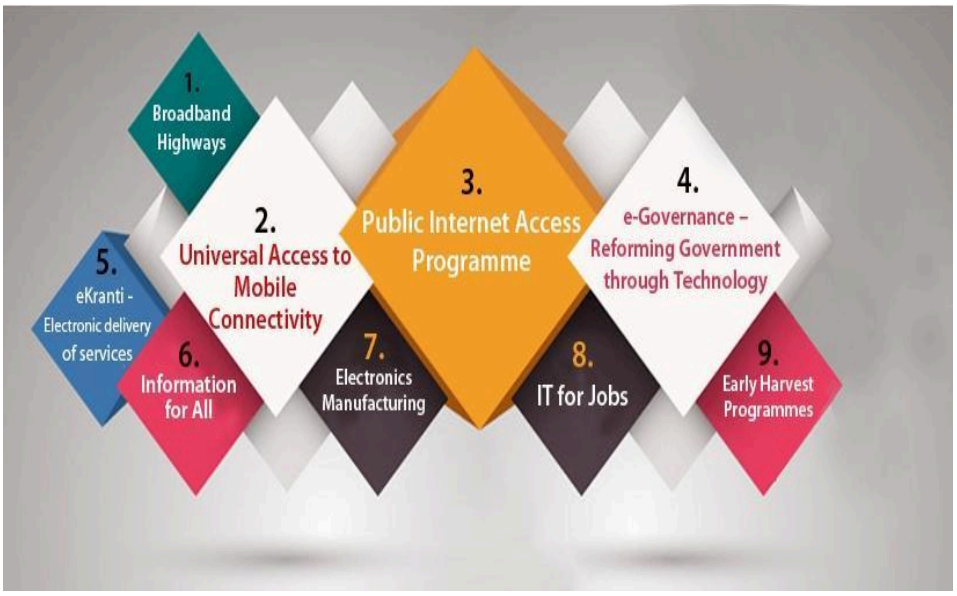
As part of governance and services on demand, focus is on seamless integration of services across various departments or jurisdiction. Other important focus area is on availability of services real time from online and mobile platform. One of the main objective is also of ease of doing business.

The third key focus area is on citizens to make them digitally empowered. This will be achieved by educating masses on digital enablement.

II. Pillars of Digital India Initiative

There are 9 pillars identified on which Digital India initiative is based up on

Figure 3.03: Pillars Of Digital India Initiative



Source – Digit India website

The primary objectives decided under each pillar of Digital India Initiative are as Bellow

1. Broadband Highway

a. Broadband for all – Rural – 250,000 village Panchayats across 640,867 villages to Be covered under the National Optical Fiber Network (NOFN)

b. Broadband for all – Urban – Virtual Network Operators would made use of for Delivering service and building communication infrastructure. Broadband will be Made compulsory in urban areas new development's and buildings.

c. National Information Infrastructure (NII) – High speed connectivity and cost Effective cloud solution would be made available to all government departments Up to the panchayat level through NIIs.

2. **Universal Access To Mobile Connectivity**
    a. About 55,619 among 640,867 villages in the country do not have mobile coverage.
    b. This initiative focuses to extend the infrastructure to these villages and bridging
    The connectivity gaps in the country.
    c. As part of the comprehensive development plan for North East, providing mobile coverage to these villages has been initiated on priority.
    d. Connectivity across villages would be achieved in phased way.
3. **Public Internet Access Program**
    a. Internet access would be made available through common services center and post Offices which will be at least one at each gram panchayat level.
    b. Common Service Centre – CSCs number would be increased to 250,000 while a Total of 150,000 Post Offices would be converted into multi service center.
4. **E-Governance –Reforming Government Through Technology**
    a. Government Process would be re-engineered, simplified and made more effective By using IT
    b. The guiding principles for reforms through technology are

    i. Simplification of forms and reduction in data capture in form of fields

    ii. Online applications and tracking

    iii. Online repositories – Use of cloud space to store all the documents with effective access strategy

iv. Integration of platforms and integration of services these platform provides.

v. All databases and information should be in electronic form and not manual.

5. Information For All

a. All the data would be made available to all citizens at the click of the button in Form of data sets in an open format by respective ministries/departments for use, Reuse and redistribution.
b. Government will interact and share the important information through digital Platform. Government has launched MyGov.in, platform for citizen engagement.

5. Electronic information

c. pillar focuses on target of NET ZERO Imports by 2020 in electronics Segment.

6. IT for jobs

a. This pillar focuses on making youth job ready by making available required Trainings in the IT/ITES sector.

b. Aim here is to provide trainings to 10 million students over 5 years.

c. Training Rural 0.5 million rural workforce on Telecom and Telecom related Services

7. Early Harvest Programs

Projects which are to be implemented within short timeline

i. IT platform for messages

1. A mass messaging application

2. 13.6 million mobiles and 2.2 million emails id are part of database

ii. All universities to be WI-FI

iii. Secure of email and data

iv. Public Wi-Fi hotspots – Cities having more than 1 million population will have public WI-FI hotspots in key public places to promote digital cities.

v. School books to become e-books

vi. Weather information would be made available on SMS

vii. National portal for lost and found children.

III. Digital India Initiatives

Under digital India program, government of India has started various project in line With the objective of the program for overall growth of India in various dimensions on Global parameter. All steps have been taken to promote electronic business and digital Services across all sectors. Some of the initiatives are listed below which are important From e-business and e-commerce perspective.

a. UMANG

UMANG (Unified Mobile Application for New-Age Governance) is a common, unified Platform and mobile application to facilitate a single point of access to all government Services.

b. SWAYAM

For hosting of all the courses from standard 9^{th} up to post-graduate level, an indigenous IT platform named SWAYAM has been developed. This can be accessed by anyone And everyone and from anywhere at any time.

c. **State Wide Area Network (SWAN**)

State Wide Area Networks – Under SWANs program, all the States/UTs are connected Upto block level with minimum bandwidth of 2 mbps per link.

d. **Project Management System (PMIS**)

Project Management and Information System (PMIS) has been developed in National eGovernance Division (NeGD) for Mission Mode Projects under e-Kranti. This is a decision oriented system which can provide exception reports

e. **Pradhan Mantri Gramin Digital Saksharta Abhiyan**

Digital India initiative not only makes systems available but make people ready to use the available system. Through this initiative, it is ensured that people in rural areas also become digitally literate. The goal is reach around 40% of rural households by 31st March, 2019 and ensure atleast one member from each household is digitally literate.

f. Paygov India

Paygov is a National Payment Service platform. This has been developed along with Payment gateway interface for online payments.

g. North-East BPO Promotion Scheme (NEBPS)

Digital India not only covers urban area and some of the accessible rural areas but also Targets to connect north eastern states. It also ensure internet availability in the hilly Area connecting those states to main land by incentivize BPO/ITES Operations in North East Region (NER) creating employment opportunities and growth of IT-ITES Industry.

h. Mobile Seva App Store

The Mobile Application Store (M-AppStore) will facilitate the development and Deployment of mobile applications suitable for public service delivery through mobile Devices.

i. Meghraj

Government of India's ambitious initiative is "GI Cloud" with the name 'MeghRaj'. This is to develop and exploit the benefits of Cloud Computing. The primary objective of this initiative is to accelerate delivery of e-services in the country optimizing ICT Spending of the Government.

j. Digital Saksharta Abhiyaan (DISHA)

Making everything digital is of no use if people are not able to use it. Considering this, NDLM or DISHA scheme IT trainings will be imparted to 52.5 lakh individuals, Including Anganwadi, ASHA workers and authorized ration dealers across the country.

k. **Cyber Swachhta Kendra**

Security is most critical in digital media. It is set up in line with the objectives of the 'National Cyber Security Policy' through Cyber Swachhta Kendra (Botnet Cleaning and Malware Analysis Centre) which is initiated primarily to create a secure cyber

l. **Bharat Broadband Network (BBNL)**

'Bharat Broadband Network Limited' is a special purpose vehicle formed by Government of India. It has capital of Rs. 1000 Cr. Authorized for creating the National Optical Fiber Network (NOFN) across India connecting 2,50,000 Gram Panchayats Spread over 6,600 Blocks and 641 Districts.

3.3.2. Things to Expect From Digital India Initiative

Though Digital India initiative has its own agenda, it has clearly laid the path for Making India digitally equipped on all the fronts. As discussed in section III above Government of India is all set to embrace the benefits of internet. Government has Moved most of the functionalities possible for all the department on e-business Platform. At same time government also expects its citizens to utilize the e-services. To Utilize these e-services of government, there is basic need for improving digital Infrastructure and digital literacy of India which is huge task. With all these Infrastructural improvements including plan for digital literacy, it certainly has created Huge market potential for online business. The main challenges for e-business and Aspect of digital India which can help resolve the issue are as discussed below.

1. Availability Of High Speed Network :

a. As part of broadband highway, 250,000 village Panchayats would be covered Under the National Optical Fiber Network (NOFN).

b. Currently the minimum internet speed is 510 kbps and the immediate target is to increase the minimum speed 4 times to 2 mbps so that 5G network can be established improving the average speed further from current average speed of 18.82 mbps.

c. 400,000 Public Internet Access Points

d. Wi-Fi in 0.25 million schools, all universities.

2. Knowledge To Use Digital Media**:**

a. Increase in internet Penetration from 35 % to 70%

b. Trainings to people in smaller towns and villages

3. Highly Integrated Services:

a. All the services will be integrated under Digital India initiative

b. All financial services including banking are also integrated ensuring process linkage with logistics in e-commerce

4. Ease Of Operations:

a. All forms are to be simple and requiring minimal information

b. Reduction of Number of clicks as all personal information is digitally stored and linked

5. Online Payment Option**:**

Since all the services are integrated, multiple payment options available including credit card, debit card, net banking, BHIM app, e-wallet and cash on delivery.

Based on the 2011 census data urban population is just 31% which is primarily exposed to e-business. Whereas 69% of Indian population is still away from e-commerce. With digital India initiative which targets to reach to every village will increase the penetration and hence potential market for e-commerce.

3.4 Digital Scenario

Digital Media is the key for any e-commerce transaction. The important aspects we need to consider while studying the potential impact of e-commerce, the study of growth of

e-commerce and attributes of growth are important. When it comes to digital revolution from e-commerce perspective, growth in device usage like Laptops, mobile, tablet etc. and internet usage, various mobile apps usage are the key data points. The digital Scenario, worldwide avg. and India's relative position on key attributes is discussed below.

Figure 3.05 : Digital Scenario I – User Base



Figure 3.06 : Digital Scenario II – Penetration

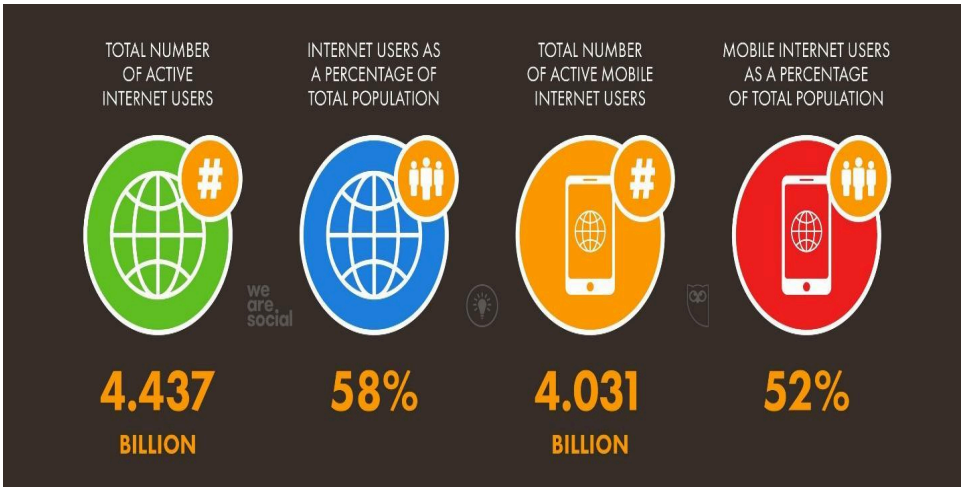
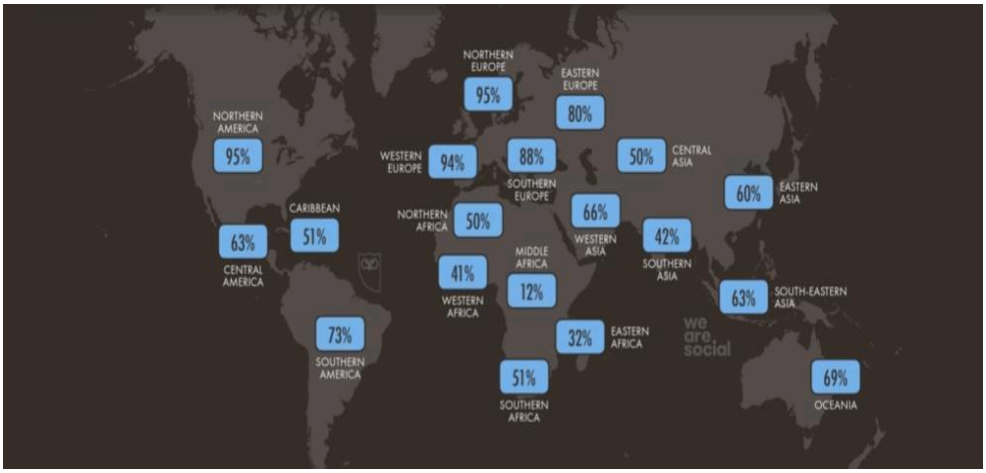


Figure 3.07: Internet Penetration Percentage



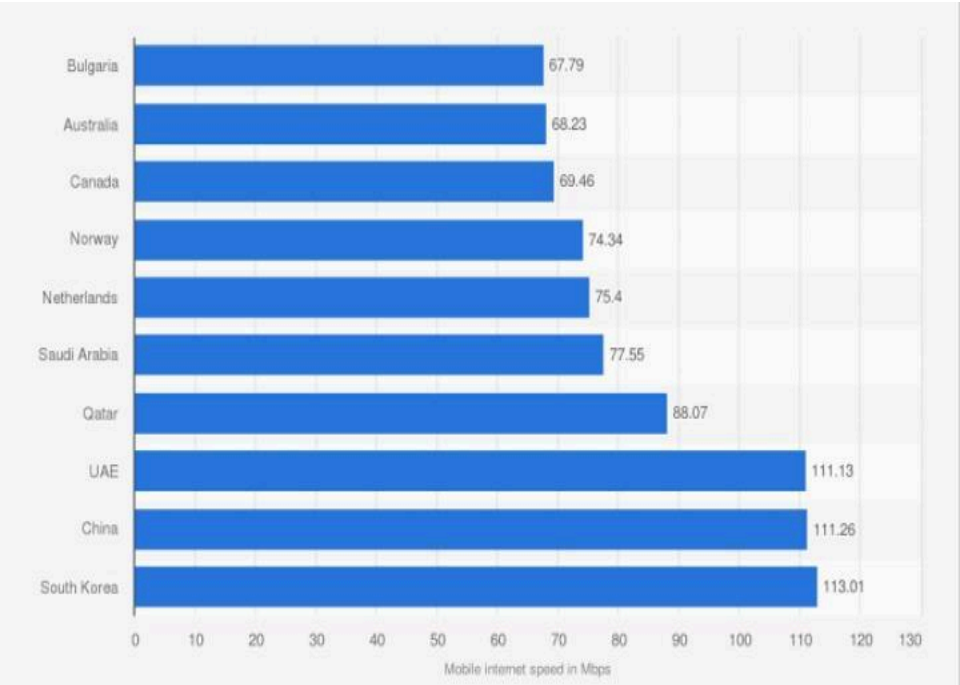
Above shows the relative internet penetration for some of the key countries in the world. UAE, , Netherlands , UK , and Japan are among top 5 countries while worldwide average is 53% and India represented has just 34 - 42% of internet penetration. This percentage will grow many folds with digital India initiative.

Figure 3.08 : Internet Connection Speed



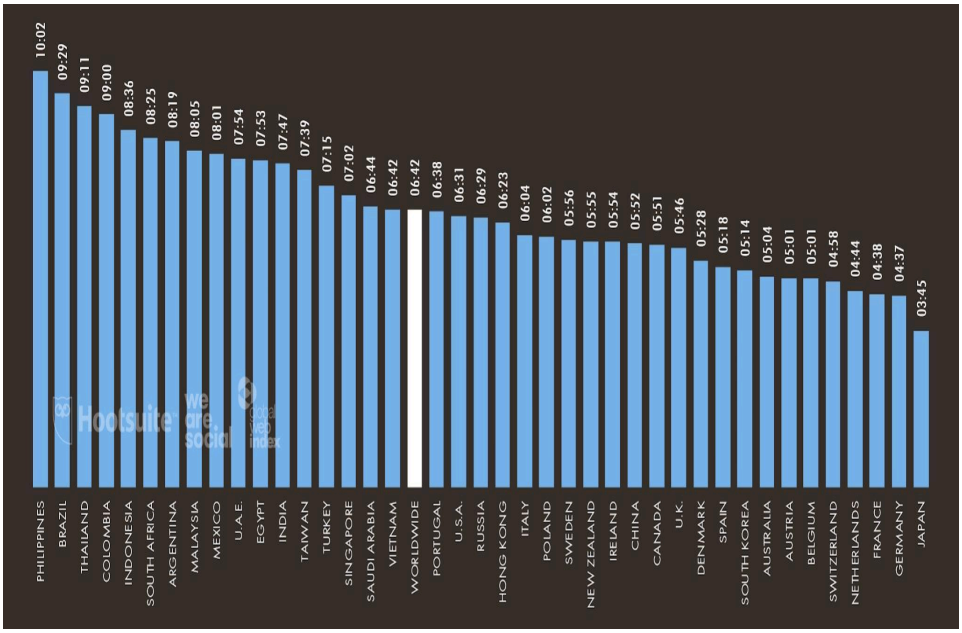
Taiwan has the highest average fixed internet speed in world with 85MB/S which is followed by Singapore – 70.86 MB/S .The worlds avg stands at 5.08 MBPS which is highlighted in Green and India with 6.73 MB/S

Figure 3.09 : Mobile internet Speed



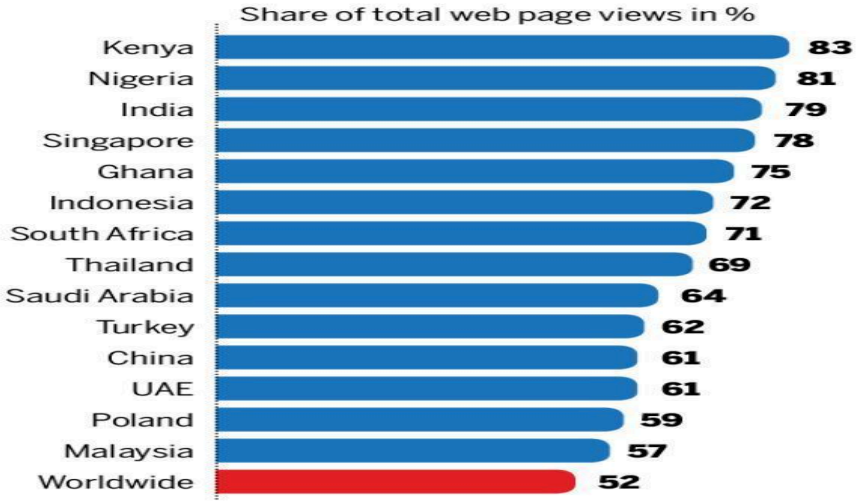
In mobile internet speed,South Korea has taken first place with 113.01 MBPS over China marginally behind at 111.26 followed by UAE , Qatar and Saudi Arabia 3rd,4th and 5th place with 111.13 MBPS, 88.07 MBPS and 77.55 MBPS respectively. The worlds avg stands at 47.20 MBPS and India with 12.41 MBPS .

Figure 3.10 : Internet Usage



The average time spent on internet is highest in Philippines which is to the extent of 10 hour and 2 minutes followed by Brazil – 9 hr.29 Min, Thailand – 9 hr. 11 min, Colombia – 9 hour and Indonesia – 8 hour 36 min in top 5 countries while japan has least 3hr 45 min. Usage among above countries. Avg. time spent on internet per day in India is 7 hr. 47 min.

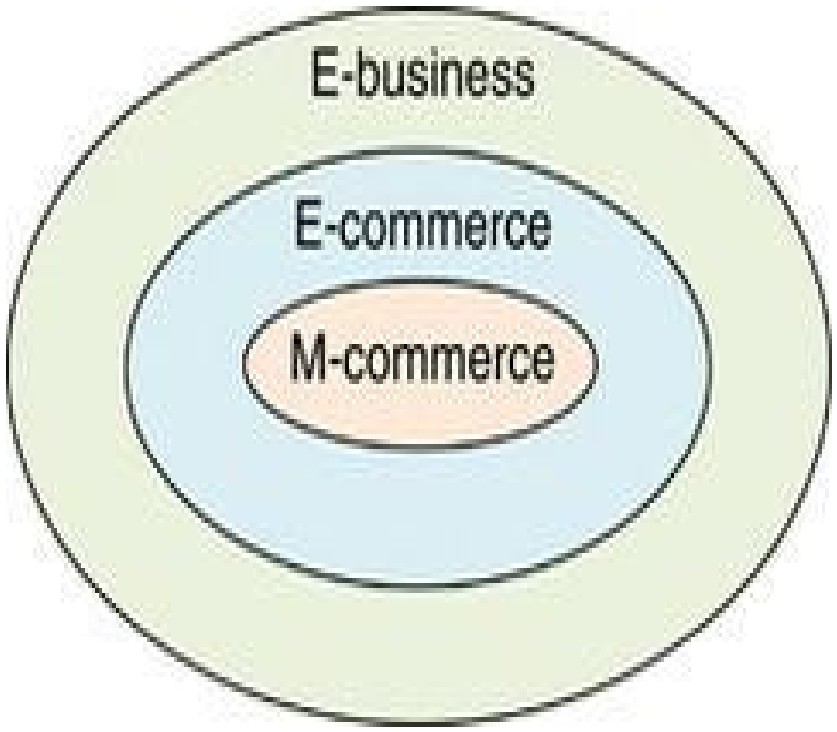
Figure 3.11 : Mobile Share of Web Traffic



3.5.E-Business – E-Commerce – M-Commerce

The term Electronic Business or e-business was coined by IBM's marketing and Internet teams in 1996. While e-business refers to all the activities of business which are performed using electronic media, e-commerce is part of e-business, i.e. it is a sub-set of e-business which refers to the activities involved in buying and selling of the products online. Where e-commerce is subset of e-business, m-commerce is extension of e-commerce which primarily refers to the activities involved in buying and selling of the products online either using web site or using mobile app on mobile hand set.

Figure 3.12 : Relationship Of E-Business, E-Commerce And M-Commerce

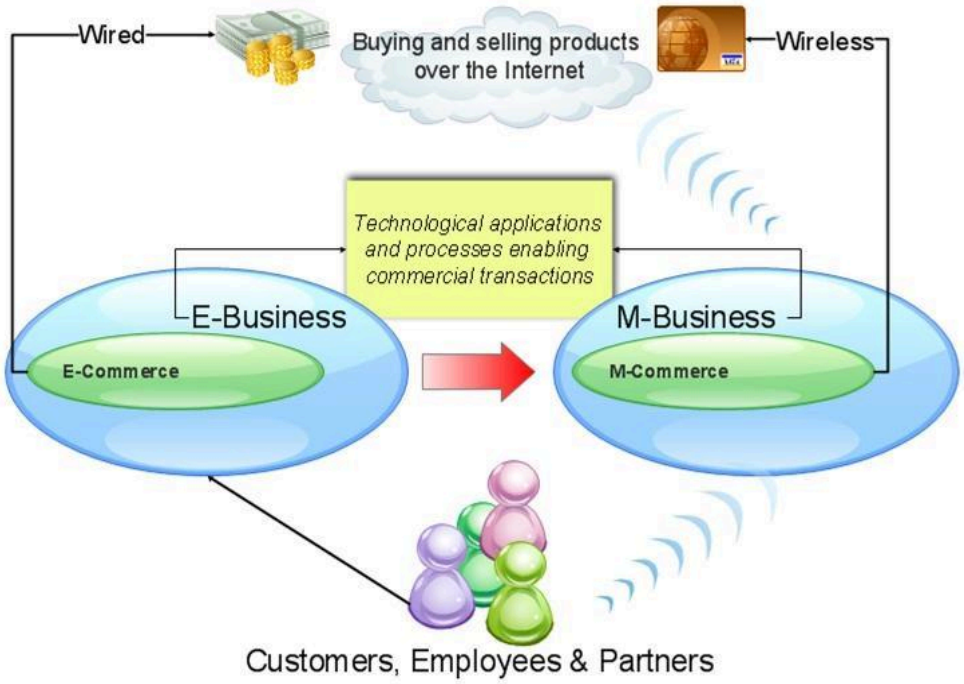


Thus e-business does not only relate to application of ICT in buying and selling but It also covers use of ICT in all the stages which support final sale. All services Provided using ICT are part of e-business. New business areas have been immerged Due to e-business while it has simplified or upgraded existing businesses Now a days, ICT is involved from design of the

product, required inventory Management procurement of the raw material which involves placing of the order And invoicing Upto delivery management. Automation of e-mail, automation of SMS has simplified the process with the use of internet. It has bought world much Closer than ever before

As depicted Figure 3.13 below, new online Payment gateways which handle various options of payment like credit card, debit Cards, online bank transfer etc. Services like Paytm has been evolved as a new Business opportunity which is also available in form of mobile app for m-Commerce.

Figure 3.13: Technology application in E-business, E-commerce, M-business



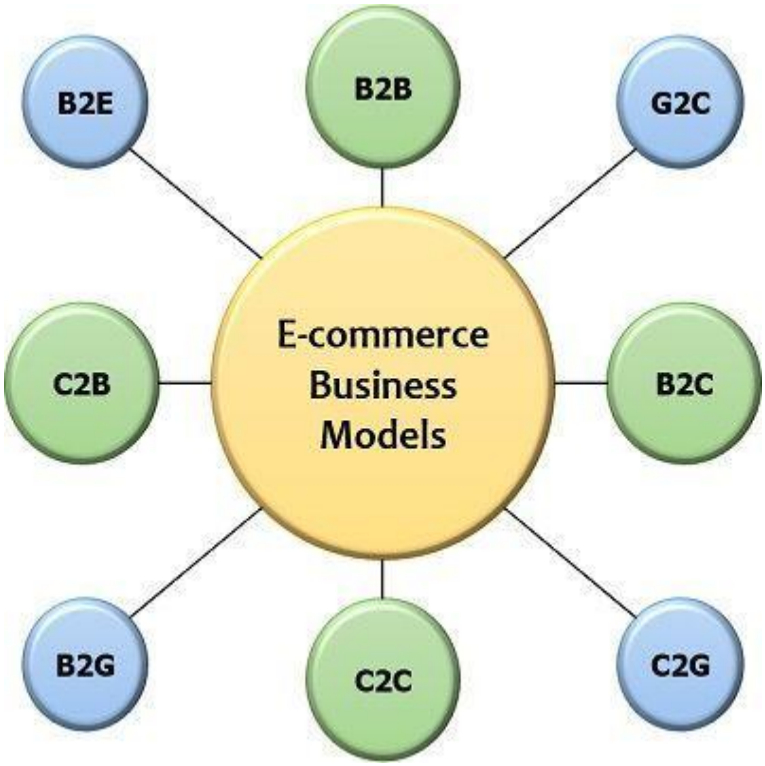
Digital revolution has rapidly overtaking e-Mobile app which include mobile app of all e-Commerce businesses like amazon, Flipkart, jabong big basket and many others has made alternative option available which is easily handy for all users and is Growing very fast. Now only website is not sufficient for e-commerce business but mobile app is becoming necessity

for growth in spite the numbers using mobile app is lesser than using website for online Purchases or availing any Services like bill payments etc.

3.5.1. E-Business Models

The e-business model can be categorized based on who serves and to whom he Serves, as below

Figure 3.14: E-Business Models



Business to Business (B – B) Model – Business Model in which one business entity uses internet to do business primarily with other business entity it is B – B model. E.g. when Dell sells computer directly to other firm which is in business of software development.

Business to Consumer (B – C) Model – Business entity makes use of internet to do business with individual consumer. E.g. Amazon.com

Business to Government (B – G) Model – Business entity uses internet for doing business with government e.g. lockheedmartine.com, submission of tender to government agency.

Consumer to Business (C – B) Model – Consumer uses internet for communicating with Business entity. E.g. hotel booking by consumer

Consumer to Consumer (C – C) Model – Consumer make use of internet to connect with other consumers. e.g. use of any email application by users to communicate / connect with other users.

Consumer to Government (C – G) Model – Where consumers communicate with government using internet. E.g. income tax returns submission, all kinds of tax payment like property tax, GST etc.

Government to Business (G – B) Model – Government interacts with business entity using internet e.g. company registration portal, import export policy implementation etc.

Government to Consumer (G – C) Model – Government interacts with consumers Using internet e.g. subsidy credit to bank account, aadhar database, government job Posting, government scheme communication to citizens.

Government to Government (G – G) Model – One government unit communicates With other government unit. E.g. linking of central department with state and down up To panchayat level using internet and e-governance methods implemented across under Digital India initiatives.

3.5.2. E-Commerce

A subset of e-business is e-commerce which is more prominent in B – C i.e. Business to Consumer model of e-business. Various products sales and services delivery is facilitated using e-commerce platform. Services like electronic banking / payment gateway, international / multiple currency banking, credit card payments, online security trading, Online job market, travel services including tour planning, hotel booking, real estate trading etc. are the new services which are evolved due to E-Business. But e-commerce has grown

very fast in products sales domain i.e. product retail domain where in businesses sell their products online either through their own web sites or service partners like Amazon, Flipkart etc. Product categories like fashion design, books, grocery, electronic goods, mobile phones, music systems, home care / personal care, health & beauty, computer and accessories, baby care etc are the key categories which are mostly traded over online platform.

There are various e-commerce models based on the way income is generated

Brokerage Model – Brokers provide the common platform for buyers and sellers and facilitate the transaction. This can be possible in any of the type viz. B2B, B2C or C2C. Brokers generally charge commission based on the transaction e.g. www.carsdirect.com

Advertising Model – This model is useful where generally there is high volume of visitors to website and generally websites are free for access. It is extension of traditional media advertisement but online. E.g. www.yahoo.com, www.msn.com

Subscription Based Model – The usage in this case is charged on daily, monthly, Quarterly or annual basis e.g. www.forrester.com , www.listen.com

Affiliate Model – Where in service provider gives purchase opportunity while surfing Giving them financial incentives, additional offers etc. e.g. www.amazon.com

Community Model – Here users have high affiliation with the service provider and Hence have high investment of time and emotion both Revenue may be generated based On the products sold, donations etc. www.geocity.com

Infomediary Model – The data about the buying preferences, consumption pattern is Very useful from marketing perspective. Based on the information collected and Analyzed, marketing campaign are designed to target segment getting better results. Some firms act as an infomediary which work in this area and take some fees for same e.g. www.gomez.com, www.coolsavings.com.

Generally whenever term e-commerce is referred, the model which is visualized is Affiliated model like amazon, flipkart etc. where many products are sold by different Vendors and

customers place an order online and they get home delivery of the products In couple of days time.

A. Benefits Of The E-Commerce

The perceived benefits of e-commerce due to which it has gown very fast are as

Summarized bellow

Cost – Due to reduction of intermediaries, cost is perceived to be saved and hence Products are less costly

Convenience / Availability – Products can be ordered online any time 24*7*365 days Giving flexibility of purchases and there is no need to go shopping which saves time And other resources

Payment Options – Many options like payment via credit / debit card available along With cash on delivery etc.

Data Available For Analysis – Customers Digital data available which is used for Personalized marketing based on the likes and dislikes giving better conversion

A. Disadvantages On E-Commerce

Data Security – Data security is the biggest threat perceived on online transaction

Availability Of Discounts / Offers – There are many offers and discounts available for Online shoppers since market is in growth phase

Quality Of The Products – There is still some apprehension about the quality of the Products purchased online

No Touch & Feel Available – There is no possibility of touching or getting feel of the Product before purchase

3.5.3. M-Commerce

With advancement of technology, there is increase in smart phone usage. All that is Available on laptops is now available on mobile internet. The literacy rate is also Increased which helps users to order anything from anywhere without need to open the Laptop / desk tops and still you can place order using your mobile which is now referred to as m-commerce. With the advancement of network availability, m-commerce is moving at superfast rate Which will be overtaking e-commerce very soon. Most of the m-commerce transactions are performed using mobile apps which are Getting popular due to ease of transactions over mobile. The infrastructure upgrade as Part of digital India initiative will certainly boost the same across all the parts of India

.

CHAPTER 4 : RESEARCH METHODOLOGY

Researcher has attempted to establish the research gap by examining the existing research work, different studies by different individuals for varied purposes available in many forms like dissertation, articles published in various journals, articles on different websites, etc. Based on this study, it was observed that different studies were conducted on retail sector and e-commerce etc in isolation. Research has also been conducted on the impact of organized retail on unorganized retail, but no study has yet been conducted on the impact of e-business on organized retail, where speed of growth of e-commerce aspect of e-business is much higher than organized retail. Therefore, the researcher proposes to undertake current research on the impact of e-business with a greater focus on e-commerce, a part of e-business in the organized retail sector, taking into account factors affecting growth, various aspects of consumer behavior and preferences, etc.

In present chapter the researcher presents the research methodology followed, for undertaking the present research work.

4. RESEARCH METHODOLOGY

4.1 Problem Definition

When organized retail flourished, though it was thought that it would slow down the growth or unorganized retail but in reality there was no impact or very less impact of organized retail on Un-Organized retail. But now looking at the benefits of e-commerce, pace of internet penetration, growth of mobile and smart phones, there is potential impact of e-business through internet/mobile interface on organized retail. The sustained profitable survival of organized retail and mall culture may be difficult in coming years

4.2 Aim Of The Study

Aim : The aim of the research is as given below

To study the impact of e-business on Organized Retail Sector

4.3 Research Objectives

Following are the primary objectives of the research

1.To study the categories preferred by consumer for e-business

2.To analyze the key factors influencing the growth of e-business

3.To evaluate the preference of mobile usage for e-business

4.To study the gender bias in need to feel the product before purchase

5.To find the relationship between annual income and online purchase.

6.To evaluate the potential impact of growth of e-business on Organized retail Sector in India

4.4 Data For the Research

For any research, the key element is the data on which the data are analyzed and conclusion of the research is based. The quality of the data determines the quality of the conclusion and therefore quality of the research. All the answers to the research hypotheses are hidden in the data. Therefore, the collection of correct data is the key to the success of any research.

4.5 Sources of Data Collection

The data in this research is of two types: primary data and secondary data. The Random sampling method is used since it has provided unbiased data and trends. Random Sampling was considered for data collection.

4.5.1 Primary Data

Primary data is first-hand data collected by the researcher from their original source. The method used by the researcher to collect primary data for this research is mainly The questionnaire.

Questionnaire:

Questionnaire is an instrument created by researcher to collect information related to The research topic from various sources. There are various guiding principles to create The questionnaire so that the inferences drawn on the data collected through same are Correct. Same principles have been followed while designing the questionnaire for this Research also.

4.5.2 Secondary Data

Secondary data is generally a referenced data from various sources. The secondary Data referred for this research is primarily from various official document i.e., things Written or recorded for public or private organizations which contains papers Published in various international journals, documents on different websites, data Points on various government and non-government sites etc. Researcher has also Referred various books during the research.

4.6 Sample Description

Although in any research, considering the complete population for study is ideal, but given the size of the population, the collection of data and the willingness of the population to participate in the survey becomes a challenge. Given all these issue, sampling methods are used.

A random sampling is a method of considering population without any prejudgment. The selection here is unguided and random, using the correct definition of everyone in the population having an equal chance of being selected. This research is also done with the random sampling.

CHAPTER 5: DATA ANALYSIS

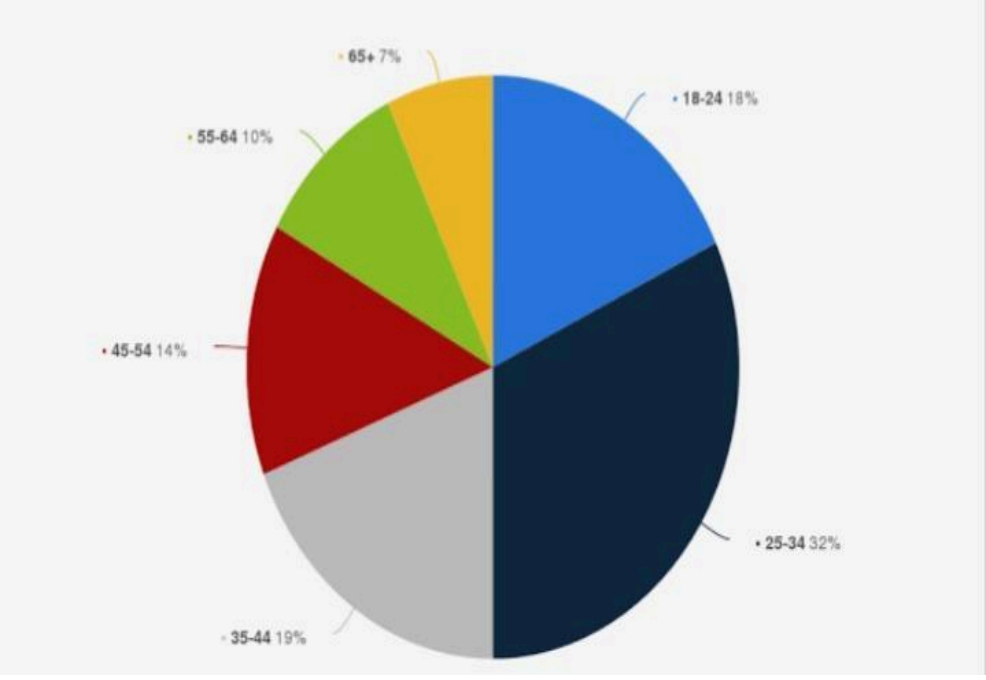
5. DATA ANALYSIS

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision making. For detail data analysis, statistical details about data for each question are below.

5.1 Frequency distribution and data analysis

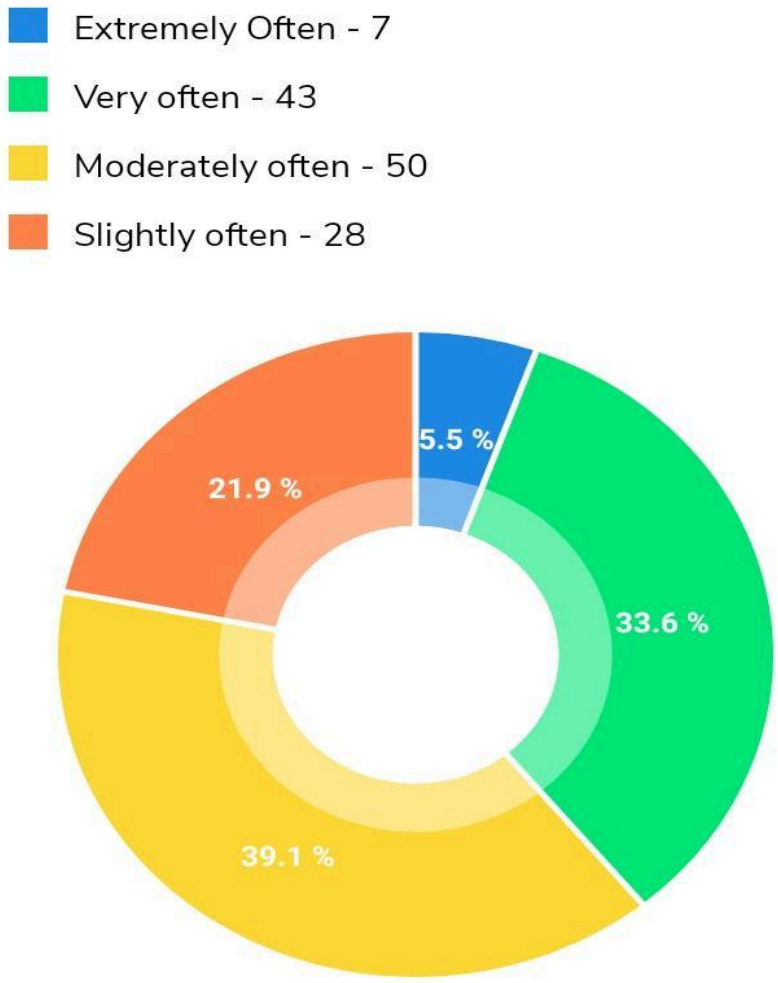
5.1.1 Level Of Technology Awareness

Figure 5.01 :Level Of Technology Awareness



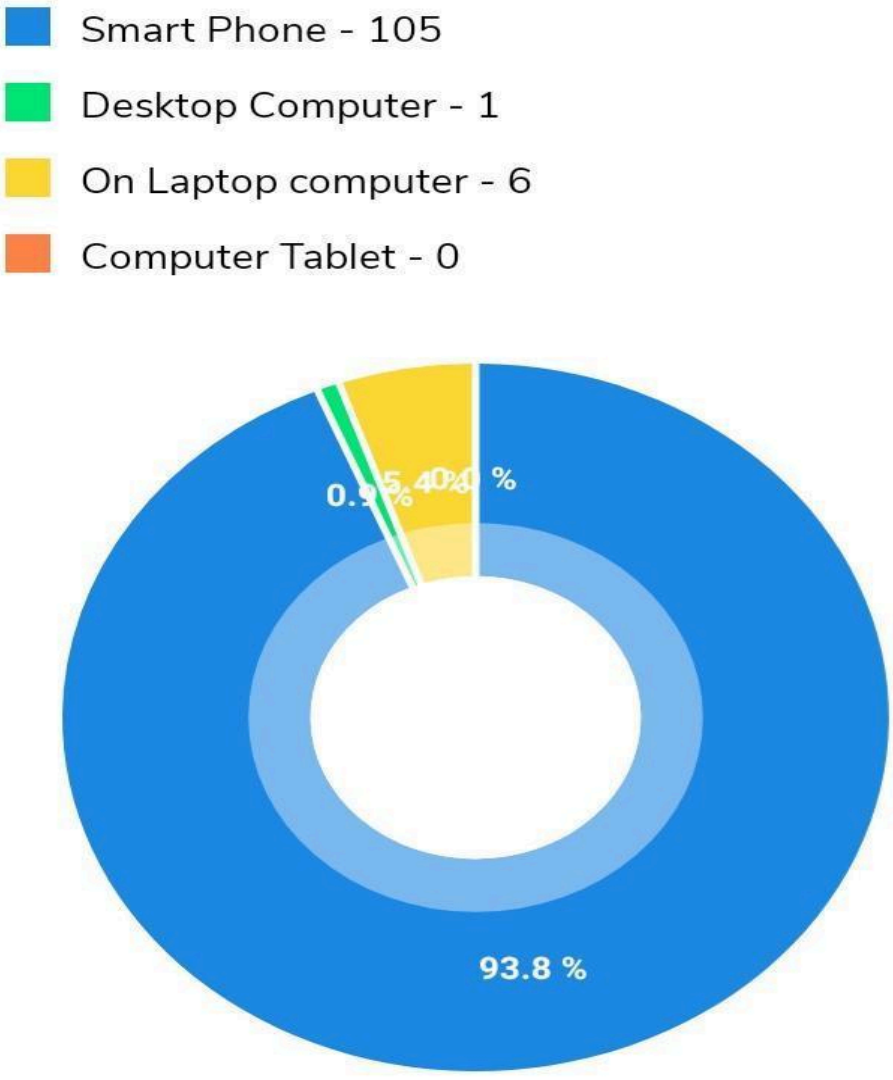
5.1.2 Frequency of Purchasing Products Online

Figure 5.02: Frequency of Purchasing Products Online



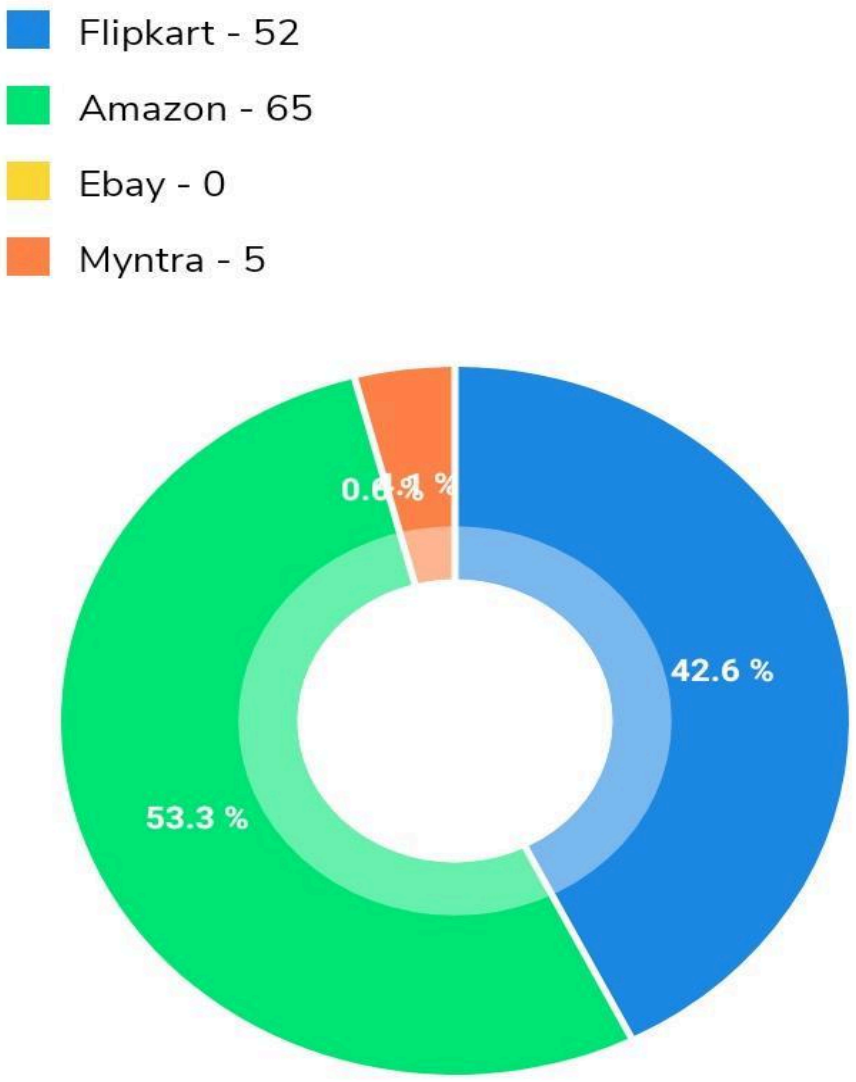
5.1.3 Devices Preference For Online Purchase

Figure 5.03: Devices Preference For Online Purchase



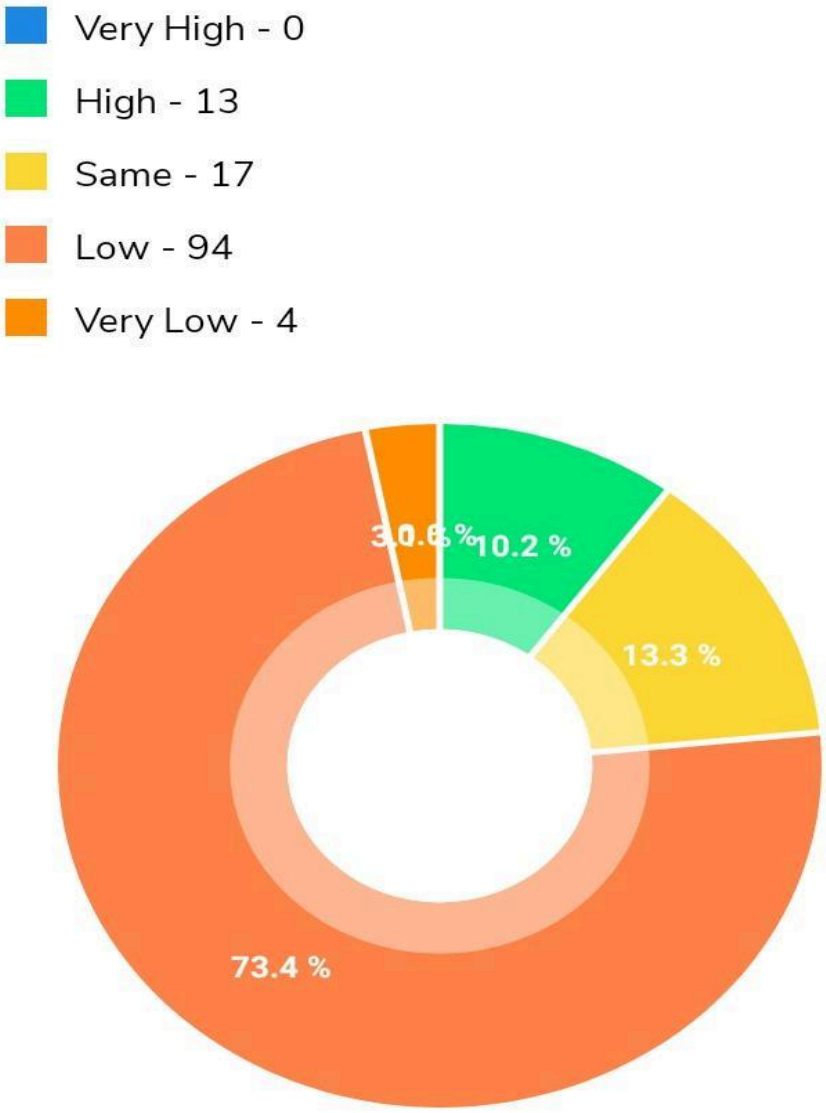
5.1.4 E-Commerce Sites Typically Used For Online Purchase

Figure 5.04 : E-Commerce Sites Typically Used For Online Purchase



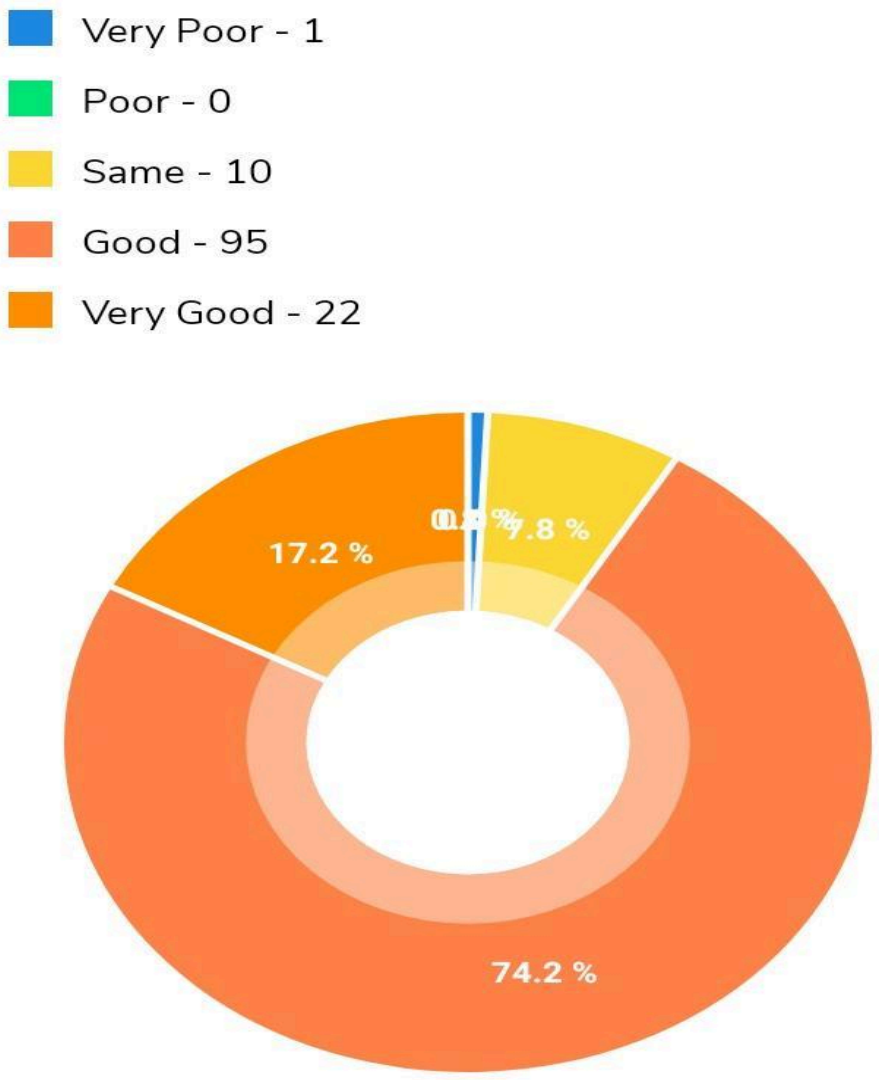
5.1.5 Price Of Online Products As Compared With Products In Mall

Figure 5.05: Price Of Online Products As Compared With Products In Mall



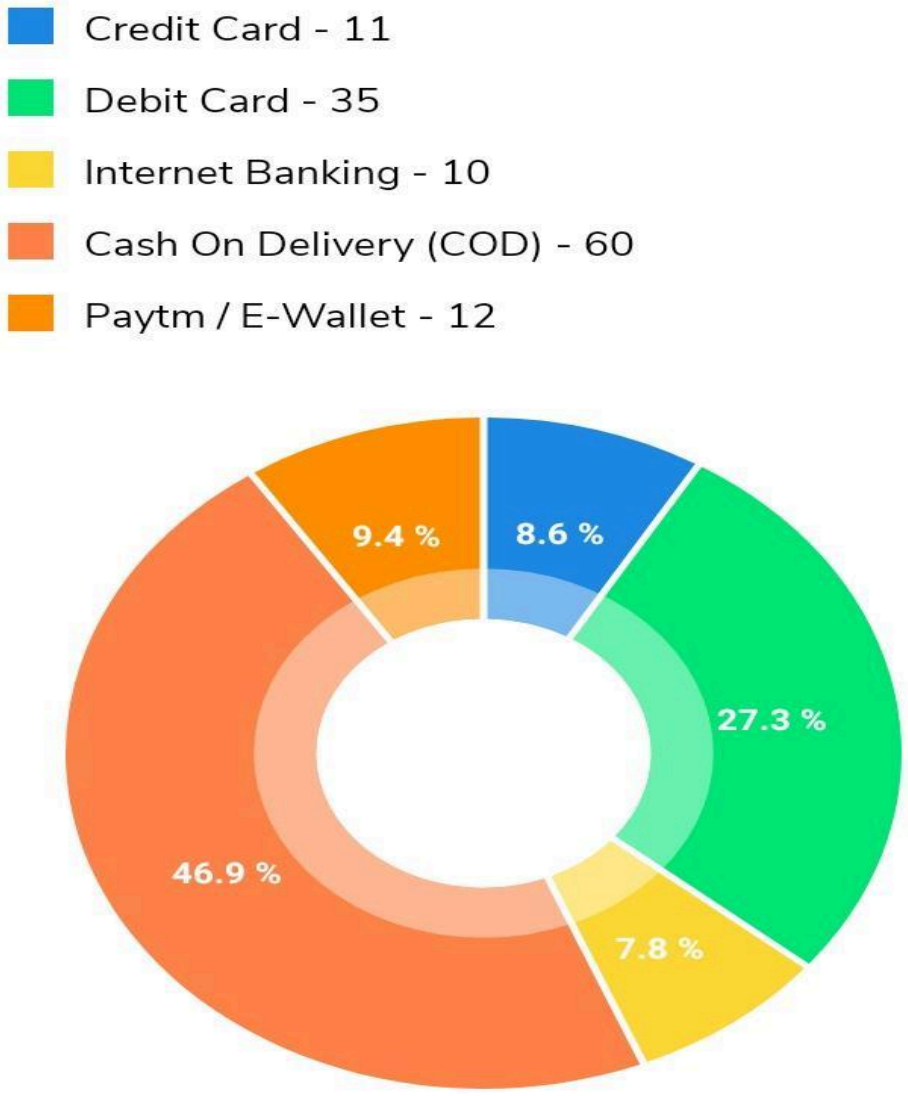
5.1.6 Discounts or offer's on online product's as compared with products in mall.

Figure 5.06: Discounts or offer's on online product's as compared with products in mall.



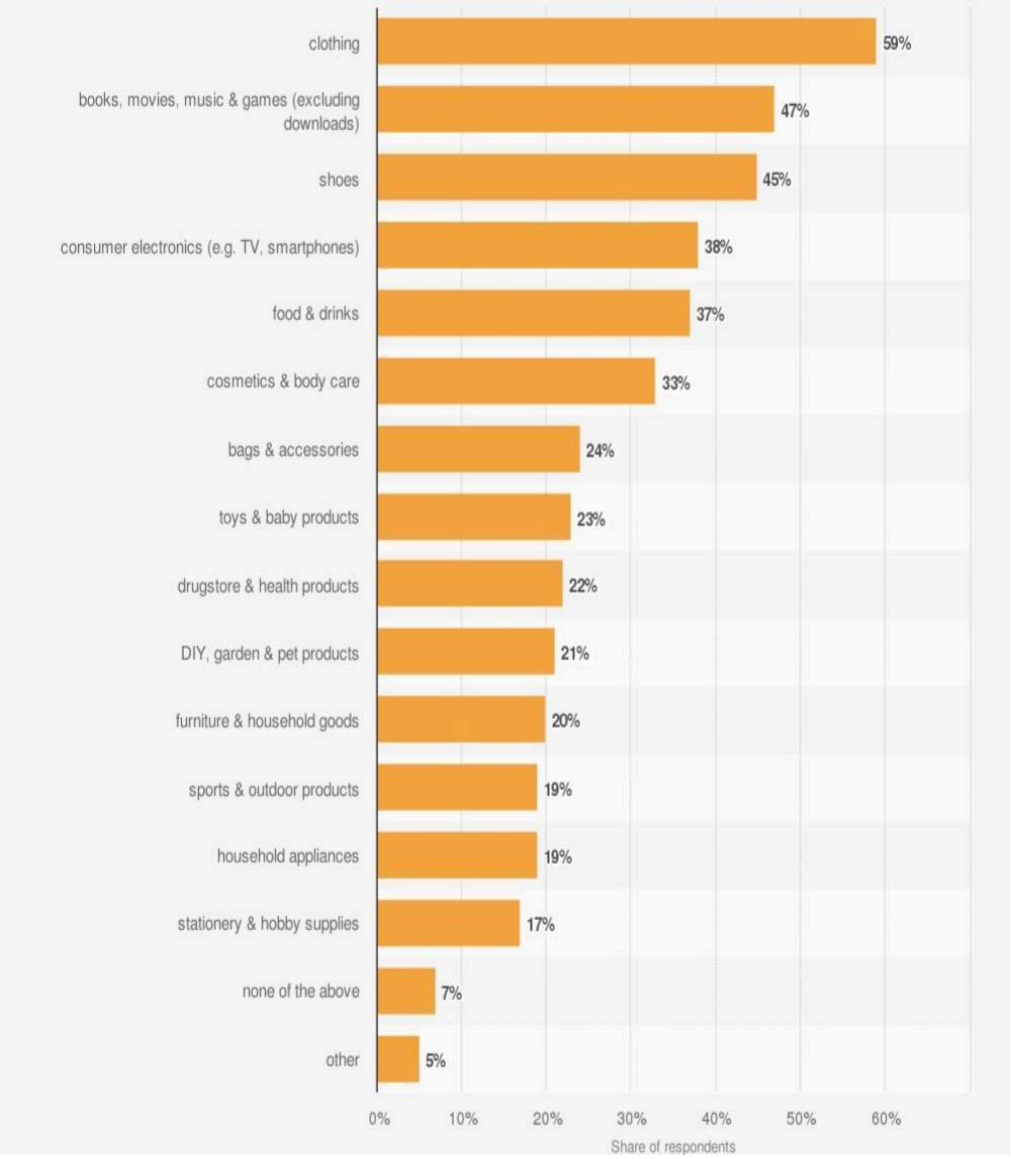
5.1.7 Payment Method Used Most Often While Purchasing Online Products

Figure 5.06 :Payment Method Used Most Often While Purchasing Online Products



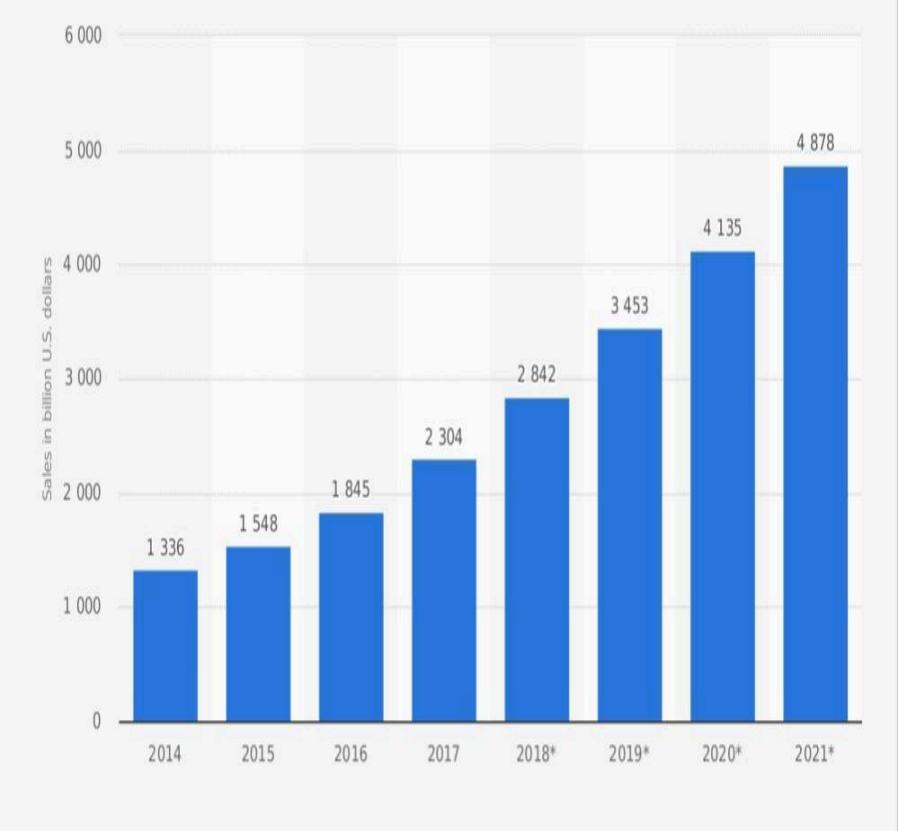
5.1.8 Distribution Of Retailers Selling Products on own website

Figure 5.07: Distribution Of Retailers Selling Products on own website



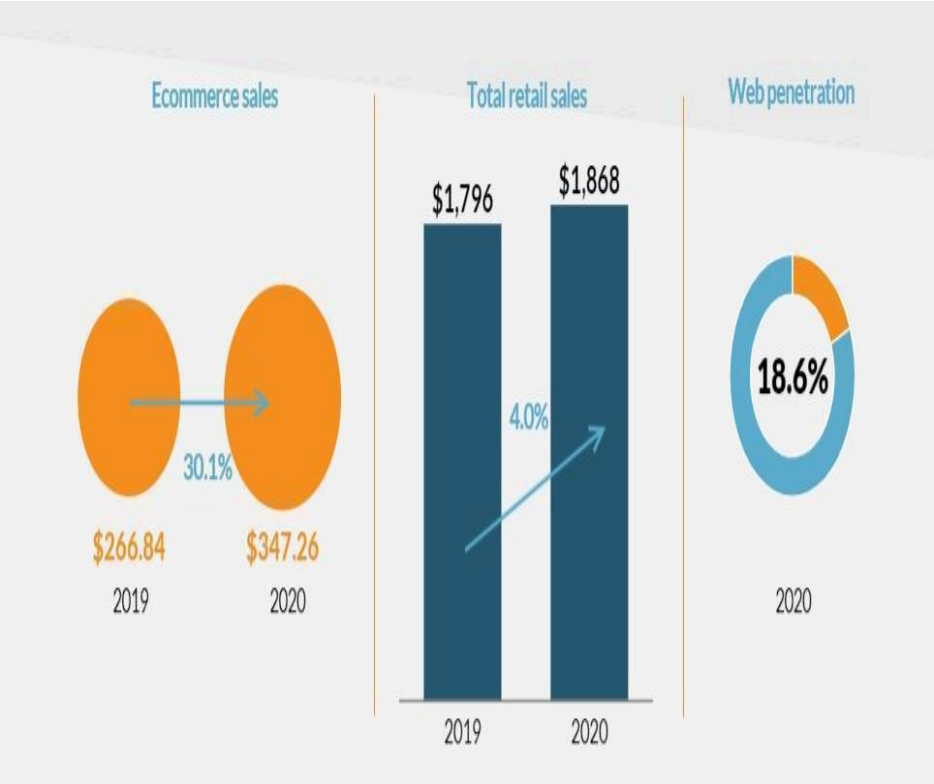
5.1.9 Impact Of E-commerce On Retailers With Respect To Footfalls to sale ratio

Figure 5.08: Impact Of E-commerce On Retailers With Respect To Footfalls to sale ratio



5.1.10 Impact Of E-commerce On Retailers With Respect To Profit

Figure 5.09 Impact Of E-commerce On Retailers With Respect To Profit



CHAPTER 6

FINDINGS, RECOMMENDATIONS & CONCLUSION

6. Findings, Recommendations and Conclusion

Based on the results obtained from the quantitative analysis of the data collected through survey done for this study and the results obtained by other researchers in the field, this chapter focuses on summarizing the key findings and presenting practical recommendations. At the end it presents the conclusion of the research**.**

6.1.Findings Related To Objectives

Considering the topic various areas are covered in scope for this research work taking Into consideration feasibility in limited time frame. Based on areas under consideration, objectives are decided and for each objectives specific data's are identified.

6.1.1. Findings Related To Objective 1:

Objective 1 : To study the categories preferred by consumer for e-business .

Computer Accessories, Data Storage, Camera & Optics' and 'Mobile phone & Accessories category are more preferred.

Findings:

1. Respondents give first priority to E-commerce Website while purchasing Books & Music; Computer Accessories, Data Storage, Camera & Optics; Mobile Phone & Accessories; Audio, Home Entertainment & Other Electronics.

2. Respondents give first priority to Company Owned Shop /Showroom while Purchasing Home Care & Personal Care; Health & Beauty, Skin Care, Pharma; Fashion – Cloths & Accessories; Home & Living; Baby & Kid Care.

3. Respondents give first priority to Any other Shop while purchasing Grocery, Fruits & Vegetable, Food & Beverages.

6.1.2. Findings Related To Objective 2:

Objective 2: To evaluate the preference of mobile usage for e-business

To study the objective 2, consumer's opinion about the preference for using mobile app Over website is evaluated.

Findings :

1.Both the modes for online purchase i.e. through mobile app & through website seemed to be equally preferred by respondents.

2.Based on the data collected, it can be seen that people are now shifting to mobile Based internet usage very fast i.e. it can be considered to be start of m-commerce.

6.1.3. Findings Related To Objective 3

Objective 3 : To analyze the key factors influencing the growth of e-business

To study the objective 3, consumer's opinion about the 9 factors were taken into Consideration viz. cost/price, time saving, Time Flexibility, availability of comparison, Quality, return policy, discounts/offers, information security and convenience of Purchase

1.The most important factor while online purchase is Convenience of Purchase with Respect to respondents; then Time Saving & Quality; then Cost; then Time Flexibility; then Security of Personal Information; then Discounts / Offers; then Return Policy & lastly Availability of Comparison.

2.Majority of the respondents are in favor of The Discounts / Offers for Online Products, The Return Policy for Online Products & The Price of Online Products As Compared to those With Products in Mall.

3.Majority of the respondents are of opinion that Quality of Online Products is same As Compared With Products in Mall.

4. Convenience is important factor for maximum number of people than cost

5. Cost which seems to be the most critical factor which may change buying decision is not the deciding factor

6.At the same time all the 4 factors cost, quality, return policy and discount and Offers contribute almost equally in the decision making for online purchase, quality being relatively high preference

6.1.4. Findings Related To Objective 4

Objective 6: To evaluate the potential impact of growth of e-business on Organized retail sector in India**.**

Findings:

1.Based on the data collected from questionnaire, for most of the categories out of 128 respondents majority of the people are okay maximum Upto 10K to spend online. If the categories are ranked ‘Grocery, Fruits & Vegetable, Food & Beverages ‘ranks the first preferring to buy less than 10K worth online Followed by ‘Health & Beauty, Skin Care, Pharma’; then ‘Home Care & Personal Care’; then ‘Books & Music’; then ‘Baby & Kid Care’ and then ‘Fashion – Cloths & Accessories’ ; then ‘Home & Living’; then ‘Audio, Home Entertainment & Other Electronics’; then ‘Computer Accessories, Data Storage, Camera & Optics’; Lastly ‘Mobile phone & Accessories’ with maximum 10K Purchase online.

2.Retailer think there is impact on footfalls to sale ratio in organized retail sector due To e-business. This also reflects that the people Do visit shops to see the product but purchase the same online

3 Low value items are the items which people are okay to purchase online or alternatively, people are okay to transact for less amount i.e. maximum Rs.10000 online at a time.

6.2. Other Findings Based On the Data

Based on the data collected there are certain observations which are important to take note of

1. Almost 90% respondents are in age group of 19 to 45 and also in India according to census of 2011, this group already contributes to 34 % of population and the below 19 group which is future population which is already tech savvy . So combining both these groups the existing or future market potential for retail on e-commerce platform. Some percent of greater than 44 age group is also already part of this e-commerce revolution.

2.Payment option preferred as online transaction is 54% i.e. majority people are now Comfortable with online payment system than cash on delivery which is 46% .

3.Amazon (55.1%), flipkart(41.5%), Myntra(3.4%) are among top 3 sites preferred by customers which contributes to Majority of the online purchases .

4.Most of the people visit mall once or in a month.

6.3. Recommendations Based On The Data Analysis

Product purchase process involves three stages

1. Pre-Purchasing stage

2. Purchasing stage

3. Post Purchasing stage

With reference to retail, e-business is the biggest challenge in near future to Organized retail setup. If appropriate steps are not taken, it can have a huge impact on overall retail segment in India with respect to turnover and profit. Consumer requirements / behaviors are different at different stages. While designing the marketing strategy, strategist needs to take this into consideration to minimize its adverse impact and utilize the same for getting most benefit out of it. Based on the study, the key consumer behaviors / expectations identified at various stages are as below.

1. Pre-Purchasing stage :

Focus on convenience aspect more than discounts and offers

I. At pre-purchase stage, below are the key factors of consideration Quality, Convenience and time saving are the top 3 considerations followed by cost and security of personal information.

II. Considering above observations organized retail should focus on convenience aspect more than discounts and offers. Convenience can be flexibility of time may be long hour or odd hrs service , order on phone, home delivery options etc. can be evaluate

2. Purchasing Stage :

Organized retail shops should focus on high value item while e-commerce sites focus on low value items

I. The low value products / one time purchase of product less than Rs. 10000/- are preferred

II. There is perceived need of touch and feel of the product before purchase which probably is the reason that footfalls to sale ratio is impacted due to e-commerce. People visit mall, see the product and then order online in most of the cases

III. Organized retail should leverage this need of touch and feel of the product.

3. Post Purchase :

Focus on easy, simple, transparent user friendly return policy

I. It is one extremely important factor. Since there is no physical presence of ecommerce shop, easy and guaranteed return policy is key factor for success of e-commerce to gain customer confidence.

III.For organized retail physical and visible presence of entity is key factor which gives confidence and secure feeling to purchaser which they should be leveraging.

6.4. Other Recommendations

1. Huge market is still untapped in India which stays in villages who don't have internet facilities etc. Considering size of the untapped market , there is need to establish scalable e-commerce systems

2. Technology use along with infrastructure support would be key factors for players in supply chain industry

3. Government of India is working on establishing the system to educate people for digital revolution but at same time considering the population it is not simple task. Expected growth and success of e-commerce would depend on digitally equipped generation.

4. Villages where in India's most of the population is, needs to be brought in main stream.

5. Income parity has to be there across country as income levels decide the amount spent on e-commerce purchases

6.5. Conclusion

Considering the repaid growth of e-business and e-commerce, there was a perceived threat to organized retail sector. The study reveals many aspects related to e-commerce which support this possibility.

a. For some product categories e-commerce has already become the most preferred option. This number will certainly keep increasing where product is a low value product and frequently purchased.

b. Other high value items from categories like home & living, fashion and cloths and sensitive products like baby care, health and skin care etc. are becoming equally preferred items on e-commerce site.

c. There is certainly shift from preference from Unorganized retail to Organized retail for large number of people. But at same time not all the products at the moment are preferred products to be purchased through e-commerce. Hence retail shops from organized retail sector would continue in existence but they would need to revisit level of investment in huge infrastructure considering the growth of e-commerce.

e. Indians prefer to touch and feel the products before purchase. With new generation, this need is also reduced. The need to touch and feel the product is there for few products and primarily for products close to heart for females like grocery, fashion & clothing and baby care.

f. India is moving very fast on digital way through Digital India Initiative, which will present new way of purchase to people in villages and open up huge market for retail sector.

g. Very big population will be coming on e-commerce platform due to digital India initiative from Villages where organized retail has not reached yet. These people will move more easily on e-commerce platform.

h. Organized retailers have started feeling the impact already on profit due to reduced footfalls to sale ratio, reduced turnover and high investments in infrastructure.

i. For e-commerce retailers maintaining quality would be key factor for survival as cost and discounts & offers are not the preferences for people who are moving on e-commerce platform as it is often thought of.

Considering all the above points, it can be concluded that e-commerce aspect of e-business is growing very fast and has potential of becoming a major contributor in India's growth. It has also proved to be a big competition for organized retail. In current scenario, Organized retail has started experiencing the impact but replacing them may not be feasible for all the products. Like few years back, when organized retail was new concept and both organized retail and un-organized retail co-existed, with e-commerce also these both will co-exists. But considering the growth of e-commerce, major share would be contributed by e-commerce in overall retail including organized and unorganized retail both. The collaborative model like Wal-Mart – Flipkart wherein Organized Sector join hands with e-commerce player will evolve and can survive with win-win situation for both.

APPENDIX A

Questionnaire

This Questionnaire was Designed for the customers who are potential buyers on e-commerce platform and also for the retailers of various products .

1.What is your age * (Mark only one oval.)

O Less than 18

O19 – 30

O31-45

O46 or Older

2.What is your gender * (Mark only one oval.)

O Male

O Female

O Other

3.What is the highest level of education you have completed? * (Mark only one oval.)

O Undergraduate

O Graduate

O Post Graduate

O Other: ----------

4.According to you what is your level of technology awareness? * (Mark only one oval.)

O Low

O Moderate

O Tech Savvy

5.How Often do you visit mall * (Mark only one oval.)

O Once in a month

O Two times in a month

O More than two times in a month

O Never

6.How often do you purchase products online ? * (Mark only one oval.)

O Extremely Often

O Very often

O Moderately often

O Slightly often

O Never

7. Which of the following devices do you prefer most to do online purchase? * (Check all that apply.)

O Smart Phone

O Desktop Computer

O On Laptop computer

O Computer Tablets

O Other ----------

8. e-commerce sites you typically use for online purchase? * (Check all that apply.)

O Flipkart

O Amazon

O EBay

O Snap deal

O Myntra

O Other

9. What is your preferred mode for Online Purchase? * (Mark only one oval.)

O Through Mobile App

O Through Website

10.In your opinion, how is the price of online products as compared with products in Mall * (Mark only one oval.)

O Very High

O High

O Same

O Low

O Very Low

11. In your opinion, how is the quality of online products as compared with products in Mall* (Mark only one oval.)

O Very Poor

O Poor

O Same

O Good

O Very Good

12.In your opinion, how is the return policy for online products as compared with

products in mall * (Mark only one oval.)

O Very Poor

O Poor

O Same

O Good

O Very Good

13. In your opinion, how is the discounts / offers for online products as compared with products in mall * (Mark only one oval.)

O Very Poor

O Poor

O Same

O Good

O Very Good

14. Which payment method do you use often when purchasing products online? * (Check all that apply.)

O Credit Card

O Debit Card

O Internet Banking

O Cash On Delivery (COD)

O Paytm / E-Wallet

15. Do you sell your products through any other e-commerce website * (Check all that apply.)

O Flipkart

O Snap deal

O Amazon

O E-bay

O Olx

O Other

O None

16. What is the impact of e-commerce on retail business with respect to Footfalls to sale ratio * (Mark only one oval.)

O Nil

O Negligible

O Low

O Considerable

O High

O Very High

17. What is the impact of e-commerce on retail business with respect to Profit * (Mark only one oval.)

O Nil

O Negligible

O Low

O Considerable

O High

O Very High

18. What is the impact of e-commerce on retail business with respect to Turnover? * (Mark only one oval.)

O Nil

O Negligible

O Low

O Considerable

O High

O Very High

APPENDIX B

Limitations Of The Study

There are primarily below major limitations, which the faced during the Course of research work:

1.The focus is primarily from the e-commerce aspect of e-business considered for the study considering the constraint of time available and also since the focus was on its impact only on retail in organized sector.

2.Only certain categories are considered for the study which are mostly traded online but there could be some more products which may not be part of these study Right now but can be traded online in future.

Other Limitations

1.Considering the online market which is prominent in urban area and organized retail also being prominent in urban area only, the results so arrived may be more representative of urban population and may not be universally applicable.

2.The retailers population is also primarily from urban areas only since Organized sector is prominent in urban area.

APPENDIX C

Further Scope Of The Study

1. Considering the limitations of the existing study due to various factors like time constraint etc. proposes possible areas for further study. Taking similar area of study, coverage may be extended to services area of e-business in retail.

2. Also there is possibility of considering more product and product categories for further study or existing categories which are quite broad may be further dived on more granular level giving better clarity at product preference level.

3. Growth in other business areas like logistics and distribution or any other business area due to e-commerce / e-business growth could be potential area of study.

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