

# Competitive Advantages Of E-Commerce Marketing In Delhi Industries

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**Abstract :** *We concentrate this research paper on the development and issues concerning e-commerce in industries in Delhi. The paper additionally intends to investigate comprehensively the development capability of e-business and their possibilities in the Indian industrial retail market. E-Commerce allows consumers to electronically buy and sell goods and services with no obstacles of span or far. Online commerce has boomed over the past ten years and is assumed to continue at this rate, or even faster. In the modern world, the boundaries between "conventional" and "electronic" commerce will become increasingly complicated as more and more businesses move sections of their services onto the Internet. E-Commerce provides a platform at which both buyers and sellers can interact to perform transaction leaving behind geographical boundaries which ultimately boosts the growth of the Economy. The e-commerce platform in Delhi and other places of India are growing at a remarkable dimension due to the high improvising of the internet and modernized digital electronic devices. Though, the recent growth rate of industrial business in Delhi is far improving the e-business is much faster as digital marketing is much easier for customers. The advantages of e-commerce are convenience, time-saving, Options, Easy to compare, easy to find reviews, Coupons and deals, increasing customer base, Rise in sales, 24/7, 365 days, expand business reach, recurring payments made easy, Instant transactions. The author analyses the advantages of online marketing in retail business in Delhi industries and portrays graphical charts to describe them. Also, the author analyses the growth level of industries and their comparative analysis using statistical tools which provides a strong base for the study.*

**Keywords:** *E-commerce, Industries in Delhi, Industrial Performance, Influence of E-commerce, E-marketing strategies.*

## 1. INTRODUCTION

In the last few decades, several countries were required to oblige the workforce in the sloppy area since it isn't feasible for the large nations to give each firm a required real estate parcel or to give the credit from the coordinated monetary foundations. In India, an emotional move can be seen from limited scope and small outlets to thriving business upheld by the corporate culture in the modern and administration area. Since financial reforms in 1991, till date, the Indian economy has developed a lot bigger because of which there is crowding of the urban communities where the economy of the State is concentrated. Because of restrictions of

states, to build up every city similarly in view of the absence of assets, it has been seen that a couple of select urban communities have come up as the focal point of development. An urban community will in general build up the municipal offices. Additionally, in general, extent however the other side is that parcel of little settlements likewise have their spot as these are required for low paid specialists.

Albeit immense shopping centres have been set up, yet as the urban areas are becoming busy, the time burned-through on the streets and furthermore bothers engaged with the stopping are expanding the weight on the purchasers to bear additional expense and strain. It has been noticed that outlet in the shopping centers is confronting rivalry and at some point, unfit to keep up the value line. When the plunge down begins the business gets unviable and the stage arrives at the shops are sold away. Indian economy is interesting from various perspectives. In India, the shoppers are in the various levelled structure. There is a glaring illustration of the shopping of the scenes and other fine merchandise like adornments and so on the top-of-the-line speculation and marked benefit by certain organizations in Delhi have been pulling in numerous huge purchasers to their side.

In India, the huge populace has moved to possess the spot in the working class, and it is answerable for maximum usage development. There is one more significant point that on the off chance that the purchasers have a solid craving for rich things their method of purchasing is additionally extraordinary for different wares. The high up customers who used to go to the market twenty years prior as a restrictive classification seem to have been snubbed by various methods of procurement. In the course of the most recent twenty years, the understudies and families have begun moving out from the places where they grew up to better places of working. In the underlying years they set aside an effort to be acquainted with the commercial centers and the movement issues are additionally looked by them, in such conditions, the day-by-day needs are met from on the web. The explanation top urban communities utilizing online business mode are metropolitan and cosmopolitan.

The beginning-up in India is stirring up very well in light of the fact that the program is upheld by the public authority. The main explanation that each purchaser needs additional saving from the expense paid regarding conveyance and coordination, which in customary techniques will, in general, be a lot higher on the grounds that capacity, show and decay are added to the cost being charged from the shoppers. In India, the inventory network is unduly huge as the items get directed from different focuses to an extreme shopper. The merchandise moves from one spot to another and loaded in certain spots add cost to stockiest or wholesaler and in some circumstance, the items become obsolete or outdated which add to the lost unrecoverable expense. In internet business, the stock is changed over into stream with the least misfortunes. The items sold on web-based business are for the most part normalized, named, pressed and marked.

The public authority looking to the situation of the customary stockpiles concoct free standards commonly. However, almost certainly block and mortar stores are mollified with the kind of offer they are doing, and the greater part of which is unimaginable through internet business, and they have fulfilled the division of clients in wording who might go to a physical store and who might purchase from e-entrance. Also, despite the fact that over and over the accentuation has been made to pay through advanced mode or online instalment still, the lower pay bunch likes to go with money when they are to purchase. The normal idea of e-instalment is being opposed or hated by numerous who are not extraordinarily specialized sharp moreover. Individuals in the mature age gathering can scarcely do it. Yet, putting in the request is a one-time activity and the rest is the actual conveyance to be got. In this manner both the modes i.e. money instalment and advanced instalment are equivalent.

### Growth of Online Retail Market

"Online business is the usage of electronic trades and automated information taking care of advancement in arrangements to make, change, and reconsider associations for regard creation between or among affiliations, and among affiliations and individuals." (Chanana and Goele, 2012). In less troublesome terms, web business is the extension of standard business exercises to electronic space. Seen as the most reassuring utilization of information development, it has enabled the associations to broaden their inward viability and to develop their exercises all around, thusly, great geographical limits.

As shown by Dr. S. P. Bansal, Job satisfaction among bank employees. A study of the public sector of cooperative banks in Shimla town", non-appearance of careful and acceptable importance of web business has incited a shortfall of concurrence on quantitative appraisals of online business. While there is a comprehension about the meaning of various pieces of electronic business, they are conceptualized surprisingly. In like manner, there is a shortfall of generally recognized definition, one which has a complete blueprint of web business. Most broadly, it is seen as the exchanging of product and adventures through an electronic medium. In any case, the utility of electronic business isn't limited to just arrangement and obtaining of product and ventures over PC associations, be that as it may, includes "the entire online connection of making, advancing, selling, passing on, updating and paying for things and organizations." (Rina, 2016).

### Types of E-business

Considering the get-togethers attracted with the trade, electronic business has been requested into the going with applications, first is Business to Business that envelops the entirety of the electronic exchanges between two affiliations. Dealings among industrial manufacturers and transporters, aides, wholesalers and retailers, i.e. each trade which joins relationship at both the terminations, comes close to B2B web business. Business to Consumer serves Regardless, the size of B2B web business is near different events the size of B2C in India and is relied on to reach \$700 billion by 2020 (Shankar, 2016), it is the opportunity of B2C that a normal client holds worried on the web business exchanges. It fuses the proposition of things and undertakings by a vendor to the end buyers, through a site using shopping bushel programming. In Customer, to Consumer all exchanges of item and adventures among buyers and don't lay out a colossal piece of web business. For instance, an online segment can be given by an outsider like eBay, which can be utilized by customers to put used things open to be purchased or supervise different exchanges. Buyer to Business similar to B2C, C2B model besides joins the coordinated effort among business and customers yet with their positions rotated; the client makes inspiration for the business and gets paid for the equivalent. Lastly, Business to Government consolidates relationship among business and public area through web improvements, to permit and limit methods and other government-related operations. The size of B2G in the online business market is unimportant. Web business in India has seen tremendous headway in the new year's, particularly, in the B2C zone, sprouting with different benefits like comfort, profitability, fundamental association and investigation, availability of decisions and comparatively low costs, over the conventional business. (Franco and S, 2016).

As per an examination by Forrester, an essential by and large appraisal and forewarning firm, the web business market in India was overviewed to transform into the speediest inside the Asia-Pacific Region at a CAGR of more than 57% between 2012-16. The report, named "Asia Pacific Online Retail Forecast, 2011 To 2016," had been given by Forrester Research Inc. Analyst Zia DaniellWigder, with Steven Noble, Vikram Sehgal and Lily Varon. (Chanana and Goele, 2012). The new flood in the measure of online sellers, colossal also as

little, unprecedented financial aspects (right now, 75% of the web clients are in the age get-together of 15 to 34 years and as needs to be, are more combined to electronic business), dispatch of 4G associations and decrease in the costs of information plans and costs of information cards/USB dongles, the receptiveness of straightforwardness advanced cells and the advancement of web and broadband to the remotest corners of the country, together messenger limitless freedoms for the improvement of online business in India. The clarification behind this undertaking work is, to audit the piece on the web business and consequently, follow its new turn of events furthermore to discover plans that will activate the headway of online business in future, in India. The undertaking contains an introduction to electronic business and the deficiency of a generally perceived definition, its request into various applications and the chances for the staggering improvement of online business in India. The presentation is trailed by an audit of making open on various bits of online business which is penniless down in the later segment to discover factors that will drive the improvement in future.

### **Online Business Advantages For Customers**

Online business provides convenience with doorstep delivery and 24 X 7 Order facility along with lower prices than the open market which serves as the incentive for the customer to make more purchases online as well as for the businesses to go online so, they can reach more customers which leads to increase volumes of sales and thus can offer more discounts to the customers which attract more people and thus the cycle goes on.

### **Online Business Disadvantages For Customers**

In India, customers have a tendency to first check and then purchase. By purchasing products online, customers cannot feel the product, i.e. lack of physical touch exists. There are many times when some online retailers hide various expenses such as transportation charges, handling charges. Due to which customer sometimes feels cheated. Also, there is a lack of assistance which in offline mode provided by the retailer or shopkeeper.

## **2. LITERATURE REVIEW**

Gupta (2014) investigated the "Role of web business in the current business", presents a cautious significance of web business while disengaging it from e-business. They further reported the specific game plans. For example, B2B, B2C, B2G and C2C, narratively investigating the nitty gritty of each. Rina (2016) also explains the various utilizations of electronic business in "Difficulties and Future Scope of Ecommerce in India", simultaneously, depicting the overall effect of electronic business that is operational in the country. Gunasekaran et al.(2002) , Marri, McGaughey, and Nebhwani (2002) give a broad point of electronic business inside reformist designs in "Online business and its effect on tasks the bosses", depicting it as for e-exchanging and explaining how it has doused each field of business.

The Study sees the reformist envisioned by before web applications like email and electronic information trade and subtleties the reformist changes brought by the web types of progress in a get-together, showing, buying, plan, creation, selling and dispersal, warehousing and human asset the bosses. Online advancements have empowered relationship to shorten improvement, buy and procurement cycles, keep up up-to-date thing and market data, totally speed up correspondences and expansion the possibility of a client relationship by engaging close contact and predictable correspondence. The paper concentrates on what it's worth, the significance of online improvements in various business tasks, in this way, improving their ability through persuading B2B electronic business.

Mishra and Kotkar(2015) follow the course of occasions and improvement of B2C online business in "A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon" with its inspiration during the 1990s through the system of wedding and occupation passages. Regardless, in view of limited web transparency, weak online portion developments and non-appearance of care, the advancement was particularly drowsy. The Indian B2C web business industry in Delhi got a gigantic lift in the mid-2000s with the development of the online relationship to travel and housing strategies which continue to be essential promoters even today. Das and Ara (2015) find "Being made of E-Commerce in India" that at any rate online travel and hotel approaches really control an enormous heap of the electronic business market, their offer has comparatively fallen all through the scope of the years on account of the new expansion and coming about rising of e-following affiliations.

There has been a tremendous flood in the volume of interest here. With the online business markets in the west showing up at their inundation, cash related help see titanic potential in the Indian market, in the light of which, different new affiliations have got financing from financial benefactors and private worth firms. China's Alibaba Group and associate Ant Financial changed into the best money related advocates of One97 Communications, the parent of Indian e-back Paytm, by contributing \$680 million, in 2015 (Aulakh, 2015). To tap the restriction of what it sees as the "juvenile web economy" of India, the Japanese endeavor alliance and headway striking wonder Softbank put \$627 million into web retailing business focus Snapdeal and \$210 million in Ola taxis. (Mac, 2014). Generally, New York firm Tiger Global Management has kept up affiliations such MakeMyTrip, Flipkart, Myntra and Quikr. The availability of resources has presented a positive ordinary framework and improvement openings for huge correspondingly as little relationship in Delhi. It has enabled close by new relationship to make due in stunning clash against new goliaths and has drawn in the passage of web business to each part of human life; with a completely objective that the differentiation between electronic business and standard business is getting blurred. (Aggarwal, 2014).

Through "Problems and Prospects of E-Commerce", Raghunath and Panga (2013) present a wide examination of various nuances of online business while featuring that, in present time every business improvement, be it advancing, referring to, package, etc., can be acted in the overall climate. The paper in like manner picks different brilliant lights on the significance of web business which is in peril for its encouragement as the new show. It has enabled the creation and maltreatment of new business hole at the same time building up to say of customers in the advancement of new things and affiliations. Online business has not actually widened the exhibition of inside business the supervisors, simultaneously, has other than associated better customer relationship by pushing a framework that is basically chosen information sharing. The transparency of web affiliation and other online instruments dispatch another opposition.

SWOT assessment of online business drove by Awais and Samin (2012) highlights sureness, low working cost, improved customer joint effort and productivity as the spellbinding credits of e-commerce, but, at the indistinct time accentuates upon the essential for the relatives to conform to the changing adolescence and update dependably to devise better duties regarding customers. With an extension in the proportion of basic parts in the B2C domain, a struggle for the crucial position will raise, making it major for the relationship to refresh affiliation quality and to invest assets into joint amounts of energy, to get benefits by an increase in the additional money of households, climb in web partaking and infiltration of versatile exchange. (Das and Ara, 2015).

Notwithstanding rising contention, the assurance of the affiliations will depend upon how productively they can interface with the existing openings in web business trades. The inescapable considered web has engaged web business to challenge geological cut-off centers and douse evident markets, to call revenue from sub-metropolitan and nation areas, in the wake of having successfully tapped its potential in metropolitan associations. Absolutely expecting creating mentioning from Tier 2 and 3 metropolitan zones, diverse online business firms are endeavored to extend their endeavor by placing assets into a better structure. In the light of making a number of zones, offering similar things and endeavors, more essential significance is being credited to Internet Marketing, which will recognize an unmatched part in swarm getting for online business objective, by showing the types of progress on web search instrument result pages and various entrances. Web Marketing will move web business also as show up as an essential assistance instrument to squares and cement stores. (Gangeshwer, 2013).

Adjoining Internet Marketing, Deshmukh, Deshmukh and Thampi (2013) see another fundamental startling new development: m-business, which they see as a subset of web business. "Change from Ecommerce to M-exchange Indian Context" reviews the current and likely status of electronic business and m-commerce in the Indian market, while projecting the last as the run-of-the-mill future. The paper sees conviction, personalization, adaptability and promptness as the specific advantages of m-exchange. The makers declare the likelihood that the PDA section and move in internet customer base, generally compelled by youth, will push the movement of online business. Genuine data is used to underline that the plan crucial form-business progress as of now exists, in any case, it is yet to be sensibly passed on. With worthwhile passageway giving a lift to electronic downloads and interfacing more moderate monetary trades, they need major is to upgrade customer certification by giving them a statement of security and assurance, which will accelerate progress towards a credit just economy.

Regardless of unlimited prospects, the movement of online business in India has not been up to its most critical cut off on account of express troubles that block the improvement of firms. The progress of mechanized exchange in India is impeded by lacking establishment, composed endeavours bewilderment, non-appearance of cost consistency and declining edges. Notwithstanding the great clash, firms need to destroy the customers with huge cut-off centres, standard offers and liberal returns technique which shows negative for their expected advantages. As against the affiliations following stock model, E-market places are by and large the more unfairly affected by gifts as they need to bring to the table inspirations to the carrier for posting their things on the site paying little heed to past what many would think about the conceivable and wide level of offers to the customers. The expanding fulfilment costs (merges each cost caused from the point a deal is put till the time it's provided for the customer.), non-appearance of a last-mile network in many sub-metropolitan and typical territories and the climbing chat facilitated endeavours also furious the improvement of online business firms by achieving epic loss.(Rina, 2016).

Objectives of the Analysis includes concentrating on the key investigation of E-trade and E-business enterprises in Delhi and Long-term venture choices in E-trade Industries along with the discovery and determining the inborn estimation of an organization.

### **3. METHODOLOGY**

After gathering the data from the Ministry of Retail and trade, Economic Times and Journals published by various researchers that have applied in the examination is Analytical Research Design. Scientific investigation is an arrangement of systems and methods of examination

applied to quantitative information. It might comprise an arrangement of numerical models or measurable strategies material to numeric information.

It mostly referred to optional information to information from different sources. The auxiliary information alluded for this examination is fundamentally from different authority archive i.e., things composed or recorded for public or private associations which contain papers distributed in different worldwide diaries, reports on various sites, information focuses on different government and non-government locales and so forth Specialist has additionally eluded different books during the examination using various tools such as random sampling, SPSS, ANOVA analysis.

#### 4. RESULT

Table 1: Income range of the Consumers in Delhi

Income (Rs.)	Frequency	Valid Percent	Cumulative Percent
< 1 lakh	194	38.8	38.8
1-3 lakhs	98	19.6	58.4
3-5 lakhs	73	14.6	73.0
> 5 lakhs	135	27.0	100.0
Total	500	100.0	

The above table explains the degree of pay of the purchasers chose for the investigation. 38.8% of the buyers acquire a yearly pay beneath Rs.1 lakhs, 27% of the purchasers procure a pay of above Rs.5 lakhs. It is tracked down that 19.6% of the buyers have a yearly pay of 1 to 3 lakhs, 14.6% of the buyers procure a pay of 3-5 lakhs for every annum. From the abovementioned, it is perceived that the buyers chose are equally dispersed to all classifications of pay.

#### Item Evaluation-Online

The Varimax examination with Kaiser Rotation is completed more than nine proclamations of item assessment measure against purchasers' impacting methodology focused on the decrease of the factors into significant illustrative elements. The factor examination decreases the eight factors into two variables as given beneath:

#### The connected assertions are:

The advertisement offered by the vendor includes financial alternatives accessible to the vendor and convenience of the item along with easy and free accessibility of the item. Sellers showcase the perceived distinction between having the item and the social picture of the item.

#### Item Evaluation-Offline

The Varimax factor examination has been done with more than nine articulations of item assessment measure focused on the decrease of the factors into significant informative components. In this factor examination, two elements are distinguished. They are item comfort and worth expansion.

#### Factor 1: Product Convenience

- Convenience of the item

- Dealers' presentation
- Discount offered by the seller
- Financial alternatives accessible with the seller
- Easy and free accessibility of the item
- Maintenance cost of the item

The connected assertions are:

- Perceived renown in having them
- Social Image for the item
- Resale estimation of the item

### Impact of Attributes Through Online Retailing

To discover the impact of the chose ascribes on the buy choice of items through Online retailing, an investigation of fluctuation was applied. The ascribes were considered as the needy factors and the bunches the gathering factors. Table 2 shows the ANOVA table of the impact of properties on the acquisition of items through Online retailing.

Table 2: ANOVA Table for assessing the influence of attributes on the purchase decision of products through Online retailing

Attribute	F Value	Significance
Appearance	0.072	0.923
Performance	0.96	0.524
Technology	3.25	0.081
Price	5.476	0.004
After Sales Service	1.967	0.254
Durability	2.152	0.084

From the above ANOVA analysis we can see that the appearance plays a important role while selecting a particular product having the significance value of 0.923 , this is due to the lack of physical touch to determine the quality of the product. The price has the least significance value of 0.004 which is just opposite to the offline retailing where price has the highest significance this is due to higher variety of products which are available at various price ranges. The Durability with a F Value of 2.152 also shows the concern of online buyers.

### Influence of Attributes Through Offline Retailing

To discover the impact of the chose ascribes through Offline retailing, investigation of fluctuation was applied. The credits were considered as the needy factors and the bunches as the gathering factors. Table 3 shows the ANOVA table of the impact of qualities on the buy through Offline retailing.

Table 3: ANOVA Table for assessing the influence of attributes on the purchase decision of products through Online retailing

Attribute	F Value	Significance
Appearance	2.264	0.299
Performance	1.821	0.165
Technology	1.534	0.23
Price	3.142	0.721
After Sales Service	1.883	0.165

Durability	2.253	0.246
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It can be seen from the above ANOVA analysis, Indian markets are price sensitive markets and hence that has the highest significance of 0.721 along with this appearance also plays a critical role in the making of purchasing decision. The F Value corresponds with the significance. The after sales services has the least significance with 0.165 due to this while the analysis of Indian markets by various brands, they also spend less on their after sales services which leads to make the situation even more critical.

Table 4. The influence of the online and offline retailing on the purchase decision

Cluster	Online			Offline			
	Family (%)	Friends (%)	Relatives (%)	Radio (%)	TV (%)	Magazines (%)	News Papers (%)
Price Oriented consumers	59.3	21.7	5.0	-	34.8	13.6	20.8
Appearance oriented consumer	43	24.3	9.7	3.5	37.2	13.4	22.3
Technology oriented cluster	55.2	26.4	12.6	4.6	39.1	18.4	12.6

From Table 4 it very well may be induced that among internet retailing,, relatives affect the buy choice. Among the disconnected retailing TV is a more noteworthy wellspring of data. This media of data has an exceptionally wide reach and subsequently has extraordinary effect on the buy choice.

In this examination the assessment of the buyers as to promotion media specifically press and electronic media are dissected for Online and Offline separately.

Table 5 One sample t test for Online and Offline Retail

Mediator	N	Mean	Std. Deviation	Std. Error Mean	t Lower	T Lower
Offline Retail	500	3.68	.975	.043	85.177	.000
Online Retail	500	3.77	.914	.040	93.277	.000

From the above table, obviously the purchasers give more significance to Online retail with the mean worth 3.77 instead of Offline retail (mean worth =3.68) during their retailing.

## 5. DISCUSSION

In India, we know that there is a huge potential for growth in all the sectors in which Delhi being the capital of the nation provides a mix of population of people, as well as the various types of industries, can also be seen in Delhi. E-Commerce proves to be a boon for the

retailers as well as for the customers due to the various advantages which are discussed above but we cannot deny the fact which was mentioned by Amit Saha (2015) in A Study on “The impact of online shopping upon retail trade business” that still only 13.85% of the population uses E-Commerce to make purchases, hence there is still a long way to go. E-Commerce has seen substantial growth from 2016 when Reliance Jio was introduced at that time India was at the 115th rank in terms of Internet data consumption but in 2021 we are standing at the 2nd rank behind the USA. As the access to the internet will continue to grow, people are going to discover more and more ways to save their money and thus online purchase serves as an important medium for connecting the Retailers to the customers leaving behind the geographical barriers which ultimately leads to a more prosperous Nation.

## 6. CONCLUSION

It is discovered that disconnected retailing is seen to be reasonable for the most part for fundamental item among all the three group individuals. Disconnected retailing is generally liked by dominant part buyers when contrasted with web-based retailing in Delhi. Item attributes online gathered that item esteem is more famous among the customers than item picture as shoppers give more importance to item esteem and apply the sensible methodology to impact their folks and in disconnected, it is induced that item worth and item picture are similarly well known among the buyers while taking buy choice.

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