



## The geographical penetration of digital shopping in India: Trending towards E-commerce and cashless economy

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### Abstract

Online shopping or the purchase of goods and services on the internet has become increasingly popular due to easy access and convenience. Our study aims to investigate numerous factors like benefits of economy, consumer preference, customer services, analysis transparency and conveniences factor behind the increasing popularities of online shopping. Among these factors, our survey focuses mainly on the preferred mode of payment i.e. cash or cashless and the preferred market for purchasing various goods and services i.e. online or retail markets. Such a trend is quite prevalent and in metropolitan cities like Delhi.

The objective of the study is to assess the impact of online shopping on retail market as well as cashless society. As a methodological approach, the findings of the survey will incorporate various advanced statistical techniques like sampling plans, correlation, regression and mapping of the principal components responsible affecting the relationship. It is hypothesis that, high level and increasing trend towards online shopping leads to shifting towards cashless economy and reduces the avenues for retail shopping. The present study also attempts to provide possible measures to enhance the impact of online shopping on both individual and community level, among the residents of the surveyed areas.

**Keywords:** Cashless Economy, Digital Shopping, E-commerce, Geographical Penetration, Retail Market

### 1. Introduction

The topic of the research has been carefully chosen, taking into account the present scenario, which reflects the increasing trend in digital/online shopping and the transition of the society from cash based to cashless. With the boom of IT (information technology) revolution in India, the Indians were exposed to the miracles of digital world and e-commerce. People came to know about and realized the benefits of having digital knowledge. This developed in them an urge to get acquainted with this global need of the hour and led to the beginning of e-commerce in India. At the beginning, computers were considered to be very costly affair and lacked expertise to operate and handle them.

Since 2014, the government of India came up with various initiatives like the 'Digital India campaign', 'Make-in India', 'Start up India' to name a few, to digitally educate and upgrade its countrymen. The mission was also to make it penetrate at the grass root levels. This led to the advancement of digital literacy in India. At the outset, however, this phenomenon tends to be more pronounced in the top metropolitan cities of the nation with Delhi metropolitan region being no exception to this. Such a geographical space is mainly inhabited by the literate population having sound digital knowledge. The bulk of the rural counterparts, however, don't have the required digital and finitech literacy.

### 2. E-Commerce (Digitally Oriented)

The increasing reliance on such electronic gadgets as smart phones, laptops, tablets, etc, and the preference for digital mode of payment minimising the virtual physical distance

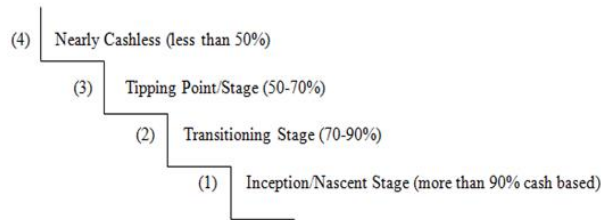
for business and commerce purpose led to the coining of the term "E-commerce". In general parlance, "E-commerce" may be understood as the process of adoption of digital mode of business (buying and selling goods electronically) and commerce with the people largely and willingly accepting and giving it a space in their living. This process found a spatial identity and gained a momentum with the IT revolution in India. Dawson (2001) considers "new commerce" as an innovative force filled with information, allowing the companies to perpetuate their activities and thus widen their scope. Due to technological up gradation of smart phones and tablets, anyone can easily access the internet on these devices, it becomes more suitable to surf internet anywhere anytime (Yuliasri & Islam, 2011) [5].

Also, the introduction of e-commerce websites and e-wallets is considered to be a major breakthrough in the field of technological revolution transforming nations into a cashless society. These e-wallets tend to supplement the evolving culture of online shopping in India, thus, redefining its momentous growth process.

### 3. Stages of Evolution of Digital/Online Shopping

In broader term, online shopping is defined as the process or action in which individual buy goods, products, or services electronically over the Internet. It means going online, landing on a seller's website, selecting some products or services, and arranging for its delivery. The buyer either pays for the chosen good or services online through digital mode of payment or cash upon delivery. As a geographer, we are more concerned with the process of diffusion i.e.

spatial diffusion. Applying the ‘Haggerstrand model of Diffusion of Innovation’, it is established that every innovation i.e. digital innovation, has a particular point of origin i.e. a source and then it spreads to other persons. This process is known as, ‘Diffusion of Digital Knowledge.’ This diffusion involves four distinct but interrelated evolutionary stages from being cash based to cashless.



Source: Self-made by author, 2019 (based on Haggerstrand Model of Innovation)

#### 4. Perspectives and Trends in Online Shopping

In recent years, the online shopping has become the most preferred mode of shopping due to a variety of services that it offers. In addition to this, other luring factors attracting the bulk of consumers include: 24X7 availability, door to door delivery, lower prices than retail outlets, heavy discounts, guarantee on products delivered, cash backs, easy return policy etc. and many more. It increases the trend in digital shopping and saves their precious time thus makes shopping enjoyable. It is due to the ease of use through internet that consumers can order anytime when they are free (Ramayah and Ignatius, 2005) [9]. The facility to pay from digital modes like e-wallet, internet banking, usage of credit and debit cards etc. makes payment hasselfree and tends to make economy digitally moving. In today’s world, consumer feels secured and safe in online banking transactions (Wu & Wang, 2005) [13].

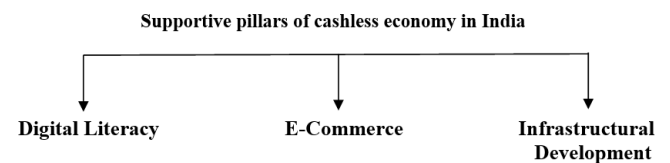
##### 4.1 Factors Affecting Consumer’s Behaviour In Shopping

Shopping becomes an integral component of our daily life either done online or in person. People, usually prefer online mode of shopping due to a gamut of luring factors like:

- a. **Low Price and Promotions:** Price has operated as a major determinant of buyer choice. Low pricing with promotions like coupons, cash refund, free trial and warranties etc. observed in online stores, promoted online shopping.
- b. **Convenience:** Online retailers accept orders 24 hours a day while consumers who wish to shop at traditional stores have to visit the store during normal business hours.
- c. **Customer Friendly Service:** It includes payment policies and Customer assured services like friendly return policy, free home delivery reliability in delivery / shipping time, return policy better than offline retail shop, all of these advantages attract customer attention.
- d. **Attitude and Trust** (subjective guarantee): It is defined as the extent to which a consumer makes a positive/negative evaluation about purchasing online (Bianchi *et al.* 2012) [3].
- e. **Variety Seeking:** Variety seeking is defined as the tendency of individuals to seek diversity in their choices of services or goods.

#### 5. Historical Development of E-Commerce in India

The e-commerce industry is growing rapidly every year with many people switching to online shopping to search products or service, compare prices for them & to shop online. An increasing number of global companies are eyeing the rapidly growing e-commerce market in India as improvements in infrastructure are made and India’s economy grows. Over the past two decades, India has pushed hard to become a less-cash society. In the early 1990s, the Reserve Bank of India spearheaded the development of technological infrastructure that facilitated the creation of a payment and settlement ecosystem. In 2007, the Indian Parliament passed the Payment and Settlement Systems Act, to promote wider acceptance and deeper penetration of electronic payments in India. The mission was to bring a huge number of people on a cashless platform. The three supporting pillars are: digital literacy, e-commerce and infrastructural development and the sole vision is creation of a cashless economy in India.



Source: Self-made by author, 2019

#### 6. Growth of E-Commerce and Transformation in Indian Society

Recently, India has jumped 22 places to break into the top 100 of UN e- Governance index 2018 with 96th rank (United Nations E-Survey Report, 2018). Earlier, the phenomenon of e-commerce was not very conspicuous and recognised over geographic space. But in today’s modern technocratic world, there has been a shift in this trend. To attract the foreign players, the Indian government hiked the limit of foreign direct investment (FDI) in the ‘e-commerce marketplace model’ for up to 100 per cent (in B2B models). In the Union Budget of 2018-19 also, government has allocated Rs 8,000 crores (US\$ 1.24 billion) to BharatNet Project, to provide broadband services to 150,000-gram panchayats.

##### 6.1 E-Commerce Websites/apps

E-Commerce websites are online portals that facilitate online transactions of goods and services through means of the transfer of information and funds over the Internet. There are different e-Commerce websites for every field. E-Wallets are growing rapidly as an aid in the speedy transaction process, especially for e-commerce companies. Almost, all the e-commerce marketplaces have integrated with such mobile wallets, few important are listed below:

1. **Paytm (2010):** Paytm works on a semi-closed model and has a mobile market, where a customer can load money and make payments to merchants who have operational tie-ups with the company.
2. **Amazon Pay:** Launched in 2007 globally and in India in 2017, Amazon Pay is an online payment processing service that is owned by Amazon.
3. **Google Pay (formerly known as TEZ):** It has recently emerged as an online payment mode to send money to friends, pay bills, phone recharge etc. entrusted with sufficient banking safety.

Other important e-wallets include, *PhonePe* (now part of Flipkart), *Mobikwik*, *Citi MasterPass*, *ICICI Pockets*, *HDFC PayZapp*, *BHIM Axis Pay* etc.

Apart from this, there is a wide range of digital apps providing varied services.

#### Grocery Apps include

- **Grofers** is an Indian online grocery delivery service founded in December 2013 situated in Guru Gram. The delivery may be scheduled for any time of the day. Grofers currently operates in a total of 18 cities across India.
- **Big basket** is the largest online grocery supermarket in India. It was launched in 2011 and operates across various cities of India.

#### Food Delivery Apps

- **Zomato** is an Indian restaurant search and discovery service currently operating in 24 countries. It provides information and reviews of restaurants.
- **Swiggy** is a leading food ordering and delivery start up in India in 2014 and is headquartered in Bangalore. Swiggy has its own team of delivery professionals who pickup orders from restaurants and deliver it at the customer doorstep.

#### Transportation Apps

- Ola cabs were founded in 2010 as an online cab aggregator in Mumbai. As of 2018, the company has expanded to a network of more than 10, 00,000 vehicles across 169 cities.
- Uber is a transportation network company headquartered in San Francisco, California. Uber offers services including peer to peer ridesharing, ride service hailing, food delivery and a bicycle sharing system. The company has operated in 785 metropolitan areas worldwide.

#### Fashion Apps

- **Myntra** is an Indian fashion e-commerce company headquartered in Bangalore. The company was founded in 2007 to sell personalized gift items.
- **Amazon** is a Seattle, Washington based, multinational technology company focusing in e-commerce, cloud computing and artificial intelligence.

#### 7. Impact of E-Commerce on Retailers

The recent changes in e-commerce and a move towards cashless economy also led to some problems and pitfalls for small retailer businesses in particular and retail markets in specific. The new mode of shopping poses a challenge to small retailers. Such a problem appears to be more spatially noticed in metropolitan cities like Delhi where people are highly inclined towards online shopping.

- **Profit Margin-** On the arrival of online shops in the market offline retailers are suffering from high price. To survive in market, they have to sell product in low prices which covers only their operational costs and their profit margin is reduced.
- **Variety of Stocks-** Variety of goods is offered by online stores to which offline retailers cannot compete because at the end of year the left over stock can give a huge loss to the retailer.
- **Customer Services-** Online retailers are providing

different services at which offline stores fail. Repair and services of goods, home deliveries like facilities are provided by online retailers.

- **Window Shopping-** Low prices offered by online stores leads to window shopping by customers at physical stores and they buy product online, due to which they have prospective customers more than actual customers.

#### 8. Review of Research Literature

A few researches have been done on the increasing trend of online shopping, the growing phenomenon of e-commerce and the benefits to buyers and sellers.

*Grandon and Pearson (2004)* opine that e-commerce is fruitful for both sellers and buyers. While sellers have large numbers of potential consumers; buyers can have huge variety at one place. It also stated that e-commerce supported both large companies and benefitted SME's (Small and Medium Enterprises).

*Thilagavathy and Naga Sathi (2017)* [11] in their study published in International Journal of Recent Research and Applied Studies focused on the "impact and importance of cashless policies in India" and concluded that the payment industry in itself keeps on evolving with the ever changing consumer sentiments and the needs of the businesses. An innovation in this space is thus a continuous process, while the adoption of each of new development takes its own pace to penetrate.

*Saha (2015)* [10] highlighted the impact of increasing trend of online shopping. The study found several driving factors which influence a customer to shop online like price, convenience of shopping and wider range of products available giving a tough competition to the retail markets. He suggested a change in retail's attitude towards the market. The retailers should agree to decrease their profit margins ensuring to increase their sale owing to more discounts being offered to customers online.

*Chandra and Sinha (2013)* [4] expressed that online shopping is becoming a trending new retail shop. They analysed the luring factors which promotes consumers for online shopping. Preference for apparel indicated that different groups are significantly different in their attitude about online shopping. The study also suggested the conduct regular awareness programs by government.

*Adams, Nelson, and Todd (1992)* [1] identified that information technology is accepted by users which helps them ease of use of technology.

#### 9. Nature of Problem

The literature reviews focused on impact of digital shopping and the significance of cashless policies in India. However, many other areas remain unexplored giving way to research gaps.

- a. Online shopping has come as a boon for consumers in specific and the economy in general, in India, but there is a flip side to it as far as the retailers are concerned. Now, they need to compete with the e-commerce websites which has a definite edge over retail store owners.
- b. The impact has not been studied spatially. The planning of a region and the spatial location of the area might have a strong influence on the inclination towards online shopping.
- c. Quantification of the data has been missing, which

forms an important part of any survey, since it validates the findings and makes the qualitative aspect more strong.

**10. Aims and Objectives**

The study intended to achieve the following specific objectives:

- a. To analyze the spatio-temporal transition from cash-based to cashless economy.
- b. To study the current trend and the impact of online shopping on retail markets.
- c. To understand the impact of cashless economy on average family.
- d. To suggest possible measures to change the retail’s attitude towards the market.

**11. Hypothesis**

Next, the hypothesis needs to be formulated and tested for its validation based on the size of sample. *It is hypothesis that, “high level and increasing trend towards online shopping leads to shifting towards cashless economy and reduces the avenues for retail shopping.”*

**12. Sources of Data Collection**

Both primary and secondary data is collected and used to fulfil the basic aims and objectives and to test the hypothesis. The main sources of primary data used by the surveyor for the present research includes: Questionnaires, Interviews, and Observation survey. Apart from major reliability on the primary sources, few secondary sources were also referred like the articles and governments reports relevant to the topic to validate and provide authenticity to the results obtained.

**13. A Case Study of Pragati Vihar Hostel (Brief Profile)**

To understand the role of space in determining the inclination towards online shopping as the preferred mode, a government residential area has been chosen. Pragati Vihar Hostel is geographically located at 28.59° north latitude and 77.22° east longitude, situated at Lodhi Estate, near Dyal Singh College in South Delhi. It contains six blocks, A – F, with approximately 200 houses, having a public park for every single block (see fig.1 and 2). It is resided by high profile government officials and their family so the education level and standard of living are at par. It is a clear example of a well laid-out housing society. The nearby market Meherchand, is located at the distance of 1km. A major highlight of the area was the peaceful surrounding environment with interactive residents. There was less retail markets around the society therefore people preferred online shopping, which facilitated doorstep service.



Source: Captured by the surveyor, 13<sup>th</sup> March 2019

Fig 1 and 2: Layout of Pragati Vihar Hostel

**14. Analytical Techniques and Interpretative Analysis**

A combination of both cartographic techniques and

statistical methods has been employed. The major quantitative methods used for analysis of data included pie-diagram, line graph, bar diagram, sampling techniques, correlation coefficients, t-test etc. These are discussed below:

**14.1 Simple Random Sampling Method**

This method was chosen since the population was homogenous and there were no specific criteria of selection of respondents. 10% of the sample was chosen from the entire universe i.e. 200 household in the Pragati Vihar Hostel complex. So altogether, 20 houses were selected randomly. The sampling method tends to be less tedious, less time consuming, cheaper and more efficient.

**14.2 Hypothesis Testing: Through “T-Test”**

We have applied “Students’ T-Test Distribution” as a parametric test since the sample size is less than 30 being 20 for the survey. The null hypothesis (H<sub>0</sub>) states: “There is no statistical difference in the shift towards cashless economy among those who prefer online shopping and those who prefer retail marketing.” The calculated value for t-test (9.97), came out to be far more than the tabulated value of 2.54 at 99% confidence level. Hence, the H<sub>0</sub> stands to be rejected. Thus, there is sufficient evidence to conclude that the shift towards cashless economy is due to those who prefer online shopping than those who prefer retail marketing. We can infer that the people in PVH prefer online shopping more than retail markets.

**14.3 Karl Pearson’s Product Moment Correlation**

Coefficient of Correlation (denoted by ‘r’) refers to the intensity of the relationship between any two variables usually X and Y, in which one is an independent and the other is a dependent variable. Two set of correlations were attempted.

**SET 1:** Number of people who prefer online shopping (variable X) and number of people who prefer cashless mode of payment (variable Y). A positive correlation of 0.562 was obtained between the two variables establishing the fact that the people who do online shopping also prefer digital transaction like net banking, credit and debit cards, paytm and other e-wallets etc. as a mode of payment.

**SET 2:** Contrary to the above, a negative correlation of - 0.261 was recorded between number of people who prefer online shopping (variable X) and number of people who prefer retail markets (variable Y). This validates that the increasing trend of online shopping puts a negative impact on retail market and their profit margin also declines.

**15. Theorizations, Findings and Discussions**

The study was conducted through questionnaire, personal interview and observation survey etc. Various interesting results and findings were obtained. These are further analysed and discussed.

**15.1 Analysing the Temporal Variation**

The present research has taken the aid of both primary and secondary sources of data in order to depict and justify the changing trend over the past few years that have led to massive increase in online buyers in India. The number of online buyers has been increasing constantly over the last 6 years. In previous era people was not attracted towards online shopping. They mostly relied on retail market to

fulfil their needs. But in today’s world, there has been a drastic shift noticed in this trend with people mostly trusting and preferring the digital mode of shopping. The below line graph (fig. 3) depicting the trend explains this glaring fact. In 2014, there were a total 54.1 million people opting for online shopping. This number increased to 130.4 million in 2016 i.e. more than doubled in a span of just 2 years. It further increased to 224.1 million in 2018. Based on trend analysis, it is predicted that the total number of digital buyers will reach to as high as 329.1 million in 2020\*making India the fastest growing online marketing country in South Asia.



Source: Statistica Research Department, September, 2019

Fig 3: Digital Buyers in India (2014 – 2020\*)

A number of contributing factors/reasons have been noted and recorded during the conduct of survey perpetuating this trend in online shopping.

- 24/7 availability** – Among all, the 24/7 availability to purchase products/services deduced to be the most important factor, thus, saving their precious time.
- Wider availability:** There is wider range of products available from different brands, thus providing avenues for the customers to choose from and get what they want.
- Price Comparability:** Also, customers can compare the prices of similar product from different brands and makes the whole process cost-effective.
- Additional facilities:** Additional facilities like door to door delivery services, discounts, guarantee on product, return policy are also helping to increase the trend of online shopping.
- E wallets:** Provision of payment through electronic(e)-wallets made shopping even more easier, hassle-free and pocket- friendly with additional cash backs and gift vouchers associated.

The advent in modern technology and government initiatives to provide digital platform to its citizens have played and will play a pivotal role in shaping the digital trend. Earlier the mobile phones were heavy in dimension featured only to make phone calls. But, with the advancement in technology, the mobile phones began to shrink in size and their features and functions increased manifold. In fact, smart phones have become the default screen for brand featuring and e-commerce transactions.

**15.2 Apps/Websites Preferences**

The most preferred app/website for online shopping during the survey was found to be *amazon*. Figure 4 explains that nearly, 35% of respondents liked *amazon.in* the most, thus

capturing the major share in Indian online marketplace. It was found that this online superstore was preferred over others due to its access over variety of products like electronics, software, games, apparel, furniture, food, toys, and jewellery, stationery, clothes and even grocery products. The next most popular site among the shoppers surveyed was *Flipkart.com* with almost 30% of consumers preferring it. This is basically an Indian originated online superstore giving a tough completion to others owing to its recent marketing strategy and an assurance to give better services and products to its customers. *Myntra.com* with 20% of market capture emerged out to be the third most popular app/site since it provides the consumer a wider range and variety of latest and fashionable clothing and apparels to choose from. The other popular website was found to be *Jabong.com* with 10% of respondents and the quality and variety of footwear products made this site preferential.

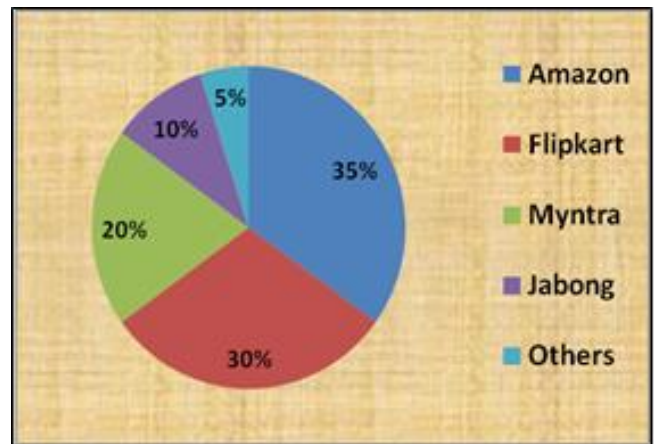
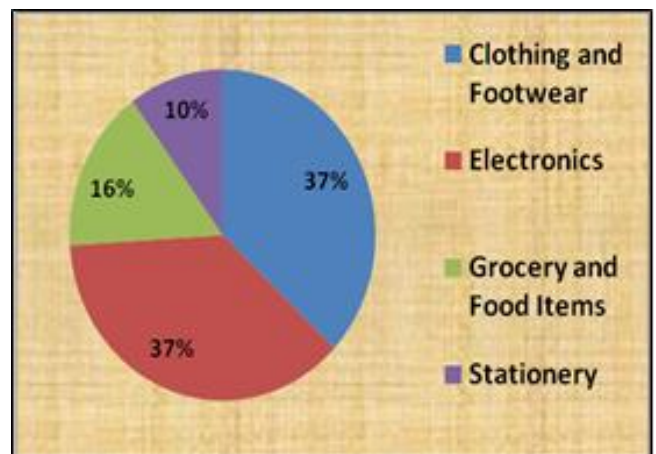


Fig 4: Website Preferences



Source: Based on Primary Survey, 2019

Fig 5: Product Preferences

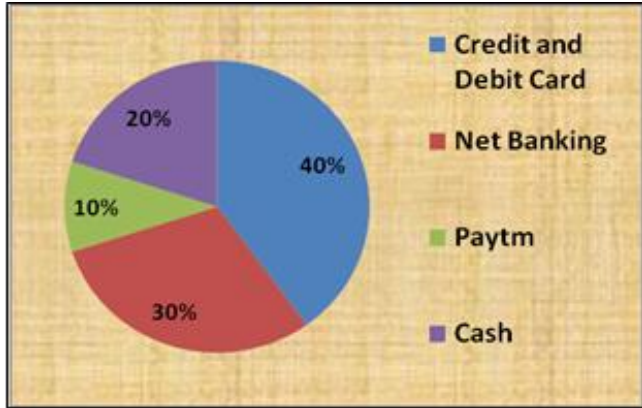
**15.3 Products Preferences**

The most preferred products by online shoppers of in the PVH were found to be clothing & footwear as well as electronics (refer fig. 5). Almost 74% of the respondents resorted to online shopping to buy clothes & footwear (37%) electronics item (37%). Other preferences included grocery and food items and stationery products with 16% and 10% respondents respectively.

**15.4 Preferred Modes of Payment**

Figure 6 depicts the most preferred modes of payment

adopted by the residents of PVH. 40% of people preferred credit and debit card for most of their payments. The second most preferred mode of payment is net banking (30%) which is majorly used for fee payment, bill payment and online purchasing. Among e-wallets i.e. new mode of transaction, Paytm is found to be the most popular with 10% of residents using it. Remaining 20% of residents still preferred payment through cash.



Source: Based on Primary Survey, 2019

Fig 6: Preferred Mode of Payment

**15.5 Factor Affecting Consumer’s Behaviour the Most**

The survey was conducted on customer’s preferences of different age groups about the important factors that influence consumer behaviour the most. Out of 20 surveyed customers, 9 respondents (45%) cited the door to door delivery service and 24/7 availability of online products as the most luring factor. 6 respondents (30%) believed the cost and time reducing factor (in terms of lower prices, cash backs and promotions) played the dominant role. 4 respondents (20%) perceived the wider availability and variety of different brands of product to be the main factors responsible for their inclination towards online shopping. Other respondents said other factors like easy availability is the most important factor. Figure 7 illustrates this.



Source: Primary Survey, 2019

Fig 7: Preferred Factors Affecting Online Shopping

**15.6 Analysing the Spatial Variation**

The findings of the survey conducted in the residential area of Pragati Vihar Hostel (PVH) and nearby small retail shops, analyzed the role of space in determining the relationship between online shopping and cashless society on one hand and between online shopping and retail preferences (customer behaviour) on the other. It was found

that the resident of PVH was living in a better planned society with the nearest located at a distance of 2 kilometres. Being a government residential area, also, the level of education as well as the standard of living was found to be sufficiently good with majority of government officials and their families having a descent educational understanding. It was found that the residents of PVH mostly preferred online shopping with digital mode of transaction over cash. They are largely digitally literate and are well aware about the online apps and advanced technology. In fact, the spatial location of the area in terms of inhabitation by educated individuals, market place located far away due to being a residential area, high cost of products within the gated community etc. compelled the residents to go for digital shopping and cashless payment option. Also, better quality products and 24/7 availability are other luring factors promoting online shopping. Numerically the results obtained for both buyers and retailers are quite contrasting.

**Buyers**

- In the survey, 70% of responders are very well aware about the cashless economy and government initiatives toward making India less-cash society.
- About 50% responders said that the door to door delivery and 24/7 hours availability is the most dominant factors that decide customer’s behaviour.
- Around 70% responded that online shopping is less time and energy consuming.

**Retailers**

- 70% of the retailers said that online shopping is decreasing their profit margin and number of customers. They also stated that due to e-commerce their turnover has reduced which is a warning signal for the enterprise.
- Most of the retailers said that they have not collaborated with any online shopping site
- They admitted that online shopping trend is becoming problematic for them.

**16. Challenges/Prospects for Cashless Transaction Economy**

Government’s step towards demonetisation in November, 2016 and the availability of e-commerce sites are believed to benefit the cashless economy. Still there are several constraints and prospects:

- a. Currency dominated economy: Indian economy is a currency dominated economy with relatively high level of cash in circulation amounting to 10.48% of India’s GDP (GOI, 2019).
- b. Transactions done in cash: Large size of informal/unorganised sector entities and workers prefer cash-based transactions due to lack of digital literacy.
- c. Use of ATM for cash withdrawals rather settling online transactions: There are large numbers of ATM cards i.e. around 21 crore Rupay cards and nearly 92% are used for cash withdrawals with minimal digital payments. Multiple holding of cards in urban/semi-urban areas show low rural penetration.
- d. Limited availability of Point of Sale terminals and poor transaction culture: According to RBI, there are 1.84 million POS terminals installed by various banks across locations at the end of July 2017 largely in urban/ semi-urban areas.

- e. Weak Internet penetration in rural India: For settling transactions digitally, internet connection is needed. But in rural India, there is poor connectivity with lower literacy level.

### 17. Suggestions

Retail shops must constructively work upon to face the challenges posed by online shopping. There is also the recognition by some authors of the potential within e-retailing to create a unique or value-added feature through the establishment of communities (Armstrong and Hagel, 1996; Kotha, 1998) <sup>[2, 8]</sup>.

1. Small retail shops must collaborate with each other and with big retailers via digital mode to gain profit by making a collective selling platform through an app. It will provide congenial transaction culture with enlarged point of sale.
2. Retail shops must digitise their transaction method and should insist and rely on cashless modes of payment to attract Indian customers. It will reduce the dependency on cash payments.
3. E-commerce provides new channels for retail to reach more customers. So they must tie up with big shopping brands (Amazon and Flipkart etc.) for both profit and survival in the long term.
4. The retail shops must and should strictly adhere to and adapt with the latest trends and fashion.
5. Retail shops must digitise their transaction method and should insist and rely on cashless modes of payment to attract Indian customers. It will reduce the dependency on cash payment and would thus ensure their long term survival in the market.
6. Retailers must ensure that there is a wide variety of products available with bumper discounts offered and focus on home delivery system to serve new and existing customers.
7. Change in attitude towards market and more concentration on consumer satisfaction. Better quality products, reasonable price and friendly after-sale services are the basic areas in which the business has to concentrate to a remarkable extent.
8. Government should provide some relaxation, facilities and opportunity for small retailers to face the competitive world. Like availability of certain commodities exclusively to the retail markets and their price exemption under section 80C of Income tax.
9. Providing training to their employees/staff to deal with customers in a professional manner.

### 18. Concluding Remarks

The present study is both descriptive and qualitative in nature and it has made an attempt to understand the behaviour of Indian consumers towards shopping. Although statistical significance of various parameters has been examined on the small scale, but the generalized results obtained through analysing data has given perfect indication of increasing significance of online shopping through websites or stores in the life of Indian consumers. The e-stores are regularly visited by the online shoppers. The comfort and convenience provided by these stores 24x7 has made shopping very easy & fast for online shoppers worldwide. The young population is mainly attracted towards this online industry and contributes to its fast growth.

Based on above findings, tests, discussions, and experiences gathered during the conduct of survey, it can be deduced that the trends in favour of online shopping is leading towards a cashless economy and is putting a negative impact on small retail markets. The retail stores need to uplift their pattern of business with digitised mode of transaction to face the competitive world. It will broaden their horizon ensuring long term survival in the market.

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