

**A PROJECT REPORT ON**  
**THE IMPACT OF E-BUSINESS ON THE INDIAN ORGANIZED**  
**RETAIL SECTOR**

*Submitted for partial fulfillment of the requirements for the award of Degree of*

**MASTER OF BUSINESS ADMINISTRATION**

**In**

**INTERNATIONAL TRANSPORTATION AND LOGISTICS MANAGEMENT**

**Submitted By**

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**(A central University, Government of India)**

**KOCHI CAMPUS**

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## **INDIAN MARITIME UNIVERSITY**

(A Central University under Ministry of Port, Shipping and Waterways)

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### **CERTIFICATE**

This is to certify that the Project titled “**THE IMPACT OF E-BUSINESS ON THE INDIAN ORGANIZED RETAIL SECTOR**” submitted by **SNEHA SUNIL** register number **2105305034** student of MBA (ITLM) / is a bonafide record of his Project report and submitted to the School of Maritime Management, Indian Maritime University, Kochi campus, under the supervision of Dr. Aravind. T.S, Faculty IMU, Kochi campus. It is also certifying that the above work has not previously formed or submitted for the award of any degree, diploma, associateship, fellowship or other similar titles, and it is an independent work done by the candidate.

**Dr. Aravind. TS**

(Project Guide)

## DECLARATION

I, **SNEHA SUNIL** (Registration No **2105305034:** ) Student of School of Maritime Management, INDIAN MARITIME UNIVERSITY-COCHIN hereby declares that this project Report titled **THE IMPACT OF E-BUSINESS ON THE INDIAN ORGANIZED RETAIL SECTOR** submitted in partial fulfilment of the Requirement for the degree of **MASTER IN INTERNATIONAL TRANSPORTATION AND LOGISTICS MANAGEMENT** is my original work carried under the guidance Of **DR ARAVIND TS** Faculty of School of Maritime Management .It has not formed the basis for the award of any degree/diploma or Associate ship of any University/Institution. The information submitted is true and original to the Best of my knowledge.

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## **EXECUTIVE SUMMARY**

A business exchange over the internet can take place between organisations, businesses, families, people, governments, and other public or private entities. Orders placed via the internet, extranet, or electronic information commerce are included in these electronic exchanges. The method used to submit the request identifies the type of exchange that took place. Orders placed via phone call, fax, or physically created communication are typically forbidden. Internet-based businesses may make use of some or all of the following:-

Providing or having a stake in an online commercial centre that processes transactions between outside businesses and consumers or purchasers and buyers. Moving and purchasing across businesses. Using online contacts and online communities to gather statistics; Business-to-business electronic information exchange; Marketing to potential customers. The industry of electronic commerce, or web-based business, is one of the most active areas of the economy. Electronic business, also referred to as E-business or web-based business, is the exchange of goods or services using PC platforms like the Internet. Technology advancements like flexible business electronic, production network executives, web marketing, online exchange managing, electronic information exchange (EDI), stock administration frameworks, and automated information collecting frameworks are all used in electronic commerce. Even while it may also use other innovations, like email, current electronic business typically uses the World Wide Web for something like one player in the exchange's life cycle. Online business is the explicit sale or purchase of goods or services using computer networks.

## **OBJECTIVES OF THE STUDY**

Any type of business or commercial transaction that involves the exchange of information over the internet is referred to as electronic business (also known as online business or e-business). One of the key functions of every business is commerce, which is defined as the exchange of goods and services between organisations, communities, and individuals.

E-business is defined as conducting business using the internet, whereas electronic commerce focuses on the use of information and communication technology to enable the external actions and relationships of the business with individuals, groups, and other businesses.

Electronic business is distinct from electronic commerce in that it allows for the conduct of business processes (inbound/outbound logistics, manufacturing & operations, marketing, and sales), as well as online sales and purchases of goods and services.

1. To research the e-business categories that consumers prefer.
2. To determine whether mobile usage for e-business is preferred.
3. To examine the major variables affecting the expansion of e-business.
4. To evaluate the potential impact of growth of e-business on Organized retail sector in India.

## RESEARCH METHODOLOGY

The following research approach could be used to examine how e-business has affected the organised retail market in India:

**Research Design:** Choosing the best research design would be the initial step. It's possible that this research is exploratory, descriptive, or experimental. A descriptive study design would be appropriate in this situation as it would enable the gathering of information on the existing state of the organised retail sector and the effects of e-business.

**Sampling:** The next action would be to choose the best sampling strategy. Both probability sampling and non-probability sampling, which selects participants based on specific criteria, are options that could be used in the study. Purposive sampling could be used in this situation to choose participants who are involved in the Indian organised retail sector and have prior e-business expertise.

**Data Gathering:** Both primary and secondary sources may be used to gather data. Surveys, interviews, and focus groups are examples of primary sources, whereas published reports and articles are examples of secondary sources. To guarantee the validity and trustworthiness of the results, the study may combine primary and secondary data.

**Data analysis :** It is necessary after the data has been gathered. Either quantitative, qualitative, or a combination of both methodologies could be used for the analysis. Regression analysis and hypothesis testing are two statistical techniques that could be used in the study to assess the data.

**Findings and Conclusions:** Presenting the results and coming to conclusions would be the last phase. To make the findings easier to comprehend, they should be presented in a clear, succinct manner with tables and figures. The findings should be supported by the data analysis and offer understanding of how e-business has affected the Indian organised retail sector.

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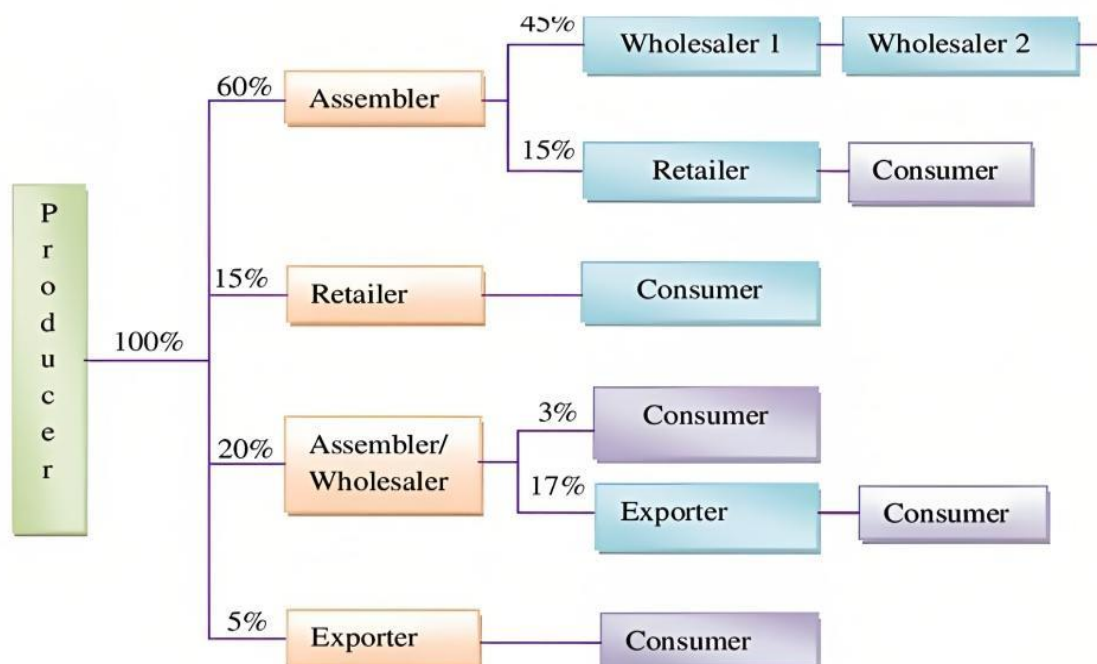
## CHAPTER 1

## CHAPTER 1: INTRODUCTION

### 1. INTRODUCTION

From the standpoint of a country's economic strength, the retail industry is one of the most crucial commercial sectors. According to many definitions of the term "business," the fundamental idea is an economic system or commercial organisation in which either commodities or services, or both, are exchanged for some kind of value, such as a product or service of a firm, or for money. So, the flow of goods or services from the producer or supplier to the customer is crucial in this situation. Also, any firm needs to make some sort of investment and find clients or customers to whom it can sell its goods on a regular basis in order to turn a profit. One maker of the product owns a manufacturing facility in one area from which he serves several clients in various locations through retail outlets, if we think about the product distribution cycle. Between the manufacturer and the final consumer, there are roughly 6-7 tiers, including retailers, wholesalers, dealers, distributors, C&F agents, etc. and a sizable organisation running product advertisements to let customers know about new items on the market. Customer and manufacturer are the most significant parties in this distribution cycle, but they also stand to gain the least from the deal.

**Figure 1.1 Current Product Distribution Cycle**



100% of the product's MRP is paid for by the customer. When the manufacturer receives 100 – X% of the MRP, some of it flows to other entities in the distribution channel. This X varies from product to product but represents a sizeable portion of the MRP. As a result, the producer receives a relatively small profit after deducting his manufacturing costs. The sum that is divided up among the distribution cycle's channel entities adds no value to the product; instead, it raises its price. Since customers and manufacturers are necessary entities yet the length of the distribution channel can be reduced, two fundamental trends emerged over time in the quest of profit maximisation. The first was the rise of the **organised retail sector**, and **e-commerce** is the most recent.

### 1.1 Conceptual Description of The Topic

The Indian retail market has undergone significant shift during the past 20 years. Reliance Fresh, Star Bazar, and More, together with significant competitors like DMart and Future group with Big bazar, entered the retail market in response to the potential size of the market, and they are now battling for a piece of the large Indian population. They have set up their stores largely in major cities and urban areas, in large malls. By becoming near to the manufacturer and offering a wide variety of goods at reduced prices under one roof, the emphasis is on reducing the levels in the distribution cycle. Together with these large organisations, manufacturers have begun opening their own stores in major cities. These all fall under organised retail. India enhanced its foreign investment by modifying its foreign direct investment (FDI) policy in response to the opening of its economy. Important international competitors like Wal-Mart also sought to expand into India in order to share this larger retail market. India's current trend is towards e-business and e-commerce, which is slowly giving way to mobile commerce. This transition is being positively influenced by a number of social, political, and technological changes in the environment. One of the ground-breaking programmes that has the potential to transform India into a nation with a strong digital culture is Digital India. Major elements of the development of e-commerce in India would be this programme. The growth of e-commerce and e-business has been significant over the past five to seven years, and it is anticipated that it will accelerate in the years to come in terms of the number of goods and services, the number of customers using e-commerce platforms, and the amount of transactions they carry out online. There is a perceived danger to organised retail in India, which consists of many types of retail stores such retail shops in malls, departmental stores, specialty stores, supermarkets, convenience stores, and discount stores, among others, given the rate of expansion of e-business and

trends. This study aims to examine how the e-commerce component of e-business has affected the organised retail sector, including Reliance, Big Bazar, and other retail stores, retail outlets in malls, and company-owned retail outlets, etc.

## **1.2 Theoretical Background**

### **1.2.1 Important Definitions**

#### **1.2.1.1 Retail**

The Delhi High Court's definition of "retail" in 2004 read: "Sale of a product to the final customer as opposed to a sale for further sale or processing" (i.e. wholesale).

#### **1.2.1.2 Unorganized Retail Sector**

The term "Unorganized retail sector" has its origins in the Indian context, according to the National Commission for Businesses in the Unorganized Sector. According to their Report on Work Conditions and Promotion of Livelihood in the Unorganized Sector, it is defined 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**

Organized retail has not yet been given a precise description. Hence, based on the definition of the unorganised sector in section 1.2.1.2, the researcher has developed a working definition of the organised retail sector. Based on the data, it was found that the majority of retail stores run by private limited companies or other limited entities had fewer than 10 employees per retail shop. Therefore, for the purposes of the thesis, organised retail is defined as follows, without regard to the number of employees involved: "All incorporated enterprises that are engaged in the production or sale of goods and services and are operated as private limited or limited organisations subject to the Companies Act."

#### **1.2.1.4 E-business**

In 1996, IBM's marketing and Internet teams came up with the phrase "Electronic Business," or "e-business," which is defined as the use of information and communication technology (ICT) to support all business activities.

### **1.2.1.5 E-commerce**

"E-commerce is the activity of purchasing or selling of things on online services or over the Internet," according to Wikipedia.

E-commerce is the buying and selling of goods and services, or the sending of money or data over an electronic network, primarily the internet, according to Techtargget.com.

### **1.3 Gap in The Knowledge**

According to the literature review, the majority of the material focuses on the development of e-commerce as a platform for retail. The literature also discusses numerous e-commerce facilitators, obstacles, and other topics. Mobile is a crucial element of m-commerce. Due to the novelty of this technology, numerous articles have been published detailing the development of mobile technology as a whole, the expansion of smart phone users, etc. Digital India and the Smart City Projects are not given much thought from an e-business standpoint. There has been some research on the expansion of e-business and e-commerce as well as some on the effects of organised retail on unorganised retail, but there hasn't been a lot of research on the effects of e-commerce on organised retail in India.

### **1.4 Statement of The Problem**

Whereas it was anticipated that as organised retail grew, disorganised retail would follow suit, in actuality there was little to no impact of organised retail on unorganised retail. Yet, taking into account the advantages of e-commerce, the rate of internet adoption, and the increase in mobile and smart phones, there may be a potential impact of e-business on organised retail. In the upcoming years, it might be challenging for organised retail and mall culture to continue to be lucrative.

### **1.5 Significance of The Study**

It is evident from the gap in the literature that all research has been conducted on e-commerce, internet penetration, organised retail, etc., but in isolation. The effect of e-commerce on highly invested Organized Retail has not been studied. Given the rapid expansion of e-commerce, it is essential to thoroughly research consumer attitudes and preferences about both organised retail and e-commerce in order to make the most of each system's strengths while minimising the impact on the economy as a whole.

## **1.6 Scope of The Research**

Only the Business to Consumer (B-C) E-commerce components of E-business in the product distribution domain in India and its effects on the Organized Retail Sector in India are the focus of this research. All other facets of e-business, such as the services facets, are not covered. E-impact commerce's on the unorganised sector is also outside the study's purview.

## **1.7 Constraints of the Research**

The following restrictions apply to this study: This study was conducted in relation to the organised retail sector in India, and respondents were chosen at random from within India. The production and manufacturing aspects at the OEM end are outside the scope of this study, and the only aspect of e-business in India that is covered is e-commerce for product distribution.

## CHAPTER -2

## **CHAPTER 2: LITERATURE REVIEW**

### **LITERATURE REVIEW**

Based on the previously studied literature, the researcher attempts to summarise studies conducted in the fields of e-commerce and related subjects in related subject areas in this chapter. The literature review is offered with the only purpose of identifying the research gaps to support the researcher's decision to carry out the current research effort. One of the most significant and significant industries in every economy is retail. Due to a variety of circumstances, India's retail industry has undergone numerous changes over the years. Globalization and technical improvements are the main variables that have directly or indirectly affected Indian retail. Indian consumers are now taking advantage of the expansion of e-commerce and the advantages it offers in the form of discounts, convenience, etc., moving from tiny vendors in the unorganised retail sector to the emergence of malls and organised retail sector. With the advent of e-commerce, the world has become smaller thanks to technology breakthroughs, totally altering the retail industry. Numerous countries' policies have changed as a result of all these changes, and India is no exception. Foreign Direct Investment (FDI) policies, ambitions for a digital India, make-in-India initiatives, etc. will undoubtedly have a positive impact on E-commerce in India, and this might potentially have an impact on the organised and unorganised retail sectors. Indian consumer behaviour has changed significantly as a result of globalisation, and this will affect retail. Consequently, it is crucial to take into account the literature review while analysing the impact of e-commerce on organised retail.

As understood by Rajasekar & Agrawal (2016) the E-commerce is a paradigm shift. It is a “disruptive” innovation that is fundamentally altering the established business model. The ability for a company or individual to conduct business over an electronic network, typically the internet, is known as electronic commerce. This type of business model or component of a larger business model. E-commerce is the exchange of goods and services as well as the sending of money and data over an electronic network, most commonly the internet. These business dealings are between businesses, between businesses and consumers, between consumers and businesses, or between consumers and businesses. E-tail refers to the processes involved in online retail transactions. Email, fax, and online catalogues are just a few of the applications used in e-commerce.

A study by Tarafdar and Vaidya looked at the variables that affect an organization's propensity to adopt e-commerce (EC). Based on the qualitative information on four financial firms in India that was gathered using a multiple case study design, the paper suggests a framework. Face-to-face interviews were utilised to gather primary data, whereas websites, press reports, already-existing databases, and company papers were used to gather secondary data. The framework outlines two major elements. Leadership traits and organisational traits are used to explain how organisational aspects affect a company's inclination to use EC technologies. In centralised organisations, acceptance of EC technologies is influenced by leadership and organisational features, while decentralised organisations' adoption of EC technologies is influenced by organisational characteristics. The study also discovered that organisational structure and information systems professional traits have an impact on EC adoption.

The advantages of e-insurance over conventional offline insurance services are discussed in Dasgupta and Sengupta's article on e-commerce in the Indian insurance business. According to the authors, e-insurance benefits include lower search costs, hidden costs, price comparison for consumers, and opportunities for niche markets, first mover advantages, and product bundling for insurance providers that go online. Also, it explains how e-insurance in India is still in its infancy but has a lot to gain, especially from rural markets where there aren't as many insurance agents as there are in urban markets. The conceptual character of the study provides insights based on secondary source data and market reports.

In their comparison of China and India's e-business adoption strategies, Raven et al. The study analysed several factors impacting the growth of e-businesses in the two nations based on the literature review and secondary data. The elements considered include, among others, culture, expertise and knowledge of corporate operations, current technology infrastructure, regulatory environment, and government policy and focus. The study's findings indicate that while India appears to be more prepared for the digital age than China in terms of infrastructure. Furthermore, it asserts that both countries are well-positioned for e-business to grow quickly, but that in order to fully benefit from e-business in both countries, issues with poverty and connectivity disparities between urban and rural areas must be rectified.

In "A Research on Present State of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon," Mishra & Kotkar (2015) analyse the history and growth of B2C e-commerce, beginning with its emergence in the mid-1990s via the emergence of marriage and

job portals. The development was, however, extremely slow because of poor online payment mechanisms, restricted internet accessibility, and lack of knowledge. The expansion of online services to include travel and hotel bookings gave the Indian B2C e-commerce sector a significant boost in the middle of the 2000s. These services are still significant contributors today.

In "Growth of E-Commerce in India," Das & Ara (2015) note that although online travel and hotel bookings continue to dominate the e-commerce business, their proportion has comparatively decreased over time as a result of recent expansion and the ensuing increase of e-tailing services. The amount of investment in this industry has greatly increased. As the western e-commerce markets reach saturation, investors are turning their attention to the enormous potential of the Indian market. As a result, many start-up businesses have received funding from venture capitalists and private equity firms.

In her article "E-Commerce: Role of e-commerce in today's business," Gupta (2014) provides a thorough description of e-commerce while separating it from e-business. The paper lists the various e-commerce models, including B2B, B2C, B2G, and C2C, and analyses each in narrative detail. In "Challenges and Future Scope of E-commerce in India," Rina (2016) also describes the many applications of e-commerce while outlining the extent to which they are used in the nation. In "E-commerce and its impact on operations management," Gunasekaran, Marri, McGaughey, and Nebhwani (2002) provide a comprehensive overview of electronic commerce inside organisational systems, defining it with relation to e-trading and commenting on how it has invaded every area of company. By enabling close contact and ongoing communication, internet-based technologies have given businesses the ability to accelerate product development, purchase, and procurement cycles, maintain current product and market knowledge, significantly speed up communications, and improve the quality of customer relationships. The article thoroughly examines the role that web-based technologies play in various business processes, enhancing their effectiveness through efficient B2B e-commerce.

## **2.1 Research Gap**

Throughout the past few years, there have been significant developments in Indian retail. Barter systems, small shops, department stores, organised retail, and today's e-business, e-commerce, and m-commerce based product sales are all examples of this. These alterations are the result of numerous direct and indirect processes. The main drivers of this change are

the political environment, globalisation, changes in government policy, competition, IT industry growth, technological advancements, internet industry growth, infrastructure growth, increased internet speed, exposure to the global environment, and changes in consumer behaviour. Many academics and experts have researched numerous issues. There are papers and articles outlining the many retail shop formats that have been researched. The challenges are covered in some papers on organised retailing. There are numerous articles and papers presented that deal with policy in relation to foreign direct investment. There are numerous papers written by various writers discussing FDI, the opportunities it brings, and the challenges it may present for India. The Digital India Initiative is another significant aspect that could have a significant impact on the Indian economy. There are numerous articles that cover different facets of the digital India effort, including its possible economic effects, etc. The digital India website explicitly outlines its goal, vision, and mission. Impact of organised retail on unorganised retail has been studied. Yet, no research has been done regarding the effects of organised retail and e-commerce. E-commerce has already become more prevalent among all retail operators due to its potential benefits for customers as a whole. They have already noticed an influence on their sales volume, profitability, etc. This research work focuses on the relationships between these factors with respect to the growth of e-business and, in turn, the Impact of e-business on Organized retail sector due to e-commerce, which is missing Part in all the studies done so far, with Wal-Mart preparing a strategic entry into the Indian market and Organized retail having already made its presence felt by all consumers.

## **2.2 Justification of The Study**

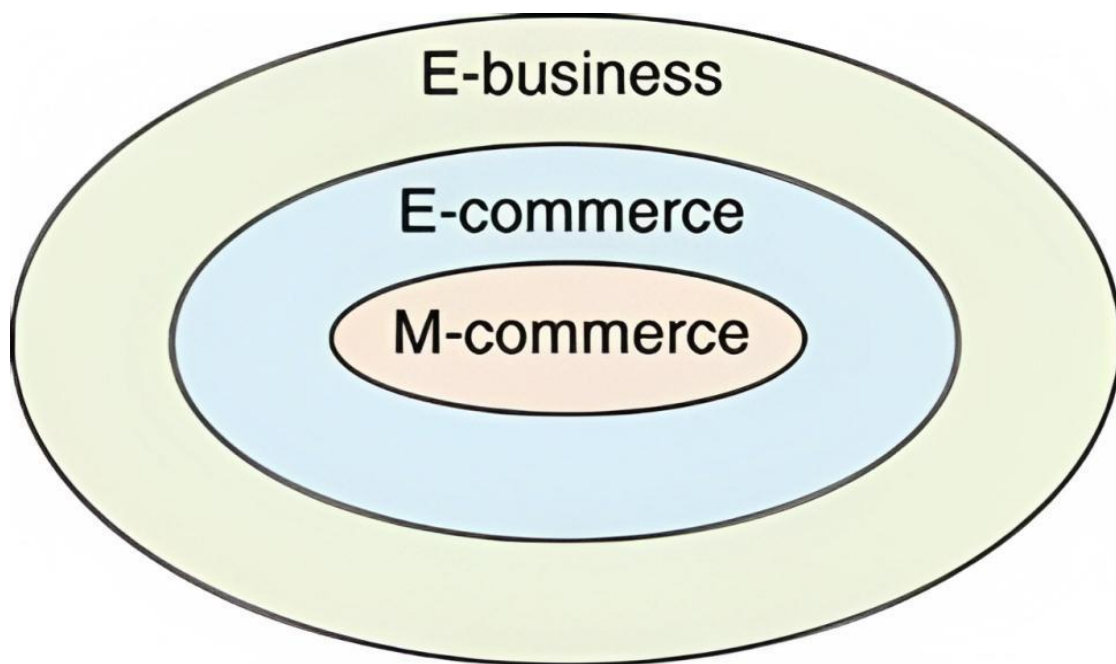
Given the gap mentioned above, it is obvious that all research on e-commerce, internet usage, organised retail, etc. has been conducted in isolation. The effect of e-commerce on high-investment organised retail has not been studied. Given the rapid expansion of e-commerce, it is essential to thoroughly research consumer attitudes and preferences with regard to both organised retail and e-commerce in order for both systems to complement one another while having minimal negative effects on the economy as a whole. The purpose of this research is to ascertain how e-business has affected the organised retail sector.

## CHAPTER 3

## CHAPTER 3: ENVIRONMENT ANALYSIS

### ENVIRONMENT ANALYSIS

**Figure 3.1: Relationship of E-Business, E-Commerce and M-Commerce**



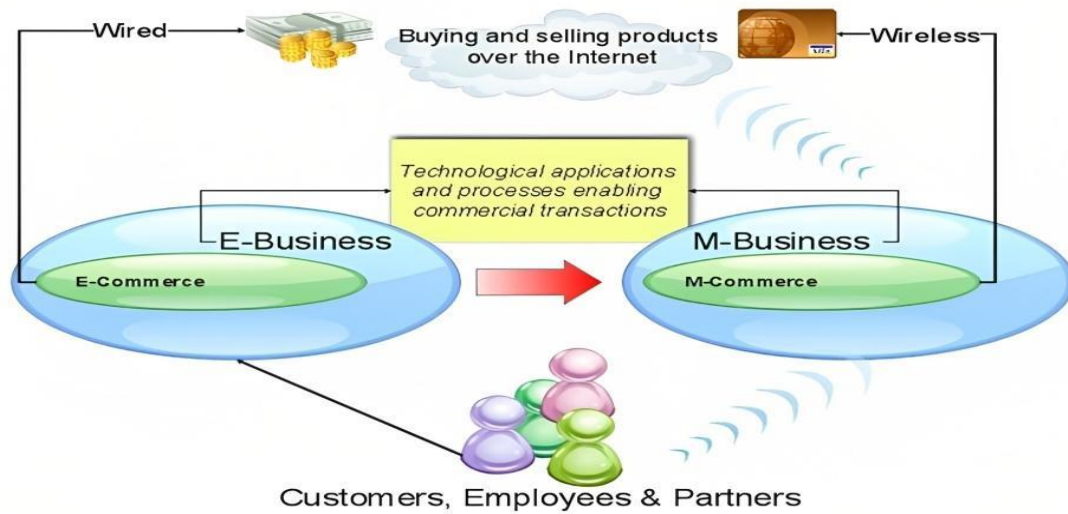
Hence, e-business encompasses not only the use of ICT in purchasing and selling but also all of the processes that support the ultimate sale.

E-business includes any services offered utilising ICT. New commercial zones have emerged. While e-business has modernised or streamlined established firms, Today, ICT is used for everything from product design to required inventory management to the acquisition of raw materials, which includes making orders, billing customers, and managing deliveries. The use of the internet has streamlined the procedure thanks to the automation of e-mail and SMS.

The world is now more closer than ever thanks to it.

New online payment gateways that handle several payment methods including credit cards, debit cards, online bank transfers, etc. are shown in Figure 3.1 below. Services like Paytm have developed into new business opportunities and are now available as m-Commerce smartphone apps.

**Figure 3.2: Technology application in E-business, E-commerce, M-commerce**



The digital revolution is quickly replacing e-Mobile apps, including the mobile applications of all e-Commerce companies like Amazon, Flipkart, Big Basket, and many others. This has created alternative options that are easily accessible to all users and are expanding quickly. Even though fewer people use mobile apps than websites to make online purchases or use services like bill payment, etc., they are now necessary for e-commerce business growth as the use of websites alone is insufficient.

### 3.1.1. E-Business Models

The e-business model can be divided into the following categories according to who and to whom he serves.

**Figure 3.3: E-Business Models**



**Business to Business (B - B) Model:** This type of business model uses the internet to conduct most of its transactions with other businesses. For E.g .when Dell sells a machine straight to a company that develops software.

**Business-to-Consumer (B-C) Model:** A business entity conducts business with a single consumer online. E.g. Amazon.com

**Business to Government (B-G) Model:** A business company submits a bid to a government agency using the internet, E.g. lockheedmartine.com

**Consumer to Business (C-B) Model:** Consumers communicate with businesses via the internet. For E.g. consumer hotel booking

**Consumer to Consumer (C-C) Model:** Using the internet, customers can communicate with one another. For E.g. users may use any email application to connect or communicate with other users.

**Consumer to Government (C-G) Model:** This model allows citizens to interact with the government online. For E.g. include filing income tax returns and paying all taxes, such as property taxes and GST.

**Government to Business (G-B) Model:** Under this model, the government uses the internet to communicate with businesses, such as through a portal for registering companies or through implementing import-export regulations.

**Government to Consumer (G-C) Model:** describes how the government engages with consumers. Using the internet, such as for crediting subsidies to bank accounts, accessing the Aadhar database, posting government jobs, and informing citizens about government initiatives.

**Government-to-Government (G-G) Model:** Two government entities communicate with one another. E.g. include the use of the internet and e-governance techniques to link federal departments with states and lower levels, such as panchayats, as part of the Digital India projects.

### **3.1.2. E-Commerce**

E-commerce is a subset of e-business and is more prevalent in the B-C, or business-to-consumer, paradigm. Using an e-commerce platform makes it easier to supply services and sell a variety of goods. The new services that have emerged as a result of e-business include electronic banking and payment gateways, worldwide and multiple currency banking, credit card payments, online security trading, online job markets, travel services like tour planning, hotel booking, real estate dealing, etc. Yet the product retail sector, where firms sell their products online through either their own websites or service partners like Amazon, Flipkart, etc., has seen very rapid growth in e-commerce. Fashion design, literature, groceries, electronics, cell phones, music players, home care/personal care, health & beauty, and computers are just a few examples of product categories.

### **3.1.3. M-Commerce**

The use of smartphones is rising as technology progresses. Everything that is currently accessible on laptops is also accessible via mobile internet. Increased literacy enables users to place orders from any location without having to open their laptops or desktop computers. M-commerce, as it is now known, also allows you to place orders using your mobile device. With the expansion of network accessibility, m-commerce is advancing extremely quickly and will soon surpass e-commerce. Due to the simplicity of transactions over mobile, mobile apps are used for the majority of m-commerce transactions. The improvement of the infrastructure as part of the “Digital India” plan will undoubtedly increase it throughout all of India.

## CHAPTER-4

## **CHAPTER 4: RESEARCH METHODOLOGY**

The researcher has made an effort to identify the research gap by reviewing the body of prior research, which includes numerous studies conducted by different people for various purposes and available in a variety of formats, such as dissertations, articles published in various journals, articles on various websites, etc. This investigation revealed that many studies on the retail industry, e-commerce, and other topics were carried out separately. The effects of organised retail on unorganised retail have also been studied, but no research has yet been done on the effects of e-business on organised retail, despite the fact that the e-commerce component of e-business is growing considerably more quickly than organised retail. In light of this, the researcher suggests conducting current research on the effects of e-business with a particular emphasis on e-commerce, a subset of e-business in the organised retail sector, while also taking into account factors affecting growth, various facets of consumer behaviour and preferences, etc.

The researcher outlines the research approach used to carry out the current research study in the current chapter.

### **4. RESEARCH METHODOLOGY**

#### **4.1 Problem Identification**

Whereas it was anticipated that as organised retail grew, disorganised retail would as well, organised retail had little to no impact on unstructured retail, if any at all. Yet, taking into account the advantages of e-commerce, the rate of internet adoption, and the rise of mobile and smart phones, organised retail may be affected by e-business conducted through an internet/mobile interface. In the upcoming years, it might be challenging for organised retail and mall culture to maintain a viable existence.

#### **4.2 Aim of The Study**

Aim : The following is the research's goal.

To research how e-business is affecting the organised retail sector.

#### **4.3 Research Objectives**

The key goals of the study are listed below.

1. To research the categories that consumers prefer for e-business

2. To examine the important elements influencing the expansion of e-business
3. To determine whether mobile usage for e-business is preferred.
4. To examine how gender bias affects how a product feels to consumers before they buy.
5. To determine how annual income and online purchases are related.
6. To assess the possible impact of e-business growth on India's organised retail sector.

#### **4.4 Data for the Research**

The data upon which the facts are examined and the research's conclusion is founded are the essential component of any study. The conclusion's quality and, by extension, the research's overall quality are determined by the quality of the data. The data contains all of the answers to the research hypothesis.

As a result, the success of any research depends on the accurate data gathering.

#### **4.5 Sources of Data Collection**

Primary data and secondary data are the two categories of data used in this study.

As the random sample method has produced objective data and trends, it is used. When gathering data, random sampling was taken into account.

##### **4.5.1 Primary Data**

Primary data is information that has been gathered directly from the source by the researcher. The questionnaire was the major tool the researcher utilised to gather primary data for this study.

##### **Questionnaire:**

A questionnaire is a tool designed by the researcher to gather data on the research topic from a variety of sources. To ensure that the conclusions drawn from the data gathered through the questionnaire are accurate, it must adhere to a number of guiding principles. The questionnaire for this research was created using the same guidelines.

##### **4.5.2 Secondary Data**

Secondary data typically refers to information from several sources. The secondary data used in this study is mostly taken from official documents, or items. Writing or recording paperwork for public or private entities published in a number of international journals, documents on various websites, data points on a number of governmental and

nongovernmental sites, etc. During the research, the researcher additionally used a number of books as references.

#### **4.6 Sample Description**

Although it is preferable to consider the entire population for any research project, given the size of the population, data collecting and the population's willingness to engage in surveys become difficult tasks. In light of these problems, sampling techniques are employed.

An objective way to consider the population is by random sampling. With the proper definition of everyone in the population having an equal probability of being selected, the selection in this case is unguided and random. Random sampling is used in this study as well.

**CHAPTER 5**

## CHAPTER 5: DATA ANALYSIS

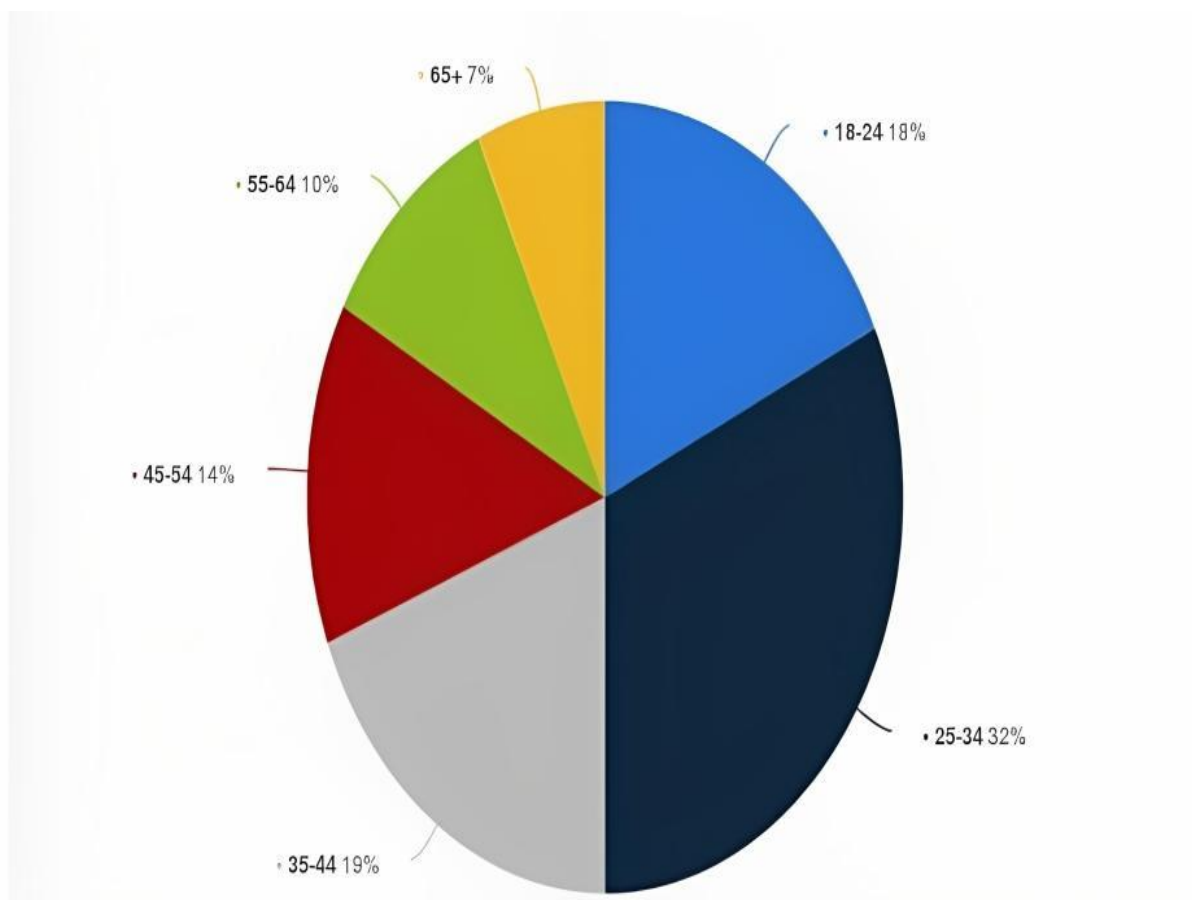
### 5. DATA ANALYSIS

In order to find relevant information, draw conclusions, and assist decision-making, data analysis is the act of looking at, purifying, manipulating, and modelling data. The statistics for each question's data are provided below for further data analysis.

#### 5.1 Frequency distribution and data analysis

##### 5.1.1 Level of Technology Awareness

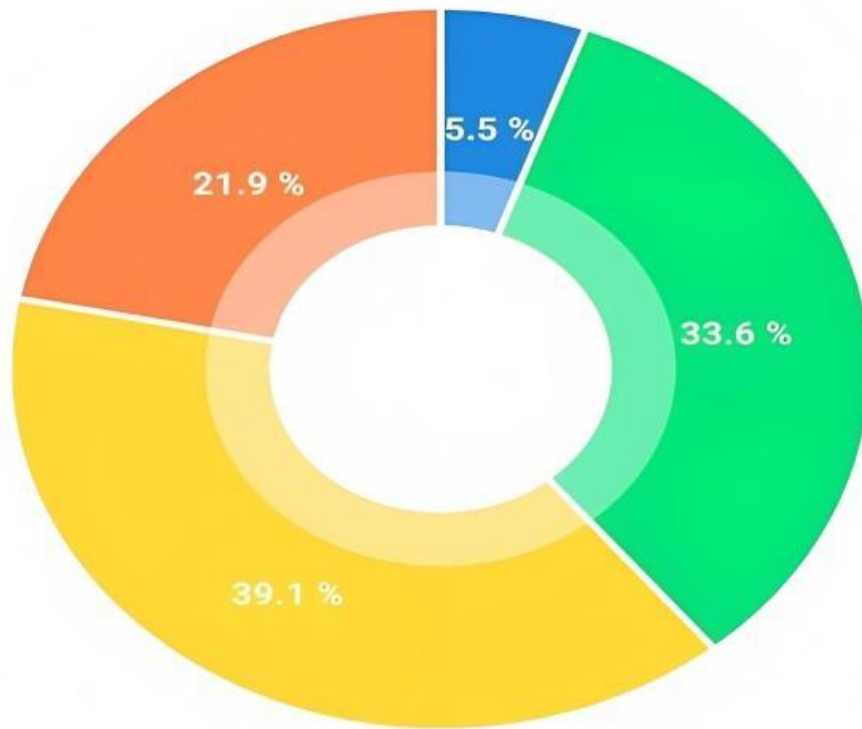
**Figure 5.01: Level Of Technology Awareness**



### 1.1.2 Frequency of Purchasing Products Online

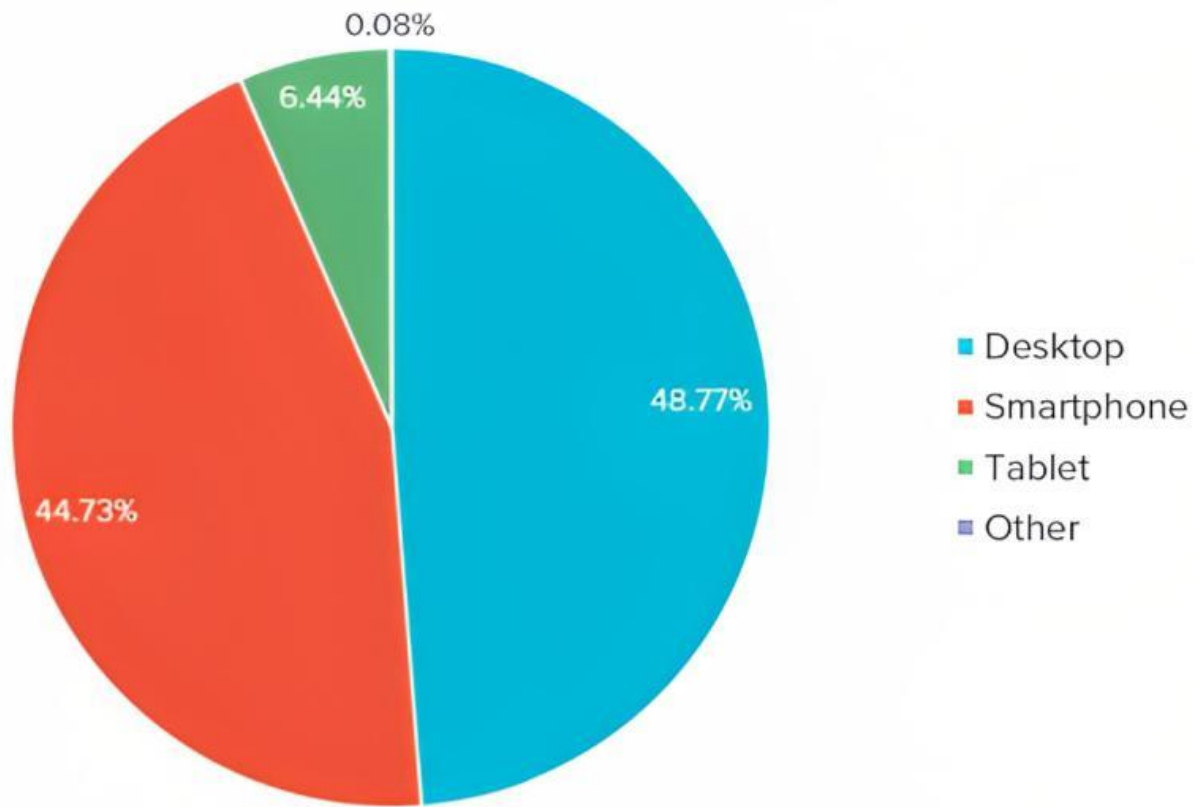
Figure 5.02: Frequency of Purchasing Products Online

- Extremely Often - 7
- Very often - 43
- Moderately often - 50
- Slightly often - 28



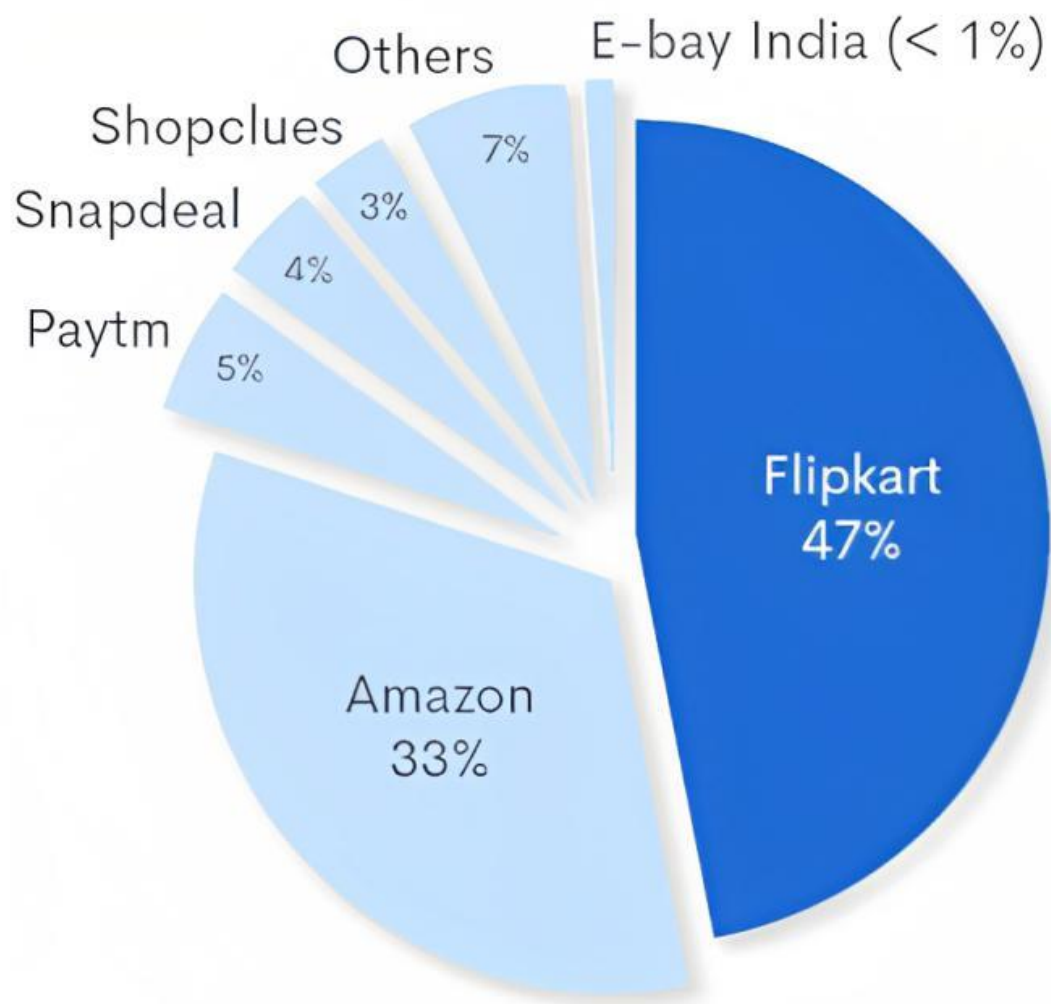
### 1.1.3 Devices Preference for Online Purchase

Figure 5.03: Devices Preference for Online Purchase



### 1.1.4 E-Commerce Sites Typically Used for Online Purchase

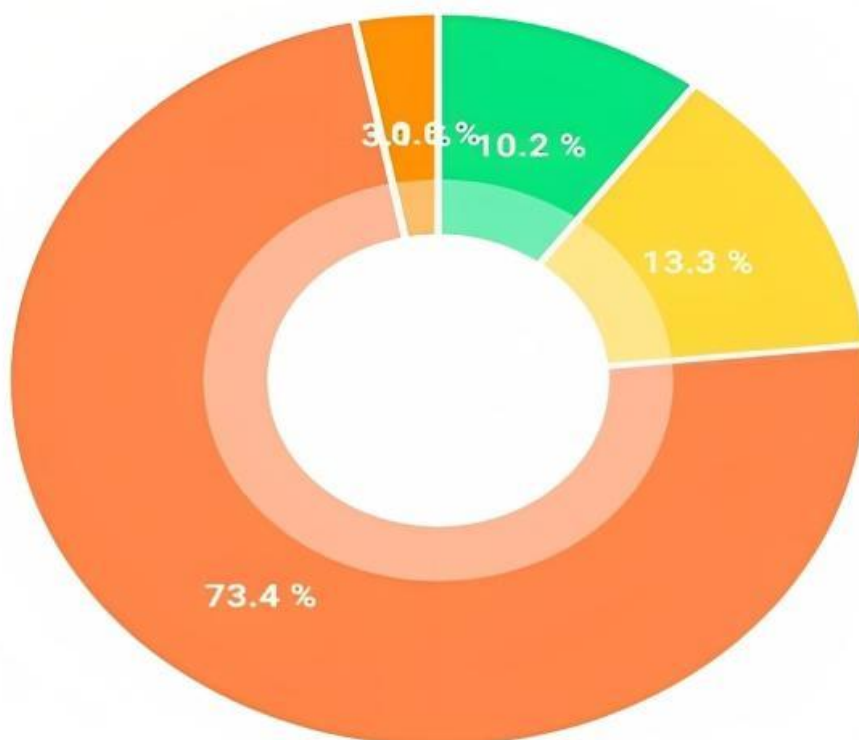
Figure 5.04: E-Commerce Sites Typically Used for Online Purchase



### 1.1.5 Price of Online Products as Compared with Products in Mall

**Figure 5.05: Price of Online Products as Compared with Products in Mall**

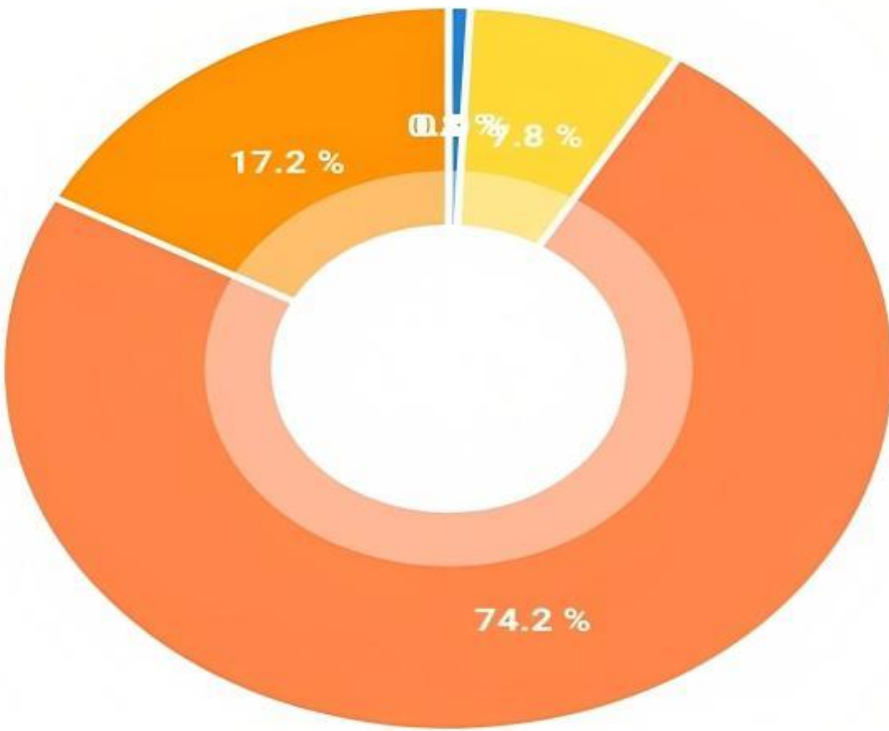
- Very High - 0
- High - 13
- Same - 17
- Low - 94
- Very Low - 4



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

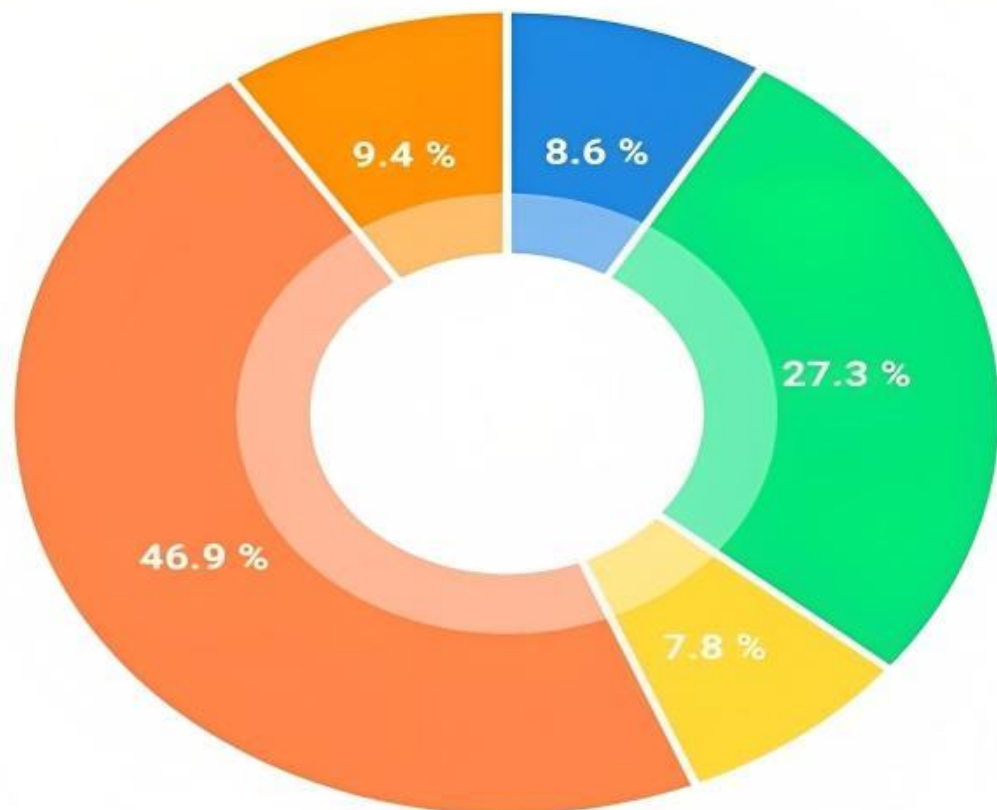
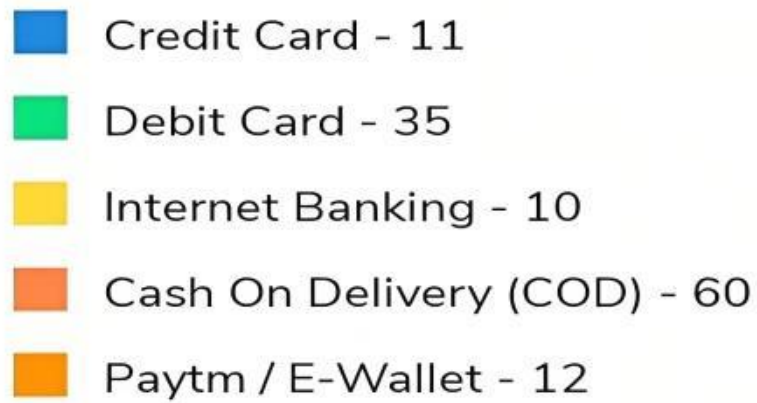
**Figure 5.06: Discounts or offer's on online product's as compared with products in mall.**

- Very Poor - 1
- Poor - 0
- Same - 10
- Good - 95
- Very Good - 22



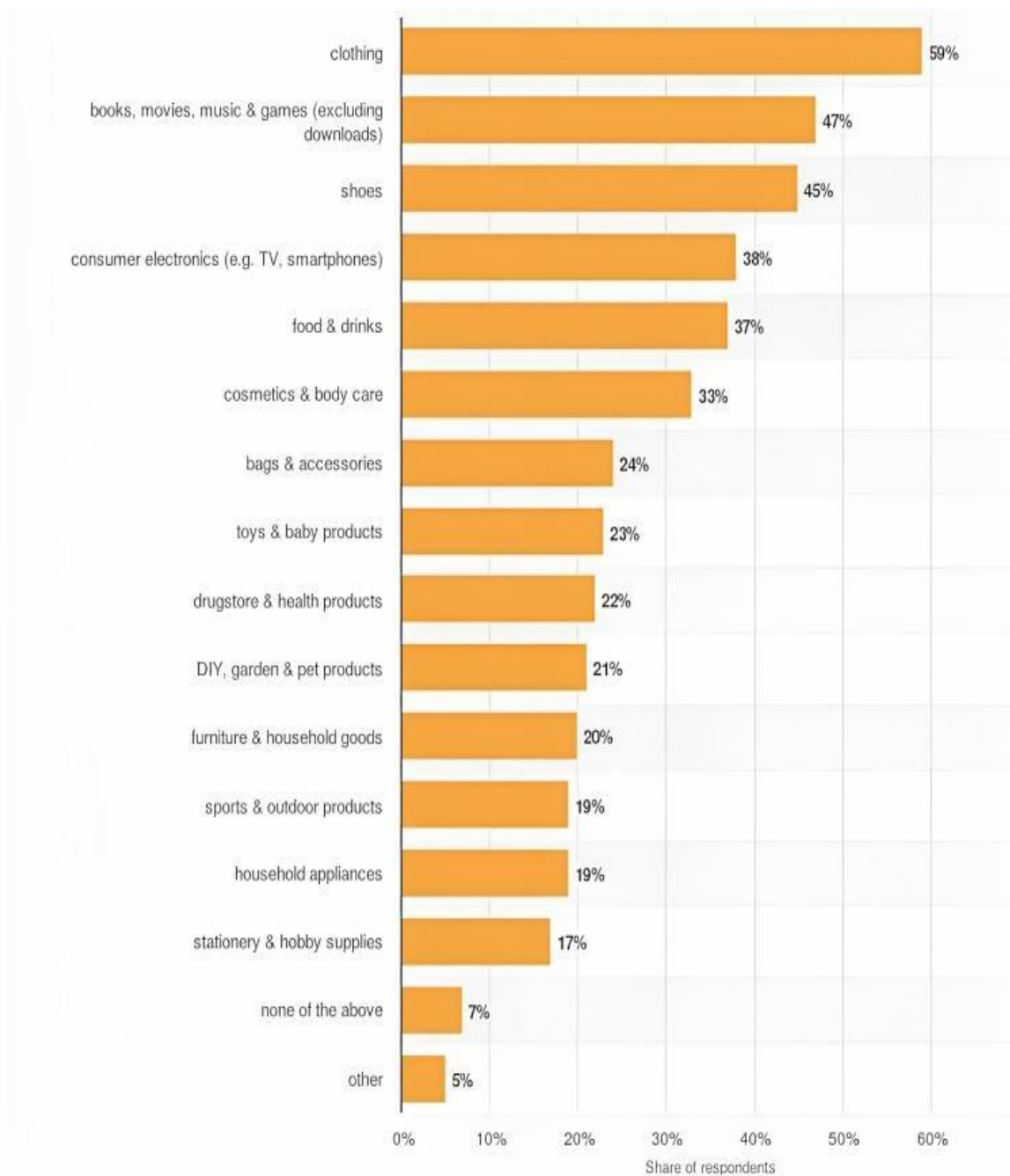
### 1.1.7 Payment Method Used Most Often While Purchasing Online Products

Figure 5.07: Payment Method Used Most Often While Purchasing Online Products



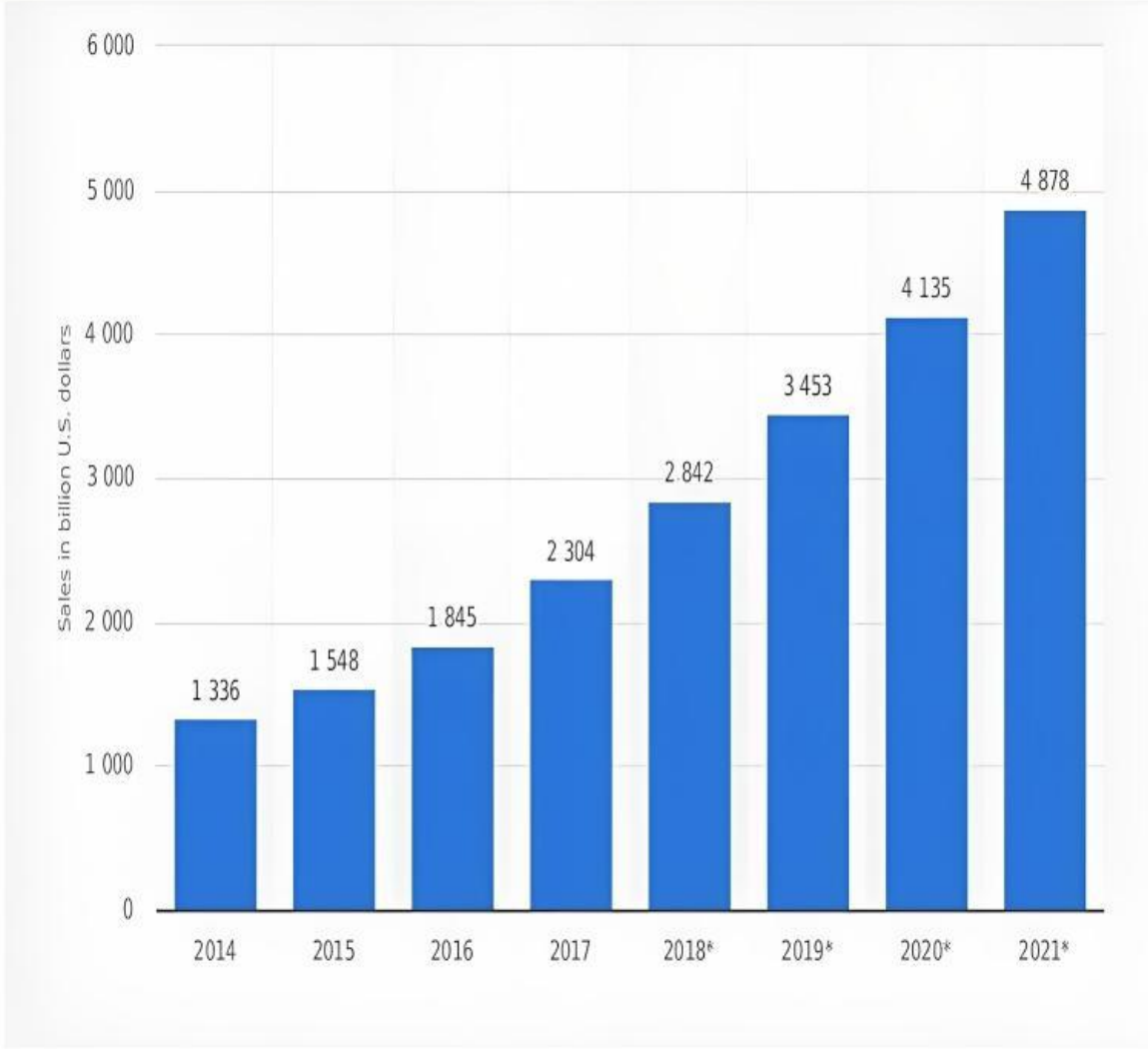
### 1.1.8 Distribution of Retailers Selling Products on own website

Figure 5.08: 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 5.09: Impact of E-commerce On Retailers with Respect to Footfalls to sale ratio



## CHAPTER 6

## CHAPTER 6

### FINDINGS, RECOMMENDATIONS & CONCLUSION

#### **6. Findings, Recommendations and Conclusion**

This chapter focuses on summarising the important findings and giving useful recommendations based on the findings from the quantitative analysis of the survey data acquired for this study as well as the findings from other researchers in the field. The research's findings are presented at the end.

##### **6.1 Findings Related to Objectives**

Several topics are covered in the scope of this research project in light of the topic and the feasibility in the constrained time period. Goals are chosen and particular statistics are identified for each goal based on the areas being considered.

###### **6.1.1 Findings Related to Objective 1:**

Studying consumer preferences for e-business is goal number one.

The categories "Mobile phone & Accessories" and "Computer Accessories, Data Storage, Camera & Optics" are more popular.

###### **Findings:**

1. When buying books and music, computer accessories, data storage, camera & optics, mobile phones & accessories, audio, home entertainment, and other electronics, respondents give e-commerce websites top priority.
2. When making purchases for home care and personal care, health and beauty, skin care, pharmaceuticals, fashion – clothes and accessories, home and living, and baby and child care, respondents give company-owned shops and showrooms top priority.
3. When buying groceries, fruits and vegetables, food, and beverages, respondents place Any Other Shop first on their list of priorities.

###### **6.1.2. Findings Related to Objective 2:**

Assessing mobile users' preference for e-business.

To investigate customer preferences for using mobile apps with regard to objective 2, It is examined over website.

**Findings:**

1. The respondents appeared to favour both online purchase methods equally, namely mobile apps and websites.
2. According to the data gathered, it is evident that people are quickly switching from desktop to mobile internet usage, which can be seen as the beginning of m-commerce.

**6.1.3. Findings Related to Objective 3**

Analysis of the major elements driving the expansion of e-business is the third goal. Consumer opinions about the nine factors—cost/price, time savings, time flexibility, availability of comparisons, quality, return policy, discounts/offers, information security, and ease of purchase—were taken into account in order to examine objective 3.

1. Convenience of Buying is the most crucial aspect when making an online purchase, according to respondents, followed by Time Saving and Quality, Cost, Time Flexibility, Security of Personal Information, Discounts/Offers, Return Policy, and finally, the option to compare prices.
2. The majority of respondents support online product discounts and offers, an online product return policy, and an online product price that is competitive with mall-based products.
3. The majority of respondents believe that the quality of online goods is comparable to that of goods found in physical stores.
4. For the majority of people, convenience is more important than cost.
5. Price, which might seem to be the most important factor influencing a purchase decision, is not the deciding factor.
6. Cost, quality, return policy, discount, and offers all play a nearly equal role in determining an online purchase, with quality having a relatively higher preference.

**6.1.4. Findings Related to Objective 4**

To assess the possible effects of e-business growth on India's organised retail sector.

**Findings:**

1. According to survey data, the majority of the 128 respondents, across the majority of categories, are okay with spending no more than \$10,000 online. Grocery, Fruits & Vegetables, Food & Beverages scores first in terms of preference for online purchases of less than \$10,000 if the categories are ranked. Health & Beauty, Skin Care, Pharma are next, followed by Home Care & Personal Care, Books & Music, Baby & Kid Care, Fashion – Clothes & Accessories, Home & Living, Audio, Home Entertainment & Other Electronics, Computer Accessories, Data Storage, Camera & Optics, and finally Mobile phone & Accessories with a maximum of 10K Online Purchase.
2. Retailers believe that e-business has an impact on the ratio of foot traffic to sales in the organised retail sector. This illustrates how consumers visit stores to view products before buying them online.
3. Low value items are those that individuals are allowed to buy online, or alternatively, people are allowed to transact for less money, i.e., no more than Rs. 100,000 at a time, online.

**6.2. Other Findings Based On the Data**

According to the data gathered, there are a few key findings that are significant to note.

1. Almost 90% of respondents were in the age range of 19 to 45, and according to the 2011 census in India, this group already makes up 34% of the population. The under-19 group, which represents the future population, is already tech savvy. Hence the market potential for retail on an e-commerce platform, both current and future. A certain percentage of the above 44 age group has already embraced the e-commerce revolution.
2. The majority of people are now more comfortable with online payment systems than cash on delivery, which is still the second-most popular payment option at 46%.
3. The top 3 websites that customers prefer, including Amazon (55.1%), Flipchart (41.5%), and Myntra (3.4%), account for the majority of online purchases.
4. Most people only go to the mall once or twice a month.

### 6.3. Recommendations Based On the Data Analysis

Three steps are included in the product purchase process.

1. **Pre-Purchasing stage**
2. **Purchasing stage**
3. **3. Post Purchasing stage**

In terms of retail, organised retail setup will face its greatest challenge in the near future from e-business. The total retail business in India could experience a significant impact in terms of turnover and profit if the proper procedures are not taken.

At various stages, consumers have varied needs and behaviours. The strategist must take this into account while creating the marketing plan in order to reduce any negative effects and make the most of it. The important consumer behaviours and expectations discovered at various stages, according to the study, are listed below.

#### **1. Pre-Purchasing stage:**

Prioritize convenience over bargains and deals.

I. The primary considerations at the pre-purchase stage are listed below The top three factors are quality, convenience, and time savings, followed by cost and the security of personal data.

II. Taking into account the aforementioned observations, organised retail should prioritise convenience over deals and savings. Convenience might include temporal flexibility, including extended hours and irregular hours. One can analyse services, phone orders, choices for home delivery, etc.

#### **2. Purchasing Stage:**

While e-commerce sites should concentrate on low-value things, organised retail stores should prioritise high-value items.

I. Products with minimal cost or one-time purchases under Rs. 10,000 are recommended

II. There is a perceived need to touch and feel a product before buying it, which is likely why e-commerce has an impact on the ratio of foot traffic to sales. Most of the time, people visit a mall, look at the merchandise, and then place an online order.

III. Organized retail should take use of the consumer's desire to touch and feel products.

### **3. Post Purchase:**

The emphasis should be on a straightforward, user-friendly return policy.

I. That is a very significant factor. Since an e-commerce store doesn't have a physical location, having a simple and assured return policy is essential to its success in building client trust.

II. For organised retail, a company's physical presence is crucial since it gives customers a sense of security and assurance, both of which they should exploit.

### **6.4. Other Recommendations**

1. A sizable market in India that resides in rural areas without internet access is still untapped. In light of the enormity of the untapped market, scalable e-commerce platforms are required.

2. For participants in the supply chain industry, infrastructure support and technology adoption would be crucial.

3. The Indian government is attempting to set up a system to prepare people for the digital revolution, but given the size of the country's population, this is not an easy task. The generation that is digitally savvy will determine the expected success and expansion of e-commerce.

4. The majority of India's population, which resides in villages, needs to be integrated into society.

5. Income equality must exist nationwide, as income levels determine how much is spent on e-commerce purchases.

### **6.5. Conclusion**

The organised retail sector was seen as being threatened by the growing expansion of e-business and e-commerce. Several e-commerce-related factors are revealed by the investigation, supporting this idea.

- a. E-commerce has already surpassed other options in some product categories. Where a product is low in value and often purchased, this figure will undoubtedly continue to rise.
- b. On e-commerce sites, other high-value products from categories like home & living, fashion & clothing, and sensitive goods like baby care, health & beauty products, etc. are also becoming popular choices.
- c. There is undoubtedly a shift in people's preferences from unorganised retail to organised retail. However, not all products are currently preferred to be acquired through online commerce.

As a result, the organised retail sector's retail stores will still exist, but they will need to reconsider their level of investment in costly infrastructure given the rise of e-commerce.

- e. Before making a purchase, Indians prefer to touch and feel the goods. This requirement is also diminished with the current generation. Few things, mostly those that are dear to women's hearts like food, clothing, and baby care, require you to touch and feel the product.
- f. The Digital India Initiative, which will offer new ways of purchasing to people in villages and create a sizable market for the retail industry, is accelerating India's transition to the digital age.
- g. Due to the digital India initiative, a very large population from villages where organised retail has yet to establish itself will join e-commerce platforms.

These individuals will navigate the e-commerce platform more readily.

- h. Organized retailers have already begun to notice a negative impact on their profits as a result of lower foot traffic to sales ratios, lower turnover, and significant infrastructure investments.

i. Maintaining quality would be crucial for e-commerce merchants to remain in business because, contrary to popular belief, consumers do not move to e-commerce platforms because of price, discounts, or offers.

After taking into account everything said above, it can be said that the e-commerce sector of e-business is expanding rapidly and has the potential to play a significant role in India's economic development. Additionally, organised retail has found it to be very competitive. The influence on organised retail has already begun in the present, but it might not be possible to replace them for all of the products. E-commerce will allow both organised and unorganised retail to coexist, just as it did a few years ago when organised retail was a relatively new notion. Yet, given the growth of e-commerce, a significant portion of overall retail, including both organised and unorganised retail, will be contributed by e-commerce. The cooperative approach, similar to Wal-Mart and Flipkart, in which Organized Sector partners with E-commerce Player, The collaborative model, similar to Wal-Mart and Flipkart, in which the organised sector teams up with an online retailer, will develop and be able to endure with a win-win outcome for all parties.

## APPENDIX A

### Questionnaire

This survey was created for both the merchants of different products and the people who are potential shoppers on e-commerce platforms.

1. When were you born? (Mark only one oval.)

18 or younger

19 to 30

31 to 45

46 or older

2. Please indicate your gender by checking one of the ovals:

Male

Female

Other

3. What is the highest educational level you have attained? (Mark just one oval.)

Undergraduate

Graduate

Postgraduate

Other:

4. Based on your assessment, how tech-savvy are you? (Mark only one oval.)

Low

Sophisticated

Moderate

5. How frequently do you visit a mall? (mark just one oval.)

Once a month

Twice a month

More than twice a month

Never

6. How frequently do you shop online? \* (Mark only one oval.)

Very frequently

Rather frequently

Moderately frequently

Somewhat frequently

Never

7 . Which of the following tools do you like using best for online shopping? (Check all that apply.)

Smart phones

desktop computers

laptops

tablets all fall under this category.

8 . What e-commerce sites do you typically use to make purchases online?

Amazon

Flipkart

EBay

Snapdeal

Myntra

Other

9. What method of online shopping do you prefer? (Mark only one oval.)

via a mobile application

via a website

10. In your opinion, how do internet product prices compare to those of mall-purchased goods? (Mark only one oval.)

Extremely Low

Very Low

High

Same

Very Low

11. Please rate the quality of online goods in comparison to those found in physical stores. (Mark only one oval.)

Very Poor

Poor

Same

Very Good

Good

12. In your opinion, how good or bad is the return policy for online versus mall-purchased goods? (Mark only one oval.)

Very Poor

Poor

Same

Good

Very Good

13. How, in your opinion, do discounts and offers for online versus in-store goods compare? (Mark only one oval.)

Very Poor

Poor

Same

Good

Very Good

14 . Which payment method do you frequently utilise while making online purchases? (Check all that apply.)

Online Banking

Credit Card

Debit Card

Cash On Delivery (COD)

15 . Do you offer your goods on any other e-commerce websites? (Check all that apply.)

- Flipkart
- Snapdeal
- Olx
- Amazon
- E-bay
- Other
- None

16. How has e-commerce affected the foot traffic-to-sale ratio in the retail industry? (Mark only one oval.)

- Nil
- Negligible
- Low
- Considerable
- High
- Very High

17. How has e-commerce affected the retail industry's profitability? (Mark only one oval.)

- Nil
- Negligible
- Low
- High

Very High

18. In terms of turnover, how has e-commerce affected the retail industry? (Mark only one oval.)

Nil

Negligible

Low

Considerable

High

Very High

Considerable

## APPENDIX B

### Limitations of The Study

The following are the main obstacles that were encountered during the research process:

1. The study's primary focus is on the e-commerce part of e-business because of time restrictions and since that aspect of e-influence business's exclusively affects organised retail.
2. The study only takes into account a select few categories that are primarily traded online, but there may be additional products that are not currently included but may be in the 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 retailer's population is also primarily from urban areas only since Organized sector is prominent in urban area.

## APPENDIX C

### Further Scope of the Study

1. Suggests potential areas for additional research while taking into account the limitations of the current study caused by various factors like time constraints, etc. Coverage of the services sector of e-business in retail may be expanded using a comparable area of study.
2. There is also a chance to take into account more products and product categories for further research, or already existing, quite broad categories might be further explored on a more granular level to improve clarity at the level of product preference.
3. The expansion of other business sectors like logistics and distribution or any other sector as a result of the growth of e-commerce and e-business could be a potential research topic.

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