Shift from Traditional Shopping to E-shopping-A Challenge to entrepreneur to carry on Business: A Literature Review.

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1. Preamble

“If you don’t see the internet as an opportunity, it will be threat” (Mr. Tony Blair, UK Prime Minister, Financial Times, 1999).

In the present days, the technological change is so fast that, some time business community may not able to catch new technology the speed at which is it is changing. E-Commerce has become part of life to many business communities. Under E-Commerce, the Internet shopping is gaining importance, many entrepreneurs are looking for E-Commerce for sale of their product, and some of the entrepreneurs are having both traditional sales of product and through Internet Web sale. Many cities in the country have witnessing the increase of sales through E-commerce than traditional selling.

In a traditional shopping, the Customer will go to a shop, look for the product that he is interested, check for quality, price and quantity available, and make a decision. The customer will carry the currency for exchange of goods, where there is a risk of carrying currency, especially when the cost the product is very high. Whereas in the on-line shopping, the consumer will check the shopping website and make a decision to purchase. However, in the on-line shopping the price of the product under purchase will be through on-line payment through debit card or credit card, which is risk free to a consumer. However, the on-line shopper will have to give guarantee about the safety of Data transmission on-line when credit / debit card payment made to the customer. With the development of the Internet and the application of e-commerce, in India, especially in metros, more and more young and educated class of consumers begin prefer to consume online than use of old traditional system of buying. In this paper, based on the theory of customer preference and knowledge of e-commerce in entrepreneurs and willing to change over to new technology by present entrepreneur to create customer value, customer satisfaction and customer trust from
An attempt is made to explore and build theoretical framework in change from traditional shopping to e-shopping based business through Literature survey.

2. Literature Review

Researcher has conducted literature review on this topic. Researcher found that, research has indicated that the higher a consumer’s socio-economic status (i.e., education, income, occupation), the greater likelihood for non-store shopping. The logic is that, those with a greater socio-economic status would have:

1. More resources such as income to shop for higher value products and services as often sold by non-store channels such as catalogs and web sites (Darian 1987; Donthu and Garcia 1999); (2) Less resources such as time and thus would seek out more convenient ways to shop (Cotte, Chowdhury, Ratneshwar, and Ricci 2006),
2. More education and knowledge of the available channel choices (Darian 1987; Donthu and Garcia 1999; Assael 2005); and
3. Greater access to the available channels (e.g., computer and Internet access; targeted by catalogers and other direct response marketers).

Apart from the above, It is needed that the company who wants to shift to internet selling should first create the trust in the consumer about their product shown in the internet (Matthew K. O. Lee, Efraim Turban, 2001) as it is not possible to touch and feel about the product and not known about its quality. The most important point among the online business is to create trust about their company and products sold to the consumers. Many on-line entrepreneurs have their own transportation Infrastructure and Warehouse Infrastructure to meet the customer demand at various cities across the countries.

The information search is the first process by consumer participation in buying process. The product comparison offered by other competitors in on line shopping either within the country or other part of the world offered by other competitors is viewed as challenging task (Jennifer Rowley, 2000). The entrepreneurs offering on-line shopping can create competition among themselves on many factors, such as price of the product, cost incurred in reaching the consumer doorstep, packing for safety of product under transit, shortest time of delivery etc., (Jerry Hausman, Ephraim Leibtag, 2007), which can be cited in Technology.
Acceptance Model (Tony Ahn, Seewon Ryu, 2004)\textsuperscript{7}. The consumer from remote location can place an order for the product that he has seen in internet website make an on-line payment. On the part of entrepreneurs, he will take care of product packing and deliver to the customer premises (as the supplier has acquired special care in transportation of such product to the customer premises) (Orit Rotem-Mindali, Ilan Salomon, 2007)\textsuperscript{6}. On the other hand, giving importance in building the online customer loyalty from the entrepreneurs is an important factor. In the end, this fetches a good profit to an entrepreneur. A good On-line consumer relation can fetch a loyal consumer for lifetime (Dennis Pitta, Frank Fanzak, Danielle Fowler, 2006)\textsuperscript{1}.

3. Discussion

From the above literature survey, it found that the on-line shopping that is gaining importance in today world is easy to adopt by an entrepreneur. In India, many cities are adopted Television shopping and internet shopping. Internet shopping is gaining importance among youths in Indian cities. So, it is important that the protection for on-line payment made is to be taken care, as there is theft of information (Data) that is transmitted on-line by hackers, subsequently used by them for to log on accounting information in transaction bank of the customer and carried away by transferring the amount from the customer account. The entrepreneur has to give more importance to the quality of the product sold through on-line, because of to develop customer confidence and for repeat purchase that leads to customer loyalty in long run. Even the quantity ordered, to be delivering correctly to the customer, which builds confidence level of the customer. Entrepreneur has to ensure the product safety from damage while transit, so to ensure this customer has to take due care for good packing, even entrepreneur can take care of printing information about product on the packing to educate the customer. The pricing of the product has to be calculating correctly to ensure competitive pricing in the market/industry. Entrepreneur has to develop warehouse nearness to the customer for speedy delivery and he has to ensure the availability of product under purchase. If the product delivery delayed, the customer can shift to other brand of same type product. So entrepreneur has to get educated himself first on Internet based selling of product.
for many parameters that are governing the business while shifting from traditional selling of products and service to the internet selling of products and service.

4. Conclusion

From the above discussion, it important that, an entrepreneur has to be honest in delivering the product which customer is ordered. An entrepreneur has to give guarantee about safety of internet payment to the customer. Not only ensuring safety of on-line payment, entrepreneur has to ensure superior quality of product that he supplied to the customer, not only this, he has to ensure right price for the product under sale, so that the customer can do repeat purchase frequently and become loyal customer to the company. A satisfied customer can create more number of customers to the product of the company.

Bibliography :-


