

A study of the Dhanbad district market of online shopping and a small local retailer.

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Abstract: Online Shopping Dhanbad District Markets and a Small Local Retailer. Shopping is a hobby of most individuals. Everyone loves to go shopping. Nowadays, there are many ways of shopping. Malls are available in cities. At one place, individuals can get all kinds of items from vegetables to clothes, shoes, accessories, furniture, electronic gadgets, etc. And to buy all the things, one has to go out of the house. This requires time as well as physical effort. Therefore, online shopping is in the new context of shopping. Online shopping has made shopping easy. In India, it has made shopping easy for every individual. The best thing about online shopping is that it has realized everyone's vision of shopping at very affordable rates. It is very convenient for everyone, from doorstep delivery to a great exchange return policy. But the advent of e-stores with attractive financial and non-financial benefits and other diverse options has deeply affected the small retailers and also created a fear of uncertainty. Here we will mainly study how the advent of online shopping has impacted retailers. An attempt has been made to see how the growing trend of online shopping has impacted the profitability of retailers.

Keywords: *Online Shopping, Small Local Retailer, and Dhanbad.*

Introduction:

An online shopping system is very helpful for customers. They can shop directly from home, through an internet connection on a mobile or personal computer. The money transaction is completely done on real real-time basis. Through this online shopping, the goods are delivered directly to the buyer's home. Online shopping technology helps in managing products and services online by choosing products listed on an online shopping website. Customers can choose different products based on categories. This helps in

choosing products quickly and easily in one place. This technology saves the time spent going to the seller's home, and the products bought online always reach the buyer. In short, an online store is a virtual store on the internet where users can browse the catalog and choose the product of their choice. The selected items can be collected, and at the time of payment, they will ask us for our billing address, shipping address, and other payment information, like credit card or debit card. An e-store is a type of electronic commerce. Retail business basically involves selling products in small quantities directly to consumers from a permanent retail store. These consumers may be individual buyers or groups. A retailer buying goods or merchandise in bulk directly from manufacturers and then selling them in smaller quantities is known as a retail store. The shops may be located in residential areas, colony streets, community centers, or modern shopping forums/malls. Any organization that sells goods to the final consumers, be it a manufacturer, wholesaler, or retailer, is doing retail business. Social media commerce is defined as commercial activities through social media channels, and is a sub-dimension of online commerce. The new realities have increased interest in social commerce through social networks and made it valuable for both practical and academic environments.

The purpose of this study is to investigate social media engagement concerning social media networks and to explore the relationship between social media engagement and social commerce purchase intention. What retail format would be suitable for a retailer does not depend on market practice but on the retailer's budget, requirements of merchandise, and locality. A good format attracts more audience and provides a platform for the retailer to succeed and earn name and fame. Malls are available in cities. At one place, people can find all types, from halls to clothes, shoes, accessories, furniture, electronic goods, etc. And everyone has been invited to pass

out of the house. For this, take time as well as physical effort. Therefore, a new context of online shopping has emerged. Online shopping has been made easy. In India, shopping is easy for every person. The best thing about online shopping is that everyone's vision of shopping at a great shop has been realized. It has a great promise for everyone, from doorstep stamp to great returns. But the advent of e-stores with attractive financial and non-financial supermarkets and other diverse options has deeply affected small supermarket goods, and uncertainty has also arisen. Here we will mainly learn about this study that which impact talking about online shopping has on automobiles. An attempt has been made to see the impact of the growing trend of online shopping on the inventory of retail stores.

Online shopping saves money for people, and it does not increase the cost, as no one is able to buy goods all at once. Where the customer gets more money and where the customer saves time, the customer buys the most goods from there, and also saves their time.

Review Of Literature:

Mohan Rajkant (2025), What motivates consumers to shop online. The purchasing decision of a company depends on various aspects. The factors that motivate consumers to shop online include known consumer trust, efficient, authenticated product information, access to the right product, 24x7 consumer service, range of products, brands, offers, practical prices, secure request framework, shopping pleasure, etc. The major problems faced by consumers in internet shopping are hacking and security.

Amrit Hansda (2025) Online buyers and online retailers are concerned about hackers and malware attacking the shopping platform. An online business requires control over the parts of the Dhanbad district of Jharkhand, a competitive cost, and getting distribution certification globally. So the major liabilities to effectively do online business in this district were heavy low phone association, absence of a strong self-regulated laboratory for media communications part, and enterprise rate.

Objectives of the study:

1. To study the emerging e-stores impacting the profitability of retail stores.
2. To study the changing pricing pattern of retailers to face the competition from e-stores.
3. To study the changing business patterns of retailers to achieve customer retention.

Research Methodology:

Research methodology includes sampling techniques and statistical tools for analysis, data interpretation, etc.

Source of Data: The data for this particular study has been collected through primary data. The sources of primary data are direct and personal interviews with retail owners.

Problem of the Study:

Now, shopping on the internet is becoming more popular than physical stores for many reasons, as people face a lot of problems in doing offline shopping, but we cannot close our eyes to the pitiable condition of physical retail stores due to the popularity of virtual shopping. Physical stores have to bear heavy costs on storage and distribution of their products, while online shopping has badly affected physical retail stores in terms of customer satisfaction and availability of services.

Data Interpretation

Statement	Situation 1	Situation 2
Is there any reduction in profit margins?	14	06
Do customers ask for discounts before purchasing?	15	05
Have you made any increase in discount rates offered to customers in recent times?	16	04
Has there been any decrease in average turnover?	15	5
Do you keep a greater variety of stock at your store nowadays	06	14
Is there an increase in window shopping in recent times	17	03

Statements:

Most of the retailers in Dhanbad district are facing very low profit margins, and due to this, they are giving huge discounts. Due to various offers available on online websites, customers demand discounts before buying. Retailers have to retain customers, so they have to give some special offers on products. The table shows that the business of most of the enterprises has declined by up to 50%. Retailers are keeping some specific stock to meet the

needs of customers. Retailers say that there has been an increase in window shopping. So that its momentum is maintained

Conclusion:

The face of retail business has changed in this district. The advent of technology in recent times is the major reason for this. Today, retailing means going to shopping centers, going online and going mobile. In all this, small retailers miss out somewhere. But the nearby store is always the most important concern for all reasons and seasons. It needs to not only survive but also revive. Retail stores just need to uplift their business pattern and face the competitive world with a more positive attitude. Both e-stores and retail stores have to survive, none at the cost of most the people. Retailers are facing very low profit margins, and because of this, they are giving huge discounts. Due to the variety of offers available on online websites, customers demand discounts before shopping. Retailers have to retain customers, so they have to give some special offers on products.

Findings:

1. The turnover and profit margins of retailers have reduced considerably in the last few years.
2. Retail stores nowadays are more involved in services related to customer satisfaction.
3. Though retailers are not able to diversify their stock, they still try to retain the best so as to generate more sales.
4. Customers are seen doing window shopping at a very high rate to see the product physically and buy it online at a lower price.
5. Retail stores are now introducing home delivery services of various products at the doorsteps of their customers.
6. Consumers are getting more comfortable with the online shopping experience, and the product range has become relatively more important as a deciding factor for online shopping.