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## Market Requirement & Analysis of Local Ecommerce Site

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### ABSTRACT:

In this paper, a survey of requirements and analysis of markets for Local E-commerce websites have been taken. A Local E-commerce site is a website in which products, shops, and services are listed according to their pin code or city-wise. The objective of this analysis is to examine the mindset of shopkeepers, local vendors, and service providers along with the consumers concerning Local E-commerce sites and their adaptation and suggestions toward them. This research looks into the various aspects of how retail businesses are being affected and their strategies for countering it.

In this research, a survey of more than 150 individuals was conducted in which there were around more than 70 shopkeepers in at least 3 cities and the remaining were consumers from various cities all around India. The problem we found is that various Research Papers and Case Studies have been done on E-commerce sites. The result of the survey has been analyzed and various patterns have been found which are described in the following paper.

**Keywords:** Local E-commerce, Market Analysis, Local Shopping, Shopkeepers Survey.

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### Introduction:

With Online shopping, anyone can purchase items quickly by doing a few ticks from home. Moreover, the web can likewise work with the shopping of customers with diminished versatility. Since the customer doesn't need to go to the premises of the broker and it is not restricted by the opening times, he/she can put requests consistently. Such things can likewise be bought that are not accessible in the environmental factors of the shopper, subsequently, the selection of merchandise is essentially more extensive, and the conveyance can be mentioned not exclusively to the spot of home yet to the working environment, also. The different deals presented by online locales can measure up alongside different destinations too to make a qualification concerning buy conduct. But With the development of online stores retailers are feeling the buying force of shoppers now like never before. Not moving their store to online outlets can cause the end of the store. Stores really should have both web and in-store associations with the clients. Without these interfacing focuses, retailers could fail to assemble a relationship with the clients which could harm benefits and brand dedication.

To Take care of this issue we attempt to present the mix of Web-based business and homegrown shopping experience by allowing quicker item conveyance opportunities and guaranteeing homegrown client and merchants fulfillment. Correspondingly. Retailers and specialist co-ops will get the orders and appointments from their city itself on the web.

In this review, we try to gather data about the behavior, mentality, and responses of local vendors, quantify client fulfillment, check assessments about different issues, and add validity to our examination. We have implemented our survey using the basics of the black-box model in which there are two stimuli that act as input namely marketing and environmental like product, price, place, economics, demography which are then processed by problem characteristics and decision making ultimately giving buyers' response such as product choice, brands, amount and frequency.

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### Objective:

Our research broadly analyzes the requirement and state of the local shopkeeper and vendors in order to-

- Understand the complication faced by the shopkeeper and service providers.
- Get the perspective of the consumers about the local E-commerce site and the idea of buying locally online.

### Problem Statement:

To Propose a review paper for Local E-commerce Website and its market requirement and analysis of shopkeepers and customers.

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## Literature review:

**A Study on “The impact of online shopping upon retail trade business” [1]** – In their review, they investigate the different parts of how retail organizations are getting impacted and furthermore the different recuperation systems they are concocting to counter those e-stores for their endurance. The paper likewise uncovers the impact upon the benefit of the different worries because of the expanding pattern for web-based shopping. Albeit the hour of the review is less yet, a viable endeavor has been made to illuminate the situation alongside certain proposals.

**A Study on Consumer Behaviour towards Online Shopping In Kolkata [2]** - They had concentrated on the demeanor, conduct, and goals shown by the buyers when they choose to purchase items online by utilizing the Order of Impacts Model. Moreover, a different orientation savvy separation was made to realize how Male and Female respond to a specific class of items including attire, Beauty products, Household items, Electronic Devices, and so on.

An inclination estimation check was made to know the impression of the customer in regards to the top online business site, for example, FLIPKART, AMAZON, SNAPDEAL, JABONG, shopclues, and others. The significant purpose for their discernment depended on different limits, simple installment offices, simple return offices, opportune and expedited service.

**Comparative study on online vs offline shopping[3]** - In Their Research Paper, they have discussed the Importance of web-based shopping techniques has become very popular ever since the web has pronounced a takeover. They have said that the expansion in innovation gives great open doors to the vender to arrive at the client in a lot quicker, more straightforward also, in a monetary way. Online shopping is arising extremely quickly in late years. They have Focused that the high-touch items that the buyer feels when they need to contact, smell or attempt the product.

It is additionally seen that It requires disconnected shopping at the buying stage since it isn't possible in internet-based shopping. They had investigated the massive contrast between the web and disconnected customer bunches as far as segment, innovation use, accessibility, what's more, disposition of the customer.

**A Review Paper on E-Commerce[4]** - In their Research Paper, They have discussed E-commerce, How E-commerce is a blast in the current business. Online business (Electronic trade) includes trading of labor and products, or the sending of assets or information, over an electronic organization, transcendently the Internet.

They have likewise discussed that E-trade (Electronic business) is a change in perspective impacting the two advertisers and the clients. Their Research has been embraced to portray the situation of E-Commerce, dissect the patterns of E-Commerce. The concentration further inspects the key factors basic for the progress of Online business plans of action.

**Role and impact of e-commerce in business and trades[5]** - Their research paper involves a study of the impact of E-Commerce on Business and Trade. The research study has highlighted the Information Technology, Management Information Systems, Finance and Accounting, Marketing, and of ECommerce on Business. They have shown that it is now become a familiar concept in business and has the potential to alter the traditional form of economic activities. Already it affects such large sectors as communications, finance, and retail trade and holds promises in areas such as education, health, and government. The biggest impacts might be related not with large numbers of the effects that order the most consideration but with less apparent, yet possibly more unavoidable, consequences for routine business exercises.

**Advantages and challenges of e-commerce customers and businesses: in Indian perspective[6]** -In their Research Paperl They have highlighted that E-Commerce allows consumers to electronically exchange goods and services with no barriers of time or distance. They also said that Shortly the boundaries between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet. The e-commerce industry in India is growing at a remarkable pace due to the high penetration of the internet and sophisticated electronic devices. However, the recent growth rate of e-commerce in India is far lagging behind other developed countries. The advantages of e-commerce like convenience, Time-saving, Options, Ease of comparison, easy-to-find reviews have been mentioned.

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## Research Methodology:

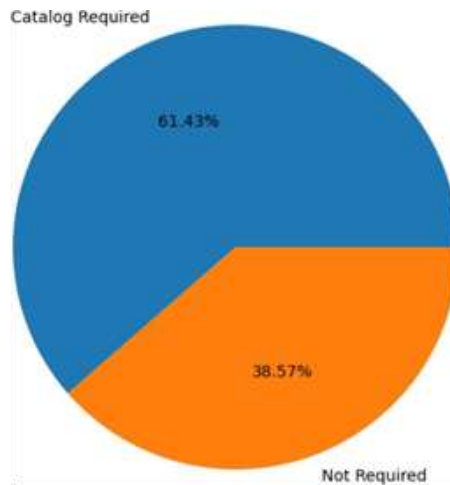
Our task essentially centers on nearby sellers so we have delved into subtleties to track down more experiences into the point by utilizing an organized poll/online overview structure. The respondents comprise for the most part comprises of retailers and customers from various locales like Indore, neemuch, chanderi and so on The example size that is taken more time for the review is 200 which includes both retailers and purchasers Information was gathered through a google survey structure/Structured Questionnaire by applying comfort examining strategy because of judgment. The respondents comprise for the most part comprises of retailers and customers from various locales like Indore, neemuch, chanderi and so on The example size that is taken more time for the review is 200 which includes both retailers and purchasers Information was gathered through a google survey structure/Structured Questionnaire by applying comfortexamining strategy in view of judgment. The review was to analyze the point of view of the 100 individuals to fill survey on web-based shopping given different questions. Information was taken through various inquiries of different individuals from having various shops questions were asked among 200 retailers and a few buyers from various districts like Indore, neemuch, chanderi, and a few different spots. They have been approached to answer. we are getting the unique point of view of various individuals on how they were contemplating web based business. we are taking a study of close to 200 retailers and purchasers who partook in a web-based study. In which we are posing not many inquiry and the in view of the viewpoint of retailers and purchasers we were finished our study. Some review questions that were asked by retailers:- Would you like to list your items on our site. Would you like to promote your shop? Has E-commerce impacted your business?

**Data analysis:**

**Shopkeepers survey results:**

**CHART-1: whether the catalog is required or not?**

- According to the results 61% of shopkeepers required a catalog for their shop and services. While the other 39% denied it because they had few products to show on the catalog.

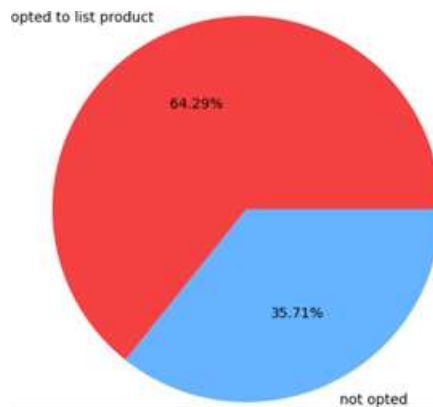


**CHART-2: whether shopkeepers opted to list products or not?**

- Survey showed that most shopkeepers agreed to list products on the local E-Commerce website

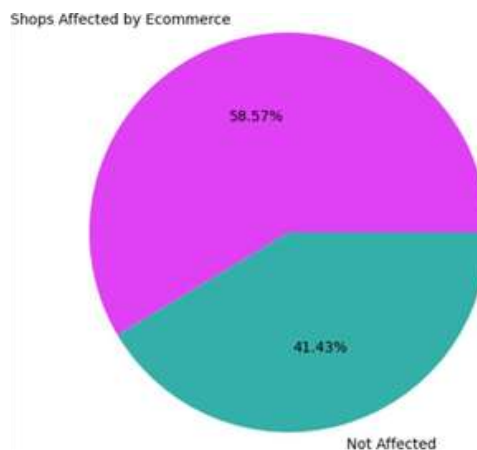
**OPTED - 64.29%**

**NOT OPTED - 35.71%**



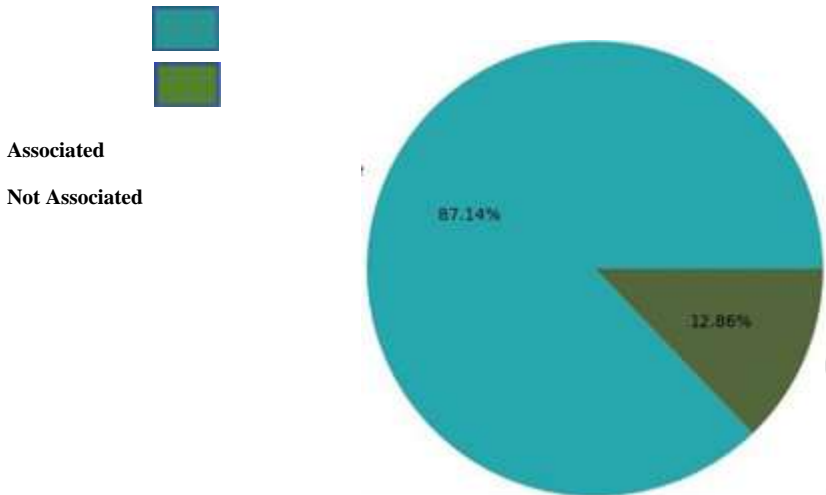
**CHART-3: Whether E-commerce affected business.**

-Survey shows that 58% of businesses are affected by E-commerce and the other 42% mainly belong to dairy, utensils, and cosmetics services.



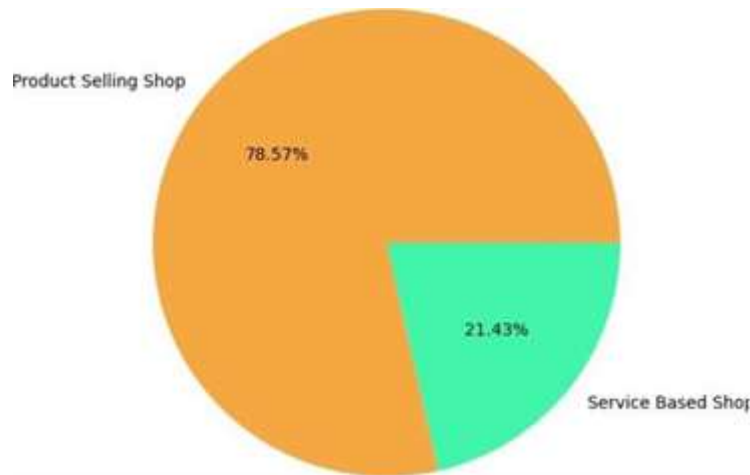
**CHART-4: Whether associated with existing e-Commerce.**

- Majority of the shopkeeper was not associated with which shows that E-commerce is centralized about only a few merchants who are getting benefits.



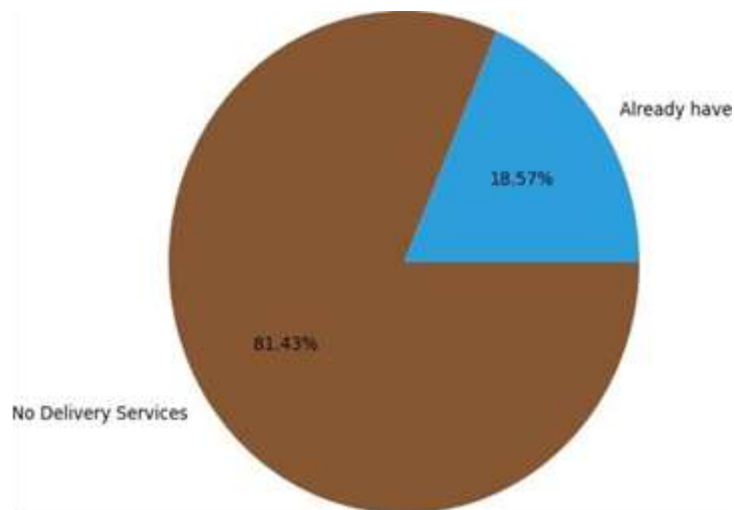
**CHART-5: Product selling shop ratio w.r.t service.**

- The ratio of product and service was found to be 4:1 as per the survey.



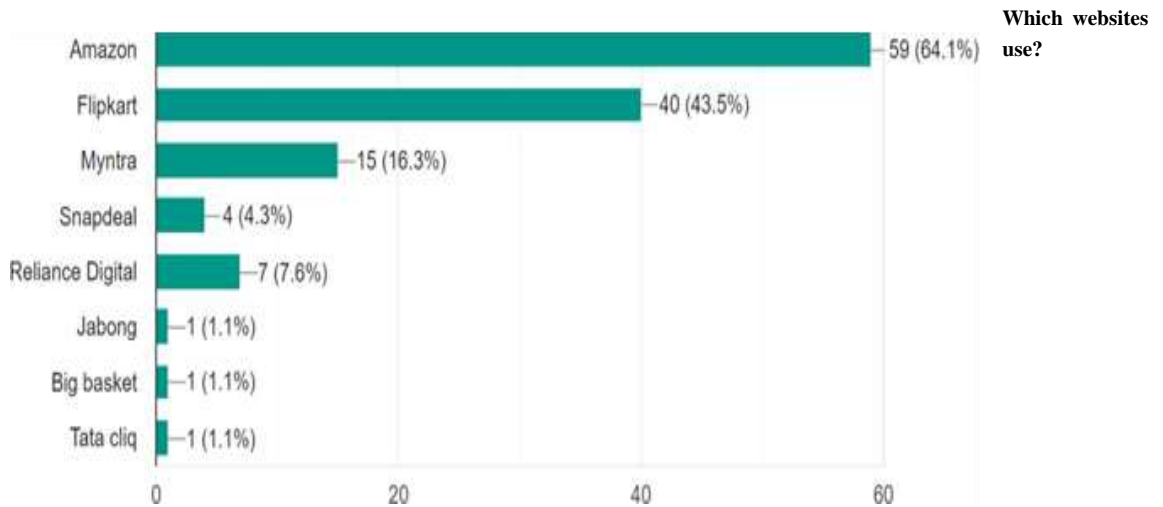
**CHART-6 whether shopkeepers have home delivery services or not?**

- As expected, shopkeepers having home delivery services are very less than shopkeepers not having the home delivery service. Only 18% of the respondents have home delivery services.



**Consumer Survey:**

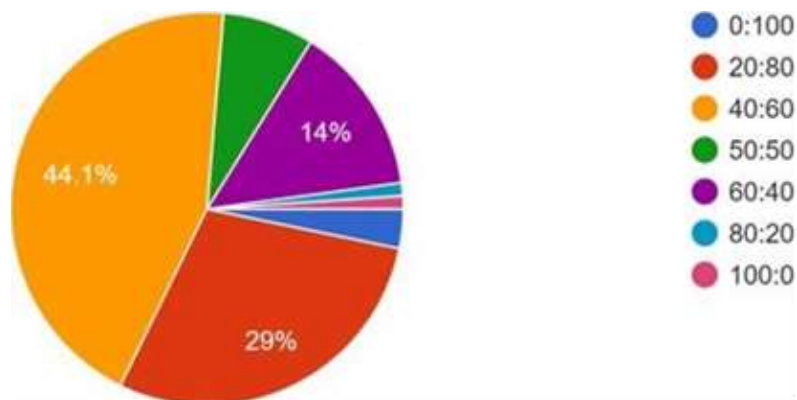
**Chart-1:**  
do consumers



This inquiry was posed to get primer information about the top internet-based sites accessible and individuals' decisions in regards to the sites and it was observed that individuals gave inclinations to Amazon(64.1%), Flipkart.com (43.5%), Myntra.com (16.3%), and Snapdeal.com (4.3%).

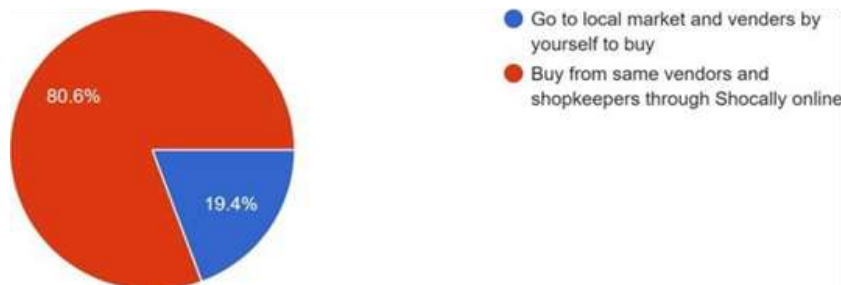
**CHART-2: Ratio of ONLINE vs OFFLINE shopping.**

From the above Pie chart, most numbers of consumers shop online and offline in a ratio of 40:60.



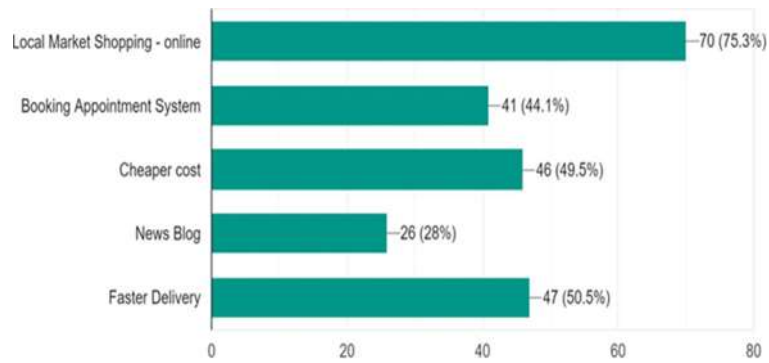
**Chart-3: Which option do consumers choose for shopping?**

Out of the Study, 80.6% of customers will lean toward going to the local market by themselves to buy while 19.4% think to buy from the same vendors and shopkeepers online.



**Chart-4 : What is the best feature of Shocally according to consumers?**

Examination showed 75.3% of consumers think that local shopping, 50.5% think that faster delivery, 49.5% of consumers think that cheaper cost, 44.1% of consumers think that appointment booking system, and 28% consumers think that news blog is the main standard when they purchase in internet shopping.




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### Results:

The approach of innovation in the new period is the essential justification behind it. The retail locations need to just elevate their example of business and face the cutthroat world with a more inspirational perspective. E-stores and retail locations both need to get by, none at the expense of the other.

From the requirements analysis and above study it can be evidently concluded that the local markets have been severely affected by E-commerce. Due to this, the idea of a local E-commerce site is well received by the Shopkeepers as well as consumers.

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### Limitations:

Because of time constraints, a sample size of only 150 respondents were being included in the study. This number is not sufficient to reflect the exact picture. Also, the sample size was comparatively small, the finding and conclusions of the study are only suggestive.

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### References:

- [1]. Amit Saha Royal School of Commerce Royal Group of Institutions (RGI) Guwahati, Assam
- [2]. Pushpak Singhal<sup>1</sup>, Dr. Supriyo Patra<sup>2</sup> <sup>1</sup> {Student, Department of Business Administration, St. Xavier's College (Autonomous), Kolkata, India} <sup>2</sup> {Assistant Professor in Management, Department of Business Administration, St. Xavier's College (Autonomous), Kolkata, India}
- [3]. Comparative study on online vs offline shopping© 2018 IJCRT | Volume 6, Issue 1 January 2018
- [4]. Dr. Shahid Amin Prof. Keshav Kansana Jenifur Majid
- [5]. Dr. Prafullkumar N. Tayade Department of Commerce, Vinayak Vidnyan Mahavidyalaya, Nanadgaon Khandeshwar, Dist Amravati
- [6]. Dr. C. Eugene Franco - 1, Bulomine Regi. S – 2 -1 HOD of Commerce, St. Xavier's College (Autonomous), Palayamkottai, INDIA -2 Ph.D. Research Scholar (FT), Commerce Research Center, St. Xavier's College (Autonomous), Palayamkottai, INDIA