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A Case Study Analysis of Retail Store Conversion to Online Store in Karaikal Region



Dr. J. Mohan Raj*

Associate Professor, Department of Business Administration, Don Bosco College (Arts & Science), Thamanangudy, Ambagarathur (Post), Karaikal, PY, IND.

ARTICLE INFO	ABSTRACT
<p>Received: 24-03-2021 Received in revised form: 23-04-2021 Accepted: 28-04-2021 Available online: 30-06-2021</p> <hr/> <p>Keywords: Retail Store; Retail Market; Online Store; Store Conversion; e-Commerce; e-Business.</p>	<p>An Indian retail market is having a potential opportunity and fifth largest retail market in the world and maximum contribution to the economy. They consist of organized formats and unorganized formats in the markets and cross selling of product and services to end consumers. Since the literature review has highlighted the different trends in the technology and support stakeholders in business and industry. The e-commerce and e-business was the highest contribution and support in business environment. The companies, firms are adopting process for sustainability, buying and selling of products to its customers and consumers in the market. It is a simplest platform for expanding the business operations in Karaikal region and achieving the objectives in a particular financial year.</p>
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1.0 INTRODUCTION

The certain things are very common in direct retail stores and online retail stores like free delivery, customer billing, payments, communication and relationship. Customer behaviour has changed in different time periods and nowadays shifting to online stores for purchases many varieties of products and services for their consumption. The low sales due to lack of innovation, creativity, values modernization, online retailing, stakeholder collaboration and partnership and other economic environment factors (Chandra, 2021). As per Census of India (2011), Karaikal district population size was 2,00,222 having a good literacy rate (85%) in Puducherry Union Territory. Majority of the population are living in rural areas and difficulties in purchasing a products and services from branded and unbranded stores in the study region. Behavioural changes in categories of consumer like lifestyle, double income, internet usage weekend outing, online order, cash and

* Corresponding author's e-mail: economistmohan@gmail.com (Dr. J. Mohan Raj)

credit purchases, exchanges, and the consumption differs a lot. Due to lack of stores internet network support and small retailers is having a difficulty in doing the business activities in a particular region ([Media Report, 2021](#)).

2.0 PROBLEM DEFINITION

The online retail store format is similar to direct retail stores were buying and selling the products to its customer and consumer. Using this platform retailer can develop values to its target customer, store promotion and delivered values. Information technology used to build collaboration and partnership with the stakeholders.

3.0 METHODOLOGY

The researcher used exploratory research design for the study and secondary data collected from the various sources. The sources of data collection from the website like census of India, Investopedia, daily newspapers and reports. Using the case study method for analysing a data and to draw conclusion of the study. The following are the limitations of the study – A minimum geographical area and agriculture activities is the major occupation of the society. A few organised sectors are having a manufacturing plant in Karaikal region. The retail stores have followed traditional methods in selling of goods and services to its customers. Especially customers in this region preferred to buy products and services directly from the stores.

After Corona locked down the customer are slowly purchasing the products and services through direct marketing and from the online store. The retailers have lack of awareness, technology accessible facilities and perceived that transaction cost will increased and reduced the profit margin. An industry trend and customer purchasing behaviour will changed soon and retailer can also immediately adopt the selling process in the existing store format.

4.0 LIST OF ALTERNATIVES

The retailer store invested in website development for the business activities in a particular region, promotion to its customers group and they purchase the product for consumption. It increases a cost, problems like payment gateway, low customer response and difficult to maintain and update the contents of website.

Retailer using smart phone to setup a target customer WhatsApp group used for promotion. order processing and delivery. Difficulties in collection of payments and communication to customer.

Retailer store develops a social media, blog and email-based promotion technique for communication with the customer. It described the varieties of product and services and not supported payments process and value-added services.

Retailers have registration in classifieds website and exclusive industry related websites to get various benefits like promotion, value addition designing marketing strategy and achievement of objectives.

5.0 CHOOSE THE BEST ALTERNATIVES

The retailers identified and registered in the local classifieds websites and exclusive industry categories online stores to promote the business. The retailer will change in the business process, people, marketing of products and services has benefited to the customers. Retailer is without the management and technology having difficulty to run a business in a particular geographical location.

6.0 EVALUATION OF THE ALTERNATIVES

Technology utilization is the survival of the fittest and supports strategic planning, decision making and operations. So, retailer can register in classifieds websites and exclusives online stores website Company with a minimum annual fee. They offered user name, password and modification in its store data base. It will help us to communication with the customer, analysis of customer database, access other segmentation in the market and take decisions effectively. Where the consumer can easily compare with other store products, price and promotions etc., purchases products and services from the online store.

7.0 IMPLEMENTATION AND FEEDBACK

After evaluation and retailer can implementation of an alternative setup an online store, products and customers in the study region. It will be reducing a gap between the customer and retailer and after few months reviewed the business process for corrective action and control the business activities in the future.

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