Digitalization in Retail Sector in India
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Abstract
Currently the consumer’s perception regarding purchasing the product has been changed with the introduction of internet media. Retail industry has witnessed major revolution in the changing technology oriented business scenario of 21st century in India. Internet has contract the entire World. The rapid speed of technology development and rising adoption of mobile digital devices on a global scale, such as smart phones and tablets, have a profound transforming impact on consumer behavior and retail businesses. The growth of the Internet and mobile digital devices in the hands of shoppers has been driving transformation and innovation of business models in the retail landscape. This leads to innovations, methods of payment that retailers provide to customers in order to increase convenience and speed up the check-out process. Technological developments are potential drivers of innovations in retail business models that affect the retail industry from the outside and that may lead to the design of new ways of creating and distributing value. The e-retailing website is the front door of the online store that interacts between the e-retailer and consumers. The electronic retailing is the model of selling of retail goods using electronic media. E-Retailing is a subset of e-Commerce (Electronic Commerce). The Internet gives retailers an instrument for broadening target markets, enhancing consumer relationships, extending product lines, improving cost efficiency, improving consumer communications, and delivering customized offers. Changing demographics, changing lifestyles and exposure to the developed markets give a boost to e-Retailing industry. E-Retailers serve 24 hours x 7 days in a hassle free manner to consumers. Along with advantages of e-Retailing some major issues are associated with e-Retailing such as lack of personal touch, cyber crime, bargaining is not possible and e-illiteracy among rural India. But with all, we can say that Prospect of e-Retailing market is bright in India. There is no doubt that digitalization is profoundly changing consumer’s shopping habits and expectations, and the pace of change is impressive.

Keywords: Digitalization, E-Retailing, E-Tailing, Consumer satisfaction, online shopping.

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Introduction
Digitalization is a structural change for industries and the main effects of digitalization can be seen as four channels that change: physical goods become digital services; digital platforms are simplified and optimized; local services goes global; and digitalization streamlines traditional production. Research by Breman and Fellander (2014) shows that many jobs are at risk of being digitalized within a period of twenty years. This will change the markets drastically and requires companies to integrate innovational solutions and an entrepreneurial mindset in order to adapt. Many companies are trying to use digitalization in their businesses and it is seen to be more companies to follow these actions, but most industries and their market actors are in general not using digitalization to its full potential.

E-governance initiatives in India took a broader dimension in the mid 1990s for wider sectoral applications with emphasis on citizen-centric services. The major ICT initiatives of the Government included, inter alia, some major projects such as railway computerization, land record
computerization, etc. which focused mainly on the development of information systems. Later on, many states started ambitious individual e-governance projects aimed at providing electronic services to citizens.

Though these e-governance projects were citizen-centric, they could make less than the desired impact due to their limited features. The isolated and less interactive systems revealed major gaps that were uncomfortable the successful adoption of e-governance along the entire spectrum of governance. They clearly pointed towards the need for a more comprehensive planning and implementation for the infrastructure required to be put in place, interoperability issues to be addressed, etc. to establish a more connected government.

**Approach and Methodology for Digital India Programme are:***

1. Ministries / Departments / States would fully leverage the Common and Support ICT Infrastructure established by GoI. DeitY would also evolve/ lay down standards and policy guidelines, provide technical and handholding support, undertake capacity building, R&D, etc.

2. The existing/ ongoing e-Governance initiatives would be suitably revamped to align them with the principles of Digital India. Scope enhancement, Process Reengineering, use of integrated & interoperable systems and deployment of emerging technologies like cloud & mobile would be undertaken to enhance the delivery of Government services to citizens.

3. States would be given flexibility to identify for inclusion additional state-specific projects, which are relevant for their socio-economic needs.

4. e-Governance would be promoted through a centralised initiative to the extent necessary, to ensure citizen centric service orientation, interoperability of various e-Governance applications and optimal utilisation of ICT infrastructure/ resources, while adopting a decentralised implementation model.

5. Successes would be identified and their replication promoted proactively with the required production and customization wherever needed.

6. Public Private Partnerships would be preferred wherever feasible to implement e-Governance projects with adequate management and strategic control.

7. Adoption of Unique ID would be promoted to facilitate identification, authentication and delivery of benefits.

8. Restructuring of NIC would be undertaken to strengthen the IT support to all government departments at Centre and State levels.

9. The positions of Chief Information Officers (CIO) would be created in at least 10 key Ministries so that various e-Governance projects could be designed, developed and implemented faster. CIO positions will be at Additional Secretary/Joint Secretary level with over-riding powers on IT in the respective Ministry.

**Retailing**

The word 'Retail' is derived from a French word with the prefix 're' and the verb 'tailer' meaning "to cut again". Evidently, retail trade is one that cuts off smaller portions from large lumps of goods.

It is a process through which goods are transported to final consumers. In other words, retailing consists of the activities involved in selling directly to the ultimate
consumer for personal, non-business use. It embraces the direct-to-customer sales activities of the producer, whether through his own stores by house-to-house canvassing or by mail-order business.

General Services
The general services which a retailer provides are:

1. The retailer anticipates the wants of the consumers and then supplies them the right kind of goods at reasonable price. His job is to make the consumers buying as easy and convenient as possible i.e. he acts as a consumers' agent.
2. He performs the service of bulk-breaking i.e. dividing large quantities into small units, such as individual cans, bottles, boxes, wrappers, packages, appropriate for consumer use.
3. He offers a large assortment of merchandise, of suitable size, colour, design, style and seasonal items-ranging from domestic utensils, household requisites to specialty goods.
4. He creates time and place utility by storing the products in off season and by transporting these goods to the places where they can be readily available as and when needed by the consumer.
5. He also assumes risks by guaranteeing the goods he sells to the consumer.
6. He also offers free delivery of goods, credit on open accounts, free alteration, liberal exchange facilities, instructions in the use of goods, revolving credit plans, and long term installment programmes.
7. He adds to the convenience and ease of consumer purchasing by offering convenient shopping locations, market informations and other services such as free parking privileges, lessons on product use and a multitude of other facilities may be offered and found sufficiently desired to result in increased patronage.
8. He helps the producers in distributing their products by using advertisement display and personal selling.

Online Retailing
When a firm uses its website to offer products for sale and then individuals or organizations use their computers to make purchases from this company, the parties have engaged in electronic transactions (also called on line selling or internet marketing).

Many electronic transactions involve two businesses which focus on sales by firms to ultimate consumers. Thus online retailing is one which consists of electronic transactions in which the purchaser is an ultimate consumer. Online retailing is being carried out only by a rapidly increasing number of new firms, such as Busy.com, Pets Mart and CD Now.com. Some websites feature broad assortments, especially those launched by general merchandise retailers such as Wamart and Target. Some Internet only firms, notably Amazon.com are using various methods to broaden their offerings.

Objective of the Study
1. To explore the factors that amount to the growth of e-Retailing in India.
2. To study the benefits and challenges associated with the e-Retailing.
3. To suggests positive recommendations for growth of e-Retailing in India.

Essentials of e-Retailing
There are certain essential components for an e-Retailing business to be successful. Before setting up an electronic storefront, one must consider these components well in advance.

The important essentials of e-Retailing are as:
Major Benefits of E-Retailing to Consumer and Retailers

- Consumer Convenience
- Desirable Price and Selection
- Market Research On-line interactive customer service
- Promotional tool for business
- Virtual Showrooms bearing less cost
- Better Information for Customers
- 24 X 7 X 365, Anytime- Anywhere.

Major Challenges of E-Retailing in India

- Un availability of Internet Access
- Absence of ‘touch-feel-try’ experience
- Untimely Delivery of products
- Loophole of Seasonal Fluctuations
- Cyber Crimes

Technology Connects Retailers to Customers

Indian retail sector is evolving rapidly changed with the digitalization. In order to meet evolving and shifting customer expectations and demands, retailers need to get to grips with multi-channel shopping behavior of today’s shoppers. Shoppers the world over, armed with smart phones, tablets and virtually uncontrolled access to the Internet from the comfort of their homes, at work, in stores or on the move, now have the upper hand over retailers and demand shopping experiences anywhere, anytime, and through any sales channel. In this study, the background of the problem formulation is the main topics complemented by highlighting the contribution. The importance of paper and digital coupons for retailers is discussed in connection to mobile marketing. Mobile marketing is the two-way or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device or technology.

Key points for Suggestions:

- A best 24x7x365 customer service through email, chat and toll free number facility is what the e-Retailers are providing should be proper.
- The industry/company should ensure that customer has the right information – a potent transparency weapon, right mechanism & feels safe and secure while transacting online.
- Objective of website should be to increase public awareness and cognizance of company’s name, brand, or identity and make product information available to customers and/or distributor.
- The best method to reach out to people is to create medium through blogs and discussion forums for them so that they have the freedom to rate the quality of service delivery and leave behind suggestions for improvement.
- According to consumer expectations and business needs, Managers can control the degree of freshness of web site content by making design choices, such as use of dynamic pages and the more frequent updating of content.
- Certifying and authentication authorities that have to come up as a sequel to the Information Technology (IT) Act need to be fully operational early.
- Consumers do not think twice before buying a clothing item from a trusted and
tried out brand because the fit and touch is already known.

- The steps also need to be taken by sorting out the issues of security and payments. Banking laws and regulations thus need to be adjusting to the new formats and requirements so that electronic fund transfers and credit card culture evolve in India.

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