A POSSIBLE SOLUTION FOR THE UPLIFTMENT OF RETAIL MARKETS APACE WITH ITS BUSINESS MODEL CANVAS

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Abstract: *The advancements in the internet has boosted the extensive usage of on-line shopping services, individuals can handily access these services. While retail shops play an important role in the country's GDP, technology puts a buried impact on its business .The objective of this study is finding out the problems faced by the local retailers due to online shopping ,recent covid-19 pandemic. This study was undertaken through a survey conducted through google forms with a sample of 104 retailers and 185 consumers in Chennai. Internet has brought a drastic change in the buying behavior of the consumers. Customers visit the store for window shopping purposes, and they buy the same product online. This is an alarming situation for the local retailers. Thus, retailers have to change their traditional selling in comparison to online shopping to cope up their business. For this purpose we propose a solution for this problem by creating a mobile app called Kwiktapz.*

Keywords: Online Shopping; Retail Companies; Application Development; Digital Markets; Shopping Behavior; Drone; User Interface Design; Website Design; Retail Website; Electronic commerce

1. INTRODUCTION

The initiation of Information Technology and world wide web has made it simpler to shop online [1].While the retail market contributes more than 10 percent of GDP to the Indian economy, the rapid advancements in technology has caused a shift in the mindset of individuals towards e-commerce. "E-commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium"[2]. India is on rank 2 in web based shopping through cell phones, suggesting that e-shopping has gotten a help for customers. On the other hand, it is the nearby retailers who face numerous issues. In the course of recent years their sales have gone down essentially by almost 80% with a less overall revenue, discounted costs because of high competition and an expanding budgetary obligation, their business is under a skirt of conclusion. To tackle the current situation there are numerous ways retailers can deliberately alleviate and at last counterbalance the negative effect of internet business[3]. Retailers need to turn out to be more skilled Omni channel administrators to check the misfortunes [4]. The limitations of Social-distancing due to health- and economic-driven request shifts from COVID-19 are expected to shutdown numerous private companies and innovative endeavors with a majority of the companies were planning to lay off employees as they are unable to cover operational expenses due to decline in income [5]. Retail apps are among the fastest-growing app categories, Mobile devices influence shoppers both in and out of a store [6]. Mobile apps may affect purchases in three major ways. First, mobile apps can provide anytime, anywhere information benefits to shoppers.

Such benefits include product-and store-related information [7].Second, mobile apps can offer immediate access to shopping [8], potentially driving impulse buying through deals. Finally, apps may serve as convenient tools and reminders for shopping. Hence local retailers can take the internet as an opportunity and find some new ways to use e-commerce to strategically differentiate offerings and build competitive advantage in the market [9]. This research paper focuses on the improvement of the livelihood of these retailers by creating a Covid-19 friendly app.

1.1 OBJECTIVE OF THE STUDY

The primary reason for the examination is to discover the issue faced by the retailers and what sorts of cures are taken by them to confront the circumstance. Another objective of the study is building an app for sake of local retailers. Also discover the recognition with respect to in future what they will do over the long haul.

1)   To inspect the effect of online shopping on retail business.

2)   To detect the cures taken by the retailers.

3)   To analyze the future part of retailers of business

1.2 EFFECT OF COVID - 19 ON RETAILERS

The connection between human wellbeing and disease is neither another idea nor another subject [10].The revelation of COVID 19 as pandemic has affected the general public on the loose. In what began with 17 cases in Wuhan spread its arms and has now more than 4 million cases over the globe[11].The fund and financial circumstances have endured a ton since Indian government pronounced the lockdown which is assessed to be proceeded in Hazard zones until 30th June 2020. Organizations have been closed for very nearly 3 months and now when they are open there is no or less clients while the budgetary need of individuals calls for additional as the lease, interest, taxes due against Indian government have been postponed off yet there are individuals living on lease based houses and there likewise land owners who doesn't do some other tasks to win business which was functioning admirably before lockdown [12] .The examination additionally shows a proposal of restricting the negative impacts of Covid by decreasing the quantity of passings through reinforcing the wellbeing administration and opening some financial areas to help monetary development in the nation[13] African-American organizations were hit particularly hard encountering a 41% drop in business movement. Latinx entrepreneur movement fell by 32%, and Asian entrepreneur action dropped by 26%. Simulation demonstrates that industry synthesis mostly positioned these gatherings at a higher danger of business action misfortunes. Foreigner entrepreneurs experienced considerable misfortunes in business action of 36%. Female entrepreneurs were likewise excessively influenced (25% drop in business action). Proceeding with the examination in May and June, the quantity of dynamic entrepreneurs stayed low—somewhere near 15% and 8%, separately [5].

Hence Retailers have suffered a significant loss due to the prevailing COVID-19 pandemic situation for the past 8 months which has in turn pushed the consumers to shop online with no other choice, to ensure their safety of themselves and their family and to avoid running out of basic requirement products and also to avoid standing in the crowd risking themselves from the COVID-19 contamination.

1.3 EFFECT OF ONLINE SHOPPING

The trend of internet shopping is consuming its underlying foundations all through the world. In India the conventional retail market is in patterns. Retail market offers in excess of 10% of the GDP to the Indian economy. Spread of internet connectivity has made it simple to shop online. Consumer loyalty is one of the significant and testing issues both for the on the web and customary retailers. In this paper an endeavor has been made to read the client inclination for internet shopping and its effect on the conventional retail market [1] world has become a worldwide town in this manner changing over chance into conceivable [14] .The current investigation gives extra understanding into e- purchaser conduct by creating four fragments dependent on shopping affinity, in particular e-customers, e-security cognizant, slow adopters and e-slouches[15]. The Internet has numerous preferences over retail shops. The decision, while the book shop at the side of the road or the close by fabric store scarcely offers 5000 references on its slows down or 20 plans of a specific piece of clothing of same size, Amazon has got countless assortments. Online Online retailers offer multiple times or even multiple times a larger number of items than the normal retailer can dream of. For an internet business site, the expenses of putting away and referring to an item speak to a little part of the expense when contrasted with the expense of putting away and referring to an item for "physical" stores. From the consumer loyalty and accessibility of administrations, internet shopping is making a significant effect upon the retail locations [1].

These 2 things have a tragic impact over local retailers. Online shopping lets customers review thousands of items in one place and pay for them from the comfort of their homes. This has affected offline retail companies to stay in the competition with other retailers and online stores. Online shopping(or e-tail from electronicretail or e-shopping) isa sort of e- commerce that permits customers to directly purchase products and services over the web through a virtual store. A number of the leading online stores presently in Asian nations are Amazon, Flipkart, Snapdeal, Homeshop18, Myntra etc. Different internet shopping hypotheses and structures are presented[16].The Internet is a worldwide arrangement of interconnected PC networks that utilizes the standard Internet convention suite (TCP/IP) to serve a few billion clients around the world [17],with the recent e-

commerce boom, more and more retail stores are moving towards establishing their niche and setting up their online stores. It has become very critical for a small business owner to take their business online [18] to the above mentioned points, a large population of consumers still prefer offline shopping and prefer purchasing from the local vendors and from local small businesses.

2 A POSSIBLE SOLUTION:

There are two categories of customers, the local vendors and the consumers. So a possible solution that will stabilize as well as improve the livelihood of the local vendors & small businesses and also improves the comfort, product availability & ease of goods purchasing through online to the consumers. Since the primary goal is to satisfy consumer's product requirements and ensure product availability and at the same time, avoid gatherings at one single place. Hereby, we introduce a solution in the form of application software, that helps the consumers to order and purchase goods online from the local vendors itself, rather than from the other regions' vendors. An application can be developed which would simply connect the consumers to the local vendors & small businesses online, so that the local consumers need not to stand in a crowd for long to purchase the required goods and still be able to place orders to their known & trusted local vendors.

2.1 Our Application Kwik tapz3 – JUST CAN'T RESIST AN EAGER VISIT.

FIGURE 1 - LOGO OF Kwiktapz

Vision Statement - We aim to enhance the livelihood of local shopkeepers due to the shift towards online shopping

Mission Statement - We aim to make online shopping hassle free during this current pandemic, by ensuring that there is no crowding in marketplaces

With this app, local consumers are able to connect and place orders to the local vendors through online in which consumers can quickly glance at the availability of the products, as it is constantly updated in real-time by the shop owner and can place orders based on that, and is able to get his/her orders delivered within a day, as the seller are in the local area. Once the order is placed, the respective consumer will receive a notification, regarding the order confirmation and the preferred pick-up time. This way, the consumer can go that on the scheduled pick- up time and just collect the delivery box, instead of standing in a crowd and wasting time. Home delivery options will be available depending on the shop vendor.

2.2 UNIQUE SELLING POINT

Already there are many market giants like Amazon, Flipkart, Jiomart, Myntra, etc... But one thing that will show our product unique among them is that we create a virtual connection online between the local consumers and the local vendors and small businesses. This way, the local vendors and small businesses will not lose their customers and also be able to reach many consumers in the local area. Also, the consumers are able to get products delivered within a day from the known retailers itself. Also, especially in this pandemic situation, consumers need no longer to stand in a crowd to order and purchase the goods as well as need not to waste time standing in the crowd to purchase your needs! This way, we can significantly tackle covid-19 contamination and can greatly control the drastically increasing covid-19 cases and at the same time, consumers will never face any product unavailability issues and local vendors will be able to tackle the difficulties to their livelihood caused by the globalized online shopping.

2.3 ROLE AS A SHOPKEEPER:

Their job is to instantly updating the availability of various goods and products. To approve the orders placed. Allot timings for the delivery of package to the customers. Timing allotments should be done in such a way, that people should not gather at the same timings. Sanitize the packaging box before the attempt for delivery

2.4 ROLE AS ACUSTOMER:

Take away or delivery option is given to customers, keeping the recent pandemic in our mind. This done to avoid crowding, reduce spreading of disease in Market place. Reduced waiting time (with a maximum of 4 hrs and minimum of half an hour) for delivery/take away. No contact delivery (case sensitive). Periodic recording of driver's body temperature. No minimum order required. Flexible payment option (including pre cashless through coin rewards). Offline and online availability of stocks and customer support. Promotion of local retailers (by improving their standards, also providing a basic platform for them).

2.5 ROLE AS DELIVERY EXECUTIVE:

Be available online to pick up the package from the store & deliver it. Must use the Sanitation kit provided by the company. Periodically update his body temperature. Wear gloves & necessary safety equipment. Have adequate amount of change. Flexible working hours (Full time or part time based on their personal preference).Providing free sanitation (case sensitive) – includes Gloves, sanitizers, Digital thermometer Weekly incentives for targeting achievements(Based on customer)
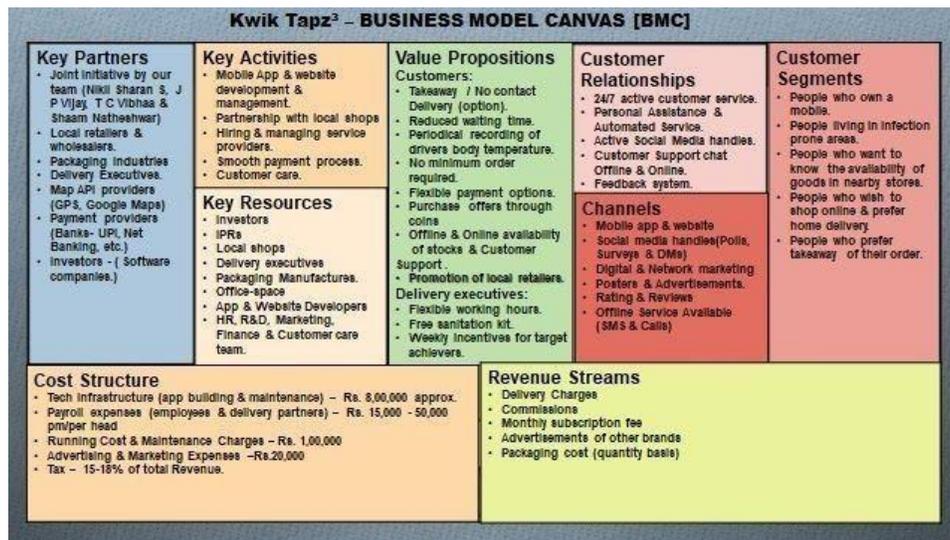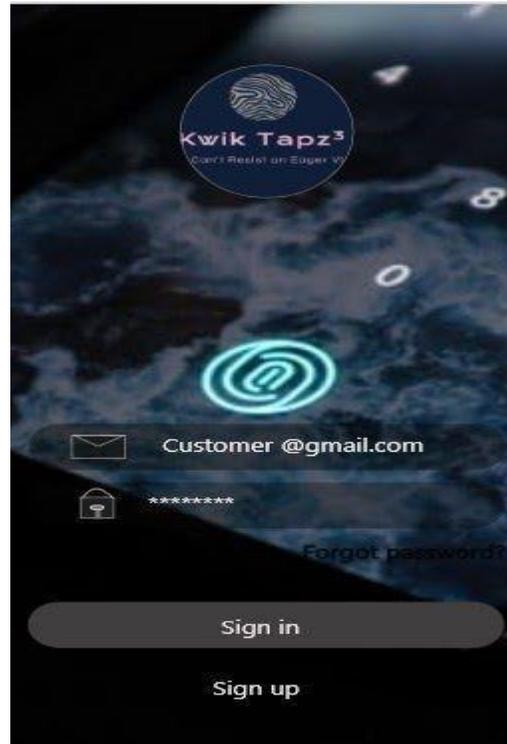

FIGURE 2 - BUSINESS MODEL CANVAS
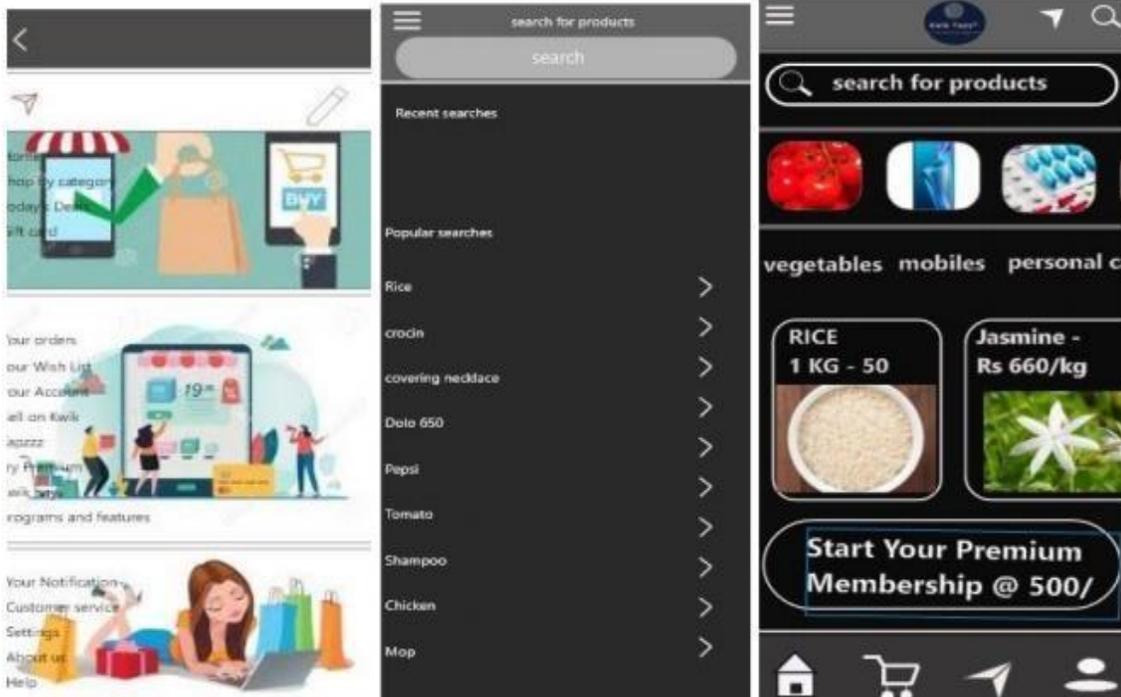
FIGURE 3 – HOME PAGE

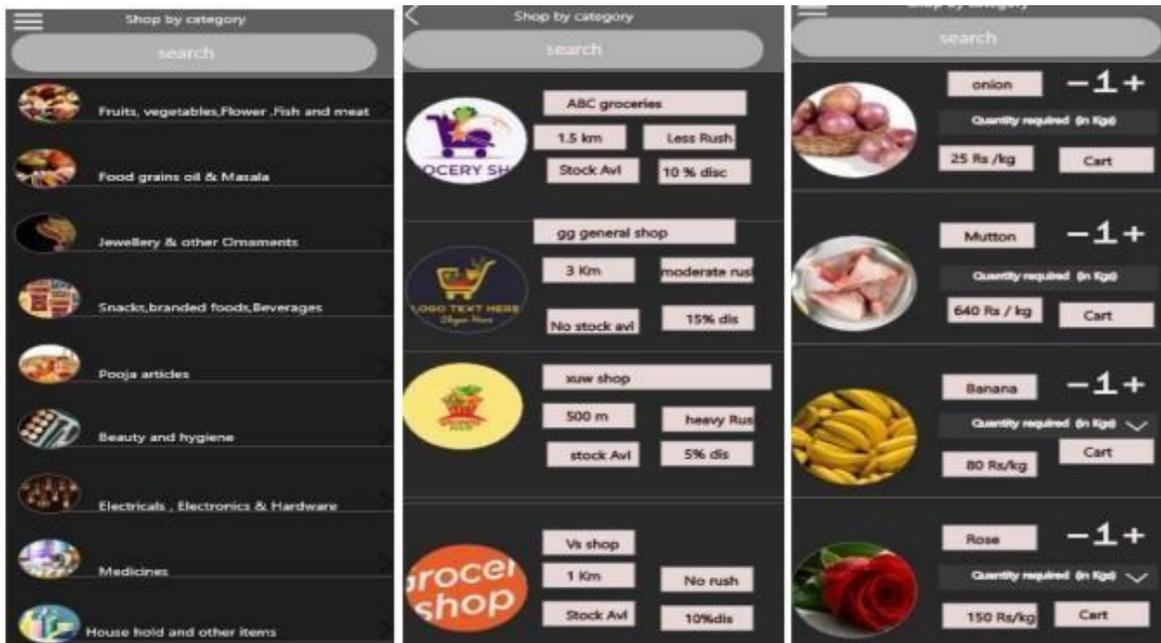**FIGURE 4 – MENU FIGURE 5 – SEARCH BAR FIGURE 6 – FRONT PAGE**

FIGURE 7 – SEARCH BAR 2 FIGURE 8 – SHOPS NEARBY FIGURE 9 – LIST OF ITEMS

FIGURE 10 – MODE OF PAYMENTS

2.6 WEB PAGE:

We have created our own website (http://kwiktapz.c1.biz/). This helps the audience to gather more information about us enables retailers to register as a shopkeeper & allows investors also to join us in this initiative. The description of our app is given below. The website additionally has numerous different uses [19]. The website has various qualities: it is outwardly alluring to the per user; it is very much organized, so it is anything but difficult to explore; it is all around investigated, with inside and out substance ; it underlines the significance of cooperation; and provides useful assets that are proof based and appropriate for use [20]. Other sources of social network accounts are also attached. This enables the users to track day to day updates and contact us for further queries.
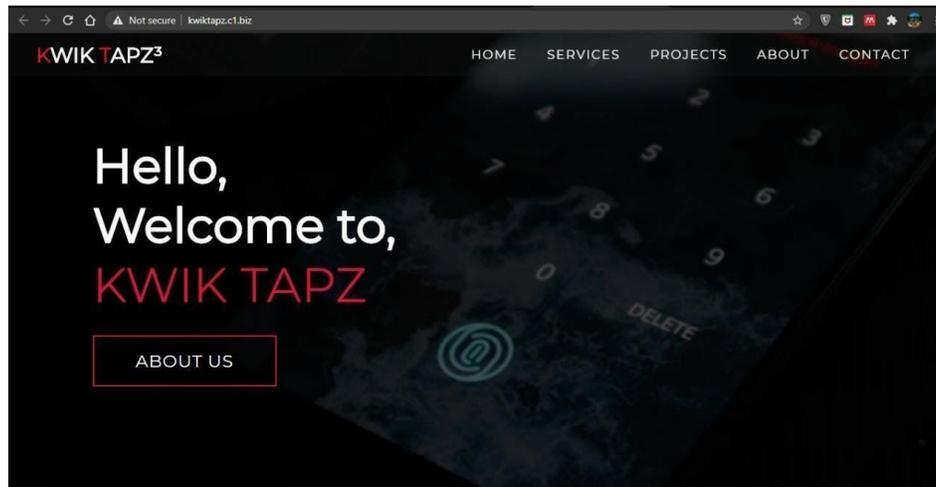

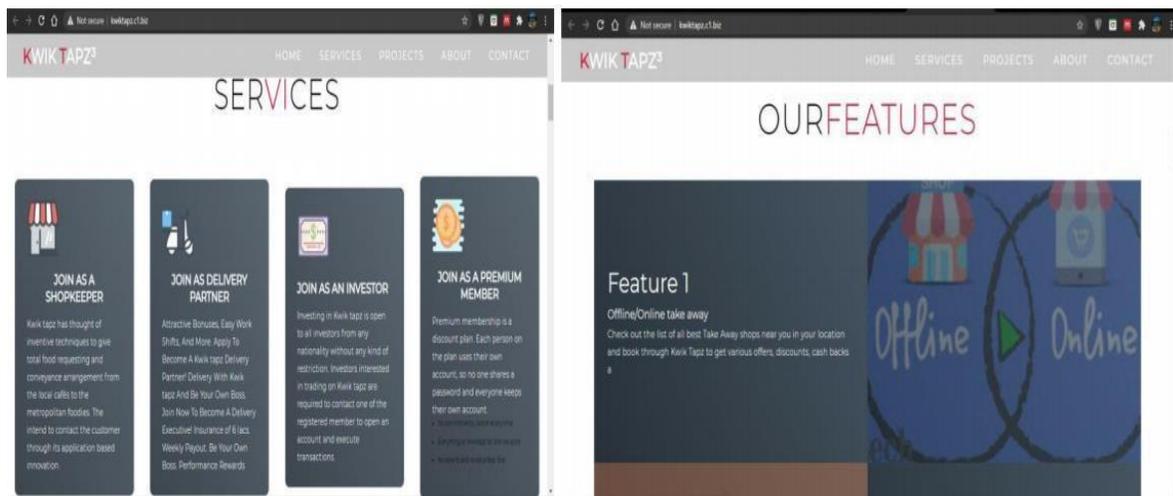FIGURE 11 – HOME PAGE OF WEBSITES
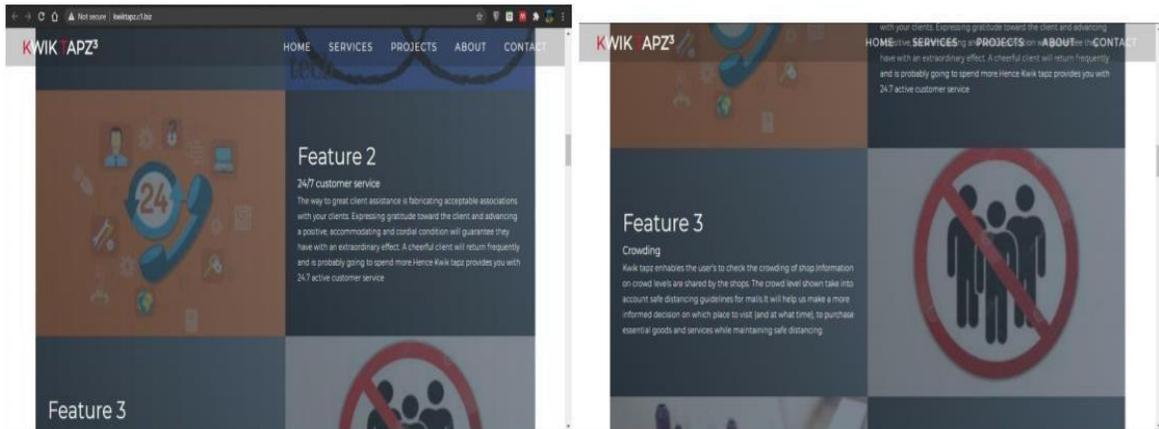

FIGURE 12 - SERVICES FIGURE 13 – FEATURE 1
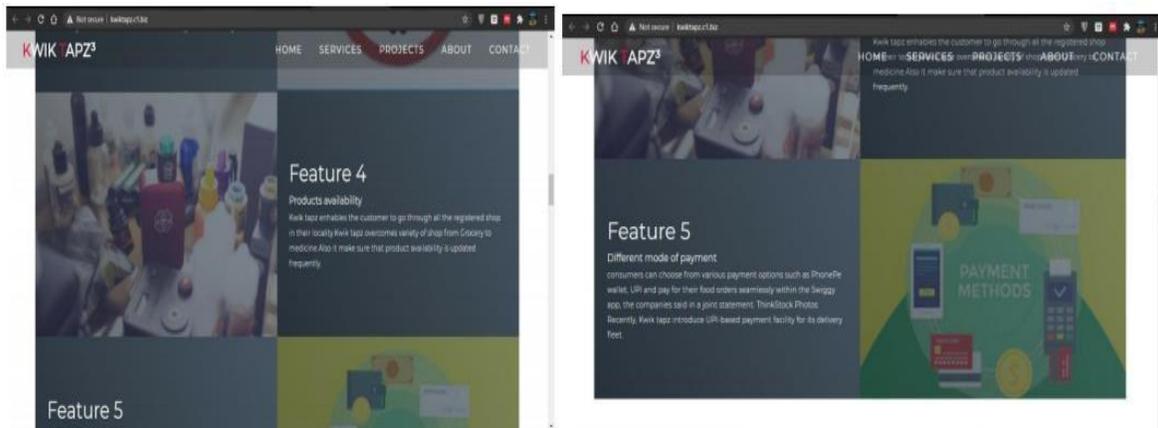
FIGURE 14 – FEATURE 2 FIGURE 15 – FEATURE3
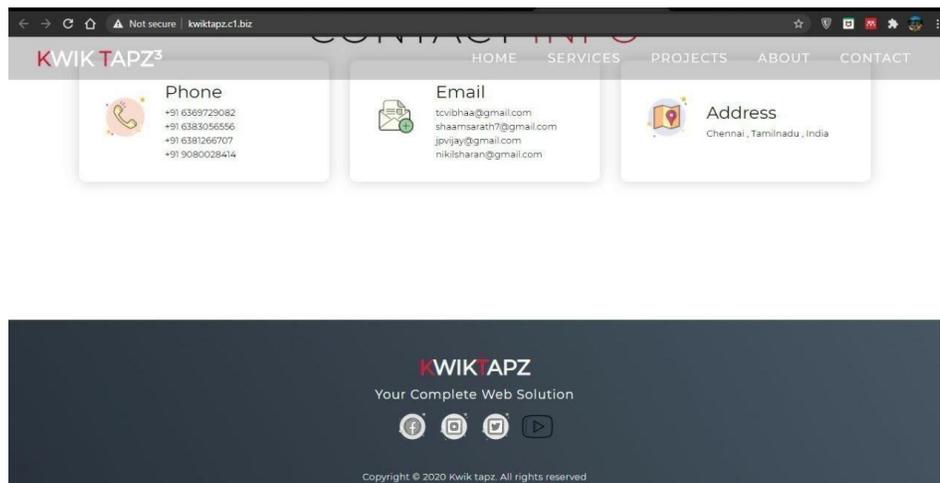

FIGURE 16 – FEATURE 4 FIGURE 17 – FEATURE 5

FIGURE 18 – CONTACTS

3. RESEARCH METHODOLOGY

Sample size-104 local retailers, 184 customers

Sample area-Chennai

Sampling - A convenient method of local retailer sampling is utilized

3.1 Collection of data-

The research methodology comprises the sources of data, methods adopted to collect such data, sampling techniques, statistical tools for analysis, data interpretation etc.

Sources of Data The data for the study have been collected from primary sources. Primary data have been collected through the Direct Personal Interview method where interviews took place with the owners of different retail stores. Universe of the Study The universe consists of all the retailers situated in the Chennai city. Sample Size and Sample Unit For the study a sample of 104 retail stores and 184 customers has been selected on the basis of convenient sampling for the purpose of the research.

Sampling Techniques for the study, a convenient sampling technique method has been applied on the basis of suitability for the availability of information and which has a Substantial share in the market so as to give a more accurate picture of the impact of online shopping. Data Collection techniques. The data for the study has been collected through applying the following techniques: Direct Personal Interview and Investigation through schedules Data Representation Tools. The data collected are classified, tabulated and represented through chart and bar diagram improving their Business storm. It also shows that retailers also wanted to avoid crowding of people. In order to stop contamination.

CUSTOMER

S.No	QUESTIONS	OPTIONS	HIGH RESPONSE
1)	What is your opinion on standing in crowd to purchase goods in store in this prevailing COVID -19 situation?	• Fear for spread of corona • I have no problem • Goods shortages occur • It costs a lot of time	Fear for spread of corona
2)	What is your opinion regarding your trust in buying products online?	• You can trust and buy • It cannot replace offline purchase • Available at low prices • Selling old stocks	You can trust and buy
3)	What is your opinion on buying products through the online app (App) during this Corona period?	• It takes many days for product arrival • I buy products directly • No fear for spread of corona	It takes many days for product arrival

4)	During this corona period if you have the opportunity to place orders through online to your nearby stores and purchase the goods(from the same store) without the need to stand in crowd and waste time. What is your opinion?	• It will be much helpful • Highly appreciable if the need to stand in crowd is eliminated • It is a useless try	It will be much helpful
5)	In this Corona period, will you order items online, if your ordered items is packed ready and you only	• If placed orders are packed ready in one day, I will do	If placed orders are packed
	need to go and pick-up the package instead of waiting in crowd for long time, to place and get your orders?	Since there is no need to stand in the crowd, I will I never mind the delay for delivery. I need delivery	ready in one day, I will do
6)	In this corona period, what goods are hard to purchase due to shortage?	• Vegetables • Groceries • Medicines • Stationery • Other	Vegetables
7)	In this corona period, what is your opinion about the chance of spread of corona through products purchased online?	• There is a chance of spreading but negligible • There is no problem, since the package is handled with care and sanitised • There is no chance of spreading of corona • Other	There is a chance of spreading but negligible
8)	Unlike other online shopping apps , would you support other such apps through which you can place orders only to your nearby stores, where your orders are packed ready and you will receive notification regarding pickup timing, where you yourself have to go and just collect your package (no more need to stand and wait in crowd and placed ordered can be picked within one day)? Will you support such apps?	Depends on the quality of service offered • Apps like this, is a must especially in this Corona period • I Will not support	Depends on the quality of service offered
9)	Which way do you want to make PAYMENT after ordering online?	• Cash on delivery • Credit/ Debit card • Google pay & other UPI • All of the above	Google pay & other UPI

SHOP KEEPER

S.No	QUESTIONS	OPTIONS	HIGH RESPONSE
1)	During this Corona period, offline business/shopping is facing a huge drop. Is that true?	• A bitter truth • It's not true. Business is in steady state • No. The business has drastically	A bitter truth
2)	What is the reason behind the drop in offline business/shopping during this Corona period?	• Goods import has decreased • People stopped coming due to fear for corona • Shops were often closed due to fear of spread of Corona • Massive growth of online business	Goods import has decreased
3)	Though most of the products we order in online are available in our local shops, they all often come from other states. What do you think regarding this?	• Our local shops does not have the ability to take online orders • Our local shop vendors don't have enough knowledge regarding the procedure of online business • Our local shop vendors does not show interest in online business	r local shops does not have the ability to take online orders
4)	During this Corona period, why many people has turned towards online shopping?	• There is no need to stand in crowd with fear of spread of Corona • There is no need to stand in crowd for long time • Ordered products are delivered to our home itself • Products are available in low cost	here is no need to stand in crowd with fear of spread of Corona
5)	Taking orders from local people through online and	• Eliminating crowding	Eliminating

	all you need to do is to pack the orders and send a notification to the customer regarding the pickup time of the package (if able - can offer delivery option) and the customer has to come accordingly to pick up the package. Will you support such apps that offer above such online business?	situation in this Corona period is important, so I will definitely support. • The advantage of getting orders from customers who never like crowding, so I will support • I will not support	crowding situation in this Corona period is important, so I will definitely support.

4. DISCUSSION

From the above surveys it shows that the local retailers are affected the way worse by COVID-19 and Online shopping. Interestingly More than 70% of retailers need an app for improving their Business strom. It also shows that retailers also wanted to avoid crowding of people. Inorder to stop contamination.

4.1 ANY OTHER OPTIONS

Drones: Drones or Unmanned Aerial Systems (UAV - Unmanned Aerial Vehicle or UAS- Unmanned Aerial Systems) are the aircrafts, which can fly without a pilot and travelers ready. Automaton Controlling is performed distantlyby radio waves or self-governing (with a foreordained course). Drones are characteristically connected to air traffic the executives and air traffic development which doubles once every 15 years [21]. Today, the utilization of different UAVs and UAV swarms are drawing in more enthusiasm from the examination network, prompting the investigation of themes, for example, UAV collaboration, multi- drone self-sufficient [22]. The Drone Age contends that the authority of drone innovation will get integral to the ways that administrations and non-state entertainers look for force and impact in the coming many years [23]. The fast increment in use of internet requestinghas expanded the necessity of labor to conveyin different folds. Robotics is being utilized to meet this prerequisite. A quadcopter can accomplish vertical trip in a steady way and be utilized to screen or gather information, conveyance in a particular area [24]. In spite of the fact that modern innovation advanced the potential outcomes of engineering and, in the instance of the vehicle, reclassified structural standards and promenade, it likewise impacted a consumerist-driven, innovation fixated society [25]. The most significant component of the automatons is that they needn't bother with any extra framework to rapidly enlist and screen an assigned territory or article [26]. Robots are quickly finding their way into regular civilian applications, and are generally organized, empowering their distant programming, and network with humans.It is of incredible use with regards to giving productive and helpful reconnaissance. We have seen drones applications in cultivating gear where it is utilized to spread medications in the natural fields, do simple and safe pesticides removal over the harvests [27]. Drones have been considered for use in different fields as indicated by the presentation improvement and the value down of gadgets. They are normal for certain applications: calamity help, ranch field, security field, transportation field, etc. [28.Drones have GPS for autopilot and a camera for controllers by human administrators.

4.2 DISADVANTAGES OF DRONE DELIVERY:

Very expensive. Require a significant investment to create a network of drones. Quickly drain their battery with just a few minutes. It requires an improvement in battery technology. Easily fall from the sky or accidentally release its package. Safety concerns due to possible drone crash near schools or crowded places. Higher risk of failure and malfunction during delivery operations, when compared to traditional options. Privacy threat in the densely populated urban areas, easily get lost or stolen. It's hard to replace or find the missing drones. Difficulties in the integration of drone networks into existing complex urban infrastructures. Lack of unified global aviation regulations about crew certification, medical qualification, etc. If the delivery drone fails, there will be an increase in customer complaints, product costs, and insurance premiums. Fewer job opportunities for entry- level, unskilled workers.

Have you ever tried No contact delivery before?

185 responses

- Yes , I have thats the best!!
- Ofcourse!! Pandemic gives you no other option !!
- No , I have not tried it yet
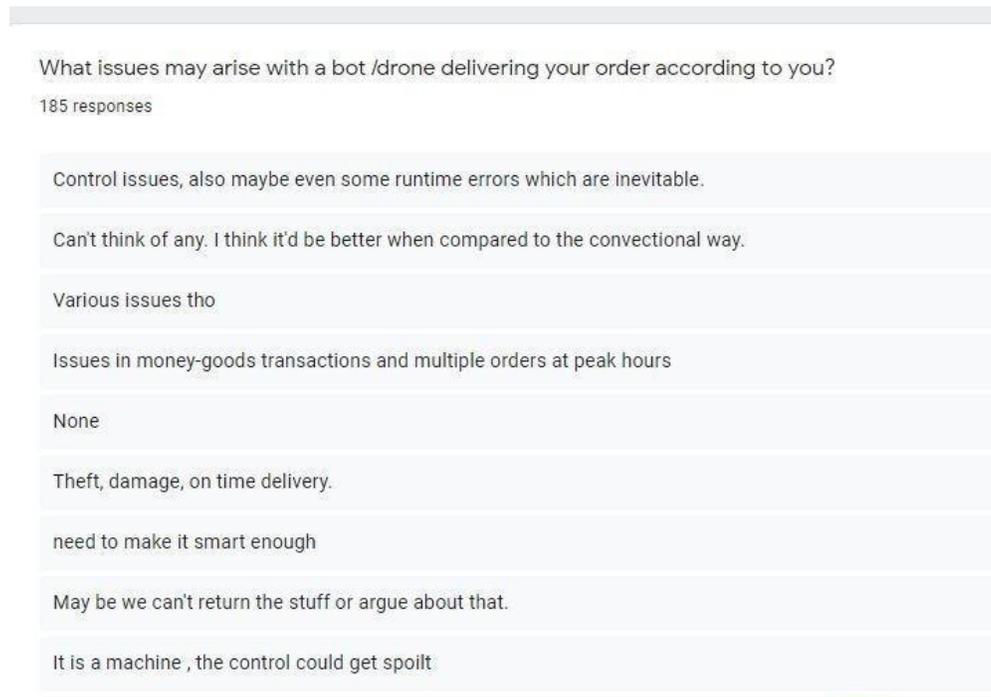- Its my first time hearing that!!

PIE CHART 1 – OPINION ON NO CONTACT DELIVERY

Would you prefer bots/drones making the delivery as opposed to the traditional way during this pandemic?

185 responses

- Yes(That would be really cool!!)
- No(I don't think its gonna work...)
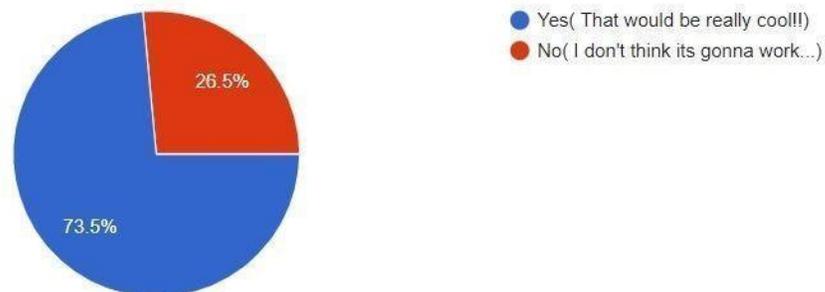
PIE CHART 2 – OPINION REGARDING DRONE DELIVERY

FIGURE 19 – DIFFERENCE OF OPINION REGARDING DRONE DELIVERY

5. CONCLUSION

Retailers are confronting vicious rivalry in the market since individuals are profoundly affected by internet shopping due to different reasons. Also this current covid-19 pandemic has turned against them. Subsequently retailers need to adapt up to this circumstance by changing their conventional arrangements as of now we aim that our app named Kwik tapz will be of great use to them. Also retailers should make great use of our app named Kwik tapz. Through this way retailers can survive in Indian market. Due to the rapid advancements in technology, with the right solution to the above mentioned problems we can expect that drone delivery could be successful.

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