

Relationship between E Retail and Social System of Delhi and NCR Region of India

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Abstract

In India before making a purchase decision to reduce the risk of buying a new product, many online shoppers tend to wait for the opinions of early adopters. Companies dealing in E-Retailing have initiated to gather information about their customers on their portals and also about their other social engagements and interactions. This will facilitate the E-Retailing companies to comprehend the various socio-cultural influences instrumental in impacting the buying decision mechanism as well as helping in establishing better relationship with the customers which will eventually culminate in scaling up the sales. In this paper, we present an overview of the impact of social influence in E-Retailing decision making to provide guidance to researchers and companies who have an interest in related issues. We identify how data about social influence can be captured from online customer behaviors and how social influence can be used by E-Retailing websites to aid the user decision making process.

Keywords: E-Retail, Social System, Relationship

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Introduction

Of late 'e', which stands for electronic, has been gaining in momentum and importance consistently. So much so that most, if not all, aspects of modern life are in the process of being digitally enabled. Thus, e-commerce is a huge domain related to doing business and e-retail is an extremely visible and increasingly important part of it. Due to the extremely fast-paced growth of e-retail in the recent past, the various aspects and facets of this phenomenon are not understood well enough. In this endeavour, study such as this would prove useful.

This anthropological study aims to understand Indian E Retail and its implication on societal relations. This proposed research will be useful to the researchers, social doctors, marketing research agencies and retail professionals. The study examines the customers 'profile and their behaviour towards online products purchasing, in terms of what makes them to purchase online. It also open new insights of research in Indian E Retail that are linked to personal tendencies or customers' demographics in their online shopping, these include an understanding of patterns of consumer behaviour (as what, where, when, why and how consumer buy the products online), and their relationship with their demographic, socio-economic factors etc. The research knowledge and remedial suggestions, if communicated to the concerned people will bring out functional effectiveness in performance of their roles.

The scope, applicability and the social, administrative and developmental utility of the discipline of anthropology has severely undergone a vast change since the days of its hobnobbing with imperialisms oppressive expansionism. The task and the scope of the present-day anthropological investigation are much inclined towards earmarking and generating prospects of enhanced effectively of administration and the potentiality to install sustaining development. Further, in this digital era, a new sub field of anthropology is business anthropology.

Business anthropology is a fast-evolving field. Social sciences in general and anthropology in particular has typically constructed and established theories to know the different aspects of behavior of the human beings and each brings special insights to understanding business. The competency of anthropologists is to examine the human being's interaction among themselves in the technologically advancing societies. With methods based in techniques for first-hand observation and interviewing of participants, and with theoretical knowledge gleaned from studying human societies across the world, anthropologists are the social scientists who are trained to evaluate the behavior of humans in any given setting. The present study, like any other like exercises in this field, does appear to be adequate in bringing forth the prospective options offered by a small represented internet-users community in the field of social anthropology and marketing management.

As regards the choice of the area taken up for investigation, the present study stands apart to the extent that it claims to represent the capital of the country which is fast changing and developing to new heights in this digital New India. It has been genuinely focused to highlight the emerging E retail and its social consequences which are intended to enrich the field of business anthropology.

Objective

1. To identify relationship between E Retail and Social System of the Respondents

Methodology

The study was conducted in purposively selected area of New Delhi and NCR region of national capital. 180 respondents from New Delhi and 180 respondents from NCR region were selected from the study area.

Findings

A lot of focus has been there during recent times both on the E-Retailing companies and the individuals interfacing with each other on various social websites which in turn enhanced the importance of social media. Large population can easily be accessed through various social media. Moreover, interaction through different multi-media systems facilitates and are helpful for the different marketing campaigns being broadcast on online platforms. So therefore, interaction on these social online platforms has become an integral part of marketing mix and revolutionizing the way companies interact with their customers. We have tried to identify relationship between E Retail and Social System of the respondents and following results have been observed.

Table: 1

Distribution of Respondents according to Sources of Information Related to E Retail/Online Buying from their Social System

S.N.	Sources/Social System	Sources of Information Related to Online Buying by Respondents of New Delhi			Sources of Information Related to Online Buying by Respondents of NCR		
		Always	Sometimes	Never	Always	Sometimes	Never
1.	Family/ Friends/ Neighbours	51 (28.33)	75 (41.66)	54 (30.00)	78 (43.34)	70 (38.88)	32 (17.78)
2.	Radio FMs	93 (51.66)	56 (31.12)	31 (17.22)	99 (55.00)	41 (22.77)	40 (22.23)
3.	Newspapers /	15	42	123	35	85	60

	magazines	(8.32)	(23.34)	(68.34)	(19.44)	(47.22)	(33.33)
4.	Television Channels	30 (16.66)	32 (17.77)	118 (65.55)	102 (56.66)	34 (18.88)	44 (24.44)
5.	Google Ads	55 (30.55)	100 (55.55)	25 (13.88)	98 (54.44)	57 (31.66)	25 (13.88)
6.	Different Websites like IRCTC etc	23 (12.77)	28 (15.55)	129 (71.66)	64 (35.55)	70 (38.88)	46 (25.55)
7.	Portals like Amazon, Flipkart etc	143 (79.44)	19 (10.55)	18 (10.00)	84 (46.66)	49 (27.22)	47 (26.12)
8	Word Of Mouth	18 (10.00)	19 (10.55)	143 (79.44)	118 (65.55)	33 (18.34)	29 (16.12)
9.	Others	101 (56.12)	67 (37.22)	12 (6.66)	123 (68.34)	42 (23.34)	15 (8.32)

The data presented in above table depicts the sources of information used for online shopping. Table shows that 28.33 per cent respondent of Delhi were always using information provided by family/friends/neighbours, 41.66 per cent using it sometimes whereas 30.00 per cent respondents were never used information provided by family/friends/neighbours for online shopping. 51.66 per cent respondents of Delhi were using information provided through Radio FMs for online shopping, 31.12 per cent using it sometimes while 17.22 per cent respondents never used the information of Radio FMs for online shopping. Table further shows that 8.32 per cent respondent of Delhi were always using information provided by newspapers / magazines, 23.34 per cent using it sometimes whereas 68.34 per cent respondents were never used information provided by Newspapers / magazines. 16.66 per cent respondents of Delhi were using information provided through television channels for online shopping, 17.77 per cent using it sometimes while 65.55 per cent respondents never used the information of television channels for online shopping. Table further shows that 30.55 per cent respondent of Delhi were always using information provided by Google Ads, 55.55 per cent using it sometimes whereas 13.88 per cent respondents were never used information provided by Google Ads. There was 12.77 per cent respondent of Delhi who always using information provided by different websites like IRCTC etc, 12.55 per cent using it sometimes whereas 71.66 per cent respondents were never used information provided by different websites like IRCTC etc. Table shows that 79.44 per cent respondent of Delhi were always using information provided by Portals like Amazon, Flipkart etc, 10.55 per cent using it sometimes whereas 10.00 per cent respondents were never used information provided by Portals like Amazon, Flipkart etc. 10.00 per cent respondents of Delhi were using information provided through word of mouth for online shopping, 10.55 per cent using it sometimes while 79.44 per cent respondents never used the information of word of mouth for online shopping. 56.12 per cent respondents of Delhi were using information provided by other medium for online shopping, 37.22 per cent using it sometimes while 6.66 per cent respondents never used the information of other medium for online shopping.

The sources of information used for online shopping, 43.34 per cent respondents of NCR region were always using information provided by family/friends/neighbours, 38.88 per cent using it sometimes whereas 17.78 per cent respondents were never used information provided by family/friends/neighbours. 55.00 per cent respondents of NCR were using information provided through Radio FMs for online shopping, 27.77 per cent using it sometimes while 22.23 per cent respondents never used the information of Radio FMs for online shopping. Table further shows that 19.44 per cent respondent of NCR region were always using information provided by newspapers / magazines, 47.22 per cent using it sometimes whereas 33.33 per cent respondents were never used information provided by Newspapers / magazines. 56.66 per cent respondents of NCR region were using information provided through television channels for online shopping, 18.88 per cent using it sometimes while 24.44 per cent respondents never used the information of television channels for online shopping. Table further shows that 54.44 per cent respondent of NCR region

were always using information provided by Google Ads, 31.66 per cent using it sometimes whereas 13.88 per cent respondents were never used information provided by Google Ads. There was 35.55 per cent respondent of NCR region who always using information provided by different websites like IRCTC etc, 38.88 per cent using it sometimes whereas 25.55 per cent respondents were never used information provided by different websites like IRCTC etc. Table further shows that 46.66 per cent respondent of NCR region were always using information provided by Portals like Amazon, Flipkart etc, 27.22 per cent using it sometimes whereas 26.12 per cent respondents were never used information provided by Portals like Amazon, Flipkart etc. 65.55 per cent respondents of NCR region were using information provided through word of mouth for online shopping, 18.34 per cent using it sometimes while 16.12 per cent respondents never used the information of word of mouth for online shopping. 68.34 per cent respondents of NCR region were using information provided by other medium for online shopping, 23.34 per cent using it sometimes while 8.32 per cent respondents never used the information of other medium for online shopping

Hypothesis

For the testing of significant relationship between E Retail and social system of the respondents, following hypothesis was framed.

H₀: There is no significant relationship between E Retail and social system of the respondents

Table: 2
Relationship between E Retail and social system of the respondents

S. No.	Independent Variable	Respondent of New Delhi	Respondents of NCR region
1.	Age	0.321**	0.263*
2	Education	0.560**	0.408**
3	Caste	-0.307 ^{NS}	-0.021 ^{NS}
4	Marital status	0.129 ^{NS}	0.098 ^{NS}
5	Family Type	0.203**	0.067**
6	Family Size	0.088 ^{NS}	0.093 ^{NS}
7	Monthly Income	0.102**	0.082**
8	Occupation	0.432*	0.073*

** Denotes one percent significance level.

*Denotes five percent significance level.

The table communicates that there is positive and significant correlation between age of respondents of New Delhi and respondents of NCR region. It may be due to the fact that majority of the respondents of New Delhi and respondents of NCR region were from medium to old age group. It is natural for them to acquire new knowledge by mutual help, personal experiences and interaction with other sources. Thus, it indicates that age has positive bearing with social system of the respondents. As the age of individual increases, their power of decision making also increases.

Educational level of the respondents of New Delhi and respondents of NCR region has been found to be positively and significantly correlated with social system of the respondents. Educational level of the respondents of New Delhi and respondents of NCR region has relationship with E Retail and social system.

There is negative and non-significant correlation between caste and E Retail and social system of the respondents. It seems that caste is no decisive factor. Caste is other factor, which stimulate and enhance the ability and capability to learn to know the information. Many other authors also found that caste was negatively correlated with decision making power of an individual.

The respondents of New Delhi and respondents of NCR region have been found to be negative and non-significantly correlated between marital status, E Retail and social system. It means marital status of respondents did not facilitate them towards decision making power. It seems that marital status is also non decisive factor.

There is positive and significant correlation between family type, E Retail and social system. Family type of any individual depends upon many supporting and helping factors which coordinates the individual's activities solid with their decision-making power.

The family size of the respondent has been found non-significantly related with E Retail and social system. It means that this variable does not affect considerably in acquisition of knowledge, they have permanent settlement in the Metropolitan cities and thereby their outlook and thinking are bound to be influenced.

The monthly income of the respondents of New Delhi and respondents of NCR region has been observed statistically positive and significantly correlated with E Retail and social system. It may be inferred from the table that monthly income possessed by respondents through passing many years, was responsible for enhancing decision making power.

The further examination of the table indicates that there was a positively correlated between occupation and E Retail and social system. Since most of them were professionals, they go for more income like business and subsidiary occupation.

Conclusion

The E-commerce customer base is at a turning point from a transaction-based society to a relationship-based society. The web-based social networks have become more popular; consumers who may not have complete information about a product or service often make use of their social system and previous customers' opinions. It is very much evident that information from peer groups has an impact over the decision making of the customer while buying online. More importantly the social system can be effective in transmitting the positive repercussion of good profuse reviews and feedbacks of the prevailing customers on the potential prospective customers.

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